

In wake of NATPE
through unknowns of

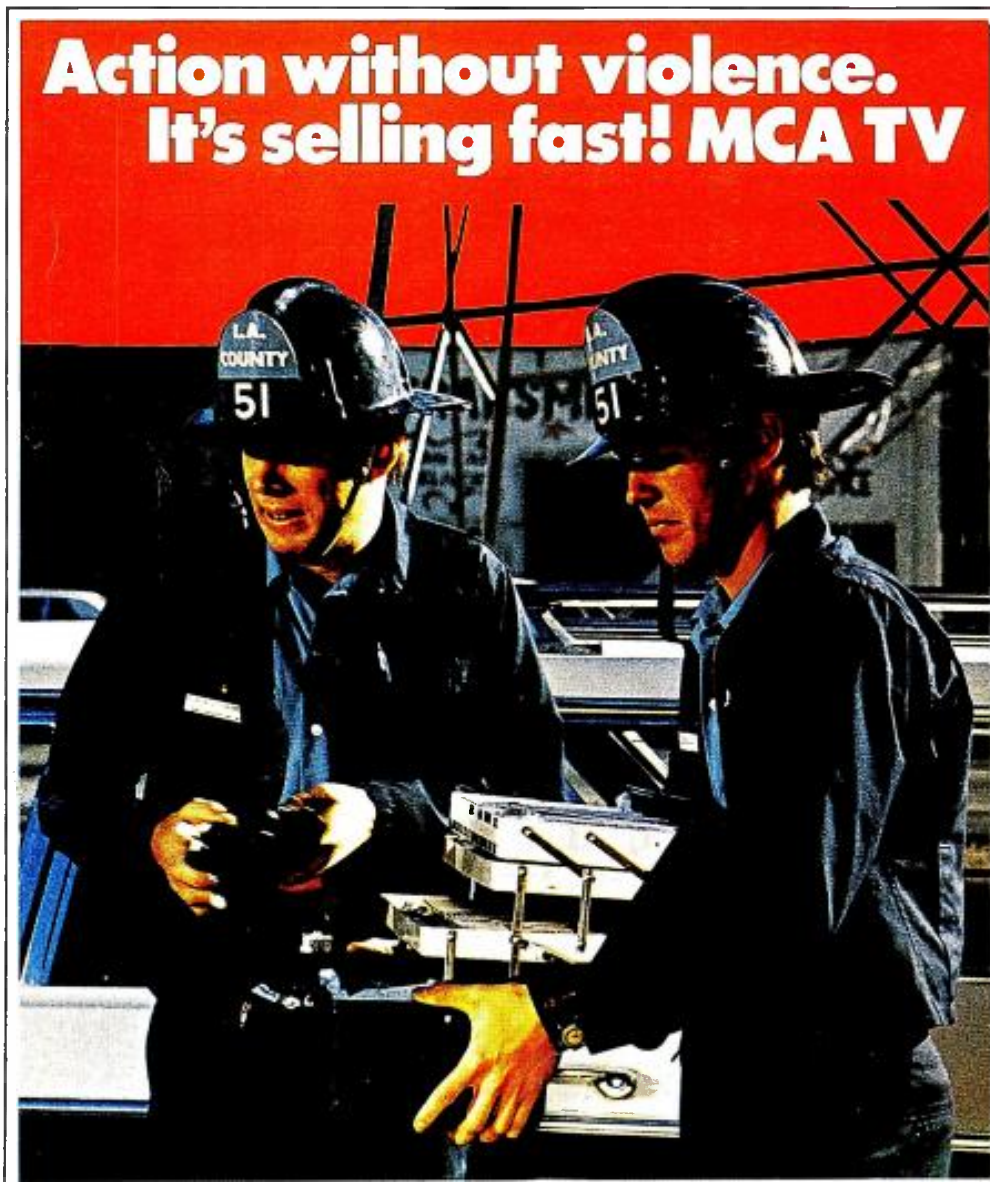
is cautious course
access, family viewing

Broadcasting Feb 17

The newswEEKly of broadcasting and allied arts

Our 44th Year 1975

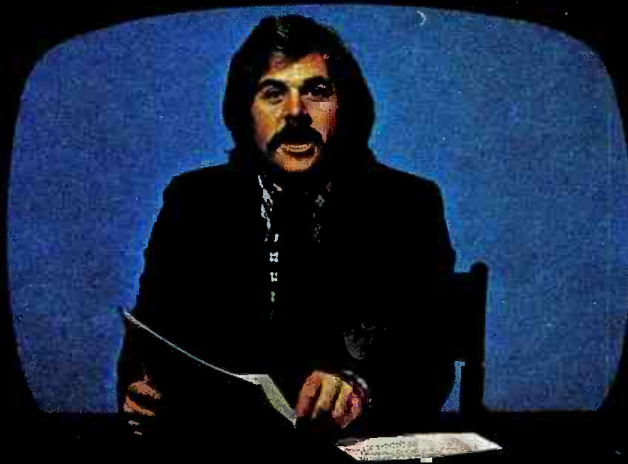
NEWSPAPER



361121188A 4518420K DEC/77
A U T R I A R Y
U S A I R F O R C E
S P E C I A L A C C O S E C T I O N
M O N T G O M E R Y A L 36112

The 10:10 knockout on the 11 o'clock news:
Channel 7.

The 10:10 knockout on the 11 o'clock news:
Channel 4.



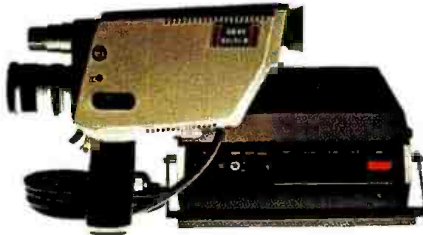
"... we expect to have a filmed report for you later on."

The Akai VTS-150. It can make the difference between news you can only talk about and news you can show:

Ray Karpowicz, General Manager KSD-TV "One afternoon the Fairmont Racetrack in Illinois burned to the ground and KSD sent a crew out in a helicopter. Over the site, we moved slowly as possible and held the Akai VTS-150 to our chest to reduce vibration. The system worked to perfection and we had the story on at 6 o'clock."

Steve Currie, Director of Broadcasting WCBD-TV "When

Gen. Alexander Haig visited "The Citadel" in South Carolina, his press conference began at 4:30 P.M. We took an Akai VTS-150 with us and returned in plenty of time with the story edited and ready to be televised



on our 6:00 P.M. News."

Ray Miller, News Director KPRC-TV "The prison break attempt in Huntsville occurred in late afternoon nearly 100 miles from Houston. We flew the Akai to Huntsville, got some pictures, talked to a prison official, and got back to Houston in time for our 6:00 P.M. News."

The VTS-150. It weighs only 22 pounds. It costs only \$6995. It can go anywhere. Shoot anything. Edit anything. In minutes. Ready for airing. We think it's revolutionizing broadcast journalism. Just watch.

AKAI™

People watch the news to see the news.

2139 EAST DEL AMO BLVD., COMPTON, CALIF. 90220

Simulated television reception.

At WCCO-TV, your spots run as ordered.



We know. You spend a day and a half working out your media plan to meet a specific gross rating point goal. You make your buy. And pray.

Because if your spots don't run as ordered — when and where you planned — the whole strategy is shot. You have to go back to set up make-goods. Re-negotiate. It can mean hours, or even days, re-doing a job you thought was already done.

But you can avoid all this hassle in Minneapolis-St. Paul. Simply buy WCCO-TV.

Good news: WCCO-TV has a "Media Buyer's Protection Plan"

You'll like it. It's simple. And it works.

1. WCCO-TV runs your spots as ordered.

2. WCCO-TV does not play games with its rate card. It's the same for everybody, local or national.

3. WCCO-TV guarantees 90-day rate protection.

4. WCCO-TV guarantees 10-minute product protection.

(Note: we do not say we "intend, desire or endeavor" 10-minute separation. We *guarantee* it.)

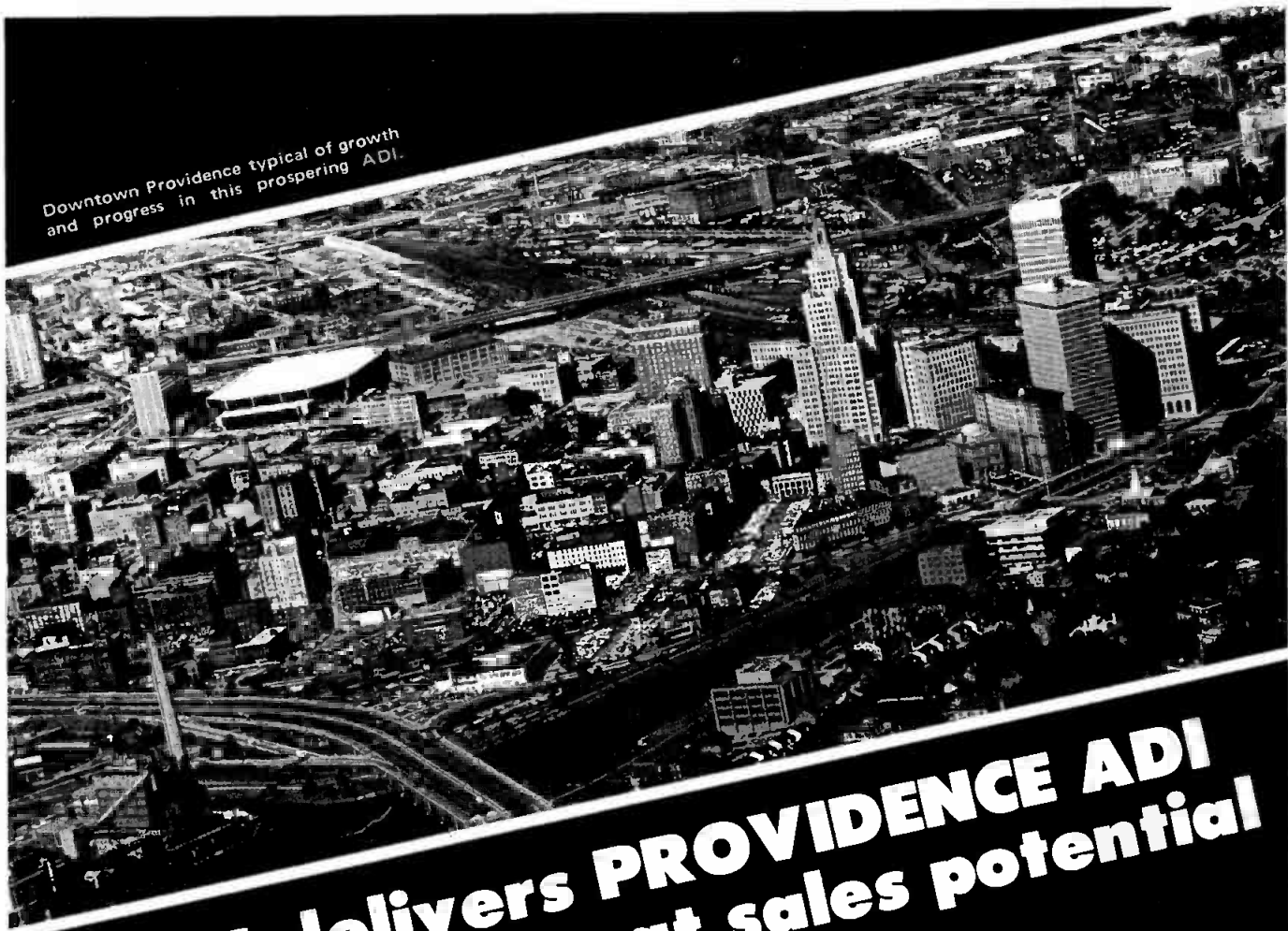
Test us.

The WCCO-TV sales staff (and Peters Griffin Woodward) stand ready to make life easier for you.

Our only problem is, our story sounds too good to be true.

4 WCCO
TV Minneapolis/St. Paul

Downtown Providence typical of growth and progress in this prospering ADI.



WTEV delivers PROVIDENCE ADI market with great sales potential

With ADI TV homes totaling 576,800, retail sales soaring to \$3,973,652,000, this area should play a vital role in your market plans. To achieve full coverage you need WTEV in this market which includes Providence, R.I., New Bedford and Fall River in Mass., New London in Conn., and many other cities.

Representative:
THE MEEKER COMPANY, INC.

WTEV

WTEV 6

PROVIDENCE, R.I. • NEW BEDFORD-FALL RIVER, MASS.
NEW LONDON, CONN.

Vance L. Eckerstey, Manager

STEINMAN TELEVISION STATIONS

WTEV Providence, R. I. / New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Closed Circuit®

Counterprogramming the economy. Spot and local TV business closed out 1974 in fourth-quarter rush that eclipsed predictions of Television Bureau of Advertising and carried year's total TV billings to estimated \$4.94 billion, well beyond TVB's formal forecast of \$4.845 billion and more than 10% above billings in 1973. TVB estimates that national-regional spot was up 20% in fourth quarter (seven points more than predicted) and local up 11% (three more than predicted). Accordingly, TVB has revised 1974 full-year spot gain from expected 6% to approximately 11%, putting spot's annual growth rate ahead of local's (estimated at 10%) for first time since 1965. Network was up about 11%.

Good news doesn't stop there. All signs indicate gains are continuing. For first quarter of 1975 TVB is estimating spot will do about 10% better than its admittedly mediocre performance in opening months of 1974, and that local will advance by about 8%. Network meanwhile is running about 4% ahead of its year-ago pace.

Comeback. What's behind revival of FCC Q&A panel on closing day of National Association of Broadcasters convention April 6-9 after 10-year absence? Best guess is that NAB programmers brought it back to keep delegates from leaving Las Vegas early, as last year they left Houston where closing events played to empty houses. So far, NAB is assured of five commissioners on stage, with Glen O. Robinson sitting it out and Charlotte Reid still undecided.

FCC panel give-and-take was abandoned after 1965 when debate between Commissioners Lee Loevinger and Ken Cox, both Democrats but philosophically at odds, got overheated. After that, commissioners got wary of ad libbing on policy. This year Vincent T. Wasilewski, NAB president, will moderate session and screen written questions.

Double jeopardy. U.S. Commission on Civil Rights has undertaken study of equal employment opportunities in television in 10 major markets. Project director, Helen Franzwa, has asked for information from network owned-and-operated stations and affiliates as well as noncommercial stations — 40 in all — in New York, Chicago, Los Angeles, San Francisco, Cleveland, Detroit, Atlanta, Washington, St. Louis and Philadelphia. She will also use employment statistics filed with FCC. Study is said to be designed to uncover trends in employment practices, rather than to seek out individual cases of discrimination — although latter, if discovered, would be reported.

Civil Rights Commission has no authority to regulate or to impose sanctions; its function is to study and make recommendations. And Dr. Franzwa says her study, expected to be completed in about 12 months, may result in recommendations to FCC.

Magic circles. TV signal contours seem to be out, and pre-set circles in, as FCC's means of protecting television stations against cable-television duplication of their network programming. Commission last week, in couple of hours of discussing proposed modification of nonduplication rules, indicated it would draw 35-mile ring of protection around stations in top-100 markets, 55-mile rings around stations

in smaller markets. Other likely decisions: exempt from nonduplication rules systems with fewer than 900 subscribers, as counted from headend (instead of 500 within specific community, as at present); retain rule requiring systems to blackout distant but significantly viewed signals that duplicate local signals; permit systems to carry protected programming on what would otherwise be blacked-out channel, as well as on local channel.

One hot question still to be resolved is whether protection afforded Rocky Mountain stations should be reduced from same-day to simultaneous, as in rest of country. Commission is considering holding panel discussion on that.

Three OTP finalists. White House talent scouts in search of director for Office of Telecommunications Policy have interviewed two prospects, Acting Director John Eger and former FCC Commissioner Robert Wells. Third person under consideration is C. Lynn Wickwire, executive director of New York State Cable Television Commission, whose chances for appointment to FCC last year were wiped out by disclosure that he had written members of Congress supporting impeachment of then-President Nixon. He is also expected to be interviewed for OTP job. Word from White House is that decision is perhaps three or four weeks off.

NAB&P? Some members of its executive committee are suggesting that National Association of Broadcasters go into publishing business by selling advertising in weekly house organ, *Highlights*. Charles R. Dickoff of WEAQ(AM) Eau Claire, Wis., vice chairman of radio board, is promoting notion, with reported support of Richard Chapin of Stuart Stations, Lincoln, Neb., former chairman of joint board. There's also talk of reducing *Highlights* frequency to save money.

Honing up. Senator Philip Hart's (D-Mich.) Antitrust Subcommittee has tentative plans for late-April hearings to review complaints from pay cable industry that TV broadcasters are using anticompetitive measures to deny pay cable access to motion pictures. Subcommittee staff has been interviewing pay cable, network and movie officials since last fall (*Broadcasting*, Sept. 9, 1974). Subcommittee may also go into charges that networks collude on prices they pay for movies made by independent producers. Independent news producers who complain about network exclusion of their work may also be heard.

Radio on cable. FCC's Cable Television Bureau staff is reluctant dragon on rules governing cable carriage of radio signals. In response to commission's instructions, staff drafted report and order but is not pushing for its adoption. Rules would require systems that carry one local signal to carry all local signals in same service and would protect local stations against distant imports (stations more than 75 miles away) on basis of similarity of formats. Systems in small towns (25,000 or smaller population) would be limited to five distant signals; there would be no limit on systems in larger communities.

Staff's lack of enthusiasm for proposal — or for any dealing with subject — grows out of doubt there is problem requiring rule. If there is problem, as one staffer put it, "we can't find it and we don't have time to look for it."

Top of the Week

Prime maneuvers. *NATPD request for stay of exemptions to third version of prime time access rule is denied; case is scheduled for expedited hearing on merits week of March 3. CBS and six major studios claim FCC's action is unconstitutional invasion of programing judgments.* Page 24.

The action in Atlanta. *NATPE convention hears Wiley hail family viewing proposal.* Page 25. *Affiliates and networks use Atlanta meeting as forum for give-and-take, mostly about the early hours of prime time.* Page 26. *Prime access panel at NATPE is a sleeper, literally.* Page 27. *Contingencies cause program buyers to hedge their bets somewhat.* Page 30.

Caveat Congress. *Commerce Committeeman Clarence Brown says "band of zealous, young members" of Congress seeks to break up TV corporate and production structures, urges licensees to communicate local tastes to programmers.* Page 36.

Commission denies racism challenges. *FCC renews licenses of Mississippi TV and Los Angeles AM stations, says charges of discrimination against and failure to program for local black communities were not substantiated.* Page 39. *But commission conditions license renewals of 28 other broadcasters on affirmative employment action.* Page 43. *Religious broadcaster will go off air rather hire those of different faith.* Page 46.

Rides again. *OTP sends long-term CPB funding bill to OMB in preparation for trip to Hill. Legislation is substantially the same as last year's effort, would provide \$70 million in 1976 on up to \$100 million in 1980 and annual congressional review of public TV.* Page 40.

How to halt hypoing. *Nielsen Co. outlines three ways to end artificial inflation of audience sizes. Cost increases would be between 7% and 16% depending on option chosen. Company says it takes no sides in dispute, welcomes better solutions.* Page 45.

Electrifying ads. *As electric power rates go up, some state public utility commissions are trying to force cutbacks in power industry television advertising.* Page 46. *From Capitol Hill, Representative Benjamin Rosenthal and group of 30 other members of Congress call on broadcasters to provide air time to critics of nuclear power.* Page 48.

Giving them what they want. *Cable fables by broadcasters big hit at NATPE. Bill Carlisle tells how "K and Katy TV" are ravaged by regulation and go back for more. George Koehler writes tale of pay cable with pen dipped in acid, depicting operators as would-be monopolists.* Page 52.

Down to the farm. *OTP-sponsored research claims 22 million homes not now receiving five channels could be with a mix of cable, microwave and translators at a cost between \$272 million and \$336 million, if only FCC will change some rules.* Page 55.

Home on the range. *Clint Formby, small market radio broadcaster in West Texas and former chairman of the NAB radio board, links success to total community involvement.* Page 73.

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FCC puts a chip on its shoulder in declaratory ruling on indecency

FCC, in action certain to stir major First Amendment debate, has defined what it means by material that, when broadcast, is "indecent" and in violation of federal law. And it has invited anyone who doubts validity of its definition to challenge it in court ("Closed Circuit," Feb. 10).

Commission, which acted last week in response to what it regarded as growing problem of broadcast of obscene or indecent material, acknowledged that Communications Act prohibits it from censoring broadcasters. But it also said that it and Justice Department are responsible for enforcing statute barring broadcast of obscene, indecent or profane material.

New definition refers not only to kind of material — words describing "sexual or excretory activities and organs" in "patently offensive" manner — but also to likelihood of children being present in audience. For to commission, "intrusive" nature of broadcasting is major factor to be considered, and it said it has applied to its definition principles at work in public nuisance law, which channels behavior rather than prohibits it.

Commission provided definition in declaratory ruling it issued in connection with complaint about cut from George Carlin comedy record that had been broadcast by Pacifica Foundation's WBAI(FM) New York.

Commission said it was not imposing administrative sanctions on WBAI that are available — forfeiture, license revocation, cease-and-desist order, among them — but was issuing declaratory ruling instead as means of clarifying standards it uses to judge "indecent language." Ruling, it added, will permit anyone who considers himself "aggrieved" or who wishes to call additional factors to commission's attention, to seek reconsideration and, if not satisfied with commission's action then, judicial review.

Pacifica said that monologue was played as part of discussion of "the use of language in our society" and listeners were warned in advance that monologue contained material they might regard as "offensive." Pacifica's counsel, Harry Plotkin, said he and his client had not yet seen text of commission order, and were not prepared to say whether action would be challenged. However, it was widely assumed, inside commission as well as out, that appeals would be taken, very likely by public interest lawyers, among others.

Commission transcript of monologue from album it said is involved in case, *Occupation: Foole*, contained such words as "cocksucker," "fuck," "motherfucker," "cunt," "shit," "piss" and "tit."

Commission, in dealing with complaint about WBAI broadcast — from man who said he had heard it on car radio in company with young son — ran up against fact that courts have never construed "indecency" in connection with statute banning such material from air. (It does have court opinion dealing with obscenity, in case involving topless radio program aired on WGLD[FM] Oak Park, Ill.)

Commission distinguished "indecent" from "obscene" language on two grounds: Former lacks element of appeal to prurient interest and cannot be redeemed by claim it has literary, artistic, political or scientific value if children are in audience. Indeed, commission said that when number of children in audience is reduced to minimum — as in late evening — it would consider whether material has "serious literary, artistic, political or scientific value."

Commission also said that "decent respect" for rights of others requires broadcasters who want to air material that meets indecency standard at late hour to make solid effort to warn unconsenting adults who do not want that type of language "thrust into the sanctuary of their home."

Ruling will provide material for report on what it has

done to protect children from violence and obscenity on radio and television that commission is due to file with Congress this week. Report is also expected to include review of such matters as WGLD case, as well as recommendations for changes in obscenity statute to make it clear it refers to video (it is written in terms of radio) and to extend it to cable television. In addition, report will review history of family viewing concept that National Association of Broadcasters is expected to incorporate in its code.

NATPE's hot-ticket status spells trouble for NAB

Competition between annual conventions of National Association of Broadcasters and National Association of Television Program Executives accelerated still further last week. Incomplete count showed that more than 250 corporate officers and general managers of groups and individual stations attended Atlanta NATPE — at least three times number of previous year. Three groups — McGraw-Hill, General Electric and Rust Craft — brought in major top brass and left program directors at home, development that is two-edged sword for NATPE. On one hand, presence of big brass enhances prestige of organization. On other, it begins to overshadow organization's original intent as gathering ground for working-level programmers.

Rivalry between two conventions is likely to worsen in 1976, when (1) NATPE goes to San Francisco while NAB is in Chicago and (2) NATPE starts later in February (21-25) while NAB moves earlier to March 21 start, just four weeks later. Likelihood that major executives will attend both is diminished by proximity. Also in NATPE's favor: more managers would rather talk programming than engineering, which is focus of NAB; smaller size of convention makes it easier to get around, do business; earlier date permits running start on fall program planning.

More trouble for NAB — and conceivably for NATPE, too — may have been forecast by private meeting of syndicators in Atlanta last week which spawned three-man committee to draw up by-laws for what could be separate association of syndicators. Committee comprises Wynn Nathan, VP, Time-Life Television; Keith Godfrey, executive VP and director of sales, MCA TV, and Ken Joseph, executive VP for worldwide syndication, Metromedia Producers Corp. One top TV program distributor said syndicators feel like "second-class citizens" within NAB. "We have no say about where the NAB will hold its annual meetings, or what accommodations will be made," he said, implying that if association of syndicators is formed, it would hold its own trade show every year.

Upmanship on family viewing

Independent TV stations, expected to resist National Association of Broadcasters' "family viewing" concept, may decide instead to raise ante. Many at NATPE conference in Atlanta were suggesting broadening family time from "9 to 9" (a.m. to p.m.), and some even suggested making entire schedule family viewing. Move would pose dilemma for television networks, which want independents prevented from counterprogramming their family hours from 7 to 9, yet would not want family standards applied to daytime soap operas.

Other suggestions from independents: grandfathering present program contracts from family viewing enforcement; moving independents' family hours up to 6 to 8, so they could be in position to compete with networks at 8 (many start schedule with two-hour movies that might be blackballed under NAB proposal); turning concept around to emphasize adult viewing after 8 or 9 rather than family viewing before those hours. Consensus emerged only on two points: that independents are opposed to NAB plan as written, and that most consider it network ploy to hobble independent competition in top-10 markets.

Taylor details CBS's financial success in 1974

Broadcasting represented \$813.9 million or 46.5% of CBS's 1974 sales and \$163.8 million or 74.7% of its pre-tax income, President Arthur R. Taylor revealed at meeting with security analysts last Thursday, day after CBS released its record-setting 1974 results (story page 56). These figures, for CBS/Broadcast Group, represent gains of 12% in sales and 21% in pre-tax income as compared with 1973, when broadcasting was 46.8% of sales and 73.6% of pre-tax income.

He said CBS-TV has already sold 97% of its first-quarter prime time "at slightly higher prices than last year" (slightly higher," he said in answer to question, means "a little bit higher"), and daytime sales are "well ahead of last year's pace." CBS-owned TV station sales are also up from year ago and getting better: "sales for February and March are proportionately higher than they were in January." Both AM and FM radio are "off to a strong start."

Prospect of higher network TV rates was held out when he was asked how network profits could continue to grow. "There is an increasing realization that our product on network is underpriced," Mr. Taylor said.

In answer to other questions Mr. Taylor said:

- CBS may soon have to sell its Canadian cable-TV interests, consisting of about 20% of two CATV systems. This was apparent allusion to Canadian nationalist policies, which forced CBS to cut these interests to 20% in first place.

- CBS-TV will make 23 program pilots this year, fewer than usual but "all we want to make." Deals have been negotiated for production of all 23. He recognized Hollywood producers' "tremendous cacophony" about their need for higher fees, and said CBS had tried to negotiate deals "fair" to both sides. Generally, he thought CBS's increase in program expenses could "be contained within our volume increases."

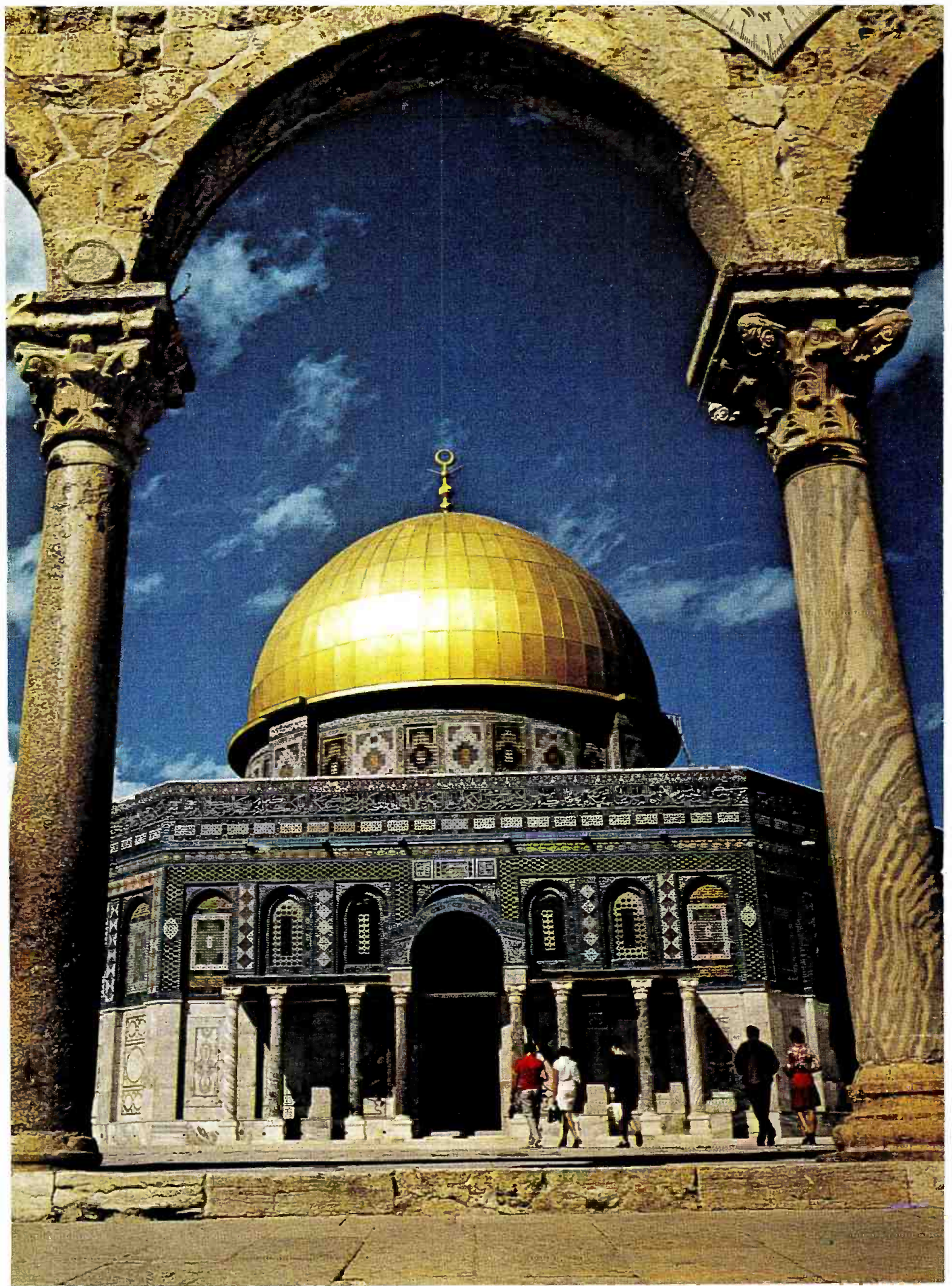
- CBS feels entire prime-time access rule should be eliminated but thinks it should be phased out over "two or three years" because of "tremendous economic impact" of doing it in one swoop. He gave this position in explaining that CBS's current court appeal on access (see page 24), if successful, would presumably leave FCC's original access rule (PTAR I) in effect.

- CBS is seeking acquisitions, especially for its CBS/Columbia and CBS/Publishing groups, and would not be averse to creating another major group, but acquisitions must be compatible with existing operations and in fields CBS management understands and is comfortable with. CBS may also dispose of some interests in its miscellaneous category, but he mentioned only Canadian cable interests. He refused to pinpoint losses of CBS Labs.

Yes, he said, CBS would have made more money if networks had not been barred from domestic syndication. "But I don't want to be piggy about it," he added. "We're doing pretty well."

In Brief

Renewed. FCC renewed license of Newhouse Broadcasting Corp.'s WSYR-TV Syracuse, N.Y., and dismissed petition to deny filed by Syracuse Coalition for the Free Flow of Information in the Broadcast Media. Group had charged station had failed to ascertain community's needs, did not program for those needs and discriminated in employment practices. In separate action, commission renewed Effingham Broadcasting Co.'s WCRA-AM-FM Effingham, Ill., denying petition to deny filed by Albert W. Dasenbrock. Mr. Dasenbrock had charged stations violated fairness doctrine, distorted news and held monopoly control over lo-



"THERE IS ONLY ONE RELIGION, THOUGH THERE ARE A HUNDRED VERSIONS OF IT."

George Bernard Shaw/1856-1950

Temples of many faiths have stood in Jerusalem where the Dome of the Rock mosque stands today. Through thirty centuries this site has been the setting for profound religious devotions. And for violence and destruction, when intolerance overcame understanding.

Religions may differ in their precepts, but they fill the same basic needs, providing spiritual nourishment and moral guidelines. The Corinthian Stations help reinforce these values, and encourage religious understanding in their communities, by broadcasting 900 hours of varied religious programming each year.

Arches with their imposing Corinthian columns on the esplanade in front of the Dome of the Rock in Jerusalem. This site is among the holiest in the world. It is significant in the histories of Jews, Christians and Moslems.

The Dome enshrines the rock on which Abraham was commanded to sacrifice his son Isaac, and from which Mohammed is said to have ascended to heaven.

Solomon's temple, completed on this site in 960 BC, was destroyed by the Babylonians. The Jews built a second temple after the Exile, and it was from the steps of this temple that Jesus dispersed the money-changers. The Romans destroyed it in 70 AD, and built their own, to Jupiter.

The Arab Caliph Abd al-Malik erected the Dome of the Rock here in 691 AD. The Crusaders later converted it to a Christian church, but after their defeat in the 12th Century, it once again became a Moslem shrine.



Corinthian is a Member of
the Dun & Bradstreet Group.

THE CORINTHIAN STATIONS

RESPONSIBILITY
IN BROADCASTING

- ① KHOU-TV
Houston
- ② KOTV
Tulsa
- ③ KXTV
Sacramento
- ④ WANE-TV
Fort Wayne
- ⑤ WISH-TV
Indianapolis

CBS Affiliates

cal media. Licensee has already been put on notice to divest one of its properties within five years under commission's news crossownership rules (*Broadcasting*, Feb. 3). Commission also renewed Central Broadcast Co.'s KKUL (FM) Tulsa, Okla., over objection of United Church of Christ which wants all Tulsa stations investigated for racial discrimination. KKUL renewal was considered before other Tulsa applications, according to FCC, because of pending application for transfer of control (*Broadcasting*, May 27, 1974).

Abe Lincolns for two. Robert E. Rice, executive vice president-general manager, WRAU-TV Rockford, Ill., and Herbert W. Hobler, president, WHWH(AM) Princeton, N.J., given 1975 Abe Lincoln Awards last Thursday (Feb 13) by Southern Baptists Radio and Television Commission. Mr. Rice's award was for public affairs efforts on alcohol and driving safety; Mr. Hobler was chosen for his editorials on what he considered unfair and impractical government regulation of broadcasting. Presentation in Fort Worth was filmed by ABC-TV for use on its Feb. 23 *Directions*.

13-system deal. Cablevision Investors Inc., subsidiary of Daniels Properties, of Denver, has purchased all 13 cable systems owned by Lincoln Telephone and Telegraph, Nebraska, for \$7.7 million. Sale was prompted by FCC ruling prohibiting telephone companies from owning cable television systems within telephone service areas. CATV systems are in towns of Auburn, Crete, David City, Fairbury, Humboldt, Lincoln, Nebraska City, Pawnee City, Seward, Superior, Table Rock, Tecumseh and York and serve 27,000 subscribers.

Pay is off. Pay TV Corp.'s proposed purchase of KBSC-TV Corona, Calif., from Kaiser Broadcasting Corp. for \$1.6 million (*Broadcasting*, March 26, 1973) has been canceled. Pay TV has decided to franchise pay television operations instead of going into ownership.

Going one better. Second bill to eliminate fairness doctrine is being readied for introduction by Senator Roman Hruska (R-Neb.). Like Senator William Proxmire's S. 2, introduced last month, Senator Hruska's bill would eliminate FCC's fairness doctrine, and prevent FCC from influencing or controlling broadcast programming. Unlike Senator Proxmire's bill, Hruska bill would remedy two other broadcaster complaints not directly related to fairness issue. It would end ban on broadcast advertising of cigarettes and would forbid armed forces and postal service from discriminating against use of radio and TV in advertising. National Association of Broadcasters contributed to bill's content.

Nice guys. In speech to Federal Communications Bar Association Friday, FCC General Counsel Ashton Hardy defended professional and ethical qualifications of commission's investigative staff. And investigators' boss, William Ray, chief of Complaints and Compliance Division - "Vinegar Bill, our super cop" - is most "dedicated, loyal, honest and compassionate public servant" he has known, Mr. Hardy said. Lavish praise was Mr. Hardy's public answer to complaints about commission investigative procedures that delegation from FCBA brought to him, Mr. Ray and other staffers in meeting on Monday (see page 38).

Gets it all. Harte-Hanks Newspapers has signed contracts with all 74 stockholders of Television 12 of Jacksonville (Fla.) Inc., to purchase 100% stock in WTLV(TV) for \$10.5 million. Previously, it had contracted to purchase controlling interest (51%) from several stockholders including: Wometco Enterprises, Frank Pellegrin, former partner in H-R Representatives, and former Florida Governor Farris Bryant (*Broadcasting*, Oct. 7, 1974). Harte-Hanks is publicly traded on New York Stock Exchange. Firm owns 46

newspapers, including 21 dailies and owns KENS-TV San Antonio, Tex. Sale is subject to FCC approval.

Turning cool. International Business Machines Corp. said last week it may stay out of domestic communications satellite business because FCC-imposed operating restrictions "are subject to divergent interpretation and, in some instances, appear to be unworkable." IBM originally sought to enter satellite field with Comsat General, subsidiary of Communications Satellite Corp., but FCC said combination of two big and technically specialized companies would be anticompetitive (*Broadcasting*, Jan. 27). Commission said two could bring in third partner, enter business separately or IBM could rent transponders from Comsat General.

Late Fates. *Au Westin*, ABC News VP and director of documentaries, takes over as supervisor of *ABC Evening News* as well. *Ernest Leiser*, executive producer of *Evening News*, named executive producer of *The Reasoner Report*, replacing *Al Primo*, who becomes assistant to Mr. Westin . . . *John W. Wolfe*, brother of late Edgar T. Wolfe Jr., has been elected chairman of Dispatch Printing Co., publisher of *Columbus (Ohio) Dispatch* and licensee of WBNS-AM-FM-TV there. Edgar Wolfe was killed in Washington plane crash (*Broadcasting*, Feb. 3) . . . *Ralph Daniels*, partner, Daniels/Edwards & Associates, New York multi-media systems firm, named director of broadcast standards, NBC, replacing Carl Watson, who is retiring. Mr. Daniels is former president of CBS Television Stations Division . . . *A. Louis Read*, president, Cosmos of Louisiana, subsidiary of Cosmos Broadcasting Corp. and licensee of WDSU-TV New Orleans, relinquishes line assignment and becomes chairman of subsidiary; *Charles Batson*, president of parent, also assumes presidency of subsidiary; *Jim Yager* remains executive VP and general manager, WDSU-TV . . . *Stanley Robertson*, VP-film programs, NBC-TV, Hollywood, named VP-motion pictures for television . . . *Donald R. Osborn*, partner, law firm of Sullivan and Cromwell, New York, elected to board of directors, CBS Inc. . . . *Rich Sklar*, operations director, WABC (AM) New York and programming chief for ABC's six other O&O AM's, is slated to be elected VP . . . *Roland S. Homet Jr.*, Washington attorney most recently serving on staff of House Foreign Affairs Committee, assumes newly created position of chief, office of studies and analysis, at Office of Telecommunications Policy . . . *Sy Barash*, Pennsylvania advertising executive who served state's cable TV association as public relations director for many years, died Feb. 8 . . . *Paul D. Miles*, 69, retired Navy captain and expert on telecommunications, died Feb. 10 in Alexandria, Va., after heart attack. He served in number of FCC posts and with Office of Telecommunications Management in White House. For earlier reports see "Fates & Fortunes," page 60.

Headliners

John W. Thompson Jr., VP of Washington Star Communications Inc. and president of parent Evening Star Broadcasting Co., elected chairman of board and of executive committee of Evening Broadcasting. **Richard S. Stakes**, executive committee of Evening Star Broadcasting. **Richard S. Stakes**, Thompson as president and chief executive officer.

Barbara Walters, co-anchor of NBC-TV's *Today Show*, became first woman to receive NATPE's Award of the Year (formerly called Man of the Year award).

Margita E. White, assistant to Gerald Warren, White House director of Communications, and formerly assistant director for public information, U.S. Information Agency, named assistant press secretary to President Ford.

Monday Memo®

A broadcast advertising commentary from Stuart Iselin, director of broadcast activities, Kane, Light, Gladney, New York

Political advertising: Handle with care

"The lesson of the Nixon landslide of 1972—to wit, that a vote can be a dangerous weapon—ought to persuade everybody to think twice before using it. After the inevitable carnage, those who have treated the election with the awe it deserves can crow on their bumper stickers, 'Don't Blame Me - I Didn't Vote.'"

This quote from Russell Baker's column, "Sunday Observer," in the *New York Times Magazine* should make us in the advertising community think twice before using our power as influencers. Perhaps we haven't thought about it in these terms but we do have a tremendous amount of power when it comes to convincing the public to vote for "our" candidate. "Selling" a candidate is not quite the same as trying to sell a tube of Crest. Ethically, the sense of responsibility is awesome, or should be.

Here at Kane, Light, Gladney, we have amassed considerable experience over the years in the area of political advertising, having handled the campaigns of such candidates in New York as Hugh Carey, Sol Wachtler, Norman Blankman, William Casey, and, most recently, Lester Wolff. And we have learned that many stations and agencies do not understand or are not familiar with procedure and regulation governing political advertising.

What's political advertising all about? First, you have to take human beings and package them as if they were a product. But obviously they are not tubes of Crest. So the concern with social and economic factors goes far beyond that involved in product advertising. Next, psychological factors must be considered with greater care as voter habits differ greatly from buying habits. When you go into a supermarket you positively decide to buy a particular product—you see that tube of Crest and you buy it. In voting, we have something that is unique. In many instances people vote negatively—against, rather than for. Then, the decision (who is elected) is of much greater collective importance than the decision as to what toothpaste you buy. Does it matter whether you buy Crest or Gleem? Does it matter whether the President is George Wallace or someone else?

There are more restrictions—legal, media and financial—when it comes to political advertising than with product advertising. Forms have to be signed, letters of indemnification have to be in the stations' hands before air date. You can't buy as much time on many stations as you want, since many will sell only a package of so many spots and not one spot more. The political advertising time cycle is totally



Stuart Iselin is director of broadcast activities at Kane, Light, Gladney Inc., New York, and has worked on Congressman Lester Wolff's (D-N.Y.) radio campaign for the last three elections. Mr. Iselin, before joining Kane, Light, Gladney in 1970, was a media buyer at Grey Advertising. In addition to serving as Kane, Light, Gladney's broadcast media director, he also functions as one of the shop's writers-producers.

unlike that of product advertising. The tent collapses on election day and all advertising ceases the day before. Therefore, the need for immediate visibility and tremendous frequency is obvious. Within a short and concentrated period of time, all ramifications of promotion, merchandising and advertising must be factored in. Then, there's the financial factor—money up front. Spots don't go on the air until the station has check in hand.

"Many agencies maintain that handling such a short-term but intense advertising effort is disruptive to the agency." That's a quote from the *New York Times*. I imagine it can be disruptive if the group involved in the campaign doesn't know the ins and outs of political advertising. In general—and this is attested to by several account executives and salesmen at New York radio stations—there's a marked lack of creativity in the purchase of time. Many agencies do a better job in print because they don't know or understand the broadcast medium as it should be applied to political advertising. This leads to inadequate planning, to buys not being made in time and then the final blow—the agency or medium is blamed if the candidate loses. Once again, although not my words, I emphatically agree with them.

At Kane, Light, Gladney we stick to a media-creative procedure that although not unique, makes a lot of sense. In handling the radio campaign for now-Congressman Lester Wolff we produced a series of 10 commercials. On each, there were endorsements by two or three Democratic political notables such as Senators

Ted Kennedy, Vance Hartke and Scoop Jackson and Congressmen Peter Rodino and Claude Pepper.

Another pitfall in political advertising is letting the candidate try to run the whole show. Here's one example: Without mentioning names, a certain candidate sent a "one-minute" commercial to a New York station. The station played it and it was 67 seconds long. After the station flagged this to him, his query was: "Well, how many words are there in a 60-second commercial?"

And it's not only the advertising agencies and candidates who make mistakes. Stations make their share also. There are certain FCC regulations which must be complied with. For example, a political spot must have a disclaimer which states what group paid for the time. The Lester Wolff disclaimer was: "Paid For By Friends of Lester Wolff." This was the name of the committee. According to the FCC that is all that had to be in the disclaimer. Starting off, not with a mistake, but on a positive note, one station, WCBS(AM) New York, intro'd the spot by saying: "The following political announcement was paid for by Friends of Lester Wolff, 6th congressional district". This was an interesting intro because it cued the listener in to the fact that the commercial about to be heard was being directed to citizens of the 6th congressional district. Therefore, a person living in that district would be more inclined to listen to the spot. We were thankful that WCBS did this and we'll put this kind of intro in future political spots for every station.

Then a not-so funny thing happened on the way to election day. A Lester Wolff spot was introduced on one station thus: "The following political announcement was paid for by the Nassau Republican Committee." A curious way to introduce a Democrat.

OK, OK, everybody goofs once in a while. But when I called the station and asked for a make-good or partial credit, all I got was an apology and a case of the runaround.

What about political rates vs. "regular" rates? Or how a buyer can lose his mind. Station A: "We'll give you the lowest rate possible if the candidate's voice is on the tape." Station B: "We'll give you the lowest rate if you mention the candidate's name." Station C: "The candidate is a friend of this station so don't worry about it." Station D: "You don't need the candidate's voice on the tape." Station E: "What's a political rate?"

Think I'm exaggerating? Try it. You won't like it. There should be the strictest of regulations on the subject of political rates. Without standardization, it's a mess.



**NBC SPORTS AT
SUPER BOWL IX—
LARGEST HOUSEHOLD
AUDIENCE FOR ANY
TELEVISION PROGRAM
...EVER!**

Remarkable? Sure is. But in our league, you don't get to be No.1 off one event. It's what happens between Super Bowls, too. And between the end of 74's Super Bowl and the end of this one, NBC Sports presented:

Eight of the ten top-rated sports events

The top-rated weekend Pro-Football schedule

The top-rated College Football game

The top-rated Baseball game

The top-rated Basketball game

The top-rated Hockey game

The top-rated Golf telecast

The top-rated Tennis event

We don't know if you call that a grand slam, a perfect game or a hat trick. Whatever you call it, it definitely takes the pennant, the cup – and the cake.

NBC SPORTS

Datebook®

■ Indicates new or revised listing

This week

Feb. 17—Comments due at FCC on inquiry into need for federal regulations to avoid nonduplicative CATV rules at state and local levels. Reply comments due March 17.

Feb. 18-19—Radio Advertising Bureau management conference. Marriott motor hotel, Atlanta.

■ **Feb. 19**—Society of Professional Journalists, *Sigma Delta Chi*, Washington chapter dinner. Speaker: FCC Chairman Richard E. Wiley. National Broadcasters Club.

Feb. 19—Kentucky Broadcasters Association sales seminar. Holiday Inn North, Elizabethtown.

Feb. 20-21—Association of Maximum Service Telecasters' engineering committee special meeting, 1735 DeSales Street, N.W., Washington.

Feb. 20-21—Annual CBS News/CBS Radio Network Affiliates' seminar. CBS headquarters, New York.

Feb. 20-21—Radio Advertising Bureau management conference. Marriott motor hotel, Chicago.

Feb. 24—Armstrong Awards deadline for entries. Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

■ **Feb. 25**—Tennessee Association of Broadcasters legislative reception for members of state general assembly. National Life Center, Nashville.

■ **Feb. 25**—American Revolution Bicentennial Administration national conference. Washington Hilton.

Feb. 25-26—Radio Advertising Bureau management conference. Sheraton Airport Inn, Philadelphia.

Feb. 25-26—Association of National Advertisers television workshop. Speakers include Richard E. Wiley, FCC chairman; Frederick Pierce, ABC Television president; Thomas Dillon, BBDO president. Plaza hotel, New York.

■ **Feb. 26**—Television Information Office meeting, luncheon & workshops. Stouffer's Inn, Cincinnati.

■ **Feb. 26**—American Society of Composers, Authors and Publishers (ASCAP), semiannual West Coast membership meeting. Century Plaza hotel, Los Angeles.

Feb. 26-28—Texas Cable TV Association annual convention. Dallas Fairmont hotel.

■ **Feb. 27-28**—Arkansas Broadcasters Association winter convention and reception for state legislators. Speaker: Arkansas Governor David Pryor. Coachman's Inn, Little Rock.

Feb. 27-28—Radio Advertising Bureau management conference. Marriott motor hotel, Cincinnati.

Feb. 27-28—Georgia Cable TV Association 1975 annual convention. Speakers: FCC Chairman Richard E. Wiley and NCTA President David Foster. Atlanta Marriott motor hotel.

Feb. 28-March 1—Clark College Media Workshop. John F. Kennedy Community Center, Atlanta.

March

March 1—Deadline for entries, Radio-Television News Directors Association Awards. Dave Riggs, RTNDA awards chairman, WSB-TV, 1601 West Peachtree Street, N.E., Atlanta.

March 1—Deadline for entries, American Bar Association Gavel Awards, 1155 East 60th Street, Chicago 60637. Materials published, broadcast or presented Jan. 1, 1974, to Dec. 31, 1974, considered.

March 2-4—National Cable Television Association "Operation Re-Regulation" Conference, Eastern region operators, L'Enfant Plaza hotel, Washington.

March 3—Extended due date for comments regarding FCC's cable rules and carriage of sports programs. Reply comments due March 17.

March 5—Catholic University Law Review confer-

ence, "Developing Legal Issues in Cable Communications," Statler Hilton hotel, Washington.

March 7-8—Women in Communications Inc., Southwest region meeting. Houston.

March 7-9—Women in Communications Inc., South region meeting. Memphis.

March 9—Presentation of Kennedy Family Awards to radio/TV broadcasters and newspaper/magazine reporters who have made distinguished contribution to local, national or international Special Olympics for mentally retarded. Washington.

March 9-12—Data Communications Corp., BIAS seminar. Hilton hotel, Memphis.

March 11—New York State Broadcasters Association 21st annual membership meeting and legislative dinner. Perry B. Bascom, WNBC-AM-FM New York, chairman. Silo-Ramada Inn, Albany.

March 11—Hollywood Radio and Television Society 15th annual International Broadcasting Awards dinner. Century Plaza hotel, Los Angeles.

March 13-16—Arkansas Broadcasters Association Mexico convention trip. Camino Real hotel, Mexico City.

March 14-15—Country Radio Seminar. Statler Hilton Motor Inn, Nashville. For registration forms and information: Country Radio Seminar, Box 12617, Nashville 37212.

March 14-16—American Advertising Federation seventh district meeting. Knoxville, Tenn.

March 16-18—National Cable Television Association "Operation Re-Regulation" Conference, Western region operators, L'Enfant Plaza hotel, Washington.

March 17—Reply comments due at FCC on inquiry into need for federal regulations to avoid nonduplicative CATV rules at state and local levels.

March 17-18—Ohio Cable Television Association annual convention. Jim DeSorrento, chairman, (216) 464-1800. Scott's Inn, Columbus.

March 21-22—Women in Communications Inc., Midwest region meeting. Denver.

March 25—Graham Junior College fifth annual Communications Day, 632 Beacon Street, Boston.

March 24-28—Corporation for Public Broadcasting spring radio conference. Statler Hilton hotel, Washington.

March 26-27—Kentucky CATV Association spring convention. Continental Inn, Lexington.

April

April 1—Deadline for applications, 1975-76 Edward R. Murrow Fellowship, Council on Foreign Relations, 58 East 68th St., New York 10021. Contact: Zygmunt Nagorski.

April 1—Deadline for applications, National Endowment for the Humanities fellowships for journalists. C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305; or Department of Journalism, University of Michigan, Ann Arbor, Mich. 48104.

April 2—U.S. Court of Appeals in Washington rehears en banc *Pensions* fairness-doctrine case (*Broadcasting*, Dec. 23).

April 3-5—Alpha Epsilon Rho, national honorary broadcasting society, annual convention, Las Vegas.

April 4-5—Region 6 conference, *The Society of Professional Journalists*, *Sigma Delta Chi*, for members in North Dakota, Minnesota and Wisconsin. Eau Claire, Wis.

April 4-5—Region 12 conference, *The Society of Professional Journalists*, *Sigma Delta Chi*, for members in Arkansas, Louisiana, Mississippi and Tennessee west of eastern time zone. University of Mississippi, Oxford.

April 4-6—Women in Communications Inc., Great Lakes region meeting. Ohio State University, Holiday Inn, Columbus.

April 4-6—Women in Communications Inc., Northeast region meeting. Hartford, Conn.

April 4-6—Broadcast Education Association annual meeting. Las Vegas Convention Center.

April 4-6—Region 2 conference, *The Society of Professional Journalists*, *Sigma Delta Chi*, for members in Maryland, Washington, D.C., North Carolina, Virginia. Chapel Hill, N.C.

April 5-6—Region 10 conference, *The Society of Professional Journalists*, *Sigma Delta Chi*, for members in Washington, Oregon, Idaho, Montana, Alaska. Maryhurst College, Portland, Ore.

April 4-6—Region 11 conference, *The Society of Professional Journalists*, *Sigma Delta Chi*, for mem-

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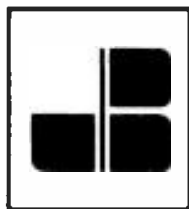
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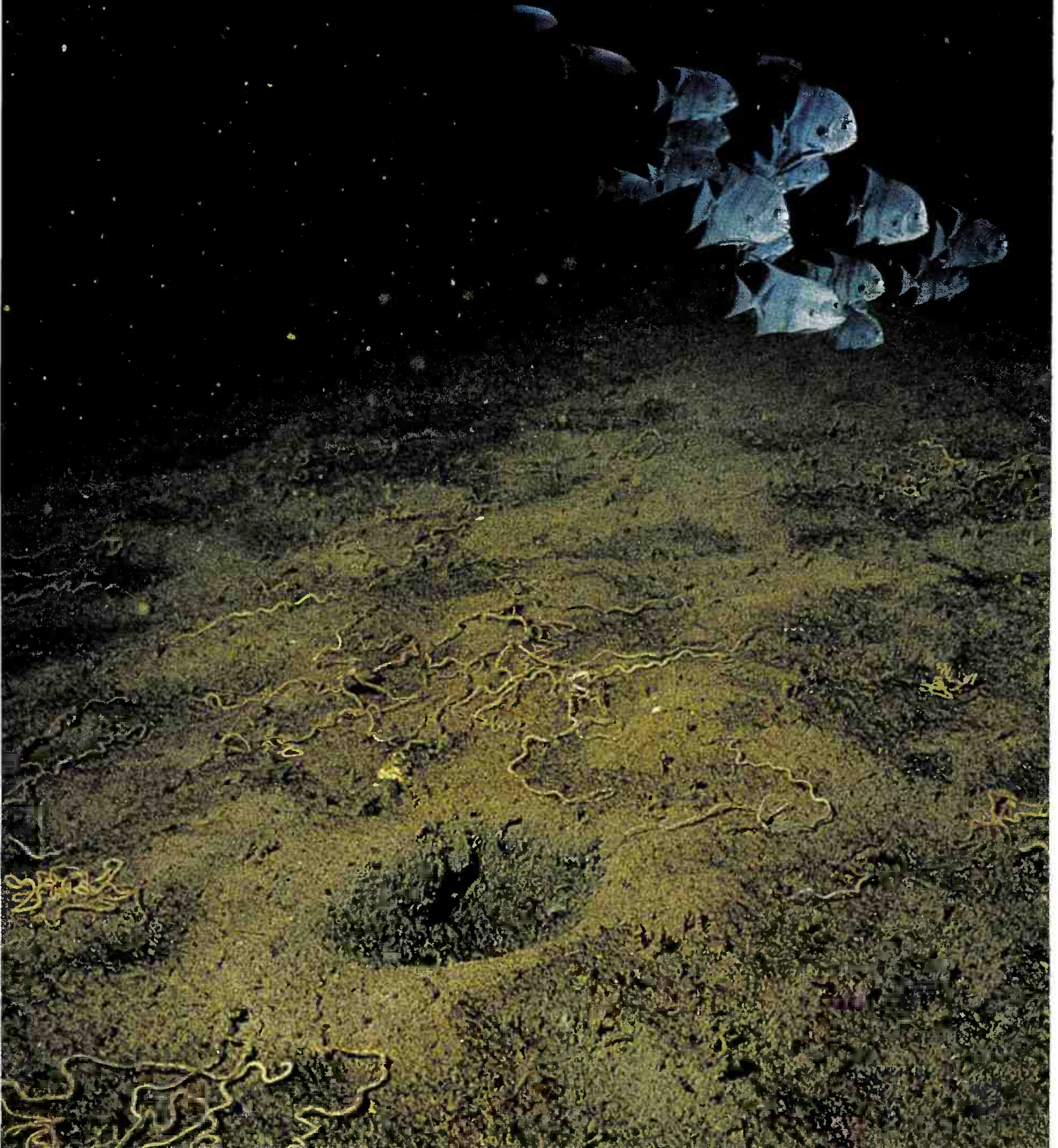


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Texaco is willing to go almost anywhere to get you the oil you need—even as deep as 1,000 feet under the Gulf of Mexico.

America needs energy. We're working to see that you get it.

But first, we've got to look for it.

And looking for oil requires a lot of looking around, even when you're on dry land.

Imagine how difficult it becomes when you're looking around for it under water—in depths that can go as deep as a thousand feet.

But America does need oil, and experts agree there's plenty of it right here in this country. Buried offshore.

So far, the oil industry has paid the U.S. Government close to 10 billion dollars for offshore leases. Just for the right to look for oil.

Texaco alone, since December 15, 1970, has paid the U.S. Government over 800 million dollars. And has 77 very promising offshore properties—owned fully or partially—to show for it. That's more than 200,000 acres.

With this much underwater acreage, we look forward to finding large new reserves of crude oil, and of natural gas, too, to meet your energy needs.



We're working to keep your trust.

Photographed offshore Louisiana showing Spadefish and the tentacle-like arms of Brittle Stars on the sandy bottom.

Photo by Jerry Greenberg ©1974.

bers in California, Nevada, Arizona, Hawaii, Pasadena, Calif.

April 6—Association of Maximum Service Telecasters, Washington, 19th annual membership meeting, 2 p.m. MGM Grand hotel, Las Vegas.

April 6-9—National Association of Broadcasters annual convention, Las Vegas Convention Center.

April 6-9—International Industrial Television Association annual conference, Sahara hotel, Las Vegas.

April 10-13—Association of Federal Communications Commission Engineers annual meeting, Hotel Rancho Bernardo, San Diego.

April 11-12—Region 1 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware, New England, Syracuse University, Syracuse, N.Y.

April 11-12—Region 4 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Michigan, Ohio, western Pennsylvania, West Virginia, Ohio State University, Columbus.

April 11-12—Region 5 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Illinois, Indiana, Kentucky, Northwestern University, Evanston, Ill.

April 11-12—Region 7 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in South Dakota, Nebraska, Kansas, Iowa Southern Illinois University-Edwardsville chapter, Kansas City, Mo.

April 12-13—Women in Communications Inc., Pacific Northwest region meeting, Portland.

April 13-17—National Cable Television Association 24th annual convention, New Orleans.

April 16—Council of Churches City of New York annual awards luncheon for commercial and educational radio/TV stations.

April 17-18—American Advertising Federation sixth district meeting, Chicago.

■ **April 17-19**—Louisiana Association of Broadcasters spring convention, Sheraton Chateau-Charles, Lake Charles.

April 17-19—Region 3 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Alabama, Georgia, South Carolina, Florida and Tennessee east of eastern time zone, Orlando, Fla.

April 17-19—New Mexico Broadcasters Association convention, Roswell Inn, Roswell.

April 17-20—American Advertising Federation fourth district meeting, Fort Lauderdale, Fla.

April 18-19—Indiana Associated Press Broadcasters Association annual meeting, Marott hotel, Indianapolis.

Major meeting dates in 1975

April 6-9—National Association of Broadcasters annual convention, Las Vegas Convention Center, Las Vegas.

April 13-17—National Cable Television Association 24th annual convention, Rivergate convention center, New Orleans.

April 23-27—American Women in Radio and Television 24th annual convention, Continental Plaza hotel, Chicago.

May 13-14—Annual convention, CBS-TV affiliates, Century Plaza hotel, Los Angeles.

May 18-20—Annual convention, NBC-TV affiliates, Century Plaza hotel, Los Angeles.

May 28-30—Annual convention, ABC-TV affiliates, Century Plaza hotel, Los Angeles.

May 29-31—Associated Press Broadcasters convention, Palacio del Rio, San Antonio, Tex.

June 8-11—Broadcasters Promotion Association 20th annual seminar, Denver Hilton hotel, Denver.

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

Sept. 17-20—Institute of Broadcasting Financial Management annual conference, Century Plaza hotel, Los Angeles.

Sept. 17-20—National Association of FM Broadcasters 1975 National Radio Broadcasters Conference & Exposition, Marriott hotel, Atlanta.

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

Nov. 12-15—The Society of Professional Journalists, *Sigma Delta Chi*, 66th anniversary convention, Benjamin Franklin hotel, Philadelphia.

April 20—Children's Television Fair, sponsored by Committee on Children's Television, San Francisco, and 20 professional and civic organizations. Previews of children's programs, dialogue groups for parents and children and workshops, University of California Education Extension, Berkeley, Calif.

April 22—Missouri Broadcasters Association Broadcast Day dinner, University of Missouri, Columbia.

April 22-23—Kentucky Broadcasters Association spring convention, Stoulters Inn, Louisville.

April 23-24—Institute of Broadcasting Financial

Management/Broadcast Credit Association quarterly board of directors meetings, Century Plaza hotel, Los Angeles.

April 23-26—International Communication Association annual meeting, LaSalle hotel, Chicago.

April 23-27—American Women in Radio and Television 24th annual convention, Continental Plaza hotel, Chicago.

April 24-25—American Advertising Federation 11th district meeting, Boise, Idaho.

April 27-29—Chamber of Commerce of the United States annual meeting, Washington Hilton hotel, Washington.

April 28-29—Television Bureau of Advertising fourth annual retail TV commercials workshop, Biltmore hotel, New York.

April 30-May 2—Washington State Association of Broadcasters 1975 spring meeting, Hotel to be announced, Yakima.

May

■ **May 2-3**—Sigma Delta Chi awards banquet and Region 8 and 9 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Oklahoma, Texas, Wyoming, Utah, Colorado, New Mexico, El Paso, Tex.

■ **May 2-4**—Illinois News Broadcasters Association, spring convention, Ramada Inn, Champaign.

May 5-7—National Association of Broadcasters state presidents conference, Mayflower hotel, Washington.

■ **May 8-9**—Kansas Association of Broadcasters convention, Hilton Inn, Salina.

May 12—Awards luncheon, *Robert F. Kennedy Journalism Awards* for outstanding coverage of the problems of the disadvantaged in America, Washington.

■ **May 13-14**—Annual convention, CBS-TV affiliates, Century Plaza hotel, Los Angeles.

May 15-18—Western States Advertising Agencies Association annual conference, Canyon hotel, Palm Springs, Calif.

■ **May 18-20**—Annual convention, NBC-TV affiliates, Century Plaza hotel, Los Angeles.

May 19—National Academy of Television Arts and Sciences, Presentation of 1974-75 Emmy Awards, New York and Hollywood. To be telecast on CBS-TV.

May 21-23—Ohio Association of Broadcasters spring convention, Imperial House South, Dayton.

■ **May 22-24**—Fourth Annual Public-cable Conference,

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■ **May 28-30**—Annual convention. ABC-TV affiliates, Century Plaza hotel, Los Angeles.

■ **May 29-31**—Associated Press Broadcasters Inc. 1975 national convention. Keynote speaker will be Arthur Taylor, president of CBS Inc., Hotel Palacio Del Rio, San Antonio, Tex. Texas APBA annual meeting will be held at same time.

■ **May 31-June 4**—American Advertising Federation annual convention and public affairs conference. Statler Hilton hotel, Washington.

June

■ **June 1-3**—National Association of Broadcasters two-day workshop on children's television, Washington.

■ **June 1-3**—1975 Video Systems Exposition and Conference (VIDSEC 75). McCormick Place, Chicago.

■ **June 1-4**—Summer Electronics Show, sponsored by consumer electronics group, Electronic Industries Association. McCormick Place, Chicago.

■ **June 3-5**—Conference on "University Applications of Satellite and Cable Technology" sponsored by Universities of Wisconsin and Minnesota and Midwestern Universities Consortium for International Activities, University of Wisconsin, Madison.

■ **June 4-6**—Indiana Broadcasters Association spring convention. Airport Hilton Inn, Indianapolis.

■ **June 5-8**—Missouri Broadcasters Association spring meeting. Lodge of the Four Seasons, Lake of the Ozarks.

■ **June 6**—International Telecommunications Union bi-annual symposium on Space and Radiocommunication. Theme: "Satellites in Aeronautics." Geneva.

■ **June 8-10**—Virginia Association of Broadcasters spring meeting, Virginia Beach.

■ **June 8-10**—Iowa Broadcasters Association annual convention. New Inn, Lake Okoboji.

■ **June 8-11**—Broadcasters Promotion Association

20th annual seminar. Don Whitely, KBTV(TV) Denver, general chairman. Denver Hilton hotel. 1976 seminar to be held June 15-20 in Washington; 1977 seminar to be held June 12-16 in Los Angeles.

■ **June 12-15**—Mississippi Broadcasters Association 34th annual convention. Ken Bailey, WBKH(AM) Hattiesburg, chairman. Sheraton hotel, Biloxi.

■ **June 14-17**—19th annual Television Programming Conference. Contact: Conrad Cagle, WAVE-TV, Box 1000, Louisville, Ky. 40201. Camelot Inn, Little Rock, Ark.

■ **June 20-21**—Florida Associated Press Broadcasters 1975 convention. Miami (hotel to be announced).

■ **June 22-25**—Florida Association of Broadcasters 40th annual convention. Don Clark, WDAE(AM) Tampa, chairman. Dutch Inn, Disneyworld.

■ **June 26-28**—Rocky Mountain Broadcasters Association annual convention. Big Sky, Mont.

July

■ **July 9-12**—Colorado Broadcasters Association summer convention. Tamarron, Durango.

■ **July 17-18**—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Hyatt Regency, Toronto, Canada.

August

■ **Aug. 15-17**—Arkansas Broadcasters Association summer convention. Indian Rock Resort, Fairfield Bay.

September

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

■ **Sept. 17-20**—Institute of Broadcasting Financial Management annual conference. Century Plaza hotel, Los Angeles.

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ECONOMY!

... a word on everybody's mind. However, for the broadcaster it is not economical, but really foolhardy to curtail news service during a time when the audience is, more than ever, deeply dependent on the news and information provided by electronic media. *They are dependent because they have a real need to be informed, in order to make the necessary daily decisions to cope with their problems.*

Today, it's sensible economy to build your broadcast facility into a strong number one position in its market. As ad dollars appear to slack off in many areas of the country, the stations that are number one will continue to get the prime share of the spendable dollars; so it is only good economic sense to become and stay number one. This is as true in smaller markets as it is in the top 50.

Our job is to help you determine how to become number one and stay that way.

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Open Mike®

Unions and news

EDITOR: Congratulations to James Schoonmaker in the Feb. 3 "Open Mike" column. His views on unionism in the broadcasting profession are shared most definitely by the majority of those of us working in the South, especially in states that have had the good sense to maintain right-to-work laws.

It is one thing to want a union for coal miners or factory assembly line workers to protect them against management exploitation, but in the broadcasting profession, unions only create an intolerable boondoggle, and creative programming is next to impossible.

While I may challenge Mr. Schoonmaker's analogy of equipment operation to that of driving a car, he is right in that the training for both does not necessitate unionization.—Gary R. Drum, production department, WEZK(FM) Knoxville, Tenn.

EDITOR: The eight weeks Mr. Schoonmaker spent in New York radio may or may not have made him an expert, but it seems to me that the very smooth professional sound of WCBS(AM) there is the result of the talents of everyone there, union and nonunion alike. Perhaps the answer is to make the best of all situations, good and bad. I've been in and out of radio stations for almost 20 years, but I'm not an expert either.—Phillip R. Harper, Harris Corp., New York.

Cheaper by the hundreds

EDITOR: With so many hundreds flying out to Las Vegas for the annual gathering in April, why doesn't the National Association of Broadcasters or some other industry group arrange for charter flights from New York, Washington, Chicago and other points to Vegas and back? Air travel is one of the major items in my NAB convention budget. I would guess that a charter arrangement could save a substantial part of this cost.—David Bain, manufacturers' representative, Port Washington, N.Y.

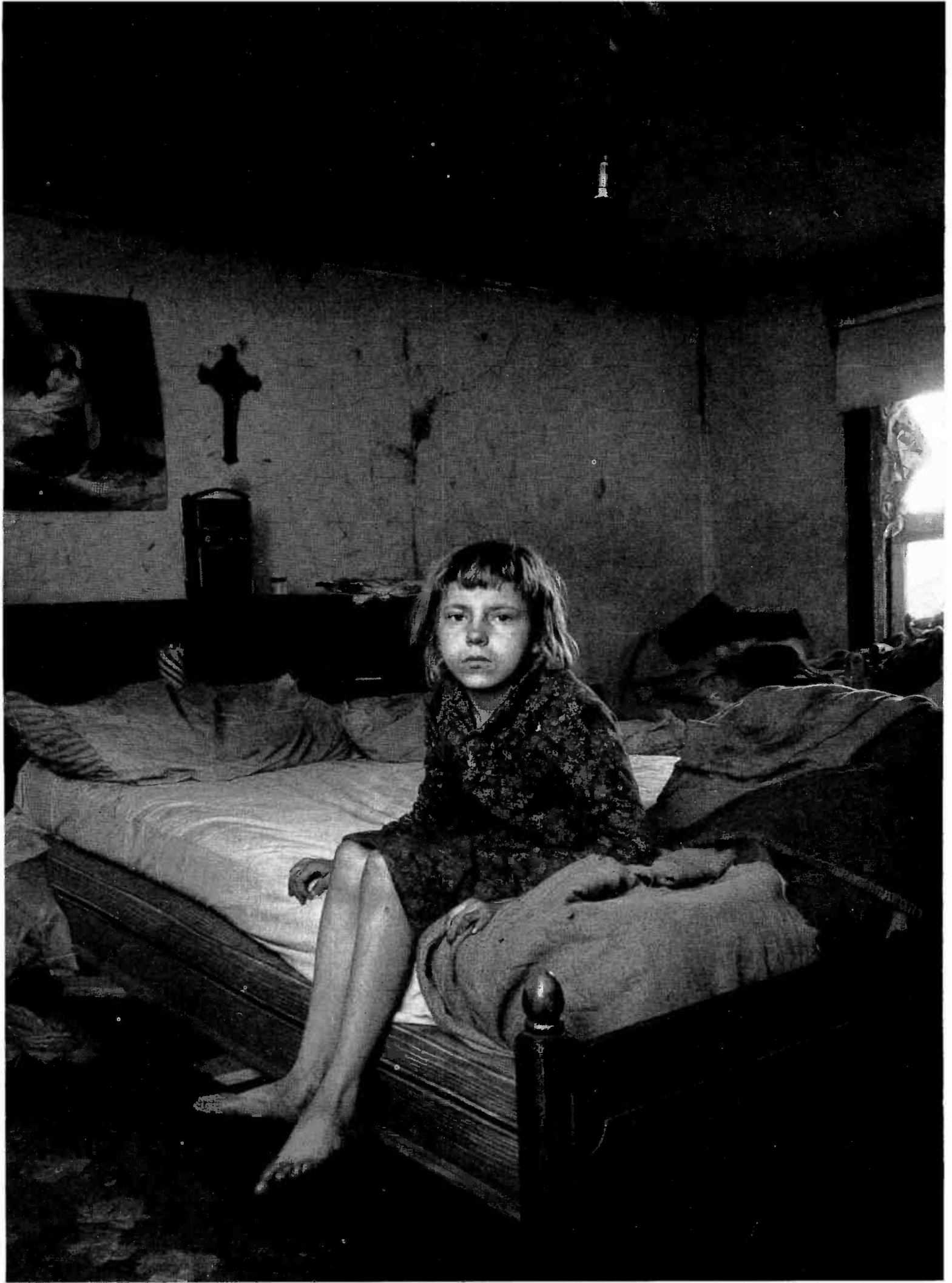
The economic factor

EDITOR: Re the FCC divestiture proceedings:

As station manager of then independently owned WKAI(AM) Macomb, Ill. (1953-56), I was aware of the tremendous power of the *Macomb Daily Journal*. I editorialized on civic issues at a time when that was not popular.

But economics and public acceptance of the newspaper dominance finally caused the station owner to throw in the towel and sell to the *Journal*. I'm not aware whether news coverage in Macomb has improved or degenerated in the past 19 years, but I'm certain the climate there was such that there soon would have been no radio station at all if the *Daily Journal* had not bought it.

By lack of vigor, the citizens of Macomb got exactly the single-voice



FOR 1 OUT OF 3 AMERICANS, THERE'S NO SUCH THING AS A “PLACE CALLED HOME.”

Storer stations are concerned and are doing something about it.

In spite of the fact that our economy topped the trillion-dollar mark, today one-third of America is still considered ill-housed.

Included are 21 million “working poor” who remain in poverty because of substandard incomes.

Squalid housing breeds a horde of problems. It drives adults to despair—and children into the streets. It sows the seeds of crime and violence. Drug abuse. Civil unrest. Sickness.

To solve many community problems, Storer radio and television stations believe, you have to start at home. Which explains why an important share of their editorials and specials are devoted to improving housing.

In Cleveland, for example, WJW-TV aired editorials supporting urban homesteading. This program allows citizens to buy an

inner-city home at low cost if they promise to refurbish and live in the home for a number of years, thus revitalizing blighted areas.

Generally homeowners pay higher taxes when they improve their property. WJBK-TV in Detroit has fought for a plan permitting home improvements up to \$4,000 without increasing assessed valuation. The aim: to encourage inner-city and low-income residents to rehabilitate and preserve their dwellings.

In another related effort, WJBK-TV learned of a despicable racket involving victims of serious house fires. Inflated repair orders and padded insurance claims were bilking Detroiters least able to afford it. Using a night scope sound camera, WJBK-TV news crews filmed unscrupulous contractors and insurance adjusters pressuring the victims. WJBK-TV's series “The Fire Conspiracy” also coincided with an arson investigation. Result: two weeks

later, indictments were issued by the local prosecutor.

And this is typical of Storer stations in city after city. WSPD-TV in Toledo, for instance, aired a 30-minute report on the Council of Government's “Fair Share Housing Plan” that allocates low and middle income housing to the suburbs. And in Milwaukee, WITI-TV has backed the use of some 1,200 empty rooms in state college dorms to house elderly citizens in need of decent housing.

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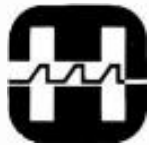
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coverage they deserved—but then, they almost seemed to want it that way. *Allen M. Forbes, West St. Paul, Minn.*

Spectrum skirmish

EDITOR: Your report of the near-death of the Office of Telecommunications Policy is of great interest to 175,000 radio amateurs who are watching with anguish as the OTP attempts to strong-arm the FCC into abridging an international treaty and illegally reassigning half of the amateur 220 mhz-225 mhz VHF band to the proposed Class E Citizens Radio Service.

Offering vague and unsubstantiated "engineering analysis" to convince the FCC that the present CB interference chaos will be "manageable," the OTP is pushing the FCC to authorize the new CB service in the spring of 1975.

The real OTP goal, as revealed in the letter, is the quick buck for CB radio manufacturers, as the OTP cites an estimate of the future CB market as a "market size approaching half a billion dollars per year." (They may be surprised at what proportion of the half billion goes to alert Japanese manufacturers.)—*William I. Orr, W6SAI, Menlo Park, Calif.*

Initial announcer

EDITOR: Dorian St. George is surely correct in many details of his letter ("Open Mike," Feb. 3) re the obit of Milton J. Cross.

In fact, Mr. Cross was second announcer at WJZ New York, either in 1922 or 1923, when the announcers didn't even use their names. First man of the scene, Thomas H. Cowan, was "ACN" on the air and Milton Cross, who did double as singer and announcer, was "AJN." Norman Brokenshire and Ted Husing were two other early members of that same staff in New York.—*Don Kearney, McConnells Advertising Service, New York.*

Under the RADAR

EDITOR: Thank you for your coverage of our RADAR study results in your Feb. 3 issue. Your article was correct in reporting that in a typical day, four out of five people listen to radio during more than 15 quarter hours. However, the headline incorrectly carried the time frame as 15 quarter hours per week, rather than per day. For those who didn't go beyond the headline, please be advised that radio is very much alive on a daily basis.—*Gale D. Meizger, President, Statistical Research Inc., Westfield, N.J.*

Here it is

EDITOR: Thank you for the report on Hitachi Shibaden monochrome and color TV monitors in "Technical Briefs" in your Feb. 3 issue. An incorrect address for Hitachi Shibaden was printed. The correct address is: 58-25 Brooklyn Queens Expressway, Woodside, N.Y. 11377.—*Kathryn Tillman, Kalman Ad/Marketing, Englewood Cliffs, N.J.*

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Every commentary aired on this station is edited by this commentator! Every commentary represents either my viewpoint or the viewpoint of another which I feel should be exposed to as many of you as possible on WHTB.

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Programing

What limits on prime time for networks next season?

That's unanswered question now, as appeals court agrees to hear attacks on constitutionality of FCC's latest access rule

Once again the FCC's prime-time access rule is entangled in uncertainty. The U.S. Court of Appeals in New York last week denied a petition for a stay of the third and latest version of the rule, but it set the week of March 3 for an expedited hearing on the merits of the challenges.

The same court held an expedited hearing last year on the FCC's second version of the rule, heard arguments in early April and sent the rule back for FCC reconsideration in mid-June. That ruling caused consternation at the television networks, which had designed their 1974-75 schedules in accord with the liberalized PTAR II and then had to cut back to the first version of the rule—which in its time allowances was not unlike the latest PTAR III. Last year's court action cheered program syndicators, though some said it came too late for maximum advantage to them in the 1974-75 season (BROADCASTING, June 24, 1974).

Several attorneys at the circuit court hearing in New York last Tuesday (Feb. 11) predicted that the court could act more swiftly this time than it did last year because of its greater familiarity with the case.

At issue last week was a petition of the National Association of Independent Television Producers and Distributors which asked the court for a stay in the September 1975 effective date of the latest version of PTAR as it applies to one provision: a clause exempting children's programing, documentaries and public affairs shows from restrictions limiting top-50 market affiliates to three hours a night of network and off-network programs in prime time (BROADCASTING, Feb. 3 et seq.).

Handing down the decision last week was Circuit Judge Wilfred Feinberg, who said the NAITPD had failed to meet the legal criteria for a stay. He asked the NAITPD and others opposed to the

rule's exemption to file briefs with the court by Feb. 21. He instructed the FCC and others defending the rule to submit briefs by March 3. Judge Feinberg indicated the case would be argued during the latter part of the week of March 3.

Sitting also on the three-man panel were Judges James S. Holden and Paul R. Hayes. Judge Hayes served on the court and wrote the decision that last year rescinded the FCC's modifications of the rule.

The bread-and-butter rationale behind the challenge of NAITPD and others is that the exemption will cut into their potential program sales if networks fill certain portions of prime access with documentaries, public affairs and children's programs. NBC-TV already has announced it will shift *The Wonderful World of Disney* on Sunday to 7-8 p.m. from 7:30-8:30 p.m., and ABC-TV and CBS-TV last week announced they too would program Sundays from 7 to 11 p.m. (see page 34).

Representing the NAITPD at the hearing was Katrina Renouf, Washington attorney. She asked for the stay, contending that the exemption violates the First Amendment and permits the networks to recapture up to 100% of prime-access time. Ms. Renouf argued that program producers and syndicators need sufficient lead time to sell the properties they have developed and that they cannot begin to market their product in earnest until the networks have their prime-time schedules set.

"We hear networks are not going to announce their prime-time shows until May and that's late," Ms. Renouf said. "Our clients need this stay so they can plan their production and distribution schedules."

The principal spokesman opposing the stay was Daniel M. Armstrong III, an

FCC attorney, who insisted that if an appeal can be heard on its merits, a stay is not required. Mr. Armstrong contended that the exemption is not going to prove damaging to syndicators, believing they still will have sufficient lead time to make their programs available. He asserted the exemption was designed to lessen the burden on the FCC of considering waivers.

Lining up behind the NAITPD was the Westinghouse Broadcasting Co., through its attorney, John D. Lane, who urged a stay. CBS Inc. was represented by Sally Katzen of the law firm of Wilmer, Cutler & Pickering, Washington, who made it clear CBS was not supporting the NAITPD position directly but said it was urgent that some decision be made rapidly so that appropriate programing decisions may be made.

Ms. Katzen said that prompt action could be taken either through a stay or an expedited hearing, but she expressed the view that a hearing may come too late. She said that if a stay were granted, CBS suggested that the court may wish to stay all of the amendments to the rule, rather than staying only a portion of the commission's order, as proposed in the NAITPD request.

Opposing the stay were Jerome Sheslack, representing NBC, and Stuart Rabinowitz, counsel for producers of both network and prime-access series. They urged an expedited hearing on the issues, making the point that independent producers have not proved "irreparable harm" if the exemption continues and insisting that the independents' programs do not require much lead time.

Further complicating the PTAR issue are appeals filed by major producers and CBS. Six major studios—Warner Bros., Columbia Pictures, International, Metro-Goldwyn-Meyer, United Artists, Uni-



Weary of it all. The expressions of these four members of last week's NATPE panel on prime-time access (story, page 27) said it all: It's all been said. L to r: Lew Klein, Gateway Communications; Ed Bleier, Warner Bros. TV; Giraud Chester, Goodson-Todman, and Bill Hart, Columbia Pictures TV.

versal Pictures and 20th Century-Fox—have asked the U.S. Circuit Court of Appeals in New York to invalidate the rule entirely, on the grounds it puts the FCC in unconstitutional invasion of programing judgments. An attorney for these companies said last week the court has been asked to consolidate this appeal with the NAITPD proceeding. These companies also were in the same court with a similar appeal last year when the circuit court invalidated the FCC modifications of PTAR, but the court did not address itself to the constitutional issue.

CBS, which filed its appeal from the commission's order adopting PTAR III in the U.S. Court of Appeals in Washington, will file a motion for transfer of the case to the appeals court in New York, to be consolidated with the other appeals. CBS, in a statement filed with the New York court two weeks ago, said the rule, as amended, raised serious First Amendment questions. However, attorneys for the network said that whether the effect of the questions is to invalidate the rule or require its remand to the FCC is for the court to decide.

Wiley says family time is good as far as it goes

With nod toward First Amendment, he praises creation of preserve for wholesomeness in prime time but warns about other periods

The "family viewing period" came full circle last week. FCC Chairman Richard E. Wiley, who had called the networks into his office last November to insist that something be done about sex and violence on television, went before program executives in Atlanta to applaud the industry for doing as he had asked.

"I am personally convinced that it represents a landmark in the development of industry self-regulation in the public interest," he said, referring to the previous week's decision of the TV code board of the National Association of Broadcasters to recommend setting aside the first two hours of prime time for programing inoffensive to anyone of any age (BROADCASTING, Feb. 10). "I commend the action of industry leaders in putting aside narrow, private and competitive considerations in favor of a greater public interest," the chairman said.

Mr. Wiley took quick note of the concern occasioned in some quarters by his initiative in bringing about that self-regulation. "I recognize," he said, "that there are definite and appropriate limitations on the extent to which my personal and official interest . . . should be translated into regulatory policy. There is a First Amendment to the Constitution and there is a no-censorship provision of the Communications Act—to both of which I say 'thank God.'"

That statement, and another declaring

his belief that government regulation "in this highly sensitive First Amendment area" would not be desirable "at this time," drew applause from Mr. Wiley's National Association of Television Program Executives audience, which otherwise greeted his exposition of the prospective regulations in respectful silence.

But if the FCC chairman was too modest to take credit for the family viewing concept, he was quick to make sure the TV industry understood that the sex and violence tug-of-war was not yet over. "In essence," he said, "the balance which the industry has struck is to divide prime time in half. This division does not mean that, after half time, the screen will be filled with blood and gore. The networks and the NAB have made their intentions quite clear on this point, and I accept their assurances. . . . I expect the industry to make programing decisions in this area in a sensitive and responsible manner."

Moreover, Mr. Wiley noted that some felt the new reforms did not go far enough, and that the NAB might be "unreasonably expansive" in deciding which programs are appropriate in family time. "I do not share this cynicism," he said. "I simply do not believe that this commitment to the public would have been made without a definite intention to abide by it in good faith."

Mr. Wiley cited a number of authorities in justifying his concern over the effect of violence on children, including the commission's mail, expressions from Capitol Hill and a number of statistics, mainly from the 1960's, counting the number of violent acts on television. He did not offer similar statistics on sexual acts or references, but at two points he linked "gratuitous and excessive" sex with violence as a cause for concern.

"Television can, and should, serve as a 'window to the world' for our children, but it must be remembered that what these children learn from the medium depends on what they see," Mr. Wiley said. "In too many cases," he continued, "what they are seeing is a panorama of man's inhumanity to man."

The chairman offered his analysis of the family viewing concept's pros and cons in a closing paragraph. "To some," he said, "I realize that this plan will be considered adverse to television's development as a mature and socially significant medium and also as a formula for programing which is bland, inhibited, sophomoric and insipid. On the contrary, however, it is my view that the new policy provides a great opportunity and challenge to the broadcast industry and to the program production community: an opportunity and challenge to develop and present programing which involves adventure, excitement, drama, mystery, jeopardy, conflict, emotion—all of the basic elements of the classic art of storytelling and imagery—but to do so without the needless concomitant of violent and sexual excess."

At a post-midnight news conference the night before his Monday (Feb. 10) luncheon speech, Chairman Wiley said his next step would be to bring both in-



Ubiquity. FCC Chairman Richard Wiley was all over the lot again last week. He hit Atlanta Sunday night (Feb. 9) in time for a quick appearance in the lobby of the Hyatt-Regency hotel, where the NATPE was holding its 12th annual conference. Then he was off to WTCG-TV for an 11 p.m.-midnight appearance with host Neal Boortz on that station's telephone talk show. About 12:20 a.m. he was back in the Hyatt for a press conference and give-and-take that went to 2:30. At noon Monday he was the NATPE's luncheon speaker. The chairman flew back to Washington Monday afternoon, presided over the FCC in meetings Tuesday and Wednesday, attended his son's basketball game and then was off Thursday for three speeches in Fort Worth that day and Friday. It was more or less an average week.

dependent stations (through their organization, the Association of Independent Television Stations) and public broadcasting stations to accept the two-hour prime time ban. But he sidestepped questions as to when he would move toward that unanimity, giving rise to speculation that he would prefer to present the "good news" of the NAB's affirmative action to the Congress (in a report promised this month) rather than open a new set of negotiations that might not end in so successful a result.

Violence and sex are not alone on the chairman's agenda for his report to Congress. He said last week that the FCC was about to move on indecency and obscenity as well ("Closed Circuit," Feb. 10), and would include the upshot of those actions in its report to the Hill.

The chairman's remarks carried an early warning signal on what could be his, and the FCC's, next move on the sex front. Responding to a question concerning the "double standard" between treat-

ment of sex in daytime soap operas and in early evening series or movies, Mr. Wiley expressed his hope that "broadcasters would be attuned" to what they are doing in that area.

Affiliates air their concerns at Atlanta sessions

In turn, networks give briefings on family-hour thinking, plans to bolster weaknesses in line-ups, procedures for touchy materials; independents discuss their problems

One of the best samplings of what was on broadcasters' minds last week emerged in four "sidebar" sessions during the Atlanta conference of the National Association of Television Program Executives. Each of the major TV networks held meetings with its affiliate delegates, as did a group of unaffiliated independents. At each session the new family-viewing concept was the primary—but by no means the only—subject of discussion. And concerning family viewing, the talk centered not on whether but how.

CBS's affiliate meeting got down to basics immediately: What was the network going to do about Sunday night, now that the FCC's latest version of the prime-time access rule give exemptions for certain types of programs, and especially after NBC's announcement that it would program from 7 to 11 Sundays? Answered CBS-TV President Robert Wood: "We'll be competitive. . . . If somebody goes 7 to 11 you do as well, unless you're willing to abdicate the audience." He had no specific program plan to announce beyond that, however, although the suggestion was that CBS might plug back in the Saturday night plans it had in readiness under the since-aborted PTAR II.

Mr. Wood was more definite about what CBS would not do on Sunday: It will not move *60 Minutes* out of the 6-7 hour into prime time at 7. He remarked that *60 Minutes* was reaching 35-40% more audience in prime fringe than it had in prime time, and that he wasn't about to disturb that equilibrium.

And he was candid, too, about CBS's ratings posture on Fridays in the second season. "We're in the tank," he said, and Friday will undergo a major overhaul. He was more optimistic about Wednesday, where he noted that *Tony Orlando* was building steadily, and about Saturday, where *The Jeffersons* is "locked in." As for next fall, Mr. Wood advised the affiliates that new schedule announcements would come late, probably just before their meeting in May in Los Angeles. No pilots are yet in, he said, and many are just going into production. The delay he attributed to more careful decision making in the prepilot stage, with many prospective series having six or seven scripts in hand before going to pilot. CBS expects to have 22 pilots this year, as opposed to 30 last year.

Mr. Wood declined to define CBS's

concept of family viewing, beyond paraphrasing a Supreme Court justice's statement (on pornography) that "I can't define it but I know what it is when I see it." He said that the disclaimers on shows that are exceptions to family viewing are "now part of the lexicon," that they would be seen with some frequency on CBS but "would not be used like a Gatling gun."

Asked if the network might program increasingly "adult" programming in the after-9 hours once family viewing becomes a schedule reality, Mr. Wood said no. "We don't plan an 'anything goes' territory," he said, adding that the network would never program material that shows an "arrant disregard for life."

Any prospect that CBS would delay its feeds to the Midwest to bring family viewing in that time period into line with the East was dismissed out of hand. "I don't want to be the CTN president to advise our Midwest affiliates that they won't have a 10 o'clock news," he said. He also said there are no plans for expansion of the early evening news to 45 minutes, and that pressure for such a development would have to come from affiliates themselves. The majority, he said, remain against it.

At the NBC affiliates meeting, presided over by Ray O'Connell, director of TV station relations for the network, uneasiness over NBC's recapturing of the full four hours of prime time on Sunday (as a result of the FCC's waiver for *The Wonderful World of Disney* as a quality children's show) became evident in a few of the comments from the floor. One affiliate manager told Mr. O'Connell: "It's not my idea of a partnership between a network and its affiliate when you start off on Sunday with *Meet the Press* at 12:30 p.m., go directly to a football doubleheader at 1, which leads you right into the prime-time schedule from 7 through 11. I'm opposed to this wall-to-wall networking, and we" (here he shifted his attention to the other affiliate programmers in the room) "should try to stop it before it becomes a fait accompli."

This impassioned statement wasn't greeted with any particular enthusiasm, but five minutes earlier one affiliate man had asked Mr. O'Connell: "Is NBC aware of many local stations' need to do their own news at 7, a need that goes by the boards now that *Walt Disney* will be starting off at 7?" Other affiliate executives, concerned about the loss of revenue that will fall on them with the ending of their local Sunday newscasts,

Against the tide. Whatever statistics may be falling off in this recession year, attendance at the annual conferences of the National Association of Television Program Executives continues to grow. The final count in Atlanta last week was 811 member delegates and 1,352 total attendance—up 7% and 18%, respectively, from last year's 757 and 1,139 (in Los Angeles). Next year: San Francisco, where the 13th annual conference will be staged at the Fairmont and Mark Hopkins hotels.

suggested either a noon start on football doubleheader days or at least a break between the first and second games for the news highlights.

Mr. O'Connell tried to mollify the affiliate managers by tellings them about *Disney's* high ratings (better ratings translating into bigger rate-card prices for local spots) and by promising them that the network would not pre-empt the 7-8 p.m. time period on Saturday, despite waiver permission from the FCC for children's shows, public-affairs programs and documentaries. On the subject of children's specials, he hinted that the network would emulate ABC, with its *After-school Specials*, and do them on weekday afternoons. He acknowledged the weakness of some of NBC's current daytime shows, saying: "We have a ways to go yet."

But he balanced off that bad news by claiming that "this is NBC's highest-rated prime-time season ever, and ABC's poorest in prime time since the late sixties."

Mr. O'Connell winced when "Born Innocent," the controversial made-for-TV movie that featured a realistic gangrape scene, was mentioned, but he said that when it's rerun, it'll be edited more closely. He also said that, mostly as a result of the flak generated by the "Born Innocent" telecast, NBC's advisory legends would be both "visual and vocal" and would be placed both at the beginning of the show and at an early commercial break. He added that there's been no thought at the network to slapping warnings on daytime serials because "we haven't had any complaints about them."

The affiliate men had complaints, though, about the clustering of 30-second spots at the end of each half hour of *The Tonight Show* and at the end of a two-hour theatrical-movie time period when the film runs short. But a chorus of no's followed Mr. O'Connell's suggestion that the minutes left over at the end of a movie that runs short in a two-hour time period be returned to the stations.

He concluded by saying that "there's no chance in the next year of the *NBC Nightly News* going to an hour, nor is there any move under way even to push for one lasting 45 minutes."

James E. Duffy, the president of ABC-TV, answered the questions at that network's affiliate meeting. Some of the points he made:

Network specials that pre-empt what the affiliates are programming on Saturday from 7 to 8 p.m. will be kept to a minimum.

In selecting programs for the 8-9 p.m. family hour, ABC will not rule out whole genres like cop shows but will make its decisions based on the content of the individual episodes within a given series.

ABC regards *The Hot L Baltimore*, the controversial Norman Lear sitcom, that includes prostitutes and homosexuals as continuing characters, as a major project. So it has no intention of canceling the show. But the series could be moved to another, possibly later, time period than the 9 p.m. Friday slot it occupies now.

■ The rerun problem will be eased, as early as this summer, on ABC by the

network's commitment to programing more new summer shows and more specials.

▪ The law-and-order cycle may be nearing its end.

▪ The network will try to make sure that its news anchormen do not take their vacations during a sweep period.

While the three networks were discussing what to do with their plenty, a smaller band of independents was worrying over their paucity. The prevailing sentiment was one of disarray over the double whammy of PTAR III exemptions and the new family viewing hour restrictions. It was apparent that the independents wanted to oppose both, but weren't clear on how to do either.

One delegate, noting that he was not a subscriber to the code of the National Association of Broadcasters, claimed that he had nevertheless been given a short-term renewal for not programing to that document's standards. Remarked Herman Land, president of the Association of Independent Television Stations: "We're being asked to adjust to a network structure [of programing]." The independents were told the name of the game is "togetherness and power"—commodities they have yet to achieve.

Prime-time rule is a rerun at NATPE

Nothing new comes out on PTAR at session in Atlanta; FCC says it will keep eye out for abuses of new version

The prime-time access rule is still a matter of vital importance to all elements of the television industry: stations, networks, programers, lawyers, politicians and even the public. But as a subject of conversation, it's become a yawn. There's very little new to be said about it.

Or so it seemed last Tuesday (Feb. 11) at a panel session on the subject at the NATPE conference in Atlanta, which featured a reiteration of long-since-solidified positions on PTAR, be it I, II or III. Ed Bleier, the vice president for sales and programing of Warner Bros. Television, and William Hart, a vice president of Columbia Pictures Television, both argued for complete abolition of the rule. Mr. Bleier said he was concerned mainly with what he regards as the "trampling of the First Amendment" by the "FCC's telling broadcasters what they can and can't put on the air." Mr. Hart said that the rule hasn't achieved its intended effect of promoting diversity and lessening network control of programing. He pointed to the prevalence of game shows and wildlife shows in access time periods and to the generally accepted idea that a prime-access show must latch on to at least a couple of network-owned stations to insure its survival.

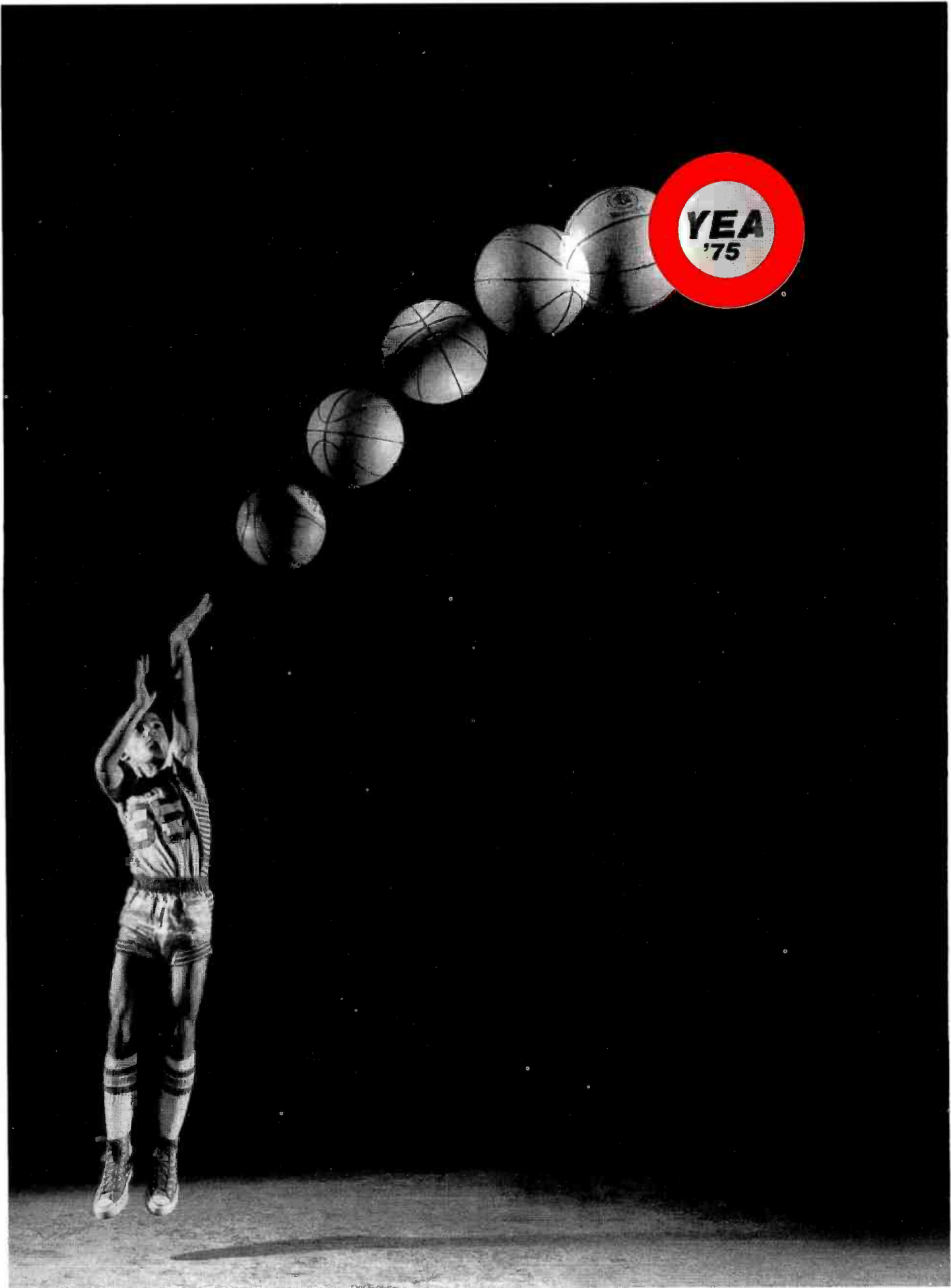
The other two panelists, Giraud Chest-er, the executive vice president of Goodson-Todman Productions (who is also president of the National Association of



Show stopper. The perils of Parris (Jack Parris, station and promotion manager of KTVO-TV Ottumwa, Iowa-Kirkville, Mo.), became a matter of industry concern last week during the NATPE conference in Atlanta. It happened during a session titled "Promotion: The Programmer's Penicillin," produced by Bob Bernstein, the NATPE's public relations counsel.

Mr. Parris set it up with his account of the difficulties facing a station in the 195th ADI whose market area is split between two states and which must maintain studios and service in both. On top of that, he related how tough a time KTVO was having in starting a new women's series, *Barbara on Friday*, that, if successful, he hoped would lead to a string of morning service shows (*Cindy on Thursday*, *Wendy on Wednesday*, etc.). The Barbara involved is a home extension agent in Ottumwa (who must drive 45 miles every other week to do the show in Kirkville so it can count for FCC purposes). The promotion budget: zero.

Mr. Bernstein and his NATPE volunteers took over from there. Demonstrating how to go from unknown to famous on a minimal budget, he first got the convention's attention with a stripper gyrating on a side stage while he, unknowingly, read from a text of promotion rules. That act was followed, among other mini-events, by Mr. Bernstein's secretary, Rosemary Berry, who did a tap dance number, a *Barbara on Friday* look-alike contest, a convention baritone (Ed Hewitt, Northwest district sales manager for Viacom) singing "Old Girl Barbara" to the tune of "Old Man River," and other volunteers passing out fortune cookies while Mr. Bernstein continued to read, bells rang and horns honked. For a finale, in came a marching band from a local high school, while *Barbara on Friday* placards popped up throughout the hall. Bernstein & Co. had the audience of TV professionals on its feet, cheering, for the final five minutes, and *Barbara on Friday* was an instant legend. The total budget: \$41.38.



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Hierarchy. These were among the guiding lights of NATPE during last week's Atlanta conference. L to r: seated—Betty Woodland, Lancaster, Pa., secretary-treasurer; Jim Ferguson, WAGA-TV Atlanta, president; Jim Major, WJBK-TV Detroit, co-chairman of the program committee; standing—Phil Boyer, ABC, second vice president; Marvin Chauvin, WOTV(TV) Grand Rapids, Mich., first vice president, and Harry D. Trigg, WGN-TV Chicago, immediate past president. Mr. Chauvin succeeded to the presidency after the conference's close. Mr. Boyer became first vice president, and Mr. Major second vice president. The association also elected five new members to the board of directors: Steve Currie, WCBD-TV Charleston, S.C.; Jack Jacobson, WGN Continental, Chicago; Bill Hillier, KPIX(TV) San Francisco; Lew Klein, Gateway Communications, and Chuck Sorlieu, WCCO-TV Minneapolis.

Independent Television Producers and Distributors), and Lew Klein, the executive vice president of Gateway Communications, both argued for preservation of the rule. (The NAITPD is taking the FCC to court over the waivers granted in the latest version of the rule; see story page 24.)

John Bass, the chief of the office of network study for the FCC, said from the audience that he was surprised at the NAITPD's legal actions because "the modifications in the rule are so limited. And we've made it clear that we expect the networks to keep those exemptions to a minimum."

Mr. Chester disagreed. "The exemptions for children's programming, public affairs and documentaries are open-ended," he said. "And the first result of these exemptions is that NBC has increased its entertainment programming on Sundays by an hour with the waiver on *Walt Disney*. Theoretically, a station could strip old reruns of *Lassie* in prime access if its programmers were convinced the show qualified under the FCC's children's guidelines."

But later Mr. Bass said that the FCC would be monitoring stations for abuses of PTAR III and that the commission would not permit anything so blatant as the stripping of old *Lassies*.

Lew Klein, the only station man on the panel, suggested that the rule has enhanced the importance of the program

director. He went on to urge station executives to form "consortiums," choosing as an example the *Good Morning, New England* show, originated by WCVB-TV Boston and picked up live by six stations in the Northeast. "The consortium could be formed along geographical lines, or by stations with a common interest in, say, cultural programming, or in sports, or entertainment," he continued. "And what better time to do it than in one of the prime-access time periods. Now that the rule looks as though it's here to stay, let's do something with the opportunity."

NATPE station honors go to a baker's dozen

The National Association of Television Program Executives announced its annual awards to stations in the following categories:

Top-25 markets: WAGA-TV Atlanta, "Trouble in the Ghetto" (public affairs); WMAQ-TV Chicago, "Sorting It Out" (variety); WTVJ Miami, "An Evening with Alain Lombard and the Miami Philharmonic" (performing arts); WSB-TV Atlanta, "Hang 2" (children's programming); CFCF-TV Montreal, *McGowan & Co. in Newfoundland* (interview); WBBM-TV Chicago, "The Sounds of Ravinia" (instructional).

Minor markets: WCBD-TV Charleston, S.C., "The Charleston Jewish Heritage"

(religion); WLAC-TV Nashville, *Mornings with Siegel* (interview); WHAS-TV Louisville, Ky., "Pleasant Hill: A Thousand Years to Live" (instructional); WBTV Charlotte, N.C., "A Child's Christmas" (performing arts); WHIO-TV Dayton, Ohio, *The Dave Steele Experience* (variety); KSL-TV Salt Lake City, "Senility: A State of Mind" (public affairs); WOTV Grand Rapids, Mich., "Jack and the Beanstalk" (children's programming).

NATPE buyers hold tight to pocketbooks

FCC, industry constraints, popularity of older shows make for wary dealing; but MCA scores with NBC O&O's its first time out in prime access; Frank finds a home for Bobby Vinton on CBS's stations, Heatter-Quigley places three on ABC outlets; 'Ski Boy' and 'Space 1999' get mixed reviews

Station program buyers displayed more caution than usual about committing themselves to the purchase of syndicated shows at this year's NATPE meeting, for three basic reasons:

- The confusion about the kinds of programming that will be ruled out of bounds during the NAB code board's proposed family entertainment time periods (7-9 p.m. every night).

- The uncertainty over how often the three networks will take advantage of the waivers allowed them by the FCC in its third version of the prime-time access rule, particularly on Saturdays from 7 to 8 p.m.

- The fact that more series, particularly game shows, from last year and previous years, have been successful in the ratings and are being held over for the 1975-76 season.

Despite these drawbacks, MCA-TV nailed down the NBC-owned stations for its new celebrity-comedy game show, *Screen Test*. Sandy Frank Film Syndication had a lock on all five CBS-owned stations for a new weekly comedy-variety half hour, to be hosted by the singer Bobby Vinton. And the ABC-owned stations have brought off what Phil Boyer, the vice president of programs for the group, regards as "the big coup of the NATPE — we've acquired *Hollywood Squares*, the hottest access program in the business, for two years, beginning September 1976."

That acquisition, Mr. Boyer goes on, is part of a three-pronged deal between ABC and Heatter-Quigley, the producers of *Hollywood Squares*. The other two prongs: all five of ABC's owned stations will take the nighttime access version of Heatter-Quigley's *High Rollers*, beginning September 1975, and the network's New York and Los Angeles stations will program the nighttime access version of H-Q's *Gambit*, also beginning September 1975. (The latter agreement, though, is contingent on the outcome of a suit against H-Q by CBS-TV, which stripped

Gambit in the daytime. The network claims, in essence, that it has first refusal on any nighttime version of the show.)

This over-all deal cost ABC in the neighborhood of \$6.5 million, but Mr. Boyer is convinced that with two nights a week of *Hollywood Squares* and two more of its high-rated holdover, *Let's Make a Deal*, "We'll be number one in prime access by the end of 1976." Rhodes Productions will be syndicating the Heatter-Quigley shows, but Mr. Boyer says ABC dealt directly with Merrill Heatter.

Mr. Boyer is also high on the nighttime access version of *The Match Game* (produced by Goodson-Todman and distributed by Jim Victory Productions), which the ABC stations have bought for September 1975 and which is reported to be doing brisk business because of its status as the highest-rated daytime game show on the air.

Screen Test marks MCA's first venture into prime access. The company has chosen this year to take the plunge, according to Lou Friedland, the president of MCA-TV, because, based on the grosses of hit game shows like *Hollywood Squares* and *Let's Make a Deal*, there's money to be made in access. "A very few of the hit shows are grossing as much as \$80,000 an episode," he said. Which means, he continued, that *Screen Test*, which will cost about \$65,000 per half hour, could edge its way into the black if it delivered consistently high ratings.

(Proving again that ground once broken is usually trod again, word of MCA's *Screen Test* entry was followed almost immediately by promise of an upcoming look-alike—a joint venture of Sullivan Productions and Hal Golden Productions called *Rising Stars*. It too will be a showcase for undiscovered but professional, as opposed to amateur, talent.)

Ray Beindorf, executive vice president of the CBS-owned stations, said he's so enthusiastic about the talents of Alan Blye and Chris Bearde, the producers of the *Bobby Vinton Show* (whose previous credits include the *Sonny and Cher Show* and the *Andy Williams Show*), that their series will be the only access program on all five CBS-owned stations. (CBS's Chicago station strips news in the Monday through Friday access periods. Mr. Beindorf said, so *Bobby Vinton* will probably go in at 6:30 p.m. on Saturday, directly preceding *All in the Family*.) "This program breaks out of the game-show mold in prime access," he continued, "and it's going to cost a lot of money to produce. This will be a network-quality program, not a comedy show on a prime-access budget."

The *Bobby Vinton Show* was sold to the CBS stations without benefit of a pilot, and one group station executive said that many of the new programs being offered at the NATPE, particularly the ones outside the game or wildlife categories were such risky propositions that the syndicators didn't dare spend money on a pilot that might not stir enough interest to justify a full year's worth of production. MGM-TV, for instance,

came in with a proposed half-hour sitcom called *Without Reservations*, and a new half-hour version of *The Thin Man* (MGM had taped a one-shot, 90-minute *Thin Man*, which was aired on the ABC late-night *Wide World of Mystery*). When the company reportedly failed to make any significant sales, according to one station buyer, it quickly shifted gears and started pushing a large-scale outdoor contest show, a sort of kooky Olympics, which is said to be a hit in England under the title, *It's a Knockout*. What MGM showed to station buyers was a 10-minute excerpt from the English show.

Two other heavily publicized new shows on display at the NATPE—Worldvision's *Ski Boy* and Independent Television Corp.'s *Space 1999*—were getting

mixed reviews from the buyers. *Ski Boy*, which is basically about a young American in Switzerland who is training for the Olympics, has racked up some sales on the basis of family-audience appeal, according to the Worldvision people. But one group vice president said that the episode of the series he saw three months ago (13 half hours have already been filmed) was quite violent and that the company wisely substituted a tamer one for NATPE screenings. According to Jerry Smith, the executive vice president for marketing for Worldvision, *Ski Boy's* production cost is running between \$80,000 and \$90,000 per half hour, which is considered quite high for an access show. (Worldvision's other highly visible show is the off-network cop series, *The*

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Rookies, which is being sold for the fall of 1977, when Spelling-Goldberg, the production company, is expected to pull it off ABC-TV even if the ratings are still holding up in order to start making a profit on it.)

Abe Mandell, the president of ITC, says that he's confident *Space 1999* will be sold in 150 markets by June, but station people were saying that the series' 60-minute length is holding a lot of potential buyers back. The logical time period for this show in the top-50 markets, subject to the access rule, is Saturday from 7 to 8 p.m., but the networks

may make use of various waivers allowed them by the FCC to program public-affairs and children's specials and documentaries in this time period, at least periodically. ITC's asking price is also just about the highest ever, mainly because the reported production cost of \$275,000 per episode.

Among syndicators concerned about the effect of the family viewing concept was Viacom's Larry Hilford. "I believe in counter-programming," he said. "How can you counterprogram when the rules say all programs in those hours must be of the same stripe?"

Cause celebre. Syndicator Sandy Frank, whose reputation for nonstop earbending and never-give-upness is as well known as some of the programs he represents, was embroiled in another controversy during the NATPE convention. It involved singer Bobby Vinton's last-minute booking as entertainment for the convention banquet Sunday night. In its barest essentials:

Several weeks before the convention Mr. Frank called Neil Kuvin of WXIA-TV Atlanta, entertainment chairman for the banquet, to offer a "Las Vegas" caliber attraction that he could not then name. A week before the convention, Mr. Kuvin was called by Steve Pinkus of the Morris Agency to offer Bobby Vinton for that evening's entertainment—but without mentioning the Frank connection. A day later he called to withdraw the offer.

Friday night, two days before the banquet, Mr. Frank called Mr. Kuvin to offer the Vinton services. Even at the late hour, Mr. Kuvin accepted, and agreed to open a 20-25 minute spot in the show. On Saturday morning Mr. Kuvin told Jim Ferguson, the NATPE president, of the entertainment change. Mr. Vinton, plus two backup singers, a sound specialist from New Jersey, his percussionist and a hastily recruited 17-piece band all showed up at the Hyatt Regency for an hour and a half rehearsal Sunday afternoon.

At 4:30 Mr. Ferguson advised Mr. Kuvin that Vinton was off; other syndicators had threatened to pull out of the convention if the Frank-associated act went on. Mr. Kuvin insisted that the board be convened to rule on the matter. It did, and turned thumbs down by a 14-3 vote.

Mr. Frank was enraged. Mr. Vinton was dismayed. The banquet audience—which had been advised by a Frank-distributed flier of the Vinton appearance—was disappointed. Mr. Kuvin put on his hat and went home. Of all the participants in this drama, he remains the most detached. "The individual who got hurt the most," he says, "was Bobby Vinton. He's a superb entertainer and he got caught in a political power play. Of course, the audience lost, too."

The eventual entertainment included Carol Wayne, of Rosen/Colbert's *Celebrity Sweepstakes*, as mistress of ceremonies, and Gunilla Hutton, of *Yongestreet's Hee Haw*, who sang several songs. And although Mr. Frank's star was denied the hall, Mr. Frank was not denied exposure; Miss Wayne's biggest laugh was at his expense. "Sandy Frank," she said, in obvious reference to his loquaciousness, "is the illegitimate son of Martha Mitchell and Howard Cosell."

The object of the joke wasn't laughing that night.

Network heads cite realities of 'family' life

CBS's Wood decries lack of audience for family-type productions, declines to name shows that will be moved back; ABC's Duffy warns against blanket indictments of programs by type; Howard adds 'Mystery Movie' to list NBC definitely plans to shuffle; affiliates' misgivings are expressed by WFTV's Windsor, WJBK's Carino

CBS-TV President Robert D. Wood last week said that his network's acceptance of the new family-hour guidelines "doesn't mean it's going to be Bambi-time every night at 8."

"We're not going to retreat from provocative subject matter in favor of bland, insipid programming," Mr. Wood continued, speaking as an NATPE panelist.

But he and another panelist, James E. Duffy, president of ABC-TV, refused to specify the series now on at 8 p.m. that

may have to be pushed back to 9 p.m. or later to comply with the proposed guidelines. NBC-TV President Robert Howard, a third panelist, added the *Sunday Mystery Movie* to the previously identified *World Premiere Movie* (BROADCASTING, Feb. 10) as shows that his network will most likely shift from their present 8:30 p.m. slots to 9 p.m.

Mr. Wood refused to rise to the bait extended by panelist Les Brown, radio-TV correspondent for the *New York Times*, who suggested that the definition of family viewing would be established by what CBS does with *All in the Family* on Saturdays at 8. If it stays there, Mr. Brown said, family viewing would henceforth be defined in one way. If CBS moves it (and presumably its followup, *The Jeffersons*, to 9:30), shifting the far less controversial *Mary Tyler Moore Show* and *Bob Newhart* into the 8 to 9

hour, family viewing will come to be defined in another way. Mr. Wood would neither buy the argument nor make a commitment; his answer seemed to suggest that the odds were on *All in the Family* staying put.

Mr. Duffy said he hoped that a whole genre of programming, such as the cop show, would not be ruled out of bounds for the family hour, because "there's less violence within the content of these shows than in previous years. You can't categorize a show according to type—the action-adventure show appeals to a mass audience. We programmed a number of nonaction-oriented shows at the beginning of this season, and they're no longer on the air."

Mr. Wood agreed that mass audiences don't seem to support the family-type shows, citing as examples *Sierra* (NBC), *The New Land* (ABC), *Born Free* (NBC) and *Apple's Way* (CBS), four shows fitting the category that were canceled in the last few months. "It's true that situation comedy and variety could go in the family hour," he continued. "But a comedy show is the hardest thing in the world to bring off. And there's simply a paucity of top variety talent around, a scarcity of the kind of star who can successfully host a show every week."

A fourth panelist, Walter M. Windsor, general manager of WFTV-TV Orlando, Fla., an ABC affiliate, said one of his main concerns about the networks' adoption of a family hour is "the competitive disadvantage we'd be under if an independent station decided to run, say, *The Untouchables* against our sweet little Disney-type shows. That competitor would whip the pants off us in the ratings."

The other station man on the panel, Larry Carino, vice president and general manager of WJBK-TV Detroit (a CBS affiliate), said that on just about every night of the week "the networks are putting on programming that's in violation of the NAB code. Profanity and obscenity are strictly forbidden in the code, and yet a word like 'goddamn' is becoming almost commonplace on the air. We should either live up to the strict letter of the code or amend it."

Mr. Wood got a rise out of the audience when he said that the British public has better taste than the American public. As an example, he said he's bought the American rights to *Upstairs Downstairs*, the series that chalked up huge ratings in England and that just concluded a run on Public Broadcasting Service's *Masterpiece Theater*. Mr. Wood added that he plans to shift the locale from London to Boston and to give it the new title *Beacon Hill*. "But if *Upstairs Downstairs* had been presented in its original form on CBS, it would've got maybe a 10 or a 12 share," he said. He also noted that *All in the Family* and *Sanford and Son* are both derived from series that originated in England.

In a prearranged appearance, the media director of the National Gay Task Force, Loretta Lotman, urged the panel not to portray male and female homosexuals as either "clowns or psychopaths." She added: "When you show only the stereotypes of gays, you're telling lies."

In defense of independents. Walter Windsor's characterization of the problems that might be caused if independent stations were not made subject to the family viewing rules (story page 34) was not taken sitting down by one member of his NATPE audience last week. Stan Rudick, vice president and program director of Metromedia's independent WTTG-TV Washington, rose both to the occasion and to his feet to say:

"I am appalled by the lack of knowledge concerning independent stations that has been shown on this panel, and by the moderator [ABC's Marlene Sanders], and by some of our major publications. What gives you the right to say that independents will take advantage of the family hour? During the time the networks are running soap operas showing a man making love in his mistress's bedroom, we as an independent are programming a two-hour public affairs show. While some of the network affiliates are programming movies with a certain amount of sex and violence between 4 and 6 o'clock—certainly family viewing time—this independent is programming *The Flintstones*, *Mickey Mouse Club* and *I Dream of Jeannie*.

"During prime time Metromedia's major thrust has been in the development of the new *Merv Griffin Show*, which we air along with the 10 o'clock news. We lead off at 8 with the *Jack Benny Program* in Washington and with a game show in New York and Los Angeles. On Sundays we program *Lawrence Welk* and *Hee Haw* in prime time. And our Los Angeles station has taken the lead in flagging programming which may be in any way offensive to children or sensitive adults.

"I am sure that next season our orientation toward programming in prime time (and throughout our schedule) will concur with the intent of the family oriented guidelines to which all of the networks have agreed. And I am sure that this will be accomplished as it has in the past, with or without any formal policy."

"There are flaws in how we've presented gays in the past," Mr. Wood said. "But I don't regard those flaws as acts of irresponsibility, in the grossest sense of that word. Maybe we just didn't know enough about this whole area."

Mr. Howard said that the "inequities of the past have been corrected," and added that NBC has become the first network to include in its employment applications a clause saying that the company will not discriminate against a prospective employe on the basis of "sexual preference."

FCC's new guidelines on children's TV called parents' weapon

But at panel session at NATPE children themselves bring real world into discussion

Peggy Charren, the president of Action for Children's Television, said last week "the FCC has given us a sword of Damocles" in its recently announced guidelines on children's television.

"In one of the clauses," she told the National Association of Television Program Executives, "the FCC urges parents to hold stations accountable for the kinds of programming they put on for children. Now we didn't ask for such a sword of Damocles, but I think that's what we've got."

Another panelist, Squire Rushnell, ABC-TV's vice president for children's programming, said, "Children's television shouldn't be the sole responsibility of broadcasters, but should be shared with parents, advertisers, individual stations, educators and advocacy groups as well."

Both Mrs. Charren and a third panelist, Robert Behrens, president of the Behrens Co., which produces children's programs, deplored the change in daytime programming during the week to focus almost exclusively on women 18 to 49, who make up only 18% of the

population. "There should be much more programming for children in the daytime," Mr. Behrens said, "because the 55 million children in this country represent 26% of the population."

Mr. Behrens suggested that station managers stop "complaining about the fact that they can't find advertisers for children's programming" and start "getting your most aggressive salesmen to lean on the major industrial companies with image problems to buy quality children's programs." He cited ITT as an example of a company that is working to offset bad publicity in recent years by, among other things, pouring money into its syndicated *Big Blue Marble* children's series.

A fourth panelist, Dr. Roger Fransecky, director of the University of Cincinnati's media center and a CBS-TV consultant on children's programming, advanced another reason why broadcasters should start thinking about doing more local children's television. "The Ford Foundation is funding a whole series of workshops sponsored by the United Church of Christ to acquaint citizen's groups all over the country with the process of license renewal," he said. "This increase in the number of informed critics is bound to make the broadcaster more reflective and responsive."

After the formal statements by members of the panel, six local children seated in the front row—ranging in age from 11 to 14—were introduced by the moderator, Jim Major of WJBK-TV Detroit. Asked by Mr. Major for their favorite show, not one chose the standard children's fare. Instead, they came back with answers like *M*A*S*H*, *Rhoda* and *Hogan's Heroes*. One girl said she and her mother and father watch television as a family only between the hours of 9 and 11 p.m. Mr. Rushnell, with a smile, commented: "What does that do to the family hour, which is supposed to end at 9?"

Two of the youngsters were encour-



Serious subject. Loretta Lotman, media director of the National Gay Task Force, told NATPE delegates last week that television must treat homosexuals as it would any other minority: with respect. Speaking briefly during one convention session, and at greater length later during a news conference (pictured here), Ms. Lotman said that gays had gone from no mention in the media to abusive mention, and that homosexuals were being shown almost exclusively "as clowns or as psychopaths." TV is the most unfair of the media, she said, because it is the most powerful. She likened the stage gays were going through now to the early days of the civil rights movement, and noted that there are "certain common denominators of oppression." Gays now "have to go through our Sidney Poitier stage," she said.

Ms. Lotman, who worked in broadcasting before becoming a professional staff member of the gay organization, said that eight convention delegates had approached her after the meeting to confess, privately, that they were homosexuals and to encourage her to "keep up the good work." In Boston, where she claims to have many friends in the communications industry, Ms. Lotman says there are at least 27 homosexuals among professional staffs of the city's television stations, most afraid to "come out" for fear of career reprisal.

involving the government, including the FCC, in programing. "In fact," he said, "I do not think that an independent regulatory agency such as the commission has any role in on-going negotiations among different segments of the industry."

The solution Mr. Brown embraced: The local licensees are the ones programers should look to for counsel on audience tastes. The congressman said each broadcaster should become more aggressive in communicating these tastes to his program suppliers, and that "pre-screening should be a regular, not occasional or partial practice."

"Ultimately, the local viewers should be the decision-makers of whether they see more or less of *Kojak's* bloody murders, *The Rookies'* massage parlor beatings, *Maude's* abortions, or Johnny Carson's off-color monologue humor."

Mr. Brown said now is the time to act because of pressure from all sides, including from Congress, with its new "band of zealous young members, some of whom seek to fragment and break up the corporate and production structures of our networks." Pressure is also being exerted by "an FCC that cannot make up its mind about pay cable, feels that it is necessary to dabble in content areas like prime time, reruns, and program tastes, and now talks of adopting quantitative renewal standards that offer us the common denominator of mediocrity as the ideal or at least safe programing objective."

Further, Mr. Brown said, there is pressure from the Federal Trade Commission, the White House, the Justice Department, minority and citizens groups, and "no doubt Senator Pastore's perennial admonitions are not far off." Senator John Pastore (D-R.I.) is chairman of the Senate Communications Subcommittee.

"But I feel that the oratory might soon become concrete action," Representative Brown said. "You can no longer ignore the critics."

The congressman added his own name to the list of critics, saying that in his opinion, programers "have abandoned any semblance of taste in many shows," and that many producers "have lost any claim to creativity."

Family-viewing idea called covert pact

Connecticut group charges networks agreed to stifle competition

The combined decision of the three television networks to reserve the same hours every evening for "family viewing" is a "monopoly of censorship" and a "blatant agreement not to compete." So said Madeleine S. Large, president of Families Against Censored Television, West Hartford, Conn., in a letter to the National Association of Broadcasters.

In her letter, dated the day before the NAB TV code review board voted to amend the TV code to require that member stations reserve 7-9 p.m. nightly for family viewing (BROADCASTING, Feb. 10), Mrs. Large said the involvement of Con-

aged by Mr. Major to tell the audience what they thought of the children's shows telecast by the networks on Saturday mornings. They ridiculed the networks' stress on wrapping up each episode of a cartoon series with a wholesome message. "I'd rather see the hero beat up the criminal," one kid said.

Brown wants stations to pressure for taste

Family-hour and other ideas offer only temporary respite from critics, Ohio Republican tells NATPE

Representative Clarence Brown (R-Ohio), until last month the ranking Republican on the House Communications Subcommittee, said last week that broad-

casters must quickly find an effective long-term answer to "the question of tastes in programing." And he said that a commitment by the networks to a nightly family viewing period and the use of program advisories would serve as no more than "a temporary valve to relieve critics' pressure."

The industry has several options before it, Mr. Brown told those gathered at the National Association of TV Program Executives convention in Atlanta last week. "You could take the safest route and give prime-time viewers a steady diet of programs solely in the tradition of Walt Disney, *The Waltons*, *Apple's Way*, *Mary Tyler Moore* and *The Sound of Music*." But he quickly rejected that, saying, "You and your audience cannot survive on a diet of sentimentalism, syrup and slapstick alone."

Mr. Brown also rejected the option of

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Complaints about investigators fail to move FCC staff

Delegation of lawyers offers criticism of methods used; staff turns deaf ear, counters with some reverse misgivings

A delegation from the Federal Communications Bar Association called on members of the FCC staff last week to complain about the manner in which commission investigators conducted their investigations. The lawyers hope to persuade the commission to adopt and publish formal guidelines for the investigators to follow. If the staff's reaction is any criterion, the mission failed.

The delegation—consisting of Jack Blume, president of the FCBA; Marcus Cohn, FCBA president last year; and Robert Rawson, who retired from the commission in June 1972 after 27 years with the agency—came with a list of allegations. Complaints and Compliance Division investigators, they said, have questioned licensees without disclosing the purpose of their investigation; there was even talk of alleged harassment of station employees.

They were not necessarily blaming anyone, the lawyers said; they felt the investigators simply were not equipped by training or the instructions they received to respect the rights of those with whom they deal.

However, it was difficult for the two sides to discuss specific incidents of alleged improper conduct by the investigators since the lawyers did not want to



Ray

gress and the FCC in the evolution of the family-viewing concept amounts to censorship. She said she would have offered no quarrel if only one network had decided on its own to implement the plan. "The natural competitive instincts of the other two networks to profit from that affront to adult viewers and parental judgment would have compelled them to program a tender-offer of legitimate alternative choices—including the very legal and proper subject matters of sex and violence," she said. "The networks understand this—the FCC understands it—and so does NAB. That is precisely why it has been covertly agreed that it is all or none—and why NAB is invited to participate in the fraud."

Mrs. Large said the House and Senate appropriations subcommittees placed themselves above the First Amendment, which forbids Congress from making any law abridging freedom of speech or press, when they demanded last year that the FCC report on what it is doing to protect children from violence and obscenity on television and when the House subcommittee threatened "punitive action" if the FCC failed to do so by Dec. 31, 1974.

Mrs. Large recalled the negotiations between Chairman Wiley and the networks which followed the subcommittee action, and the NAB television board's decision to speed up the NAB television code review board's timetable so that it more nearly coincided with the FCC's deadline, and said: "In that sequence is the direct government interference, threat, intimidation and fear of punishment which define the combined FCC/network action as pure, unadulterated censorship."

Broadcasters, she said, are qualified and licensed to judge the merit of programming, but not to "judge our fitness as parents, or the fitness of our individual children."

Mrs. Large also hit the family-viewing scheme as being monopolistic. "It invites, if not coerces, price-fixing in advertising."

Mrs. Large concluded: "The entire debate on television programming can be justly resolved in one place only, the forum of free enterprise where each network and broadcaster must fight for its audience or suffer the economic consequences."

Mrs. Large, a lawyer from Hartford, has addressed broadcasters in a national forum on at least one occasion in the past, that being the NAB fall conference in Hartford in October, 1973, when she delivered an unscheduled speech on a similar First Amendment theme of government intrusion in individual liberty (BROADCASTING, Oct. 22, 1973).

Lakers sue ABC

The Los Angeles Lakers basketball team has filed a \$3.4-million lawsuit against ABC and Atlantic Richfield Co. (Arco) in California Superior Court in Los Angeles, charging that ABC-owned KABC-TV (AM) Los Angeles is illegally broadcast-

ing some Lakers games on a delayed basis.

The Lakers, owned by Jack Kent Cooke's California Sports Inc., claims that there is no provision for delayed broadcasts in its 1966 exclusive contract with Arco, sponsor of the Lakers games.

The lawsuit, seeks \$400,000 in actual damages and \$3 million in punitive damages. It says that KABC has delayed the Lakers games up to two hours in some instances because the station also broadcasts the University of Southern California basketball team, and that both teams are virtually head-to-head when they are playing on the West Coast.

KABC officials declined to comment last Tuesday (Feb. 11) on the ground they had not yet been served. KABC began carrying the Lakers at the beginning of the basketball season last September.

'Archer' gets shaft

NBC gives up on it as of March 13; 'Hot I Baltimore' sags as poor ratings beset all the second-season entries except for top-10 ranked 'Jeffersons'

NBC-TV announced last week that its *Archer* detective series, based on Ross Macdonald novels and starring Brian Keith, was being canceled. Just two episodes have been aired so far. Spokesmen said the series "just didn't make it," having suffered in the ratings, in critical reviews and, presumably, in NBC programmers' evaluation of its chances of being turned around.

The final *Archer* episode is set for March 13. But one program's loss is another's reprieve, and *Archer* will be replaced in the Thursday 9-10 p.m. NYT period by *The Mac Davis Show*, which had been scheduled to go off at the end of this month for the rest of the season. The Davis show will go off after its Feb. 27 performance, yielding its current Thursday 8-9 p.m. hour to *The Bob Crane Show* and *Sunshine*, as scheduled, but will return March 20 in *Archer's* 9 p.m. spot.

In its second appearance, *Archer* slipped to a 15.2 rating and 23 share in the Nielsens for the week ended Feb. 9, which ranked it 55th in a field of 62 programs. But it had several other new second-season shows for company including, for the first time, the controversial *Hot I Baltimore*, (ABC-TV Friday, 9-9:30) which dropped from a 19.4 rating and 31 share the preceding week to 52d place on a 15.6 rating and 25 share.

CBS-TV's *Khan*, making its debut in the Friday 8-9 p.m. spot, came off 60th with a 12.9 and 20.

Other second-season entries (either new or in new time periods) that fell into the bottom dozen for the week were *Kolchak*, *Karen*, *The Odd Couple*, *Baretta*, *Barney Miller* and *Kung Fu*, all on ABC.

The Jeffersons (CBS-TV, Saturday, 8:30-9) was again the only new second-season show in the week's top 10, placing seventh with a 28.8 and 45.

identify the stations or individuals involved.

Beyond that, the staffers who attended—General Counsel Ashton Hardy, Broadcast Bureau Chief Wallace Johnson, Assistant Bureau Chief Paul Putney, and William Ray, chief of Complaints and Compliance—were unmoved. They said investigators were instructed to disclose to those under investigation the purpose of the inquiry.

Mr. Ray declined to comment on the meeting. But Mr. Hardy said: "We're satisfied that everything is being done that should be done. There may be some errors made, but procedures are followed. Some procedures are in written form, some are given orally. But all comply with standard due process."

He also said the attorneys had asked for the adoption of some guidelines the commission would never approve. As an example, he cited a request that before questioning a witness—not one suspected of an offense—an investigator inform the witness of his right to an attorney. "No investigating process requires that," he said.

Mr. Hardy said the matter would be reported to Chairman Richard E. Wiley, who had suggested the meeting take place, and to the commission. But he said he would not recommend the publication of guidelines. "It would be a useless expense," he said.

The commission staffers, it was understood, had a complaint of their own. It involves the practice of some communications attorneys who represent not only a licensee who finds himself in trouble but the licensee's employees, as well. This complicates the job of an investigator, since employees are frequently looked to as a source of information about the licensee.

FCC renews two stations; challengers' cases said to lack substance

Commission turns down effort against WDAM-TV, reaffirms staff on KCBS(AM), says both petitions were unsupported by hard evidence

WDAM-TV Laurel-Hattiesburg, Miss., has managed to fight its way through a barrage of charges filed by local citizen groups to win a renewal of its license by the FCC.

The station had failed to ascertain adequately the problems, needs and interests of its service area, had discriminated against blacks in its employment practices, had not provided programming to serve the needs of blacks—these were among the charges leveled in a petition to deny that had been filed by the Southern Media Coalition on behalf of a number of groups, including Concerned Citizens for Better Communications and



Got their number. NBC Radio officials said they were almost literally swamped last week with calls for information about new all-news service they plan to start in midyear (*Broadcasting*, Feb. 10). They had sent mailgrams to all U.S. radio stations on Feb. 6, giving stations a telephone number to call. By Monday (Feb. 10), they said, more than 2,000 calls had come in. Callers heard a taped message from Jack Thayer, NBC Radio president, and their names, call letters and phone numbers were recorded for call-backs by NBC Radio officials. Though some callers were admittedly "just curious," most were said to have displayed serious interest in new plan. One major East Coast market was said to have three stations interested, a major Midwest market at least two. President Thayer is shown above (l) with Ron Friedwald, director of marketing, NBC Radio network, and two assistants at the phones in NBC National News and Information Service command post at NBC in New York. Licensing of subscribers to NNIS is being handled by Robert Mounty, Charles Renwick and Allan J. Eisenberg.

Concerned Citizens for Fair Media of Columbia.

But the commission said the coalition had failed to make a prima facie case against renewal. WDAM-TV, the commission added, was legally, technically, financially and otherwise qualified to remain a licensee. It found that the station had adequately surveyed the problems, needs and interests of its service area and had proposed programs to deal with them.

The charge that the station has discriminated against blacks in its employment was rejected on the ground that the station's performance in that area was "well within the zone of reasonableness resulting from the operation of an affirmative action program." Blacks make up 27.1% of the total labor force of Laurel-Hattiesburg, and, the commission said, WDAM-TV's black employment in 1973 was 11.9% of the station's total.

A proposed reduction in news, public affairs and other nonentertainment programming, from 22.6% to 20% of the station's schedule does not in itself raise a question to be resolved in a hearing, the commission said.

Neither did the coalition's allegations that the station's public affairs programming was scheduled early on Sunday morning and at sign-off and that the programming did not involve blacks and deal with their problems. The commission said licensees have broad discretion in scheduling programming; in any case, it added, the station did not schedule its public service programming at the off-times alleged. And it said it could not accept the coalition's argument that blacks can only be served by all-black programming.

The coalition had also charged the

station with violating the commission's fairness doctrine and the Federal Election Campaign Act of 1971. But, again, the commission said the coalition had failed to present information to support such allegations.

The commission, in another matter involving citizens' opposition to a renewal, upheld an action by the Broadcast Bureau, taken more than three years ago, in renewing under delegated authority the license of CBS's KCBS(AM) San Francisco.

The Community Coalition for Media Change, the Bay Area Chapter of the Japanese American Citizens League and the Oakland Chinese Community Council, and Mission Media Arts had charged the all-news station with racial discrimination in employment and with failure to meet community needs, particularly minority needs, in its news and public affairs programming.

The petition to deny arrived after the staff had acted under delegated authority, on Nov. 29, 1971, to renew the license. Accordingly, the groups asked that the petition be incorporated in a petition for reconsideration it would file. It was because the matter involved a request for reconsideration of a staff action that it did not receive more prompt attention, according to one official.

In turning down reconsideration, the commission said—as it did in the proceeding involving WDAM-TV—that the citizen groups had not raised the kind of substantial and material questions that warranted a hearing.

The commission vote was 5-to-1 in the WADM-TV case and 6 to 0 in the other. Commissioner Abbott Washburn was absent in both votes. Commissioner Benja-

min L Hooks dissented from the WDAM-TV decision.

Commissioner Hooks, in his dissenting statement in the WDAM-TV case and in a separate opinion in the KCBS proceeding, objected to the commission's reliance on post-license-period employment figures in weighing the charge of discrimination in employment. He acknowledged that, as the majority contends, such figures would indicate the success of an affirmative action program undertaken when the commission's equal employment rules were adopted. But he also said that a renewal applicant must "run on his record" and that, in any event, enough time has passed so that each licensee should be judged on the basis of performance in each license period. "Therefore," he said, "in the future, references to subse-

quent performance should not be cited in any material way to defeat a petition to deny."

Ford sends his version of five-year funding for CPB to Congress

Money would reach \$100 million a year by 1980, but bill provides for system of distribution and annual review by House and Senate

The Ford administration has revived for introduction into the new Congress the bill providing for long-range funding for public broadcasting. The bill that the previous Nixon administration had of-

fered to the 93d Congress died with that Congress.

President Ford on Thursday gave the bill his blessing, in a message in which he urged Congress to enact the measure promptly. He described it as "a constructive approach to the sensitive relationship between federal funding and freedom of expression." He said the bill "will assure the independence of noncommercial radio and television programming for our nation," and added: five-year federal funding "will add stability to the financing of public broadcasting, which may enhance the quality of its programming."

Like its predecessor, the bill would provide federal financing for the Corporation for Public Broadcasting at a level equal to 40% of funds provided by non-federal sources, though with specified ceilings on federal funds over the five-year life of the bill.

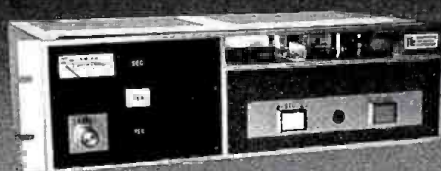
The bill would provide a maximum of \$70 million in fiscal year 1976, \$80 million in 1977, \$90 million in 1978, \$95 million in 1979 and \$100 million in 1980. The bill would also provide up to \$20 million to provide for the three-month transition between July 1, 1976, and Sept. 30, 1976, the old and new fiscal-year starting dates.

The bill also provides guidelines for CPB distribution of its funds to individual stations. The amount would range from 40% for the 15-month period beginning July 1, 1975, and for any fiscal year in which the appropriation was between \$70 million and \$90 million, to 50% when the appropriation level reached \$100 million.

The bill, in addition, requires CPB to establish in consultation with licensees and permittees of noncommercial stations the criteria for distributing the funds. Each year, the funds would be split in two accounts, with money from one distributed to television stations, money from the other to radio stations.

Although the bill is intended to provide public broadcasting with insulation from political pressures by providing financing for a five-year term, it reflects the administration's concern that there be some means of holding public broadcasting accountable to Congress. For it provides for the opportunity for annual congressional review of the CPB and its activities.

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Pastore again shoots for partial 315 repeal

Candidates for two top offices would be exempt from equal-time provision

Living up to a promise he made last year, Senator John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, has introduced a bill to exempt candidates for President and Vice President from Section 315, the equal-time provision of the Communications Act.

Section 315 requires that any broadcaster who makes his facilities available to a candidate for public office must afford equal opportunity to all other candi-

dates for that office. Mr. Pastore said, in introducing the legislation, that broadcasters feel inhibited in offering free time to major presidential and vice presidential contenders for fear of being deluged with equal-time demands from fringe and minor party candidates.

He said there are merits to a broader repeal of the section, but that "past experience indicates that limited repeal is acceptable to both houses." The measure had been incorporated in the Senate version of the major campaign-spending reform bill last year, but was dropped in House-Senate conference before that bill became law. Following the conference action, Senator Pastore announced he would reintroduce the section this year as separate legislation (BROADCASTING, Oct. 7, 1974). His new bill (S. 608) is co-signed by Senator Walter Huddleston (D-Ky.) and has been referred back to Senator Pastore's subcommittee.

Licensee would rather switch off than fight

Religious group cites futility in opposing FCC employment rules; will shutter WLCC on Feb. 28

WLCC(FM) Lincoln, Ill., a religiously oriented noncommercial station owned by the Lincoln Christian College and Lincoln Christian Seminary, will go off the air on Feb. 28 rather than contest or defy—or comply with—FCC rules barring religious discrimination in employment.

"The FCC did not ask us to go off the air," a spokesman said last week. "It's a matter of conscience."

Richard Jorgensen, director of public information for the college and seminary, said trustees and officials had followed closely the case involving King's Garden Inc.'s KGDN(AM)-KBIQ-FM Edmonds, Wash., and saw in the outcome no hope for WLCC's continued operation.

King's Garden is also a religious organization; it has a number of ministries whose basic goal is to "Share Christ Worldwide." It sought to limit personnel of its stations to Christians. But the FCC had said that while King's Garden could engage in that kind of discrimination in selecting employes who would espouse its views, it could not do so in all of its hirings. The U.S. Court of Appeals supported that view, and the Supreme Court, in November, rejected a request that it review the lower court's opinion (BROADCASTING, Nov. 18).

"Our situation is exactly parallel" to King's Garden's, Mr. Jorgensen said. "We're a church-related college, not a liberal arts college. The college and seminary prepare students for vocations in the church. We have a hiring policy to hire only those who share our faith."

The college requires that full-time employes be members of the Christian church or the Church of Christ. And since it felt it could not in good conscience alter that policy to comply with the commission's rules, it decided to close the station, Mr. Jorgensen said.

Mr. Jorgensen said a representative

of the college had contacted the FCC in search of an alternative to closing the station. "We asked for an adviser," he said. "But none was available." The only commission office known to have been contacted was the Division of Complaints and Compliance. Officials there said a representative of the station had telephoned "a couple" of times after the Supreme Court decision in the King's Garden case but had simply said officials at the college were following that case and might decide to close the station.

The station, which the college and seminary put on the air seven years ago, devotes 45% of its time to religious pro-

gramming, the remainder to the arts, community affairs (from city council meetings to area basketball and football games) and National Public Radio offerings, such as the Watergate hearings and the hearings on Nelson Rockefeller's nomination to be Vice President.

WLCC's disappearance from the air means Lincoln's only radio service will be provided by WPRC-AM-FM there.

"Our basic response is one of sadness," Mr. Jorgensen said of the decision to close the station. But he also sounded somewhat bitter. "We feel the FCC is discriminatory. We feel we should have the right under the freedom of religion to remain on the air."

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Announced

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

▪ **WMMN(AM)** Fairmont, W.Va.: Sold by Marja Broadcasting Corp. to Marion Broadcast Corp. for \$850,000. Seller, John Carr, also owns **WDNE(AM)** Elkins, W.Va. Principals in buyer are Robert Levine (45%), Paul M. Friedberg (22%) and Jack Goldfarb (22%). Mr. Levine has interest in scrap processing business; Mr. Friedberg is partner in Charleston, W.Va. law firm, and Mr. Goldfarb owns electric supply company and has real estate interests. (Sale contract includes agreement to amend Marja's currently pending application for a new FM on 97.9 mhz at Fairmont to substitute Marion Broadcast as applicant.) WMMN is on 920 khz fulltime with 5 kw.

▪ **WAVS(AM)** Fort Lauderdale, Fla.: Sold by Lauderdale Broadcast Inc. to Radio WAVS Inc. for \$375,000. Sellers, Gordan Sherman (50%) and Lee Ruwitch (50%), own **WMMB(AM)-WYRL(FM)** Melbourne, Fla. Mr. Ruwitch, in addition, is director of Community Television Foundation of South Florida Inc., licensee of noncommercial, educational **WPBT(TV)** Miami. Principals in buyer are Jordan E. Ginsburg, Roy H. Bresky and Jordan S. Cohen (33% each). Mr. Ginsburg has real estate interests and, with Dr. Bresky, retail

optical store. Dr. Bresky is ophthalmologist and also has interest in cattle breeding concern. Mr. Cohen has real estate interests, is involved with financing and mortgage consulting and owns tennis club. WAVS is daytimer on 1190 khz with 5 kw.

▪ **KLEU(AM)** Waterloo, Iowa: Sold by Clark Broadcasting Co. to William Payne for \$200,000. Seller, D. R. Clark, has no other broadcast interests. Mr. Payne is former account executive with **KSTP-TV** Minneapolis. KLEU is daytimer on 850 khz with 500 w. Broker: Blackburn & Co.

Approved:

▪ Sales approved by the FCC last week include: **KIRV(AM)** Fresno, Calif.; **WGRK(AM)** Greensburg, Ky., and **KVKM(AM)** Monahans, Tex. See page 63 for details.

Refund claimants travel two routes

Broadcast group prods claims court on stalled three-month-old filing; NAB makes its case in appeals court

Some 35 broadcasters with claims pending for refunds of more than \$2 million fees paid to the FCC have asked the U.S. Court of Claims in Washington to restart the judicial machinery to process their claims.

The court three months ago suspended action in their refund case pending commission action on the requests for refunds filed with it in light of the Su-

preme Court's decision last year invalidating the basis on which the commission was collecting its fees.

Since then, David Machanic, counsel for the broadcasters, noted in a motion filed with the court, the commission has spoken "finally on the matter of refunds." It rejected all requests, except those of cable systems for refunds of annual fees (**BROADCASTING**, Jan. 27).

Accordingly, Mr. Machanic said, the court should decide the jurisdictional question now before it—in the form of a government petition to dismiss the claims—and "give the plaintiffs their day in court."

One other case in which broadcasters are seeking refunds is now ready for action by the court, if it denies the government's contention it lacks jurisdiction. The suit involves 15 broadcasters seeking more than \$500,000 in refunds, and was not suspended by the court, although government petitions for suspension as well as dismissal are pending.

The attorney in the case, Daniel Redmond, has opposed the government's motions, and has filed a motion for summary judgment.

The attorneys in both cases contended that the Supreme Court decision, issued in a case brought by the National Cable Television Association, warrants the refunds they have requested. They also said there is no need to wait for the commission to act on the refund matter again, on rehearing, as the government contends: they said it is clear the commission has made up its mind. (In any event, Mr. Redmond's clients did not seek returns from the commission.)

Furthermore, they argued that the claims court has the statutory power to act in the refund matter, despite the government's contention that the plaintiffs should take their arguments to the U.S. Court of Appeals in Washington, which normally hears appeals from commission actions.

The National Association of Broadcasters, however, has taken that road. It has filed a notice of appeal with the appeals court seeking review of the commission's refusal to refund the fees broadcasters paid under the 1970 schedule. However, its case, too, is based largely on the contention that the Supreme Court decision undermined the entire 1970 fee schedule.

Broadcast and cable money continued to flow into coffers of politicians as late as December

The political action committees of the National Association of Broadcasters and the National Cable Television Association—as did most other industry and labor committees—continued to pass out money well after the final ballots were cast in the House and Senate elections last November, according to the latest spending reports the political committees have filed with Congress.

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#75-11

Support of Free Broadcasting, NAB's affiliated political giving committee, contributed \$400 in December 1974, bringing its total contributions to the 1974 races to \$42,400. NCTA-PAC gave an additional \$2,200 from one week prior to the elections through mid-December, bringing its total for 1974 to \$7,675. An NCFB spokesman said that the committee's December contributions were made in response to appeals from candidates whose campaigns had registered deficits. The committee is still receiving similar requests, he said.

Candidates to receive late NCSFB money were two: Senator Robert Dole (R-Kan.), \$200 (in all, Mr. Dole's campaign received \$1,500 from the committee in 1974) and Representative James Broyhill (R-N.C.), member of the House Commerce Committee, \$200 (his campaign received \$700 in all from NCSFB).

NCTA-PAC's recent contributions went to eight campaigns, those of Senators Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, \$100; Charles Mathias (R-Md.), \$100; Dole, \$500; Adlai Stevenson (D-Ill.), \$50 (total NCTA-PAC contributions to Mr. Stevenson's campaign came to \$100); John Tunney (D-Calif.), \$100; and Representatives John Jarman (R-Okla.), \$500; Norman Lent (R-N.Y.), \$100; and Ronald Ginn (D-Ga.), \$100.

All of the late NCSFB and NCTA-PAC contributions went to incumbents who won re-election. The NCSFB spokesman noted that 80% of the Senate candidates and 78.7% of the House candidates it supported last year won re-election. Nearly all were incumbents in their races.

Of the money NCTA-PAC had to spend on the 1974 races, \$1,000 came in one lump a few days before the elections from Robert K. Weary, a lawyer with the firm of Weary, Robertson, Schuley & Davis of Junction City, Kan. Prior to that most of the contributions to the NCTA committee had been in amounts of less than \$100, which the committee is not required to report.

A look at AP's new service

The audio advisory committee of the Associated Press Broadcasters Association met in Washington last week to review the progress made by AP's "service in sound" since its inception Oct. 1, 1974. The committee, headed by Robert Tobey, KOTS(AM) Deming, N.M., heard reports from AP Radio staff members and toured AP Radio headquarters and facilities on Capitol Hill and at the White House.

During the service's first four months of operation, 4,361 regional cuts were fed members, including reports from 433 correspondents other than AP or AP Radio staffers, AP Regional Editor L. J. Lancer told the committee. Reports on service improvements, including production of variable length cuts to meet varying station needs, were heard from Bob Benson, and Ed De Fontaine, managing editor and assistant managing editor respectively, of the service.

Enthusiasm on all aspects of the service was reported by the committee.

FCC censures 28 for EEO failures

The FCC, after conducting an inquiry into the employment practices and policies of 28 licensees, says the stations involved are deficient in their affirmative action programs for equal employment opportunities and conditioned their renewals on a showing of improvement in the area.

The commission has asked the stations to submit a list of local minority and women's organizations, agencies, community leaders and schools with which they will maintain "systematic communications" each time they seek to fill a job opening. The commission also directed the stations to include, in their next renewal applications, a detailed statement outlining affirmative action undertaken to recruit minority applicants.

Action on the renewals had been deferred since the commission staff, in a routine check of employment practices in stations with over 10 fulltime employees, disclosed a decrease or lack of minority employment at the stations involved.

The stations were then asked to explain how their employment record was consistent with FCC rules and to detail efforts made to recruit minority personnel. Their response, the FCC indicated, was not satisfactory and said that the stations should place "additional" emphasis in hiring minorities.

The stations involved are KAYQ(AM)

Kansas City and KRCG(TV) Jefferson City, both Missouri; KEKY-AM-FM St. Paul; WWTC(AM) Minneapolis; KFML(AM) and KLAJ-AM-FM, both Denver; KGKL(AM) San Angelo, Tex.; WBCK(AM) Battle Creek, Mich.; WEOL(AM) - WBEA(FM) Elyria, WCUA(AM)-WIOT(FM) Toledo, WFAH-AM-FM Alliance, WLEC-AM-FM Sandusky, WMNI-AM-FM Columbus, WOIO(AM) Canton, WQAL(FM) Cleveland and WREO-AM-FM Ashtabula, all Ohio; WZUU-AM-FM Milwaukee, and KOKH-TV Oklahoma City.

In the same action, the FCC informed Kansas Broadcasting Inc., licensee of KUDL-AM-FM Fairway-Kansas City, Kan., that although its renewal application could not yet be acted on, it was expected to comply with the same conditions. The commission staff would not disclose what is holding up KUDL-AM-FM's renewal.

Facilities funding: down but not out

The apparent intention of the White House to bring to a quick end the subsidy program for the purchase of educational broadcast equipment is only that—apparent—according to Tom Keller of the Office of Telecommunications Policy.

On Jan. 30, President Ford sent a revision message to Congress asking that among other cuts he wanted to reduce the fiscal 1975 appropriation for educational broadcast facilities from \$12 million to \$7 million as a "step toward phasing out

SOUTHWEST EXCLUSIVE AM/FM Combination

Best suited for owner/operator. Well diversified economy — excellent business base.

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Terms for qualified buyer.

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Office of Education support of broadcast facilities."

The key word is "out." Mr. Keller said that a "low-level foul-up" in the Office of Management and Budget caused "out" to be substituted for "down" in the message. Nothing has really changed, he said, from the administration's announcement last year that it wanted to phase this program down over the next five years.

Toward that end, he said, the administration will shortly submit a bill to Congress providing for five-year authorization of the subsidies for educational broadcasting equipment.

NAFMB wants off the AM standard

The National Association of FM Broadcasters has filed a petition with the FCC asking it to substitute "AM broadcast" wherever the term "standard broadcast" appears in the commission's rules.

The concern over nomenclature arises from NAFMB's contention that the present term is both "derogatory and discriminatory to FM" and "misleading and confusing to the public."

In support of that claim, NAFMB noted that according to FCC tabulations as of last November, commercial AM's amounted to just 55% of the total number of authorized radio stations, and only 45% of all authorized broadcast facilities. The continued use of "standard" to

designate AM broadcasting is an "anachronism," said NAFMB, and merely reflects the early days of radio when AM broadcasting was the only method known.

Further, NAFMB questioned the retention of the word "standard," if the commission is sincere about its intention to treat FM as a "full and viable partner of AM."

Hardy's staff redone

The FCC has reorganized its general counsel's office. The immediate office of the general counsel will still be headed by Ashton R. Hardy. Roscoe E. Long will become associate general counsel. The litigation and enforcement division remains under the leadership of Joseph A. Marino. Barbara O'Malley becomes his assistant chief. The division has been expanded to include many staff members of the old enforcement and defense division. The enforcement and defense division, now named the administrative rule and procedure division, keeps Chester D. Roberts as chief. Upton K. Guthery joins as associate chief. The legal research and treaties division will still be headed by William A. Kehoe Jr., chief. Daniel M. Armstrong III is appointed assistant chief. No changes will occur in the equal opportunity employment unit, headed by Lionel J. Monagas, chief, and Clarence V. McKee, deputy chief. Howard Kitzmiller, chief, will continue to head the legislation division.

Bank-letter issue raised

Western Communications Inc., seeking renewal of its KORK-TV Las Vegas, has requested that the FCC "summarily deny" the competing application of Las Vegas Valley Broadcasting Co. for a construction permit to operate on channel 3.

Western argued that the bank letters, on which Valley had relied for a \$1-million loan to construct its station, have expired and Valley has not since filed to update the loan commitment. Without that "essential element" of its financial qualifications, said Western, Valley's application should be dismissed.

According to Western, Valley has had more than the specified 30 days to amend its application, since the date the bank letters expired was Jan. 1, 1975. To allow amendment at this time, Western said, would entail enlarging the issue to reflect "misrepresentation" and "lack of candor" by Valley.

In an initial decision by FCC Administrative Law Judge Chester F. Naumowicz Jr., both applications were thrown out (BROADCASTING, July 1, 1974). Both parties have since filed exceptions to the ALJ's initial decision, and the proceeding is in the review stage.

TIO sets Cincinnati date

Seventy TV stations in Ohio, Indiana, West Virginia and Kentucky have been invited to send representatives to an all-day round of discussions of television's social impact, to be held Feb. 26 in Cincinnati under the sponsorship of Television Information Office. Highlights include a panel session on the fairness doctrine, featuring Washington experts; a report by TIO Director Roy Danish on station activities in educating viewers about broadcasting matters; a luncheon address by Thomas J. Swafford, program-practices vice president of CBS-TV, and afternoon workshops on communications between broadcasters and their communities. Meeting will be at the Stouffer's Inn. TIO said all TV stations are welcome, whether TIO members or not, whether formally invited or not. Hosts for the meeting, including luncheon Feb. 26 and a reception the preceding evening, will be TIO's three Cincinnati members: WCPO-TV, WLWT(TV) and WKRC-TV. TIO officials said if the meeting is successful they hope to hold others in other areas.

NAB names pay TV line-up

The members of the pay television committee of the National Association of Broadcasters were announced last week by NAB. Formerly a special committee, the pay TV committee was made into a permanent standing committee at the NAB winter board meeting in Palm Springs, Calif., last month. The NAB is continuing its fund-raising campaign to finance the committee's activities for this year. The projected goal was about \$200,000, and at this point, "about half of that is in sight," said one NAB staffer last week. The committee is scheduled to

Outlook: Up

At KTVT and in the Metroplex our outlook for '75 is strong and we're UP.

UP	22%	Rating	M-F	3:30-5
UP	49%	Women 18-49	M-F	5-5:30
UP	31%	Women 18-49	M-F	5:30-6
UP	28%	Women 18-49	M-F	6-6:30
UP	76%	Women 18-49	M-F	7:30-8
UP	29%	Women 18-49	M-F	8-8:30
UP	37%	Women 18-49	M-F	8:30-9

"Source: NSI, November, 1974. Estimates are subject to qualification available on request."



KATZ TELEVISION



Ft. Worth-Dallas

Independent Television Stations

WKY-AM-TV, Oklahoma City WTVT, Tampa — St. Petersburg KTVT, Ft. Worth — Dallas
KHTV, Houston WVTW, Milwaukee KRKE, Albuquerque KSTW, Seattle — Tacoma

meet in Washington, Feb. 27, to discuss plans for this year.

The committee members: Richard S. Stakes, president of the Washington Star station group, Washington, chairman; Daniel Calibraro, vice president for corporate relations, WGN Continental Broadcasting Co., Chicago; Eugene S. Cowen, vice president, ABC, Washington; A. James Ebel, president, KOLN-TV Lincoln, Neb., and Richard W. Jencks, vice president, CBS, Washington.

Media Briefs

Miami only. U.S. Court of Appeals in Washington has upheld FCC decision denying WLYF(FM) Miami authority to additionally identify itself with Fort Lauderdale, Fla., which its signal reaches. Commission had turned down request on ground that station, whose primary obligation was to Miami, had not shown public interest would be served by its identifying with smaller community that is served by eight AM and FM stations. WLYF's request was opposed by one of those Fort Lauderdale stations, WFTL(FM).

For posterity. Officials of Mississippi Broadcasters Association presented collection of radio-television memorabilia to Historical Museum in Old Capitol Building, Jackson, Miss., Jan. 24. Recordings, logs, photostats of FCC records, licenses and original transmitting and receiving equipment used by KFNG(AM) Coldwater, state's first commercial station, were placed on permanent display.

Broadcast Advertising

Nielsen polls its clients on longer sweeps

But new alternatives are met with station-rep resistance

The A. C. Nielsen Co. moved cautiously last week into the controversy over calls for eight-week local TV measurements, outlining three possible approaches and asking its clients to say whether they want one of those, preferred to keep the present four-week system or have a different solution to offer.

The first indications, however, were that the proposals were not likely to bring an early end to the controversy, in which TV networks, agencies and the Broadcast Rating Council advocate while stations and reps generally oppose a lengthening of TV sweep periods to eight weeks as a means of curtailing hypoing (BROADCASTING, Jan. 20).

Kenneth A. Mills of Katz Television, chairman of the TV research committee of the Station Representatives Association and of a similar committee of the Television Bureau of Advertising, said that of three plans described by Nielsen "the only one that makes any sense" would reduce the number of weekly rating reports despite a rate increase esti-

mated by Nielsen at 15 to 16%.

This plan was "a step in the right direction," he said, because it would provide weekly ratings in the top-50 markets. But he said his reaction to it was negative—and that the SRA committee's was too—because these are fewer markets than the present four-week system provides weekly reports for.

Mr. Mills regards the weekly reports as the best device by which users can tell whenever hypoing has occurred. Like many other opponents of eight-week sweeps, he has reservations about how far the longer measurements will go in eliminating hypoing.

TVB officials—strongly opposed to the eight-week plan from the beginning—said the alternatives are preferable to the present four-week system.

Advocates of eight-week measurements contend that these would make it more difficult for stations to conduct hypoing because they would have to sustain blockbuster programming or promotions much longer than now.

The alternative plan that Mr. Mills considered "a step in the right direction" would be the costliest, according to Nielsen estimates, but both of the others called for some increases in current rates. In one, the increase was put at 7 to 8%; in the other 10 to 11%. The differences related to frequency, detail and depth of reporting, among other considerations. Also, only the one anticipating a 7-to-8% increase would not require larger samples.

In submitting the alternatives to clients,

The Incredible Time Machine

Meet the Schafer 903 . . .

The 903 schedules and plays your spots and PSA's by time, just like you do now in your manual operation.

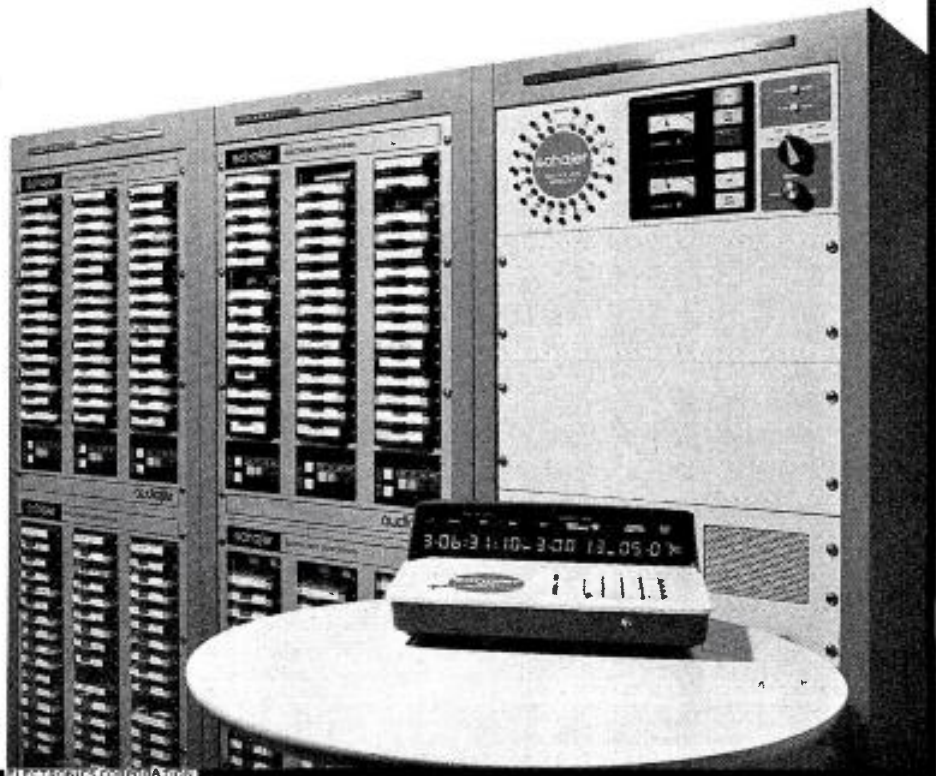
The 903 keeps your Program Director's format clock and music rotation separated from your spots and PSA's, which makes daily commercial entries virtually goof-proof.

The 903 is so simple to program that in the majority of stations, the traffic director does the daily schedule changes.

The 903 is totally expandable too, so you won't outgrow it. Schafer also guarantees the memory module itself for FIVE YEARS. Try to top that.

There's a lot more you should know about the Schafer 903. Give a call now, or write for details today. Find out why the Schafer 903 is the one-and-only Incredible Time Machine.

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The exciting new space saver from Harris/Gates ...Criterion III.



Criterion Compact III is a brand new 3 in 1 playback from Harris/Gates—the originator of tape cartridge machines. It offers three playback decks in a single compact unit, for flexibility and space saving.

You can mount two CC-III's side by side in a standard rack—and have six playbacks in about the same space that's required for two regular size playbacks!

All three decks of the CC-III operate as separate units, with separate controls and amplifiers—each feeding a different program input. Operation is extremely quiet ... fidelity is excellent.

There's more—including most of the great performance-proven features that have made Harris/Gates Criterion 80 the industry standard. Mono or stereo, rack or desk mount. For complete information, write Harris Corporation, Gates Broadcast Equipment Division, Quincy, Illinois 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

James D. Lyons, executive vice president and manager of Nielsen's media research division, emphasized that Nielsen was not taking sides in the dispute but was trying to find out what its clients want.

Highlights of the three alternatives:

What Nielsen called proposal number one—the one anticipating a 7 to 8% rate increase—would essentially start Nielsen's current four-week measurements earlier and cover eight contiguous weeks three times a year (October plus November, January-February plus February-March, and March-April plus May). Where 58 markets now get weekly data, this plan would provide monthly reports with weekly DMA household ratings and four-week averages for only those markets currently measured in October (23), January-February (18) and March-April (nine). All markets would get eight-week averages.

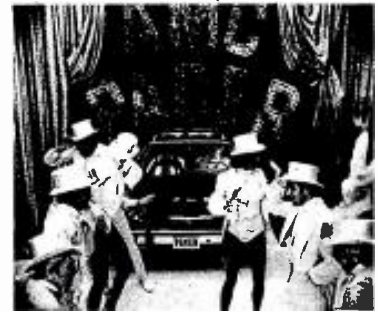
Proposal number two—the one expected to boost rates by 10 to 11%—would add weekly data and eight-week averages for the top-50 markets during October-November only. In addition markets currently having monthly reports in January-February (18) and March-April (nine) would get weekly data for eight weeks, plus eight-week averages, in each of those expanded sweep periods. All other markets would get eight-week averages. Sample size would have to be increased in markets 24-50.

Proposal number three—envisioning a 15-16% rate boost—would expand weekly reporting in the top-50 markets from the October-November period only, as anticipated in proposal number two, to include the other two eight-week sweeps as well. Other markets would get eight-week averages. This plan also would require additional samples.

"I personally believe that each of the [three plans] offers a viable alternative to our present system," Mr. Lyons said, "although none of them represents the perfect solution. However, what I believe is not important in this regard. What you and other clients want is important and will guide our decisions on this matter. These proposals are but a few which one can generate. For example, we make no mention of additional four-week measurements although this alternative has some merit. If you have a better solution we certainly want to hear it."

Miami newspapers attack Super Bowl ad efficiency

Television, and specifically NBC, are the target of full page ads run in *The Miami Herald* and *The Miami News* urging advertisers to buy newspaper space instead of air time. The ads cite a survey commissioned by those papers that canvassed 1,276 homes after the Super Bowl game carried by NBC Jan. 12. The survey found that 50% had not watched the game, and among those who had, recall of spots broadcast ranged from 1% to only 25%. The newspapers' point is that \$250,000 (a figure which NBC disputes) per minute price for Super Bowl ads is steep given audience memory, and that



TV sets the Pacer. Network television will be the mainspring of an advertising campaign by American Motors Corp., Detroit, in introducing its new Pacer auto today (Feb. 17) with commercials on ABC-TV, CBS-TV and NBC-TV. The network effort will be backed by a spot TV and spot radio effort to begin in early March. The TV campaign, created and placed by Cunningham & Walsh Inc., Detroit. American Motors is expected to spend about \$9 million on the Pacer campaign, of which about 85% is in broadcast.

that money might be better spent in print. An NBC spokesperson said the ads contained "none of the basics of responsible research advertising," and that NBC could not provide comment or analysis on the data cited because no details of the survey were given, in contrast to network policy of naming researcher used and providing details of data on request.

Utility advertising under widening attack

State commissions question promotional campaigns and say they add to rate inflation

Utility commissions in a number of states are trying to force cutbacks in utility advertising. The latest incident is reported in South Carolina where the Public Service Commission is pressuring utilities to cease all advertising except messages confined to energy conservation. South Carolina broadcasters have held a meeting to discuss ways of countering the prospective loss of significant billings.

Similar situations have arisen in other states, Oklahoma and Iowa, to name two, as far back as two years ago, but the pressures have lately been intensified as inflation has forced increases in utility rates. The regulators question the need of advertising to promote services that have no competition and assert that advertising costs are passed along to consumers as part of the higher rates.

Sensing an emergence of public opinion against utility advertising, the South Carolina broadcasters are treading lightly in their efforts to protect utility budgets. Douglas Smith of WFBC-TV Greenville, president of the South Carolina Broadcasters Association, said that for now he plans to meet informally with some of the members of commission and is ap-

pointing a committee to study the matter.

The Oklahoma Broadcasters Association, on the other hand, has already carried its fight for retaining utility advertising to the state supreme court. The Oklahoma Corporation Commission, that state's utility regulator, ruled in December 1973 that utilities may no longer indulge in promotional advertising, but may only buy time or space to pass on information such as ways to conserve energy. The OBA suit, separate from others filed by utilities and newspapers in the state, appeals for a reversal of the corporation commission's ruling on the grounds that it abridges the utilities' First Amendment freedom of speech. The suit is pending before the supreme court.

The Iowa Commerce Commission made its pronouncement just two weeks ago, it was reported, ruling that utilities may only charge to their consumers advertising of an informational or conservational type. Promotional ads or ads aimed at "image enhancement" by utilities in that state must be charged to the utilities' stockholders.

The Public Service Commission in Arkansas staged hearings in 1973 to determine whether all utility advertising should be cut off. The commission's feeling then, it was reported, was that utilities should not be spending money to promote their service in a time of shortage. But the commission and its allies apparently reached a stalemate with the forces opposing the proposed move, including the Arkansas Broadcasters Association, and

BAR reports television-network sales as of Feb. 2

ABC \$63,584,700 (29.9%); CBS \$74,151,200 (34.9%); NBC \$75,063,400 (35.2%)

Day parts	Total minutes week ended Feb. 2	Total dollars week ended Feb. 2	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on-10 a.m.	102	\$ 626,800	419	\$ 2,619,000	\$ 1,679,100
Monday-Friday 10 a.m.-6 p.m.	994	10,048,900	4,371	47,812,900	42,281,900
Saturday-Sunday Sign-on-6 p.m.	265	4,071,200	1,325	23,334,800	21,336,000
Monday-Saturday 6 p.m.-7:30 p.m.	91	2,051,700	455	11,666,400	11,365,700
Sunday 6 p.m.-7:30 p.m.	21	602,600	88	2,620,300	2,827,400
Monday-Sunday 7:30 p.m.-11 p.m.	397	23,901,200	1,864	110,850,600	112,992,900
Monday-Sunday 11 p.m.-Sign-off	169	2,570,200	806	13,895,300	9,651,000
Total	2,039	\$43,872,600	9,328	\$212,799,300	\$202,134,000

Source: Broadcast Advertisers Reports

the matter has gone no further since the hearings.

Regardless of whether an enforced ban on promotional advertising by utilities is an accomplished fact in Oklahoma, Iowa and Arkansas, broadcasters in all three states report that most utilities are already complying with their regulatory commissions and are confining their ads to consumer tips.

P&G cutback in TV remains speculation only

Procter & Gamble Co., Cincinnati, declined to comment last week on published reports that said that television's number-one advertiser had undertaken a study of media costs showing that P&G could not sustain its present ratio of advertising in

50

WHBF

Wars and peace... good times and bad... we've shared it all with our beloved hometown Quad-Cities market since 1925. Fifty years together... We know each other very well.

years

WHBF RADIO am 1270 fm 99 TELCO BUILDING, ROCK ISLAND, ILL. National Representative The Christal Company

TV by 1980. (Latest full-year figures, for 1973, from Television Bureau of Advertising place P&G's TV investment at \$220.9 million, 94.6% of its total budget.)

A spokesman in Cincinnati for P&G said "it would be unfair for us to comment about our future advertising plans." He added that "we prefer to operate on a basis of making our advertising known as it takes place." He said that company is "constantly reviewing its advertising from the standpoint of cost as well as effectiveness."

Network advertising sources said they would be surprised if P&G were not conducting studies to guide it in advertising planning—though they did not know of

any studies—and added they had seen no signs that P&G actually was planning to cut back on TV advertising. Other advertising authorities tended to downgrade reports that P&G would trim its TV investments.

Rosenthal wrath

Democrat heads Hill group that wants balance in nuclear power messages

Representative Benjamin Rosenthal (D-N.Y.) and 30 other members of Congress last week called on radio and television broadcasters to provide air time for critics of nuclear power to counteract

the promotional campaigns of industry and government.

In a statement to reporters, Mr. Rosenthal noted President Ford's plans to step up the nuclear power program and that a few days later "nearly half" of the nation's reactors were shut down because of problems with safety systems.

Representative Rosenthal said the government is spending over \$2.3 million on public-information campaigns for nuclear power, including paid radio and television advertising. He urged broadcasters to accept 30- and 60-second spots on the dangers of nuclear power prepared by the Public Media Center, "a nonprofit media resource center."

The congressman invoked the fairness doctrine in his appeal, saying that viewers and listeners have a right to be exposed to all sides of important public issues. He said further that in making his request, the congressmen (29) and senators (2) were neither endorsing nor condemning the use of nuclear power. His point was that there should be a balance in the media on the issue.

Representative Rosenthal's request drew fire last week from the Edison Electric Institute, New York, which took offense at the Public Media Center's spots because it finds them "inaccurate and misleading." Furthermore, the institute charged, they do "a fundamental disservice to the American people and the national goal of energy self-sufficiency."

The Public Media Center's ads are based on the theme, "Nuclear Power is a Terrible Way to Go," and raise questions about the danger of accidents, and the risks involved in storing, transporting and disposing of radioactive materials.

The electric institute has already begun a campaign to alert electric utility companies to the possibility of the anti-nuclear power ads being broadcast in their territories, and is suggesting appeals to radio and TV stations and the FCC for opportunities to rebut the ads, based on the fairness doctrine.

Local TV's biggest client

A Television Bureau of Advertising survey released shows that department stores are the first, second or third largest local advertisers in 55 of 75 leading U.S. markets.

The study, based on Broadcast Advertiser Reports figures in 75 markets, also reports that a department store is the top local advertiser in these areas: Miami (Burdine's); Syracuse, N.Y. (Sears, Roebuck & Co.); Providence, R.I.-New Bedford, Mass. (Jordan Marsh); Seattle-Tacoma (Bon Marche); Houston (Foley's); Des Moines (Younkers) and Fresno, Calif. (Montgomery-Ward).

The search is on

Fourteen regional sales councils have been created by the Radio Advertising Bureau to help expand the use of radio by retail chains and regional advertisers across the U.S. An RAB executive will work



AUTOMATIC RELEASE

*Series 3000
CART MACHINES*

Spotmaster®

Series 3000 — an automatic release tape deck with features never before available in this type machine.

Low Power Consumption — less than 45 watts; coolest running unit in the industry; no excessive heat build up; no damage to your tapes.

Advanced Design — all performance specifications exceed present and proposed NAB standards.

Quality Construction — *Spotmaster quality*, rugged machined deck, gold plated connectors, new higher efficiency, direct-drive motor, maximum transient noise suppression, massive air-damped solenoid with excellent reserve capability.

Unique Stereo Head Bracket — phase lock III, the only head bracket with an independent azimuth adjustment — assures extremely tight control of stereo phasing.

Full Range of Models — available in mono and stereo, record and playback, all cartridge sizes, desk and rack mounting.

Standard Features — include mike input, headphone jacks, transformer output, FET switching, remote control socket; mating connectors are supplied.

Options and Accessories — all tape speeds, secondary and tertiary Cue tones, fast forward, 50 or 60 Hz, 115 or 220 operating voltages. Accessories include splice/fault detector, delay machines and remote control.

Reliable — careful design and cool operation assure long trouble-free life. The use of readily available multi-source components, accessible adjustments and modular construction (including plug-in motor and transformer) simplify maintenance.

Series 3000 . . . See It at NAB Booth 235

BROADCAST ELECTRONICS, INC.
— A FILMWAYS COMPANY —

8810 BROOKVILLE ROAD • SILVER SPRING, MD. 20910
PHONE 301-588-4983 • CABLE "SPOTMASTER"

with each council, whose main functions will be to identify the accounts within its area that seem likely to produce the most dollars for radio, and then to assist RAB in developing strategy for selling those accounts. The councils will be made up of station executives. The target accounts, RAB said, will be "any advertisers and their agencies with significant advertising budgets now being spent mainly in other media."

Dixon offers formula for FTC-free times

Colorado broadcasters told to use common sense, keep abreast of rulings

Federal Trade Commissioner Paul Rand Dixon told broadcasters last week that if they handle advertising with care, they need not fear running afoul of the FTC.

Speaking Thursday at the winter convention of the Colorado Broadcasters Association in Colorado Springs, Mr. Dixon urged them to "resist the temptation" to take a chance on advertising which may be questionable. He said that although the commission realizes broadcasters are not equipped to thoroughly investigate the truth of every advertising claim, stations could be included in formal FTC complaints if they participated actively in or stood to gain from deceptive advertising, or in some cases, if they accepted advertising "that was obviously and patently false."

Mr. Dixon said that broadcast associa-

tions have the duty to advise member stations when they are acting irresponsibly. And if a station continued to accept false advertising, "it would be the time for the association to invite assistance from the government."

He said state associations could be of further help to their members by keeping abreast of the commission's actions in the area of advertising. They should keep in mind, he said, that the law of consumer protection and restraint of trade "is extraordinarily fluid." For example, Mr. Dixon said, a wide-ranging reform of FTC procedures was recently signed into law, which may have the effect of putting within the commission's reach, practices that previously were beyond its jurisdiction.

Mr. Dixon could not predict exactly what new areas of deceptive acts and practices the commission might become involved in, because Congress has never defined them specifically. But Mr. Dixon said broadcasters should not be afraid of what might lurk around the corner, because "commission thinking is highly visible and trends are easily discernible."

ACT asks court to prod FTC

Action for Children's Television has filed suit against the Federal Trade Commission to require action on ACT's petition requesting a prohibition on food advertising on children's TV. In a complaint for injunctive relief, ACT charged that the FTC "has not initiated a public com-

ments period, initiated rulemaking proceedings of any nature, nor denied the petition" since it was filed in March 1972. In filing with D.C. district court, ACT requested that the FTC be directed to act on the petition within 15 days of a final court order. ACT had asked for a ban on food advertising aimed at children on the grounds that such ads are unfair and misleading. It said earlier that children's TV ads promote foods not because they are nutritious but because they are sweet, fun or are ways to get toys.

Business Briefs

NOW vs. National. National Organization for Women has asked Federal Trade Commission to require National Airlines to substantiate advertised claim, "I'm going to fly you like you've never been flown before." NOW requested that FTC find National's ad claim unfair and deceptive and issue cease and desist order unless it can prove it transports passengers differently from other commercial airlines. NOW also charged that National's ads are deceptive because most give inference that stewardesses will fly passenger, "when clearly they do not perform any of the duties entailed in navigating the aircraft." NOW has previously objected to what it sees as sexism in National's three-year-old "Fly Me" campaign.

Business good? Si, si. In expansion of its advertising effort, Monsieur Henri Wines Ltd., New York importing firm,

1975 ABE LINCOLN AWARDS

TO DISTINGUISHED BROADCASTERS



ABE LINCOLN AWARD FOR TELEVISION

ROBERT E. RICE
Exec. VP/Gen. Mgr.
Forward of Illinois/WRAU-TV
Creve Coeur (Peoria), Ill.

For spearheading a program to tackle the problem of drinking and driving

ABE LINCOLN AWARD FOR RADIO

HERBERT W. HOBLER
Pres., WHWH-Radio
Nassau Broadcasting Company
Princeton, N.J.

For the aggressive use of radio editorials in achieving corrective action



RICHARD P. KALE
VP/Gen. Mgr., KEX Radio
Portland, Ore.
For a strong sense of personal and professional community involvement



GILBERT B. LAMB
Partner/Mgr.
Radio KMUL-AM/FM
Muleshoe, Texas
For helping his small town raise \$700,000 for a new hospital



WALLACE MULLINAX
Manager, WESC Radio
Greenville, S.C.
Contributing to the successful image of the Volunteer Army



MRS. MARGARET TUCKER
Dir. In-School TV, WBGU
NW Ohio ETV Foundation
Bowling Green, Ohio
Creating a TV news program produced by sixth graders



MRS. JULIA HARE
Dir. Com. Affairs, KSFO-AM
San Francisco, Calif.
For perceptive, sensitive handling of issues involving minorities



CHARLES M. MC ABBE, JR.
VP/Gen. Mgr., KCMO-TV
Kansas City, Mo.
For positive steps taken to deal with the energy crisis



WILLIAM C. O'DONNELL
VP/Gen. Mgr., WBBM Newsradio
Chicago, Ill.
For efforts to ease Chicago's transportation problems during the fuel crisis



DONALD A. THURSTON
Pres./Gen. Mgr., WMNB
Berkshire Broadcasting Co.
North Adams, Mass.
Public information program on rights of a free press

The National Abe Lincoln Awards are presented annually to broadcasters whose lives exemplify the ideals of Abraham Lincoln's credo, "Firmness in the right as God gives us to see the right." By their energetic and imaginative performances, these men have honored their profession and enriched the quality of life in America. On behalf of the public and my fellow broadcasters I herewith salute them for a job well done. —PAUL M. STEVENS, President

THE RADIO AND TELEVISION COMMISSION of the Southern Baptist Convention, 6350 West Freeway, Fort Worth, Texas 76116

has added network TV for first time on behalf of Yago Sant'Gria wine from Spain. Increase in Yago Sant'Gria sales for 1974 of more than 40% over 1973 dictated move to include schedules on CBS and ABC prime time and in sports and news programs, starting today (Feb. 17). Firm has been active primarily in network and spot radio and spot TV. Spanish pride and heritage are pointed up in new TV commercials for Yago Sant'Gria, created by Korchnoy. Ratner Ltd., New York.

New on agency row. Advertising to Women Inc., agency specializing in female consumers, has been established by Lois Geraci Ernst, formerly senior vice president and creative director with Foote, Cone & Belding, New York. Clients include Fairmont Foods and off-Broadway play, *Lovers*. Advertising to Women Inc., 575 Lexington Avenue, New York 10022. (212) 688-4675.



RC for TV. Royal Crown Cola Co., Columbus, Ga., will pour about \$8 million into broadcast advertising this year, most of it in television on behalf of its major product, RC Cola. The campaign breaks on March 3 with heavy schedules on ABC-TV, CBS-TV and NBC-TV, and spot TV and spot radio in the top-30 markets. Through its new agency, Leo Burnett Co., Chicago, Royal Crown is spending about 30% more in 1975 than last year on RC broadcast advertising. The copy theme will depict RC Cola drinkers as people who seek "a new sense of freedom." One of the ads, pictured here, is of a young mother, who rejects city life and moves out to the farm to raise her family. The theme line—"Me and my RC, me and my RC, 'cause what's good enough for others ain't good enough for me"—is set to contemporary country music.

Music

Talking about C&W

Seminar in Nashville next month to be oriented to country stations

The changing face of the country format and methods of selling it will be the focuses of a country radio seminar to be held in Nashville March 14-15. The panel discussions and presentations which will make up most of the two days' activities will principally involve concepts and techniques developed by individual stations participating.

Jack Thayer, president of NBC Radio (and NBC is a recent entrant into the country field with the network's WMAQ-[AM] Chicago), will be keynote speaker for the second day of the seminar. A speaker for the opening day is expected to be announced shortly.

Registration for the seminar, to be held at the Nashville Hilton hotel, is \$60 for broadcasting industry participants, and \$75 for those from other fields. The fee will include entrance to the seminar, and one ticket to a "new faces" show spotlighting new country music talent to be held Saturday evening, March 15. Plans have been made for up to 500 registrants.

Agenda chairman for the seminar, Ric Libby of KENR(AM) Houston, has solicited advance help from those planning to attend the event: airchecks, outdoor advertising pictures and video tapes of television commercials promoting country radio should be submitted immediately. Airchecks should be edited highlights of station programming and should be sent to Bob Clayton, KBOX(AM), 9900 McCree Road, Dallas 75238. Examples of billboards, bus or taxi advertising for country radio should be submitted as color slides to Carson Schreiber, KLAC(AM), 5828 Wilshire Boulevard, Los Angeles 90036. Video tapes of television advertising should be sent to Dean Osmondson, WMC(AM), 1960 Union, Memphis 38104.

Breaking In

Emma—Hot Chocolate (Big Tree). This single is bringing about the first American acceptance of an interracial British

pop group. Hot Chocolate wrote the hit single, *Brother Louie*, two years ago, only to see a cover version by Stories achieve the hit status sought by the original. This latest effort hasn't been covered, and the Atlantic-distributed Big Tree label is receiving good national reaction on it. *Emma* has been added by WKBW-(AM) Buffalo, N.Y.; WCFL(AM) Chicago; WPGC(AM) Morningside, Md.; WIXY(AM) Cleveland; WAKY(AM) Louisville, Ky.; and WOKY(AM) Milwaukee.

Harry Truman—Chicago (Columbia). Coming on the heels of recent accolades from Presidents Nixon and Ford, this musical tribute to the Missourian President may be the signal for a Truman cult among Americans. Chicago's latest effort is a nostalgic search for past heroes, and implies that the present is seriously lacking in them. The single combines this message with a humor which makes *Harry Truman* a most unusual concept for a popular hit. Contemporary stations are already making the song just that, however. It has been added by KJR(AM) Seattle; KILT(AM) Houston; WASI(AM) Cincinnati; KIMN-(AM) Denver and KOIL(AM) Omaha.

Extras. The following new releases, listed alphabetically by title, are making a mark in BROADCASTING'S "Playlist" reporting below the first 75:

- BERTHA BUTT BOOGIE, Jimmy Castor Bunch (Atlantic).
- CHANGES, Loggins & Messina (Columbia).
- CHICO & THE MAN, Jose Feliciano (RCA).
- COOCHIE COOCHIE COO, Hudson Bros. (Casablanca).
- DON'T TAKE YOUR LOVE FROM ME, Manhattans (Columbia).
- EMOTION, Helen Reddy (Capitol).
- GOOD TIMES ROCK 'N ROLL, Flash Cadillac (Private Stock).
- I WON'T LAST A DAY WITHOUT YOU/LET ME BE THE ONE, Al Wilson (Rocky Road).
- I'LL STILL LOVE YOU, Jim Weatherly (Buddah).
- I'VE BEEN THIS WAY BEFORE, Neil Diamond (Columbia).
- ISN'T IT LONELY TOGETHER, Stark & McBrien (RCA).
- JACKIE BLUE, Ozark Mtn. Daredevils (A&M).
- KILLER QUEEN, Queen (Elektra).
- LEONA, Wet Willie (Capricorn).
- LIKE A SUNDAY MORNING, Lana Cantrell (Polydor).
- LONG TALL GLASSES, Leo Sayer (Warner Bros.).
- LOVE CORP., Hues Corp. (RCA).
- NO LOVE IN THE ROOM, Fifth Dimension (Arista).
- ONCE YOU GET STARTED, Rufus (ABC/Dunhill).
- SHAVING CREAM, Benny Bell (Vanguard).
- SNEAKY SNAKE, Tom T. Hall (Mercury).
- WE MAY NEVER LOVE LIKE THIS, Maureen McGovern (20th Century).
- YOU ARE YOU, Gilbert O'Sullivan (Mam).

WJFM The power to persuade

With 500,000 watts, WJFM covers 720,000 households and 2,400,000 people. And they are listening. Calls have come in from 100 miles away and mail from 41 counties.

Who are these listeners? Men and women from 18 to 49 who appreciate "music just for the two of us," who enjoy the very best — and often buy the very best.

The nation's most powerful FM station.



The Power Station
 RADIO
 WJFM
 TELEVISION
 WJFM-TV

WJFM

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
 Avery-Bandol, Inc., Exclusive National Representatives

The Broadcasting Playlist™ Feb 17

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (▲) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Mandy (3:15) Barry Manilow—Arista	1	1	1	1
4	2	You're No Good (3:35) Linda Ronstadt—Capitol	4	3	2	3
3	3	Best of My Love (3:25) Eagles—Asylum	3	2	6	2
2	4	Please Mr. Postman (2:48) Carpenters—A&M	2	4	3	4
16	▲5	My Eyes Adored You (3:28) Frankie Valli—Private Stock	10	8	5	5
18	▲6	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	5	5	11	9
9	7	Black Water (3:53) Doobie Brothers—Warner Brothers	6	7	7	7
11	8	Some Kind of Wonderful (3:16) Grand Funk—Capitol	11	9	10	8
6	9	Pick Up the Pieces (3:00) Average White Band—Atlantic	7	12	9	11
5	10	Laughter in the Rain (2:50) Neil Sedaka—Rocket	8	11	8	13
14	11	Fire (3:12) Ohio Players—Mercury	12	15	4	6
7	12	Doctor's Orders (2:56) Carol Douglas—RCA	9	10	12	10
10	13	Lady (2:58) Styx—Wooden Nickel	13	6	13	12
15	14	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	14	13	15	14
13	15	Lonely People (2:27) America—Warner Brothers	15	14	14	15
20	16	Lady Marmalade (3:57) Labelle—Epic	16	16	17	17
19	17	Get Dancin' (3:32) Disco Tex & the Sex-O-Lettes—Chelsea	19	19	16	18
8	18	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	17	18	20	20
24	19	Roll on Down the Highway (3:56) Bachman-Turner Overdrive—Mercury	31	20	19	16
22	20	Boogie On Reggae Woman (4:05) Stevie Wonder—Tamla	21	23	18	19
12	21	Kung Fu Fighting (3:18) Carl Douglas—20th Century	24	17	22	21
21	22	Sweet Surrender (2:50) John Denver—RCA	18	22	21	23
26	23	Morning Side of the Mountain (2:55) Donny & Marie Osmond—MGM	20	21	25	25
25	24	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	23	24	24	24
34	25	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	25	29	26	26
30	26	Express (3:25) B. T. Express—Roadshow	27	35	23	22
28	27	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	29	27	28	28
17	28	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	22	31	30	31
43	▲29	You Are So Beautiful (2:39) Joe Cocker—A&M	34	26	27	29
27	30	Cats in the Hat (3:29) Harry Chapin—Elektra	32	25	33	27
29	31	I'm a Woman (3:26) Maria Muldaur—Warner Brothers	26	30	31	34
36	32	#9 Dream (2:58) John Lennon—Apple	28	34	29	32
41	33	Poetry Man (3:15) Phoebe Snow—Shelter	30	33	32	33
37	34	Angie Baby (3:29) Helen Reddy—Capitol	38	28	41	30
33	35	Look in My Eyes Pretty Woman (3:40) Tony Orlando & Dawn—Arista	33	38	34	39
39	36	Big Yellow Taxi (3:10) Joni Mitchell—Asylum	35	36	39	43
44	37	Movin' On (3:21) Bad Company—Swan Song	44	39	35	35
32	38	Sally G (3:25) Paul McCartney & Wings—Apple	36	37	43	44
23	39	You're the First, the Last, My Everything (3:25) Barry White—20th Century	49	32	49	36
58	▲40	The No-No Song (2:30) Ringo Starr—Apple	42	44	37	42
31	41	I Can Help (2:57) Billy Swan—Monument	37	45	36	49

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
48	42	My Boy (3:25) Elvis Presley—RCA	39	41	42	45
35	43	Junior's Farm (4:20) Paul McCartney & Wings—Apple	40	50	38	51
54	▲44	Shame, Shame, Shame (4:10) Shirley (and Company)—Vibration	54	53	40	37
42	45	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	47	51	44	40
50	46	To the Door of the Sun (3:20) Al Martino—Capitol	43	42	52	47
51	47	Lovin' You (3:20) Minnie Ripperton—Epic	45	40	61	41
—	▲48	Supernatural Thing (3:20) Ben E. King—Atlantic	50	52	46	38
38	49	Rock & Roll (I Gave You the Best Years of My Life) (3:25) Mac Davis—Columbia	41	48	47	54
40	50	Nightingale (3:32) Carole King—Ode	46	46	53	68
—	▲51	Up in a Puff of Smoke (3:20) Polly Brown—GTO	51	47	45	46
46	52	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	53	43	56	50
67	▲53	Part of the Plan (3:18) Dan Fogelberg—Epic	52	55	51	56
45	54	Never Let Her Go (2:58) David Gates—Elektra	48	56	55	60
57	55	Sad Sweet Dreamer (3:10) Sweet Sensation—Pye	56	57	54	58
56	56	Changes (2:32) David Bowie—RCA	55	59	57	53
66	57	Ain't That Peculiar (2:45) Diamond Rio—Big Tree	69	54	50	57
—	▲58	Emma (3:30) Hot Chocolate—Big Tree	58	64	48	55
73	▲59	I Am Love (5:30) Jackson Five—Motown	61	60	59	52
—	▲60	Butter Boy (3:20) Fanny—Casablanca	57	61	60	62
—	▲61	Harry Truman (3:00) Chicago—Columbia	59	62	58	59
52	62	Please Mr. President (3:37) Paula Webb—Westbound	65	58	64	61
53	63	Only You (3:16) Ringo Starr—Apple	•	49	63	69
49	64	I Fought the Law (2:15) Sam Neely—A&M	60	65	62	64
74	65	Chevy Van (2:54) Sami Johns—GRC	62	63	66	63
63	66	When a Child Is Born (3:29) Michael Holm—Mercury	64	66	65	65
—	67	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC/Dunhill	67	67	71	71
64	68	I Belong to You (3:12) Love Unlimited—20th Century	•	70	69	67
—	69	Snookaroo (3:18) Ringo Starr—Apple	63	69	•	•
—	70	It's All Right (3:29) Jim Capaldi—Island	66	72	74	72
70	71	Future Shock (3:14) Hello People—ABC/Dunhill	72	68	•	74
68	72	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	68	•	72	75
—	73	I Get Lifted (2:50) George McCrab—TK Records	71	73	•	68
61	74	Free Bird (4:41) Lynyrd Skynyrd—MCA	•	•	67	73
—	75	The South's Gonna Do It (3:04) Charlie Daniels—Kama Sutra	•	•	70	66

Alphabetical list (with this week's over-all rank): Ain't That Peculiar (57), Angie Baby (34), Best of My Love (3), Big Yellow Taxi (36), Black Water (7), Boogie On Reggae Woman (20), Bungle in the Jungle (24), Butter Boy (60), Can't Get It Out of My Head (45), Cats in the Hat (30), Changes (56), Chevy Van (65), Doctor's Orders (12), Don't Call Us, We'll Call You (25), Emma (58), Express (26), Fire (11), Free Bird (74), Future Shock (71), Get Dancin' (17), Harry Truman (61), Have You Never Been Mellow (6), Hey Won't You Play Another Somebody Done Somebody Wrong Song (67), I Am Love (59), I Belong to You (68), I Can Help (41), I Fought the Law (64), I Get Lifted (73), I'm a Woman (31), It's All Right (70), Junior's Farm (43), Kung Fu Fighting (21), Lady (13), Lady Marmalade (16), Laughter in the Rain (10), Lonely People (15), Look in My Eyes Pretty Woman (35), Lovin' You (47), Lucy in the Sky with Diamonds (18), Mandy (1), Morning Side of the Mountain (23), Movin' On (37), My Boy (42), My Eyes Adored You (5), My Melody of Love (52), Never Can Say Goodbye (14), Never Let Her Go (54), Nightingale (50), The No-No Song (40), Number Nine Dream (32), One Man Woman, One Woman Man (28), Only You (63), Part of the Plan (53), Pick Up the Pieces (9), Please Mr. Postman (4), Please Mr. President (62), Poetry Man (33), Rock & Roll (I Gave You the Best Years of My Life) (49), Roll on Down the Highway (19), Sad Sweet Dreamer (55), Sally G (38), Shame, Shame, Shame (44), Snookaroo (69), Some Kind of Wonderful (8), The South's Gonna Do It (75), Supernatural Thing (48), Sweet Surrender (22), To the Door of the Sun (46), Up in a Puff of Smoke (51), When Will I See You Again (27), When a Child Is Born (66), You Are So Beautiful (29), You Ain't Seen Nothin' Yet (72), You're No Good (2), You're the First, the Last, My Everything (39).

Bad reception for cable in Atlanta

CATV representatives take heat from programers at NATPE session

David Foster may have quit just in time. Whatever else the consequences of his resignation as president of the National Cable Television Association (BROADCASTING, Feb. 10), it spared him an appearance before the National Association of Television Program Executives in Atlanta last week.

Animosity toward cable television is no rare thing at meetings of broadcast station managers. That it should run so deep at the program director level is perhaps a surprise.

The hostility was apparent both among the panelists and from the floor. The principal anti's were Bill Carlisle, vice president for government affairs of the

National Association of Broadcasters, who spends much of his time in anti-payable activity, and George Koehler of Gateway Communications, a new speaker on that circuit. Defending their medium were Henry Harris, president of Cox Cable; Gerald Levin, president of Home Box Office Inc., and Stuart Feldstein, general counsel of NCTA, who substituted for the absent Mr. Foster.

Mr. Carlisle and Mr. Koehler both used the device of fables to make their arguments (the latter's is reproduced in full below). The NAB executive (after remarking, of Mr. Foster's resignation, that "I feel like a Goliath who lost his David") cast himself as a syndicator trying to sell a new series called *The Adventurers of K and Katy V*. Both the heroines were "Little Evas" chased by bloodhounds in the guise of broadcasters and telephone companies. The Simon Legree in the Carlisle plot is the FCC, who first "ravages [K and Katy] by regulation" until they decide they like it and then demand more (federal preemption of the cable regulatory role).

Later, during the discussion period, he offered to strike a deal with NCTA's

Mr. Feldstein on the spot: to withdraw NAB's opposition to cable's acquiring any product now on TV, if cable would in the meantime stop sustaining its operation by the basic carriage of broadcast signals. The suggestion drew applause but no taker.

Mr. Feldstein, in his opening remarks, indicated that there is a limit to cable's growth, and that it might be fast approaching. The twin reasons, in his view, are (1) the overabundance of FCC regulation and (2) the underabundance of money. He dismissed the idea that cable would ever pose a death threat to broadcasters and said instead that a healthy broadcasting industry would remain the backbone of a traditional CATV.

HBO's Mr. Levin said that 75,000 homes were now connected to cable systems carrying that company's pay cable service, each paying from \$6 to \$9 a month over and above the basic service fee. The monthly bill of fare: about eight "relatively new" movies ("The Sting" and "Chinatown" were examples he cited), 15 to 20 movies that had been given previous play, and 20-25 sporting events.

Cox Cable's Mr. Harris attempted to

From a pen dipped in acid

George Koehler, president of Gateway Communications, captured the fancy of one NATPE session last week, on the subject of CATV. Mr. Koehler, whose stations are in the heart of CATV country, made his point in parable:

Pay cable television is like a man who journeyed from a far country into a land where the fields were green and the citizenry ripe unto the harvest. And gathering the elders and officials of the town around him, he promised them many great and good things.

"I'll build a building," he said, "Tall and stately and all gleaming with marble and crystal and chrome. It will be a notable building, one that will reflect the rays of the sun by day and capture the glitter of the stars by night. And to the principal building, I'll add an auditorium where groups may gather, and I'll build a place where children may play. I'll add a stage for fashions and an area for viewing those things which a man deems necessary of purchase. This building will be equipped with alarm systems against fire and for protection against theft. Yea, there will be even a means for reading the meter.

"And the main building will resemble a temple; a temple wherein there will be—all polished and gleaming—cars from General Motors and from Ford and from Chrysler. I have told the General and Messrs. Ford and Chrysler that I will carry their cars without expense to them—and, of course, without cost to me—and because I receive them without cost, I'll be able to shine them and tune them and provide them to you in excellent condition. And I'll charge you only a modest sum for the convenience to you of being able to select from among these fine products of the motor car companies all in one place."

And he laughed a hearty laugh, and they laughed even more heartily. After all, had he not promised that for each car he sold, he'd contribute a tithe to swell the coffers of the town council?

But well might he laugh, for he knew what he was about and they, being from a small and distant city, could only trust. And trust him they did, and revenues they *did* realize for there were many who sought his service. There were still those, it's true, who bought directly from the man who sold Fords and the man who sold Chryslers and from General Motors. But those establishments were not in the center of town and the structures were not so attractive, and they each sold only one make of automobile.

So, very shortly, their clientele was reduced to those who could ill afford to spend the extra money for the convenience of central distribution. And those who had not sufficient funds or

who abode too far afield numbered fully half the populace. But with the blessing and approval of the Fine Car Committee—known throughout the land as the FCC—the dealer flourished and grew fat.

But as his girth increased, his ambition grew, too, and, seeking more opportunity for himself and seeking ever broadening sources of income, he began to import cars from distant lands.

In addition to the Darts and the Mustangs and the Chevelles and the Granadas, he began to sell Fiats and Toyotas and Volkswagens. And more and more citizens came to his shop and fewer and fewer of them patronized the individual purveyors.

But while the dealers' business diminished, *their* costs remained constant or increased. They, after all, had to pay for the cars they sold. They had to pay the General and they had to pay Mr. Ford; they even had to pay Mr. Chrysler. And as their business waned and their costs increased, it was not so with the man in the marble mansion. It mattered little to him if the foreign cars outsold the local brands, or if one of the local brands did better than the others, because whereas there were many individual dealers competing against each other, he had no competition. He had a monopoly, embraced and supported by the local council and approved by the Fine Car Committee. He had almost the best of all worlds.

But one thing had troubled him. In his early years of doing business, he had provided a facility which offered a kind of general service to both the citizens and to the General and Messrs. Ford and Chrysler. Later, his inclusion of products from distant lands increased his capacity to fatten his own purse even while that move made it more difficult for the individual merchants to survive. His concern, however, was not of them.

"If only," he reasoned, "I could just get from Mr. Ford his Lincoln, from Mr. Chrysler his Imperial, and from the General the product of which he is most proud . . . his Cadillac . . . then I could in one mighty stroke attract to my store all of the people who could afford to pay."

It mattered not to him if his actions would weaken all of the individual merchants; and it mattered not to him that half or more of the local citizens still could not afford to do business with him. The move would establish his monopoly and establish his enterprise as the only wheel in town. His concern was in garnering more for himself—and if he could but obtain those premium products, which thus far had not been available to him, surely his life would be complete and his future unclouded. If he could but garner the first fruits of the harvest—or to put it in other words, could have the cream as well as the milk—he would, indeed, be established as the unquestioned and exalted ruler.

reassure the NATPE delegates that NCTA would indeed support copyright legislation in the Congress this session. He took note of the differences of opinion within the cable industry on that subject, saying that the "nonexpansionists" (those smaller cable companies content with providing traditional service) don't want to pay copyright while the "expansionists" (the larger, multiple system operators) are willing to. "But the larger companies control the NTCA board," he said, "and that [copyright payment] will be our position."

Mr. Harris, again trying to bridge troubled waters, told the broadcasters that the impact of cable competition in their markets "doesn't amount to a hill of beans." And he recited internal Cox Cable research indicating that:

- In any given market of 100,000 homes a cable company will pass about 50%.

- Of that number, about 50% could be expected to subscribe to the basic CATV service.

- Of that number, about 30% could be expected to subscribe to an additional pay cable service, or about 6,000 homes out of the initial 100,000.

"The numbers don't become so fearful" when you look at it that way, Mr. Harris said, adding that such a rate of cable penetration was good enough "to make a pretty good living."

It was noted that the average pay cable subscriber watches two and a half movies a month, and that he usually postpones his movie viewing until after he's watched his regular TV (the movies, repeated on a scheduled cycle, being available at times of choice).

Added Mr. Harris: "I hope [by these statistics] to abate the over-all fears we have of each other. Our industries have too many common problems that we can't work on because of this divisiveness," he said. And although declining to predict the future in specifics, he did volunteer that "both [broadcasting and cable] will be here 10 years from now and both will be thriving."

That the broadcasters remained largely unconvinced was evident in their questions from the floor. Why, asked, one, did the CATV operator in his market carry a slide saying such and such a program wasn't being offered because his station wouldn't waive nonduplication protection? Why, asked another, did cable systems lop off the last few minutes of a program? And when, asked several delegates, were cable operators going to learn what the nonduplication rules meant in the first place? One broadcaster said he had to hire monitors to watch what cable operators were doing to—or with—his signals in other communities. "They won't police themselves," he complained, "and we have to do it for them." A delegate from Buffalo, citing the experience of U.S. border stations whose commercials are being deleted from programs carried in Canada, wondered when U.S. cable operators importing a distant signal would start deleting commercials and substituting those for home-town merchants.

Both Mr. Harris and Mr. Feldstein dealt with each question as best he could,

the latter noting that these were "complaints and not criticism," in that they had to do with individual frictions rather than basic policy. The problem now is that there is inadequate performance from the cable side, inadequate notification (of program changes, for example) from the broadcaster's side. "This has to become a two-way street," he said.

Cable Briefs

Pay cable expands. Oceanview Cablevision, serving Pacific Grove, Seaside and Marina, all California, has agreed to offer Channel 100 pay television service operated by Optical Systems Corp. to its 10,500 subscribers.

Waiver opposed. Citizens for Cable

Awareness in Pennsylvania and Philadelphia Community Cable Coalition have asked FCC to reconsider its grant to Pencor Services, Blue Ridge Cable and Palmerton Telephone Co., of waiver from commission's rules barring common ownership of telephone and cable systems in same operating area. (Blue Ridge is subsidiary of Pencor which also owns Palmerton Telephone.) Citizens groups contend various criteria used by FCC to determine necessity of waiver were not given and suggested any justification based upon low density and economic constraints would be invalid, due to number of homes passed by cable system. Antitrust considerations were also raised by petitioners; specifically grant of exclusive franchise, common owner-

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ship of newspaper in one locality and corresponding lack of local TV stations in certain areas. Petitioners additionally requested FCC for relief from number of filings required in proceeding, claiming lack of funds.

NAB wants to recover its concessions on cable rules

It accuses NCTA of renegeing on consensus with broadcasters that led to current regulation

The National Association of Broadcasters has asked the FCC to "readjust" its 1972 cable rules to what it termed the "unfulfilled promises of the National Cable Television Association."

The promises, according to the NAB, were contained in the November 1971 consensus agreement, reached among cable operators, broadcasters and copyright owners, which became the framework for the commission's February 1972 second report and order on cable television.

The consensus bound the parties to seek early passage of copyright legislation, the NAB said, but the NCTA has continually "frustrated" a resolution of the copyright issue.

According to the NAB, it was NCTA's copyright commitment that led broad-

casters to accept the consensus and the concessions to cable interests embodied in the agreement. Since the NCTA has reneged on its part of the agreement, the NAB argued, the commission should take another look at its cable rules regarding signal carriage and program exclusivity.

The NAB pointed to the current efforts of the NCTA to relax or delete the commission's nonduplication rules as a further "inexcusable breach of the consensus" (BROADCASTING, Aug. 5, 1974).

Although the NAB acknowledged NCTA's support of Senator John McClellan's (D-Ark.) copyright bill, it noted that the bill rejected the consensus provisions for free arbitration and a compulsory license covering signals authorized by the FCC's 1972 rules (BROADCASTING, Jan. 8, 1973). Such copyright support, said the NAB, is "squarely inconsistent" with the terms of the consensus agreement.

The NAB said the NCTA had a record of "unabashed duplicity." NCTA chooses to embrace the consensus when it serves its ends and ignores it at other times, the NAB asserted.

The NAB pointed to the commission's 1972 report and order, in which it acknowledged the need for congressional action on the copyright issue for "full effectiveness" of the consensus agreement.

Further, the NAB referred to former FCC Chairman Dean Burch's statement during a congressional copyright hearing in 1973, when he said the FCC would have to revisit its rules if a copyright bill were not passed within a reasonable period. Mr. Burch had suggested a year and a half was a reasonable time. Since then, the NAB noted, almost two years have passed.

Rejection of pay-cable waiver has HBO, Fox flexing legal muscles

FCC's decisions on two features set scene for court challenge

The FCC has turned down two requests for waiver of its pay cable rules, and in the process may have set up a court test of its authority to adopt such rules. Indeed, at one point, it seems to challenge those requesting the waivers to initiate a suit.

The films involved are box office blockbusters, "Butch Cassidy and the Sundance Kid" and "The Sound of Music," both produced by Twentieth Century-Fox. Home Box Office, distributor of pay-cable programming presented to 27,000 subscribers in New York, Pennsylvania and New Jersey, sought one waiver, for "Butch Cassidy." Fox sought the other, to permit the showing of "The Sound of Music" for one month beginning March 1.

The rule at issue prohibits pay cablecasting of feature films that have been in general release for between two and 10 years before their proposed showing on pay cable. ABC, which has acquired the television rights to both films, opposed both requests.

HBO and Fox argued that denial of

their respective requests would violate the First Amendment and that the rules themselves violated the antitrust laws by excluding potential competitors of broadcasters from some markets.

The FCC, however, brushed aside the arguments as no more than "collateral" attacks on the rules which should be litigated "in more appropriate forums or proceedings." And it indicated considerable confidence as to the outcome of such litigation.

First, the commission said, the rules are rooted in the subscription-television rules, which the courts have upheld. Second, it said, with what seemed a sense of bravado, there had been no court tests of the pay-cable rules, possibly because the Supreme Court declared the commission's authority to regulate aspects of cable television was very broad so long as the rules were "reasonably ancillary to the commission's jurisdiction over broadcast service."

The commission also rejected HBO's argument that a waiver would not affect the goal of the rule in question—to prevent siphoning of material from television to pay cable—since ABC already owned the rights to telecast "Butch Cassidy" three times between September 1976 and the end of the 1979-80 season.

The commission said that permitting the film to be shown could result in its use by conventional television being delayed well beyond its first permitted broadcast run. It also said that granting the waiver could establish a precedent that would require approval of other waiver requests, with the result that the rule and its purposes would be undermined.

Fox had based its argument on the contention that only an "unintended technicality" prevented the showing of "The Sound of Music" for one month beginning March 1. The commission rules permit pay-cable systems to distribute films 10 years old at the rate of one each month, and "The Sound of Music" was released to selected theaters on a road-show basis on March 2, 1965, prior to its general release on Dec. 21, 1966.

The commission, however, said the distinction it had drawn between films in general release and those exhibited on a road-show basis was the result of careful deliberation—it was not an "unintended technicality" that was involved. It also said it could see no compelling public interest in waiving the rule to permit pay cablecasting of a film already seen by millions in theaters. The most that could be said for granting the waiver, the commission said, was that Fox would earn additional revenues.

Counsel for HBO and Fox said decisions on whether their clients would choose to appeal could not be made until the text of the commission's order was released; the announcement was made in a news release. But both said an appeal was "possible"—the attorney for HBO, that it was "probable."

Theodore Pierson Jr., the HBO counsel, said the decision "makes no sense" and indicated that the commission's hard-line attitude toward pay cable had not changed. He said if an appeal were

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taken, it would rest largely on the constitutional issues raised in the waiver request.

The denial of the waiver requests came as the commission is approaching final action in a proceeding aimed at revising the pay-cable rules.

The two- and 10-year rule will be scrapped, and in its place will be rules permitting pay-cable systems to bid on films up to three years old, more than 10 if they have not been shown in the market for the preceding three or four years (the figure has not yet been nailed down), and on films of any age if under contract to a station in the market.

The revised rules were purportedly designed to meet some of the complaints cable interests and the motion-picture industry have directed at the original rules. But those interests have indicated they are not satisfied with what the commission plans to do and may well challenge the new rules in court.

Cable, broadcasters dicker over looser distant-signal rules

The ongoing debate between broadcasters and cable operators over FCC signal carriage rules has now centered on whether cable systems should be allowed to import a distant signal when a network show is pre-empted by local affiliates.

The issue was addressed by Henderson All-Channel Cablevision Inc. in a petition for rulemaking that asked the FCC to amend its rules to allow CATV systems to carry the signal of a distant network affiliate when the local station pre-empts a program for broadcast at a much later date. FCC rules provide for an automatic waiver for importations when a local affiliate does not clear a program. However, the commission has interpreted the waiver provision to apply only in cases where a local network affiliate pre-empts a program and does not plan to broadcast it at a later date.

Henderson submitted that such a waiver should be granted in all cases where the local affiliate does not broadcast the pre-empted program within a period of not more than three days and in a comparable time slot.

The National Cable Television Association argued that broadcasters' decision to delay programs "for hours, days or weeks" should not deprive CATV subscribers from viewing the show off available signals carried by other affiliates.

The National Association of Broadcasters, however, objected to the rule-making suggestion and said the FCC "should not adopt a rule which penalized a licensee for exercising its discretion and responsibility to program as to best serve the local community." NAB argued that if cable "pre-release" of a network program was permitted, it would reduce the potential audience for any delayed broadcast and might push affiliates into electing not to substitute public affairs and special interest shows in the face of losing a first-run option on network programming.

Equipment & Engineering

OTP proposes hybrid systems to take TV to rural areas

Microwaves, cables, translators could carry five-channel service to 22 million homes now getting less

Scattered throughout the country in lightly populated areas are a million households that receive virtually no television service. Six million receive service on fewer than three channels; 22 million, on fewer than five. But if existing cable television, microwave and translator technologies were integrated in the rural areas, these households could receive improved service, perhaps up to five channels, at an average cost comparable to that which city dwellers pay for cable television service. Or they could if the FCC made the necessary changes in its rules.

This was the burden of a report that the Office of Telecommunications Policy submitted to the FCC last week. The report was based on two studies done by the Denver Research Institute with OTP funding ("Closed Circuit," Jan. 13), and concludes with an appeal to the commission to consider rule changes that would "stimulate innovative planning and development of hybrid communication systems" geared to local needs and conditions.

OTP Acting Director John Eger, in a covering letter to FCC Chairman Richard E. Wiley, expressed the hope that the report would give the commission "a useful point of departure" for an examination of rules that might be inhibiting the development of hybrid systems that would upgrade television service in rural areas.

Another copy of the report went to Senator Howard Baker (R-Tenn.), formerly the ranking minority member of the Senate Communications Subcommittee but now on the Foreign Relations Committee, who, at the hearing last March on Mr. Eger's confirmation as deputy director of OTP, had expressed an interest in what OTP was doing to promote television service to rural areas. Mr. Eger noted in a letter to Senator Baker that OTP had brought DRI's findings to the FCC's attention, along with a suggestion that the commission "reconsider the impact of its regulations on expanded rural television distribution options."

The hybrid system DRI proposed in its study would use conventional cable technology for service to rural villages and television translators for service to outlying areas. (However, there would still be some 150,000 households in areas so remote as to be out of reach of the system.) It said that through shared signal reception, processing, and office facilities, as well as through common use of maintenance crews, costs could be held to a level comparable to charges levied by cable systems in metropolitan areas.

As for capital costs, DRI estimated that the investment in a system capable of providing three channels of service to everyone now lacking it would amount to between \$128 million and \$153 million; one capable of providing five channels, between \$272 million and \$336 million.

DRI examined the costs of upgrading service in two selected rural areas—in north central Tennessee and in northwest South Dakota—and found that investment costs per household were, respectively, between \$5 and \$7 and between \$128 and \$176. "These figures compare favorably with what some rural householders are investing in elaborate tower and antenna arrangements for only marginally satisfactory reception," OTP said.

But DRI also noted that the development of hybrid systems is barred by FCC regulations that prohibit (1) common ownership of translators and cable systems, and (2) the use of common carrier or frequency modulated private microwave systems for the relay of signals for rebroadcast by translators. OTP noted that commission rules now permit translators to use only AM microwaves or a series of direct UHF or VHF translator relays—"techniques that adversely affect signal quality and effectively limit the distance a signal may be relayed."

Commission regulations also complicate efforts to develop the necessary financing. DRI notes that translators are prohibited from carrying most local advertising and that, in over-the-air service,

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they lack the ability to deny service to nonpaying recipients and, therefore, cannot require the payment of subscription fees. However, DRI suggested that the creation of local taxing districts or other cooperative ventures might be able to underwrite the costs of an integrated distribution system.

OTP, in urging the commission to reconsider its rules, said that local efforts to obtain television service should not be "discouraged by unwarranted regulation of impediments at the federal level." It said it would be "appropriate for the FCC to reconsider its regulations" that "impact upon rural television delivery alternatives," including rules that prohibit common ownership of translators and cable systems, and restrictions on methods of signal relay to translators.

WWJ-TV fears a drop-in

The Evening News Association's WWJ-TV Detroit (channel 4) last week objected to the United Church of Christ's rulemaking petition embracing the Office of Telecommunications Policy study that suggests 83 VHF channels could be dropped in the top-100 markets. WWJ-TV was particularly concerned with OTP's proposal to allocate channel 4 to South Bend, Ind. That, WWJ-TV said, would cause greater than a 10% reduction in existing co-channel and adjacent channel separation—a minimum standard set by OTP itself—to WWJ-TV, to WTTV Bloomington, Ind., and to WTMJ-TV Milwaukee. WWJ-TV's claims were supported by a consulting engineer's report. Earlier this month, the FCC had asked the staff to rework a draft notice of inquiry on the UCC petition to elicit more general responses than engineering data (BROADCASTING, Feb. 10).

Greater convenience in FCC exams sought

Outside federal workers being used in five cities to increase frequency, accessibility of operator tests

Preliminary reports on an FCC experimental program, wherein Civil Service Commission personnel are conducting FCC field examinations at an increased number of locations and times, has not yet produced any great increase in the number of individuals taking advantage of the system. However, Roy Kolly, chief, FCC radio operators branch, said that it is still too early to consider any data conclusive. Mr. Kolly added that, although the experimental program set up in five FCC field districts (Chicago, Detroit, Seattle, Honolulu and Anchorage) was initiated last July, it did not actually go into full operation until September, and still has until next October before being evaluated.

Any final judgment, Mr. Kolly noted, would consider the economic advantages to the commission as well as the convenience to those seeking an FCC operator's license. Under the present system, the tests are administered by FCC travel-

ing examiners who visit each field district as infrequently as once a year. Those examiners, Mr. Kolly said, are usually "higher grade engineers" who cost the commission more than lower-grade civil servants without special engineering knowledge. Under the experimental set-up, civil service personnel give the tests at various locations within an FCC field district on a daily basis.

If a favorable conclusion is reached, the current 98 locations for FCC field examinations could be expanded to over 1,000 locations.

Larry Russell, director of the Nebraska Broadcasters Association, claimed the need for such an expansion was especially acute for small-market stations for which the nearest FCC field office is "almost inaccessible" insofar as location and examination dates are concerned.

Technical Briefs

Price hike. Eastman Kodak Co. has increased prices on various of its film products, with film used for TV news programming raised by slightly more than 8%. Last October Eastman hiked prices of film for TV entertainment programs and motion pictures and commercials by 7% to 10%.

Happy hook-ups. Jerrold Electronics has developed new MATV system for wiring apartment houses by the use of one central core riser, making connections and disconnections easier, and, in large buildings, eliminating need for channel amplifiers. System is compatible with 35-channel, two-way CATV systems and meets FCC rules, part 76.

Color gear. New communications center of Catholic Television Network of Chicago (BROADCASTING, Jan. 20) features five RCA TK-45 color cameras and four RCA TK-28 color TV film originating systems, and transmits simultaneously on four channels in microwave frequencies. Center's transmitter is located on 110-story Sears Tower; studios are at 1 North Wacker Drive, Chicago.

Cheap cuts. Beta Technology Inc., Farmingdale, N.Y., has developed lowest tape edit-timing control—#601 for vertical model and #602 for horizontal configuration. Unit sells for \$3,100 and makes possible fast-frame editing with no modification required of VTR transport, modules or control circuits. Beta edit-timing control is designed for operation with video-tape machines equipped with splice control and splice logic.

EBS test Friday. FCC has scheduled closed-circuit test of Emergency Broadcast System for Friday, Feb. 21 between 2:07 and 2:14:30 p.m. (EST) for ABC, NBC, CBS, Intermountain Network, Mutual Broadcasting System and National Public Radio network affiliates. UPI-Audio clients will also participate. Television network affiliates are excluded. Affiliates will be notified of test procedures via respective network, beginning four days in advance of test. Test messages will also be run by AP and UPI radio-press wire services.

Finance

Broadcast stocks rated a best buy

Philadelphia bank analysis sees good growth prospects in ABC, CBS, Capcities, Cox

Broadcasting profits in 1975 are likely to be "level at best and in many cases decline moderately," but even so they "will still represent an earnings performance well above the economy in general," according to an analysis of the TV broadcasting business by Provident National Bank of Philadelphia.

"Given moderate economic growth in 1976 together with the positive influence on revenues of a presidential election and the Bicentennial, the broadcasting industry is expected to be the beneficiary of a dramatic revenue and earnings resurgence" in 1976, the study asserts.

It anticipates 1975 growth of 6.7% in network billing, 4.5% in national spot and 9.2% in local. It notes that the networks are virtually sold out for the first half of 1975, and says that even if spot softens in the early part of 1975 it will still look good in comparison with the depressed levels it experienced in the early part of 1974.

Both network and spot should benefit from an expected modest improvement in the general economy in the latter half of 1975, the report asserts. Nevertheless it anticipates "revenue softness expected to begin in the second quarter [of 1975] for group broadcasters and the fall for network operations."

For specific publicly held broadcasting stocks, the bank had these recommendations:

ABC—"At current market levels [around \$16 when analysis was issued in January] we recommend aggressive purchase of the common stock in growth oriented accounts."

Capital Cities Communications—"... the shares are rated a strong hold/buy and are considered an attractive longer term holding for growth oriented accounts."

CBS—"... rated a hold."

Cox Broadcasting Corp.—"... At current market levels [\$12 when written] we recommend aggressive purchase of the common stock in growth oriented accounts."

CBS income in 1974: record \$108.5 million

Paley, Taylor credit TV network with major role in growth

CBS Inc. had another banner year in 1974, its third straight year of record net sales and income.

The report was issued last week by William S. Paley, chairman, and Arthur R. Taylor, president, who called 1974 "the finest year in CBS history." They said the fourth quarter of last year was the 15th consecutive quarter in which CBS earnings from continuing operations

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

Company	Period/Ended	CURRENT AND CHANGE					YEAR EARLIER		
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
American TV & Communications Corp.	6 mo. 12/31	15,930,044	+ 28.0%	1,094,413	+ 32.0%	.26	12,454,046	832,820	.20
Dun & Bradstreet	year 12/31	504,201,000	+ 10.2%	39,507,000	+ 3.0%	1.50	457,725,000	38,350,000	1.47
General Tire & Rubber Co.	year 11/30	1,726,199	+ 25.2%	78,113	+ 2.7%	3.60	1,379,966	76,846	3.55
MGM	3 mo. 11/24	3,432,000	- 31.3%	1,212,000	- 21.4%	.25	4,990,000	1,542,000	.26
Multimedia Inc.	year 12/31	55,918,000	+ 10.4%	6,820,000	+ 14.5%	1.55	50,667,000	5,957,000	1.36
Storer Broadcasting	year 12/31	102,500,000	+ 6.6%	9,300,000	- 25.0%	1.97	96,138,000	12,389,000	2.61
Telemation	9 mo. 9/30	12,871,952	- 0.7%	(152,611)	*	(.15)	12,967,300	30,549	.03
Tocom Inc.	6 mo. 12/31	1,708,000	+ 22.0%	79,000	*	.12	1,401,000	13,548 ¹	.02
Viacom Intl.	year 12/28	36,166,000	+ 15.6%	2,708,000	+ 13.3%	.72	31,295,000	2,390,000	.62
Washington Post	year 12/30	287,578,000	+ 16.5%	14,441,000	+ 8.3%	3.04	246,949,000	13,334,000	2.80

¹ Restated to reflect deferred profit on sale of TV Cable of Henryetta Inc. in December 1973.

* Change too great to be meaningful.

improved over comparable year earlier periods. They added:

"In 1974 the CBS/Broadcast Group remained the leader of the broadcasting industry by virtually any creative or business measurement. The group's significant sales and income growth resulted largely from the excellent performance of the CBS Television Network."

For 1974 income from continuing operations was \$108,557,000 (\$3.80 per share) on net sales of \$1,751,341,000, up from income of \$94,564,000 (\$3.23 per share) on net sales of \$1,555,200,000 in 1973. Fourth quarter income from continuing operations in 1974 amounted to \$32,454,000 (\$1.14 per share) on net sales of \$501,267,000, compared with income of \$30,422,000 (\$1.07 per share) on net sales of \$466,613,000 in the final quarter of 1973.

Financial Briefs

Post increases. Both revenues and earnings rose in 1974 for Washington Post Co. Income was \$14.4 million or \$3.04 per share, an 8.3% increase over 1973 income of \$13.3 million or \$2.80 per share. Revenues for the year were \$287.6 million, up 16.5% from year earlier revenues of \$246.9 million. While major contributor to increase was *Newsweek* magazine, broadcast operations also reported improvements. Excluding WFSB-TV Hartford, Conn., broadcast division reported increases in revenue and operating income. Company reported "unusual expenses," including cost of establishing national sales rep organization, and expenses associated with license challenges to Post-Newsweek Miami and Jacksonville, Fla., TV stations.

Storer 1974. Preliminary net earnings for the year were down 25.0% for Storer Broadcasting Co., Miami Beach, to \$9,300,000 or \$1.97 per share from \$12,389,000 or \$2.61 per share last year. Pre-tax profit from operations of broadcasting, CATV and Boston Gardens/Bruins were \$20,658,000 versus \$19,548,000 in 1973. Preliminary indicated total gross revenues are \$102,500,000 for 1974 compared to \$96,138,000 for year earlier.

Delta holdings trimmed. Storer Broadcasting Co., Miami Beach, had sold about 450,000 of its 500,000 shares of Delta Airlines stock for approximately \$14.3

million, about \$32 per share. Company said stock was bought at \$41 in 1972 and that difference will be booked as long-term loss along with \$3-million decrease in value of warrants that Storer has for another 500,000 shares of Delta at \$48 each.

UA-Columbia up. First quarter of fiscal 1975 showed net profit of \$310,000 or 18 cents per share for UA-Columbia Cablevision, Westport, Conn., as compared to \$190,000 or 11 cents per share year earlier. Revenues increased from \$3,147,000 to \$3,752,000. Company reported repurchase of 90,000 shares of common stock through January, reducing its outstanding shares to approximately 1,703,000.

Good year. Cox Cable Communications, Inc. of Atlanta reported record revenues and profits for 1974, with increase in revenues of 27% over last year to \$23.2 million and increase in profit of 13% to \$2.1 million or \$.60 per share.

Henry W. Harris, company president said increases were due to additional subscribers in each of company's 34 cable systems and rate increases in several systems.

3M gains. For 23d consecutive year, new highs in revenues and profits reported by 3M Co., although fourth quarter net income fell below year-earlier levels. Sales for year rose 15.4%, to \$2.936 billion and net income rose 2.1% to \$301.7 million or \$2.66% per share. Fourth quarter sales increased to \$728.3 million, up 10%, and net income fell to \$63.9 million, down 16.9%, from 68 to 56 cents.

Buys other 48%. State Record Co., Columbia, S.C., newspaper publisher and broadcast owner, has purchased *Alexandria* (Va.) *Gazette* for a undisclosed price. State Record had bought controlling interest in the *Alexandria Gazette Corp.*, in October 1973 from Mrs. Sarah Messer. Remaining 48% of the company was sold last week by Seymour Schneidman, New York public accountant. State Record's broadcast interests include: WCBD-TV Charleston, S.C.; KSWs-TV Roswell, N.M., and KCBD-TV Lubbock, Tex.

Money to work with

ABC Inc. has entered into a \$75 million revolving loan agreement for three years, with an option to convert into a term loan for an additional three years. Lending the sum is a group consisting of Manufacturers Hanover Trust Co., Bankers Trust Co. and Chemical Bank, all of New York.

In announcing the agreement, ABC stated that the funds would go for "general corporate purposes." \$15 million of the loan went immediately for repayment of existing loans. As for the balance, specific areas of spending have yet to be determined. ABC made a number of cash acquisitions in 1974, including record companies and stores, and a wildlife preserve, and Wall Street sources indicate substantial amounts may go for further acquisitions. One source speculated that the network's most likely area of expansion is in publishing. ABC bought *Modern Photography* and *High Fidelity* magazines in 1974.

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Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Feb. 12	Closing Wed. Feb. 5	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	19 3/4	18 3/4	+ 1	+ 5.33	28 3/8	12 3/8	7	17,186	339,423
CAPITAL CITIES	CCB	N	30 3/8	30	+ 3/8	+ 1.25	39 1/4	19 1/2	11	7,164	217,606
CBS	CBS	N	38 3/8	36 3/4	+ 1 5/8	+ 4.42	40	25	11	28,092	1,078,030
CONCERT NETWORK*	D		1/8	1/8		.00	7/8	1/8		2,200	275
COX	COX	N	16 3/4	15 1/8	+ 1 5/8	+ 10.74	19 3/8	9 3/8	9	5,831	97,669
GROSS TELECASTING	GGG	A	8 5/8	8 5/8		.00	13 5/8	6 3/8	6	800	6,900
LIN	LINB	D	4 1/2	5 1/8	- 5/8	- 12.19	6 3/4	2	5	2,297	10,336
MOONEY*	MOON	D	1 7/8	1 5/8	+ 1/4	+ 15.38	3 5/8	1	5	385	721
RAHALL	RAHL	O	3	3 1/8	- 1/8	- 4.00	6	1 3/4	6	1,297	3,891
SCRIPPS-HOWARD	SCRP	O	17 1/2	17 1/2		.00	17 1/2	13 1/2	7	2,589	45,307
STARR	SBG	M	4	4 1/4	- 1/4	- 5.88	9	3 1/4	3	1,091	4,364
STORER	SBK	N	15 1/2	15 1/8	+ 3/8	+ 2.47	17 3/8	10 7/8	5	4,725	73,237
TAFT	TFB	N	16 5/8	16 7/8	- 1/4	- 1.48	23 3/8	10 3/4	6	4,011	66,682
WOODS COMM.*	O		1/2	1/2		.00	1	1/4	4	292	146
TOTAL									77,960	1,944,587	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 1/4	1 1/4		.00	2 1/2	3/4	7	1,265	1,581
AVCO	AV	N	4 1/8	4 1/8		.00	8 7/8	2 1/8	11	11,481	47,359
BARTELL MEDIA	BMC	A	1 1/2	1 1/2		.00	2 3/8	5/8	2	2,257	3,385
JOHN BLAIR	BJ	N	5	5		.00	7 1/2	3 1/2	5	2,403	12,015
CAMPTOWN IND.*	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	2 1/2	2 1/2		.00	4 1/4	1 1/2	5	4,162	10,405
COMBINED COMM.*	CCA	A	5 1/8	5 1/8		.00	13	5 1/8	3	4,603	23,590
COWLES	CWL	N	6	6 3/8	- 3/8	- 5.88	7 1/8	3 7/8	8	3,969	23,814
DUN & BRADSTREET	DNB	N	25 1/2	24	+ 1 1/2	+ 6.25	36	14 5/8	17	26,555	677,152
FAIRCHILD IND.	FEN	N	6 1/2	5 1/2	+ 1	+ 18.18	6 3/4	3 3/4	9	4,550	29,575
FUQUA	FQA	N	4 7/8	5 3/8	- 1/2	- 9.30	10 3/4	3 1/8	4	7,273	35,455
GANNETT CO.	GCI	N	27 7/8	29 1/2	- 1 5/8	- 5.50	38 1/4	20 1/2	18	21,080	587,605
GENERAL TIRE	GY	N	13 5/8	13 3/8	+ 1/4	+ 1.86	18 1/4	10 1/4	4	21,518	293,182
GLOBETROTTER	GLBTA	O	1 1/4	1 1/4		.00	4 3/4	7/8	3	2,731	3,413
GRAY COMMUN.*	O		6	6		.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N	10 1/8	10	+ 1/8	+ 1.25	14 1/4	6	7	4,340	43,942
JEFFERSON-PILOT	JP	N	33 7/8	32 1/2	+ 1 3/8	+ 4.23	38 1/4	20 1/2	14	24,188	819,368
KAISER INDUSTRIES*	KI	A	6	6 3/8	- 3/8	- 5.88	8 1/2	4 1/4	3	27,487	164,922
KANSAS STATE NET.*	KSN	O	3 7/8	3 7/8		.00	3 7/8	2 3/4	7	1,741	6,746
KINGSTIP	KTP	A	3	3		.00	6 3/4	1 1/2	7	1,154	3,462
KNIGHT-RIDDER	RPI	N	10 1/2	10 1/2		.00	16 5/8	9 1/4	7	8,305	87,202
LAMB COMMUN.*	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	13 3/4	14	- 1/4	- 1.78	16 1/4	10 3/4	8	3,352	46,090
LIBERTY	LC	N	10	9 7/8	+ 1/8	+ 1.26	15 5/8	7 1/8	4	6,626	66,260
MCGRAW-HILL	MHP	N	8 5/8	8 3/8	+ 1/4	+ 2.98	9	5 1/2	7	23,291	200,884
MEDIA GENERAL	MEG	A	24 1/2	24 1/8	+ 3/8	+ 1.55	26 1/2	15 1/2	10	3,552	87,024
MEREDITH	MOP	N	9 1/4	9 5/8	- 3/8	- 3.89	11 3/8	8	3	2,984	27,602
METROMEDIA	MET	N	7 1/4	7 7/8	- 5/8	- 7.93	10 5/8	4 1/2	6	6,447	46,740
MULTIMEDIA	MMED	O	12 1/2	11 1/4	+ 1 1/4	+ 11.11	14 1/4	8 3/4	8	4,388	54,850
NEW YORK TIMES CO.	NYKA	A	8 7/8	9 7/8	- 1	- 10.12	13 3/4	6 7/8	5	10,231	90,800
OUTLET CO.	OTU	N	9 1/2	9 1/4	+ 1/4	+ 2.70	10	7	4	1,379	13,100
POST CORP.	POST	O	7 1/4	6	+ 1 1/4	+ 20.83	16 1/2	4 3/4	5	882	6,394
PSA	PSA	N	5 5/8	5 1/2	+ 1/8	+ 2.27	10	3 3/4	6	3,181	17,893
REEVES TELECOM	RRT	A	1 1/8	1 1/8		.00	1 3/4	5/8	19	2,376	2,673
ROLLINS	ROL	N	15 1/2	13 7/8	+ 1 5/8	+ 11.71	19 3/4	6 1/2	12	13,341	206,785
RUST CRAFT	RUS	A	5 7/8	6 1/4	- 3/8	- 6.00	10 1/4	5 1/8	5	2,341	13,753
SAN JUAN RACING	SJR	N	9 1/8	9 1/2	- 3/8	- 3.94	13 3/8	5 1/2	7	2,509	22,894
SCHERING-PLOUGH	SGP	N	56 1/2	54 3/8	+ 2 1/8	+ 3.90	74 3/8	44 3/4	26	53,823	3,040,999
SONDERLING	SDB	A	5 3/4	6	- 1/4	- 4.16	10	3 1/2	3	747	4,295
TECHNICAL OPERATIONS	TD	A	5 1/8	5	+ 1/8	+ 2.50	6 3/4	2 3/8	5	1,344	6,888
TIMES MIRROR CO.	TMC	N	15 1/4	14 5/8	+ 5/8	+ 4.27	17 5/8	9 1/4	9	31,385	478,621
WASHINGTON POST CO.	WPO	A	20 7/8	20 3/4	+ 1/8	+ .60	24 3/8	14 3/4	7	4,750	99,156
WOMETCO	WOM	N	8 7/8	8	+ 7/8	+ 10.93	10 1/4	6 1/4	6	5,985	53,116
TOTAL									368,064	7,464,575	
Cablecasting											
AMECO**	ACD	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	3/4	3/4		.00	2 1/8	1/2	2	1,672	1,254
AMERICAN TV & COMM.	AMTV	O	10 3/4	9 1/2	+ 1 1/4	+ 13.15	19 1/4	5 1/2	21	3,295	35,421
ATHENA COMM.**	O		1/8	1/8		.00	1 1/4	1/8		2,374	296
BURNUP & SIMS	BSIM	O	4 3/8	5	- 5/8	- 12.50	24 1/8	2 1/2	6	7,933	34,706
CABLECOM-GENERAL	CCG	A	3 1/8	3 1/2	- 3/8	- 10.71	4 1/2	1 1/2	7	2,560	8,000
CABLE FUNDING*	CFUN	O	6	6		.00	7 3/8	3 7/8	150	1,121	6,726
CABLE INFO.**	O		1/4	1/4		.00	1 1/4	1/4	1	663	165
CITIZENS FIN.**	CPN	A	1 3/4	1 3/4		.00	4 1/4	7/8	1	2,697	4,719
COMCAST*	O		2 1/4	1 3/4	+ 1/2	+ 28.57	2 1/2	3/4	9	1,705	3,836
COMMUNICATIONS PRDP.	COMU	O	1 3/4	1 1/4	+ 1/2	+ 40.00	3 3/8	1	35	4,761	8,331
COX CABLE	CXC	A	7 1/4	8 1/8	- 7/8	- 10.76	15 1/4	3 3/4	12	3,560	25,810
ENTRON*	ENT	O	5/8	1/2	+ 1/8	+ 25.00	7/8	3/8	4	1,358	848
GENERAL INSTRUMENT	GRL	N	8 1/2	8 1/4	+ 1/4	+ 3.03	17 1/8	5/8	4	7,060	60,010
GENERAL TV*	O		1/4	3/8	- 1/8	- 33.33	1 1/2	1/4	13	1,000	250
SCIENTIFIC-ATLANTA	SFA	A	7	7 3/8	- 3/8	- 5.08	9 1/2	4	7	963	6,741
TELE-COMMUNICATION	TCOM	O	2 3/8	2 1/4	+ 1/8	+ 5.55	5 3/4	7/8	2	5,181	12,304

Stock symbol	Exch.	Closing Wed. Feb. 12	Closing Wed. Feb. 5	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
TELEPROMPTER	TP	N	3 1/2	4 1/8	- 5/8	- 15.15	8 1/4	1 3/8	2	16,013	56,045
TIME INC.	TL	N	32 1/4	30 1/2	+ 1 3/4	+ 5.73	40 1/4	24 7/8	6	9,957	321,113
TOCOM*	TOCM	O	2 1/8	2 1/8		.00	4 7/8	1 3/4	5	634	1,347
UA-COLUMBIA CABLE	UACC	O	5 7/8	6 1/8	- 1/4	- 4.08	6 1/8	3 3/4	10	1,795	10,545
UNITED CABLE TV CORP	UCTV	O	1 7/8	1 3/4	+ 1/8	+ 7.14	4 5/8	1/4	5	1,879	3,523
VIACOM	VIA	N	4 1/2	5	- 1/2	- 10.00	7 1/2	2 5/8	7	3,850	17,325
VIKDA**	VIK	A	1 1/2	1 3/4	- 1/4	- 14.28	4	1/2	2	2,534	3,801
TOTAL									85,765	623,416	

Programming

COLUMBIA PICTURES	CPS	N	3 7/8	4 1/4	- 3/8	- 8.82	4 3/4	1 5/8	17	6,748	26,148
DISNEY	DIS	N	34 5/8	31 3/8	+ 3 1/4	+ 10.35	54 1/2	18 3/4	21	29,755	1,030,266
FILMWAYS	FWY	A	4 1/8	3 7/8	+ 1/4	+ 6.45	6	2 1/8	5	1,812	7,474
FOUR STAR			1/8	1/8		.00	1 3/8	1/8		666	83
GULF + WESTERN	GW	N	28 1/8	27 1/8	+ 1	+ 3.68	29 1/8	18 3/8	4	14,470	406,968
MCA	MCA	N	32 7/8	33	- 1/8	- .37	33 3/8	19 1/4	6	8,465	278,286
MGM	MGM	N	28 5/8	25 1/2	+ 3 1/8	+ 12.25	28 5/8	9 1/4	5	4,883	139,775
TELE-TAPE**	O		1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.*	O		2 1/8	1 7/8	+ 1/4	+ 13.33	4 1/8	1 1/4	4	943	2,003
TRANSAMERICA	TA	N	7 3/4	7 5/8	+ 1/8	+ 1.63	10 3/8	5 1/2	13	65,006	503,796
20TH CENTURY-FOX	TF	N	8 1/4	7 3/8	+ 7/8	+ 11.86	9 1/8	4 1/2	22	7,532	62,139
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	12	12		.00	18 1/2	6 7/8	4	16,317	195,804
WRATHER	WCO	A	2 7/8	3 1/4	- 3/8	- 11.53	8 1/8	1 1/4	36	2,229	6,408
TOTAL									165,483	2,660,813	

Service

88DO INC.	O		13 1/2	13 1/2		.00	14 1/4	10	6	2,513	33,925
COMSAT	CO	N	33 3/8	33 3/4	- 3/8	- 1.11	40 3/8	23 3/4	8	10,000	333,750
CREATIVE MGMT.++	CMA	A	5 7/8	5 7/8		.00	7 1/4	3	6	1,016	5,969
DOYLE DANE BERNRACH	DOYL	O	8	6 3/4	+ 1 1/4	+ 18.51	11 1/2	5 5/8	4	1,796	14,368
ELKINS INSTITUTE**	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	6 7/8	6 3/4	+ 1/8	+ 1.85	11 1/4	5 3/8	5	2,196	15,097
GREY ADVERTISING	GREY	O	6 3/4	6 5/8	+ 1/8	+ 1.88	8 3/8	5 5/8	3	1,255	8,471
INTERPUBLIC GROUP	IPG	N	11 1/4	10 3/4	+ 1/2	+ 4.65	13	8 1/8	5	2,319	26,088
MARVIN JOSEPHSON*	MRVN	O	7 1/4	6 1/2	+ 3/4	+ 11.53	8 1/2	3 1/4	5	802	5,814
MCI COMMUNICATIONS	MCIC	O	2 3/8	2 1/2	- 1/8	- 5.00	6 1/2	1		13,309	31,608
MOVIELAB	MOV	A	7/8	7/8		.00	1 5/8	1/2	5	1,407	1,231
MPO VIDEOELECTRONICS	MPO	A	1 7/8	1 5/8	+ 1/4	+ 15.38	2 5/8	1	3	539	1,010
NEEDHAM, HARPER	NDHMA	O	5	5		.00	7 1/2	3 5/8	3	918	4,590
A. C. NIELSEN	NIELB	O	14 5/8	15 3/8	- 3/4	- 4.87	28	7 3/8	14	10,598	154,995
OGILVY & MATHER	OGIL	O	15 1/2	14 3/4	+ 3/4	+ 5.08	17 1/4	10	5	1,807	28,008
J. WALTER THOMPSON	JWT	N	5 7/8	6 1/8	- 1/4	- 4.08	12	4 1/4	17	2,624	15,416
UNIVERSAL COMM.***	O		1/8	1/8		.00	3/4	1/8		715	89
TOTAL									55,711	680,666	

Electronics

AMPEX	APX	N	4 3/8	4 3/8		.00	4 7/8	2 1/4	4	10,885	47,621
CCA ELECTRONICS*	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC++	CEC	A	1 5/8	1 5/8		.00	2 1/8	1	7	2,324	3,776
COHU, INC.	COH	A	1 3/4	2 1/8	- 3/8	- 17.64	3 7/8	1 1/4	7	1,619	2,833
CONRAC	CAX	N	15 1/2	15 5/8	- 1/8	- .80	21	10	7	1,261	19,545
GENERAL ELECTRIC	GE	N	41 3/8	39 3/4	+ 1 5/8	+ 4.08	65	30	12	181,988	7,529,753
HARRIS CORP.	HRS	N	18 3/8	18 1/4	+ 1/8	+ .68	33 1/2	13 1/8		6,175	113,465
INTERNATIONAL VIDEO	IVCP	O	2 1/8	2 1/4	- 1/8	- 5.55	7 1/2	1 1/4	27	2,730	5,801
MAGNAVOX	MAG	N	6 1/8	6 1/8		.00	9 7/8	3 3/4	18	17,799	109,018
3M	MMM	N	47 3/4	49 5/8	- 1 7/8	- 3.77	80 1/2	44 1/8	18	113,729	5,430,559
MOTOROLA	MOT	N	43	44	- 1	- 2.27	61 7/8	34 1/8	14	28,053	1,206,279
OAK INDUSTRIES	OEN	N	8 1/8	9 1/8	- 1	- 10.95	12 7/8	5 1/4	3	1,639	13,316
RCA	RCA	N	14 1/4	13 7/8	+ 3/8	+ 2.70	21 1/2	9 7/8	10	74,463	1,061,097
ROCKWELL INTL.	ROK	N	21 3/8	20 3/8	+ 1	+ 4.90	28 3/8	18 3/8	6	30,802	658,392
RSC INDUSTRIES	RSC	A	2	2		.00	2 1/8	1/2	7	3,458	6,916
SONY CORP.	SNE	N	8	8		.00	29 7/8	4 3/4	16	172,500	1,380,000
TEKTRONIX	TEK	N	23 1/2	24 1/4	- 3/4	- 3.09	47 3/4	18 1/2	9	8,651	203,298
TELEPHATION	TIMT	O	1	1		.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.***	O		6	6		.00	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	9 1/4	8 1/2	+ 3/4	+ 8.82	13 1/4	6	9	6,862	63,473
WESTINGHOUSE	WX	N	12	11 3/4	+ 1/4	+ 2.12	26	8 1/2	39	87,770	1,053,240
ZENITH	ZE	N	13 1/8	14 1/4	- 1 1/8	- 7.89	31 5/8	10	10	18,797	246,710
TOTAL									773,911	19,159,102	

GRAND TOTAL 1,526,894 32,533,159

Standard & Poor's Industrial Average

89.1 87.9 +1.2

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (bid price shown)
P-Pacific Coast Stock Exchange
††Stock did not trade on Wednesday;
closing price shown is last traded price.

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly highs and lows are drawn from
trading days reported by *Broadcasting*.
Actual figures may vary slightly.

P/E ratios are based on earnings-per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earn-
ing figures are exclusive of extraordinary
gains or losses.
†††Stock split.

* P/E ratio computed with
earnings figures for last 12
months published by company.
† No annual earnings figures
are available.
** No P/E ratio is computed;
company registered net losses.

Fates & Fortunes®

Media



Blank



Eliasberg

David M. Blank, economics and research VP, CBS/Broadcast Group, named to head new CBS-wide economics department as VP and chief economist, CBS Inc., New York. CBS President Arthur R. Taylor said Dr. Blank had provided "expertise and economic sophistication" on special problems in past but that "the continued needs of senior management for such professional analysis of the growing complexities of world economics have made it necessary to give our economics department a permanent place on the corporate staff," also available to company's four operating groups: CBS/Broadcast, CBS/Publishing, CBS/Records and CBS/Columbia. Dr. Blank joined CBS in 1955, became director of economic analysis in 1958, chief economist in 1965 and CBS/Broadcast Group VP in 1966. **Jay Eliasberg**, VP in charge of network research, CBS/Broadcast Group, promoted to VP, research, CBG, with responsibilities encompassing CBS TV Stations and CBS Radio divisions as well as CBS-TV network.



Williams



Racco

George H. Williams, VP and general manager, WABC(AM) New York, named general manager of Kaiser Broadcasting's WKBD-TV Detroit. He replaces **Lee Hanson**, who resigned. Replacing Mr. Williams at ABC O&O WABC, effective Feb. 24, will be **Alfred Racco**, VP and general manager at ABC's KGO(AM) San Francisco. No successor to Mr. Racco announced.

Donald E. Bybee, general manager, Bonneville International Corp.'s KSL(AM) Salt Lake City, elected president, Kansas City, Mo., Division of Bonneville, parent company of KMBZ(AM)-KMBR(FM) there. **Walt Lochman**, general manager, KMBZ, elected executive VP, Kansas City Division. **Joe Abernathy**, VP-general manager, KMBR, has resigned, successor yet to be named. **W. Dean Lindsay**, assistant

station manager and general sales manager, KSL, named station manager.

Art Caruso, general sales manager, WGAR(AM) Cleveland, named general manager, succeeding **Richard Janssen**, named general manager-radio of licensee, Nationwide Communications Inc., Columbus, Ohio, group owner (BROADCASTING, Feb. 10).

Robert M. Williams, general sales manager, WNUS-AM-FM Chicago, named VP-general manager, WWMM(FM) Arlington Heights, Ill.

Noble V. Blackwell, director of broadcasting, CBS-owned WCAU-TV Philadelphia, named to newly created position of director of community relations, CBS Television Stations Division, New York.

John J. Lavin, project manager, ABC Inc., New York, appointed director of systems planning, ABC Inc.

Russ King, program and promotions coordinator, ABC O&O WPLJ(FM) New York, named to newly created position of director of creative services for ABC's owned FM radio stations.

Owen Comora, director, national press, NBC, New York, named director, national publicity, NBC.

Jeri E. Warrick, manager of community affairs, WNBC-TV New York, appointed director of newly created department of national community affairs, NBC.

Lynn McIntyre, director of standards and practices, WTOP-TV Washington, named to newly created position of manager, broadcast standards and practices, for parent Post-Newsweek Stations.

J. Albert Callahan, general manager, WSUM(AM) Parma, Ohio, joins WCPO-TV Cincinnati as director of information and community affairs.

Thomas R. Spitz, promotion coordinator, WFLD-TV Chicago, named promotion manager.

Bill Price, announcer, WPGC-AM-FM Morningside, Md., named promotion director.

Tyrone Henry, chief engineer and account executive, WPKO(AM)-WIBO(FM) Waverly, Ohio, named to additional responsibilities as general manager.

Paul Simitzes, operations director, KXLF-TV Butte, Mont., named general manager.

Robert R. Regalbutto, assistant manager of WPTV(TV) West Palm Beach, Fla., appointed general manager, new position. **Harry LeBrun**, station director, continues in that capacity.

Jefferson-Pilot Broadcasting Co., Charlotte, N.C., promotions: **Gerald W. King**, treasurer, elected VP-treasurer; **Cullie M. Tarleton**, assistant VP and managing director, WBT-AM-FM Charlotte, N.C., elected VP-managing director; **Tommi Jones**, personnel manager, named assist-

ant VP-personnel; **John Edgerton**, program operations manager, WBT(TV) Charlotte, named assistant VP-program operations.

Walter Sabo Jr., promotion director and director of educational projects, WXLO(FM) New York, named to newly created position of creative services specialist, WNBC-AM-FM New York.

Robert Young of ABC-TV's *Marcus Welby, M.D.*, will be honored as man of year in broadcasting by Hollywood Radio and Television Society at HRTS's 15th annual international broadcasting awards March 11 ceremony for "world's best" TV and radio commercials.

Richard F. Wright, program director, WTAG(AM) Worcester, Mass., named station manager.

Stephen Godofsky, music and promotion director, WHLI-AM-FM Hempstead, N.Y., elected VP and secretary of FM Broadcasting Corp., stations' parent company.

Aimo Nookiguak, announcer-producer, Canadian Broadcasting Corp. Northern Service Production Center, Montreal, named manager, CBC's CFFB(AM) Frobisher Bay, Northwest Territories.

David Eshleman, general manager, WPKO(AM)-WIBO(FM) Waverly, Ohio, named general manager, WBTX(AM) Broadway-Timberville, Va.

Jan F. Zinman, audience promotion manager, WJZ-TV Baltimore, joins WBZ-TV Boston in same position. Both are Group W stations.

Elected officers of newly organized Greater Cincinnati Radio Broadcasters Association: **Charles K. Murdock**, WLW(AM) president; **John Bayliss**, WSAI(AM), VP; **Barry Gaston**, WLQA(FM), secretary.

Broadcast Advertising

Stuart Tauber, account executive, Storer Television Sales, New York, named national sales manager of Storer's WSBK-TV Boston.

Don McFarlane, formerly with Katz Television, San Francisco, named national sales manager, KNTV(TV) San Jose, Calif.

Lloyd B. Roach, in sales, WIFJ(FM) Philadelphia, named general sales manager.

Richard J. Yankus, local sales manager, WGAR(AM) Cleveland, named general sales manager.

Mike Disney, manager, Atlanta office, Major Market Radio, station representative firm, named VP-manager, Southern region, MMR, headquartered in Atlanta.

Keith Hamilton, account executive, KTUL-TV Tulsa, Okla., appointed manager of new Dallas office of Telerep Inc. **Gene Doss**, account executive, WSB-TV Atlanta, named to similar position in Telerep's Atlanta office.

Lois Korey, senior VP, executive creative director, Needham, Harper & Steers Advertising, New York, assumes sole responsibility for creative operations, NH&S, New York. **Thomas J. Reilly** and **John W. Scott Jr.**, associate creative directors, NH&S, Chicago, elected VP's.

Jack Porray, account executive, KOLO-TV Reno, named general sales manager, KGNS-TV Laredo, Tex.

Andre Ranney, account supervisor, Gardner Advertising, St. Louis, elected VP.

John Kaiser, account manager, Ketchum, MacLeod & Grove, Pittsburgh, elected VP-account service.

Margaret Sala, casting director, Doyle Dane Bernbach, New York, elected VP.

Al Mandel, formerly president of own marketing and advertising company, named executive VP, Universal Advertising, Rosemont, Ill.

David A. Weitzner, formerly VP-advertising, ABC Pictures Corp., New York, named VP-general manager, entertainment/leisure division, Grey Advertising, New York.

Ruth Downing Karp, VP and group creative supervisor, J. Walter Thompson Co., New York, elected senior VP.

Lawrence J. Muller, partner, Warren, Muller, Dolobowsky, New York, until retirement three years ago, joins I. M. Towers & Co., New York market development specialists, as executive VP and creative director.

Barbara Carlson, with Lee King & Partners, Chicago, named broadcast group supervisor.

Tom Whitesell, executive producer-sales representative, EUE/Screen Gems, New York, elected VP.

Derrill Peabody, local sales manager, KCMO(AM) Kansas City, Mo., named to same post, WDAF(AM) there.

Raymond J. Maloney Jr., VP-assistant to president, BBDO, New York, named director of agency's new office of public affairs.

Charles L. Howell, formerly general sales manager, KTBC-TV Austin, Tex., joins KVUE(TV) Austin as sales consultant.

Clancy Strock, creative director, Barrickman Advertising, Kansas City, Mo., joins Vanguard Communications, subsidiary of Gardner Advertising, St. Louis, in marketing.

Dave Bartels, creative director and executive VP, Admark, Minneapolis, joins Clinton E. Frank, Chicago, as art director.

Lee Zimmerman, with WBEN-AM-FM Buffalo, named to newly created position of director, creative services department.

Programing

Margaret Ann Loesch, production manager, on-air advertising department, ABC-TV Los Angeles, named manager, children's programs, NBC-TV Burbank, Calif.

Stephen J. Scheffer, executive VP, Polydor Inc., New York-based record company, named president and chief execu-



Scheffer

Tabakin

tive officer of National Telefilm Associates Inc., Los Angeles. Mr. Scheffer, also has served in executive capacities at MGM and Columbia Pictures. He succeeds **Bernard Tabakin** as NTA president. Latter continues as president of World Entertainment Corp., NTA subsidiary.

Amy McCombs, program manager, WJXT(TV) Jacksonville, Fla., named program manager, WFSB-TV Hartford, Conn.

Elizabeth Hayter, manager of planning, WCAU-TV Philadelphia, named director of programing.

Jim Dillman, announcer, KMRN(AM) Cameron, Mo., named program director.

Simon Trane, formerly on air, WRC-AM-FM Washington, named program director, WEAM(AM) Arlington, Va.

Hal Widsten, program manager, KGW-TV Portland, Ore., and KING-AM-FM Seattle, named manager, KING Audio Production Center, succeeding **Jerry Thompson**, who resigned. **Al Mason**, program director, KGW-TV, named to same post, KING-AM-FM.

Bo Donovan, national program director, Sterling Recreation Organization, assumes additional duties as assistant manager and program director, Sterling's KSJO-FM San Jose, Calif.

Mary Ann Parks, producer-hostess of *Romper Room* on KTVU(TV) San Francisco, named children's program coordinator at station.

William X. Dunne, director-producer, Aviscom Corp., New York, joins staff of Survival Anglia Ltd., New York, in film production and sales.

Kenneth A. Trinkle, production manager, KPLR-TV St. Louis, joins WLWC(TV) Columbus, Ohio, as production manager. **Richard O'Dell**, production manager, WDXR-TV Paducah, Ky., joins WLWC as producer-director.

Paul M. Schulman, VP of Advanswers Media/Programing Inc., New York, elected senior VP.

Dave Willingham, reporter and sports producer, WCKT(TV) Miami, named sports anchorman.

Mike Phillips, on staff of KXEL-AM-FM Waterloo, Iowa, named music director, succeeding **Jake Edwards**, who will assume duties in sports programing.

Bill Hudson, VP and creative director, TM Programing, Dallas, has resigned to form own company, specifics of which are to be announced.

T. Morgan, air personality, WMMR(FM) Philadelphia, named program director, replacing **Jerry Stevens**, who resigns to form own production company.

Carey Winfrey, executive producer, non-commercial WNET(TV) New York's *Behind the Lines* series, named to similar duties for station's national series, *Assignment America*. He replaces **A. H. Perlmutter**, who joined NBC Television as VP for news documentaries (BROADCASTING, Jan. 27).

William L. Heyman, program attorney, ABC Entertainment, Los Angeles, named associate director of contracts.

Broadcast Journalism

Ike Pappas, CBS News Chicago correspondent, named Pentagon correspondent, filling position vacated some months ago by **Bob Schieffer**, now CBS White House correspondent. **Bob McNamara**, general assignment reporter, CBS News, New York, named to similar position in network's Bonn bureau, succeeding **John Sheehan**, named Cairo bureau chief, CBS News.

Daniel Abernathy, former news director, WXLO(FM) New York, joins Bartell Media Corp. in newly created position of national news director. **Steve Hammill**, news director, WPEZ-FM Pittsburgh, named to same post, Bartell's WMYQ(FM) Miami.

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Rick Fetherston, acting news director, WISC-TV Madison, Wis., named news director.

Robert Schaefer, former news director, WWL-TV New Orleans, rejoins KMOX-TV St. Louis as director of news.

Clark Booth, sports reporter, WBZ-TV Boston, joins WCVB-TV Boston as reporter.

Jim Scott, news staff, KDKA-AM-FM Pittsburgh, Pa., named news reporter, WTAE-TV Pittsburgh.

J. Michael Dieffenbach, formerly news writer, WMAL-TV Washington, named northern Colorado correspondent, KBTU-TV Denver.

Judy Woodruff, co-anchorwoman, WAGA-TV Atlanta, named NBC News correspondent, based in Atlanta.

Doug Stone, formerly news director, WTRF-FM-TV Wheeling, W. Va., named public affairs director and news specialist.

Charlene Mitchell, general assignment reporter, WBAL-TV Baltimore, joins WMAL-TV Washington in same position.

Don Shelby, acting news director, WCIV-TV Charleston, S.C., named manager of news and public affairs. **Carroll Godwin**, news director, WCSC-TV Charleston, joins WCIV-TV as anchorman.

Henry (Chip) Whitmore, formerly staff announcer, WEEI-FM Boston, becomes reporter-anchorman for WEEI-AM-FM.

Caroline Rooney, with KBEA(AM) Mission, Kan., and **Rod Fowler**, with WIBW-AM-FM-TV Topeka, Kan., both join news staff, WDAF(AM) Kansas City, Mo.

Roger Cooper, news director, WREC(AM) Memphis, named broadcast editor, Associated Press, Nashville.

Dick Gilbert, pilot and traffic reporter, WHAS-AM-FM Louisville, Ky., was awarded Pilot of the Year Award from Helicopter Association of America for tracking tornado that devastated parts of Kentucky and Indiana, April 3, 1974.

Cable

Walter Baxter, with Jackson Communication Corp., Clayton, Ohio, elected executive VP.

Par G. Peterson, in various positions with

Teleprompter, El Paso, named regional engineer, Continental Cablevision of Ohio Inc., Findlay, Ohio. **Willis H. Geyer Jr.**, formerly with public accountants firm, named regional controller, Continental Cablevision of Ohio.

Robert P. McGee, director of budgeting, forecasting and financial analysis, CBS Records Division, CBS Inc., New York, joins Teleprompter Corp., New York, as assistant controller.

Equipment & Engineering

George W. Sullivan, VP-general manager, Collins Telecommunications Equipment Division, Cedar Rapids, Iowa, named VP-general manager, transmission and switching systems division, Collins Radio Group, Rockwell International Corp., Dallas.

Bob Martin, studio supervisor, KNTV(TV) San Jose, Calif., named assistant chief engineer.

Allied Fields

Elmer W. Lower, VP-corporate affairs, ABC Inc., New York, elected to board of International Council of National Academy of Television Arts and Sciences.

Gary Rollins, director of marketing, Astrodomain Corp., Houston, appointed director of Houston Astros broadcasting and marketing in charge of 33-station radio network and 23-station TV network keyed by KPRC-AM-TV Houston.

Joan Ganz Cooney, president and trustee, Children's Television Workshop, member of National News Council and trustee of Mayo Foundation and Educational Broadcasting Corp., named a director, Xerox Corp., New York.

Howard Berk, VP of operations, Madison Square Garden Inc., New York, named VP of marketing, National Basketball Association, New York.

Alvin C. Reznik, manager of news operations and assistant news director, WGN-AM-TV Chicago, joins public relations firm of Allen Rafalson Associates, Chicago, as VP-public affairs.

Bruce W. Bertsch, student director, Kansas Midwestern School of Broadcasting, Wichita, Kan., named assistant manager.

Peter Goelet, underwriter of newsletter, *The Viewer*, for 18 years before suspending publication three years ago, has announced revival of newsletter, to review TV programming and commercials.

Deaths



Secondari

John H. Secondari, 55, TV documentary producer and news executive and correspondent with ABC and earlier, with CBS as head of its Rome bureau, died of heart attack in Memorial hospital, New York, on Feb. 8. After serving as chief, ABC-TV Washington news bureau, he organized ABC-TV's first documentary unit in 1961. As executive producer for special projects he produced more than 80 documentaries for *Close-Up* and *The Saga of Western Man* series. Since 1969 Mr. Secondari had headed own TV production company with his wife, former Helen Jean Rogers, and was involved recently in producing bicentennial series, *From Sea to Shining Sea*. He is survived by his wife; son, John Jerry, and daughter, Linda Helen.

Louis B. Lee, 63, president-owner, WSCB(AM)-WXRT(FM) Chicago, died Feb. 6 in San Diego of heart attack. He is survived by his wife, Laura, and two sons.

Alvin E. Unger, 63, VP-domestic sales, Warner Bros. Television, Los Angeles, died of cancer at his home in Los Angeles Feb. 6. Mr. Unger began broadcast career with the Frederic Ziv organization in 1939, becoming VP-sales, and then VP-Chicago for Ziv Television. He was sales VP for Television Personalities Inc., then VP-syndication, Independent Television Corp. He joined Warner Bros. Television in 1970. He is survived by his wife, Suzanne, son, Michael, daughter, Mrs. Holly Conway.

Albert O. Hardy, 59, director of broadcasting and recording department, International Brotherhood of Electrical Workers, Washington, died Feb. 11 at Maryland general hospital, Olney, of complications following ruptured aneurysm. Mr. Hardy was earlier with WKBN(AM) Youngstown, Ohio and WTOP(AM) Washington and served on FCC Committee for Full Development of All-Channel Broadcasting. He is survived by his wife, Martha, and four children.

Burke Ormsby, 64, director, special projects, KGTU(TV) San Diego, died Feb. 5 of gastrointestinal complications. He started in radio in Takoma, Wash., in 1940's, was program director of KGTU for 16 years (1957-1973). He is survived by his wife, Mary.

Martyn Green, 75, English actor whose name was synonymous with Gilbert and Sullivan operettas, died Feb. 8 in Hollywood of blood infection. In his later years he appeared on such TV shows as *Omnibus*, *Bell Telephone Hour*, and *Hallmark Hall of Fame*. He is survived by his wife, Yvonne Chauveau, and daughter.

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As compiled by BROADCASTING, Feb. 3 through Feb. 7 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV application

■ Crossville, Tenn.—Cumberland Television Co. seeks ch. 55 (716-722 mhz); ERP 16.6 kw vis., 3.7 kw aur. HAAT 1,148 ft.; ant. height above ground 230 ft. P.O. address: Box 591, Crossville 38555. Estimated construction cost \$28,500; first-year operating cost \$40,000; revenue \$52,000. Legal counsel none; consulting engineer none. Principal: Edward M. Johnson (100%) is general manager and 49% stockholder of WCSV(AM) Crossville. Ann. Feb. 4.

TV action

■ *Wausau, Wis.—State of Wisconsin Educational Communications Board. Broadcast Bureau granted UHF ch. 20 (506-512 mhz); ERP 1,202 kw vis., 240 kw aur. HAAT 987 ft.; ant. height above ground 644 ft. P.O. address: 732 North Midvale Boulevard, Madison, Wis. 53705. Estimated construction cost \$826,254; first-year operating cost \$348,600; revenue none. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer W. J. Kessler Associates, Gainesville, Fla. Principals: Anton J. Moe, executive director, et al. (BPET-456). Action Jan. 22.

AM start

■ WRGI Marco Island, Fla.—Authorized program operation on 1510 khz, 1 kw, DA-D. Action Jan. 27.

AM licenses

Broadcast Bureau granted following licenses covering new stations:

- KINC Independence, Calif., Mt. Whitney Broadcasters (BL-13851). Action Jan. 31.
- WKDC Elmhurst, Ill., Dupage County Broadcasting (BL-13808). Action Jan. 31.
- WQBX Blacksburg, Va., Radio Montgomery (BL-13791). Action Jan. 31.

FM applications

■ Stockton, Calif.—Barnes Enterprises seeks 100.1 mhz, 3 kw., HAAT 262 ft. P.O. address: 5635 Stratford Circle, Stockton 95207. Estimated construction cost \$38,215; first-year operating cost \$47,520; revenue \$60,000. Format: C&W. Principals: John B. Jacobs and Robert L. Eubanks (both 50%) own KWG(AM) Stockton. Ann. Jan. 31.

■ Jensen Beach, Fla.—Lord & Rowland Radio seeks 107.1 mhz, 3 kw., HAAT 293 ft. P.O. address: 932 E. Ocean Blvd., Stuart, Fla. 33494. Estimated construction cost \$41,600; first-year operating cost \$104,019; revenue \$72,000. Format: MOR. Principals: Robert L. Lord, singer-entertainer and owner of real estate company, and Marshall W. Rowland, 50% stockholder of WQIK-AM-FM Jacksonville and WQYK-AM-FM Tampa and St. Petersburg, all Florida (50% each). Ann. Feb. 4.

■ *East Gary, Ind.—Open Media Corp. seeks 90.5 mhz, 21.3 kw, HAAT 636 ft. P.O. address: 600 W. Fullerton Parkway, Chicago 60614. Estimated construction cost \$213,709; first-year operating cost \$63,714. Principal: Mitchell A. Lieber, president. Ann. Feb. 7.

■ *Columbus, Miss.—Golden Triangle Educational Media Corp. seeks 90.9 mhz, 10 w. P.O. address: 616 Third Ave., S., Columbus 39701. Estimated construction cost \$700; first-year operating cost \$3,000. Principal: David P. Coughlin, treasurer. Ann. Feb. 4.

■ *Lawrence township, N.J.—Lawrence Township Board of Education seeks 89.7 mhz, 10 w. P.O. address: 2525 Princeton Pike, Trenton, N.J. Estimated construction cost \$1,400; first-year operating cost \$1,000. Principal: Michael Angelotti, director of media. Ann. Feb. 4.

■ *Lawrence Township, N.J.—Rider College Board of Trustees seeks 90.3 mhz, 10 w. P.O. address: 2083 Lawrenceville Rd., Trenton, N.J. 08602. Estimated construction cost \$2,095; first-year operating

cost \$7,137. Principal: R. Gordon Graves, audiovisual director. Ann. Feb. 5.

■ Freeland, Pa.—Mountain Broadcasting seeks 103.1 mhz, 400 w., HAAT 730 ft. P.O. address: 1730 M St., Suite 910, Washington 20036. Estimated construction cost \$33,200; first-year operating cost \$48,000; revenue \$55,000. Format: C&W. Principals: Robert L. Purcell and Earl Judy Jr. (both 50%). Washington consulting engineers, are applicants for FM in Fairmont, W. Va. Mr. Purcell has interest in WBZY(AM) New Castle, Pa. and WCBX(AM) Eden, N.C. Ann. Feb. 4.

■ Amarillo, Tex.—J. W. Brauer seeks 101.9 mhz, 100 kw, HAAT 1,426 ft. P.O. address: 4805 McKinney, #106, Dallas 75205. Estimated construction cost \$70,428; first-year operating cost \$15,600; revenue \$38,000. Format: upbeat pop and jazz. Principal: Mr. Brauer (100%), former owner of KOKL(AM) Okmulgee, Okla., is applicant for cable certificate of compliance at Homer, La. Ann. Feb. 4.

FM action

■ Jacksonville, Ala.—Broadcast Bureau granted Board of Trustees Jacksonville State University 91.9 mhz, 10 w. HAAT 246 ft. P.O. address: Box 124, Jacksonville 36265. Estimated construction cost \$16,356; first-year operating cost \$20,267. Principal: Michael D. Sandefer, business manager (BPED-1851). Action Feb. 3.

FM starts

■ WVEL Fayette, Ala.—Authorized program operation on 98.1 mhz, ERP 50 kw, HAAT 360 ft. Action Jan. 28.

■ WWWW Columbus, Ind.—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 28.

■ *KOMR St. Louis—Authorized program operation on 89.3 mhz, TPO 10 w. Action Jan. 22.

■ *WBXL Baldwinville, N.Y.—Authorized program operation on 90.5 mhz, TPO 10 w. Action Jan. 22.

■ WVST Bolivar, Tenn.—Authorized program operation on 96.7 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 23.

■ *KCED Centralia, Wash.—Authorized program operation on 91.3 mhz, TPO 10 w. Action Jan. 22.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ KZZZ Kingman, Ariz., Sun Mountain Broadcasting (BLH-6476). Action Jan. 22.

■ KLYR-FM Clarksville, Ark., Roy Forrester (BLH-6474). Action Jan. 22.

■ KIOQ-FM Bishop, Calif., Inyo-Mono Broadcasting Co. (BLH-6473). Action Jan. 22.

■ *KSMC Moraga, Calif., Associated Students of Saint Mary's College of California (BLED-1316). Action Jan. 31.

■ KPGA Pismo Beach, Calif., James M. Strain (BLH-6503). Action Jan. 22.

■ WWSA Waynesboro, Ga., Burke Broadcasting Corp. (BLH-6489). Action Jan. 22.

■ KAOI Wailuku, Hawaii, Kirk Monroe (BLH-6259). Action Feb. 4.

■ WLFQ Crawfordsville, Ind., WCVL Inc. (BLH-6275). Action Feb. 4.

■ WKCB-FM Hindmand, Ky., Knott County Broadcasting Corp. (BLH-6508). Action Jan. 22.

■ WFIA-FM Louisville, Ky., Radio 900 (BLH-6453). Action Jan. 22.

■ KPCG Joplin, Mo., Pentecostal Church of God of America (BLH-6480). Action Jan. 22.

■ KALS Kalispell, Mont., North Valley Broadcasting Enterprises (BLH-6460). Action Jan. 22.

■ KASK Las Cruces, N.M., Logan D. Matthews (BLH-6493). Action Jan. 22.

■ KBAT Midland, Tex., KWEL Inc. (BLH-6490). Action Jan. 22.

■ KXIQ Bend, Ore., Juniper Broadcasting (BLH-6504). Action Feb. 4.

■ KLOO-FM Corvallis, Ore., KLOO Inc. (BLH-5805). Action Feb. 4.

■ *KGRG Auburn, Wash., Green River Community College (BLED-1330). Action Feb. 4.

Ownership changes

Applications

■ WARI-AM-FM Abbeville, Ala. (AM: 1480 khz, 1 kw-D; FM: 94.3 mhz, 3 kw)—Seeks transfer of control of Abbeville Radio Inc. from Arthur L. Harris (100% before; none after) to James K. Sanders III (none before; 100% after). Consideration: \$100,000. Principal: Mr. Sanders is former principal stockholder of WEIZ(FM) Phenix City, Ala. Ann. Feb. 6.

■ KAWT(AM) Douglas, Ariz. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hillcrest Broadcasting Co. to A. Russel and Roberta G. Walker for \$137,600. Sellers: Herb and Jacqueline Newcomb (100%). Buyers: Mr. Walker is vice president of Savalli Gates, station representatives. Mrs. Walker is former announcer at WMBH(AM) Joplin, Mo. Ann. Feb. 6.

■ WAVS(AM) Fort Lauderdale, Fla. (1190 khz, 5 k, DA-D)—Seeks assignment of license from Lauderdale Broadcast to Radio WAVS Inc. for \$375,000. Seller: Gordon Sherman, president. Buyers: Jordan E. Ginsberg, building management company owner; Roy H. Bresky, ophthalmologist; Jordan S. Cohen, owner of real estate company (33% each); et al. Ann. Feb. 6.

■ WCCF-AM-FM Punta Gorda, Fla. (AM: 1580 khz, 1 kw-D; FM: 92.7 mhz, 3 kw)—Seeks transfer of control of Charlotte County Broadcasting Co. from John C., Mary E. and Ralph W. Lotz (100% before; none after) to Reinhard Broadcasting Co. (none before; 100% after) for \$350,000. Principals: John C. Lotz family has interests in printing company in Punta Gorda. Reinhard principals are Robert Reinhard and his sister Mrs. John Stanley (58.8% together). Mr. Reinhard was formerly sales manager at WOMC(FM) Detroit. Ann. Feb. 6.

■ WMMN(AM) Fairmont, W. Va. (920 khz, 5 kw, DA-N)—Seeks assignment of license from Marja Broadcasting Corp. to Marion Broadcast Corp. for \$850,000. Seller: Marja Broadcasting, Frank J. Lee, vice president, owns WDNE(AM) Elkins, W. Va. Buyers: Robert Levine (45%), Jack Goldfarb and Paul M. Friedberg (both 22%), et al. Mr. Levine is major stockholder of West Virginia scrap processing company. Mr. Goldfarb is major stockholder of electric supply company and Mr. Friedberg is Charleston, W. Va., attorney. Ann. Feb. 6.

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Summary of broadcasting

FCC tabulations as of Dec. 31, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,406	2	24	4,432	45	4,477
Commercial FM	2,576	0	60	2,636	160	2,796
Educational FM	688	0	29	717	104	821
Total radio	7,670	2	113	7,785	309	8,094
Commercial TV	702	1	8	711	33	757
VHF	508	1	4	513	5	520
UHF	194	0	4	198	28	237
Educational TV	227	0	14	241	8	253
VHF	91	0	4	95	3	99
UHF	136	0	10	146	5	154
Total TV	929	1	22	952	41	1,010

* Special temporary authorization

** Includes off-air licenses

Actions

- **KIRV(AM)** Fresno, Calif. (1510 khz, 500 w-D)—Broadcast Bureau granted assignment of license from KIRV Radio Inc. to New Life Enterprises for \$147,500. Seller: Henry Nagel Jr., president. Buyers: Dan W. Janitz, Dennis L. Klassen and N. James Patterson Jr. (33 1/3 each). Mr. Janitz owns bookstore and film library in Fresno; Mr. Klassen is sales representative at KRDU(AM) Dinuba, Calif., and Mr. Patterson was station manager of KBIF(AM) Fresno. FCC dismissed petition opposing assignment filed by Cascade Broadcasting Corp., proposed purchaser of KBIF (BAL-8224). Action Jan. 29.
- **WKY-AM-FM** Evansville, Ky. and **WEZK(FM)**-**WTVK(TV)** Knoxville, Tenn.—Broadcast Bureau granted involuntary acquisition of positive control of South Central Broadcasting Corp. by John David Engelbrecht, individually and as personal representative of estate of John A. Engelbrecht (40.1% before; 79.7% after) (BTC-7646). Action Jan. 22.
- **WGRK(AM)** Greensburg, Ky. (1550 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Veer Broadcasting Co. from Robert L. Towers (50% before; none after) to James M. Hay (50% before; 100% after). Consideration: \$17,000. Principals: Mr. Towers moved from area. Action Jan. 22.
- **WYLD(AM)** New Orleans (940 khz, 10 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from Rounsaville of New Orleans Inc. to Peterson Broadcasting Corp. Consideration: \$970,000. Seller: Robert W. Rounsaville (100%) owns **WFUN(AM)** South Miami, **WDAE-AM-FM** Tampa, **WBWJ(AM)** Winter Park, **WBWJ-FM** Orlando and **WMBR(AM)** Jacksonville, all Florida. **WCIN(AM)** Cincinnati and **WVOL(AM)** Berry Hill, Tenn. Buyer: Jon C. Peterson (100%) has interests in outdoor advertising, electric sign manufacturing and camp ground in Orlando area. He recently sold **WETO(AM)** DeLand, Fla. (BAL-8273). Action Jan. 22.
- **WKAL-AM-FM** Rome, N.Y.—Broadcast Bureau granted transfer of control of Maurer Broadcasting Corp. from J. B. Maurer (64% before; 25% after) to wife, Ruth W. Maurer (none before; 25% after); son, W. J. Maurer, and daughter, Marilyn LaSpina (none before; each 5% after). Action Jan. 22.
- **KVKM(AM)** Monahans, Tex. (1330 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Land of Sun Broadcasters to Monahans Broadcasting Co. for \$130,000. Sellers: J. Ross and Merle Rucker and Bertha Jenness Bond. Buyers: Mr. and Mrs. William W. Jamar Jr. (100%) own **KBWD(AM)** Brownwood, Tex. and have interest in Texas advertising firm (BAL-8231). Action Jan. 22.
- **WKYG-AM-FM** Parkersburg, W. Va.—Broadcast Bureau granted transfer of control of Community Broadcasting Service from Fahlgren & Associates (100% before; none after) to its individual stockholders. No consideration (BTC-7658). Action Jan. 24.

Facilities changes

TV actions

- **WCEE-TV** Freeport, Ill.—Broadcast Bureau granted mod. of CP to make changes in transmitting equipment (BMPCT-7570). Action Feb. 3.
- **WHO-TV** Des Moines, Iowa—Broadcast Bureau granted CP to install aux. trans. and ant. at location one mile south of Mitcheville, Iowa (BPCT-4801). Action Feb. 4.
- **WIBW-TV** Topeka, Kan.—Broadcast Bureau granted CP to change type of trans. (BPCT-4829). Action Feb. 3.
- **WSBA-TV** York, Pa.—Broadcast Bureau granted CP to make changes in ERP and ant. systems; ERP 724 kw (vis.); 72.4 kw (aur.); condition (BPCT-4809). Action Feb. 4.
- **WHTN-TV** Huntington, W. Va.—Broadcast Bureau granted mod. of CP to change ERP to 132 kw (vis.); 26.3 kw (aur.) and change type of trans. (BMPCT-7566). Action Feb. 3.

AM actions

- **WJAF** Clarksville, Ga.—Broadcast Bureau granted mod. of CP to change ant-trans. location to W. Water St., at city limits, Clarksville, change main studio location to 109 Washington St., Clarksville, and operate trans. by remote control from studio location (BMP-13908). Action Jan. 31.
- **WKYO** Caro, Mich.—Broadcast Bureau granted mod. of CP to increase ant. radiation (BMP-13921). Action Feb. 3.
- **KDWB** St. Paul—Broadcast Bureau granted CP to use present main day trans. as alt. night with 500 w (BP-19859). Action Jan. 31.
- **WDCR** Hanover, N.H.—Broadcast Bureau granted CP to install new aux. trans. with 250 w, and operate trans. by remote control from main studio location and second remote control point (BP-19844). Action Jan. 31.
- **WSLR** Akron, Ohio—Broadcast Bureau granted mod. of license covering change of main studio location to 369 S. Portage Path, Akron, and operate trans. by remote control from main studio location (BRC-3747). Action Jan. 31.
- **WCBG** Chambersburg, Pa.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from Lincoln Way W., on Radio Hill, Chambersburg, while using DA (BRC-3748). Action Jan. 31.
- **WCSV** Crossville, Tenn.—Broadcast Bureau granted mod. of CP to change nighttime trans. location to Miller Ave., Crossville; conditions (BMP-13922). Action Feb. 3.
- **KODA** Houston—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 4808 San Felipe Rd., Houston (BRC-3736). Action Jan. 31.

AM starts

- Following stations were authorized program operating authority for changed facilities on date shown: **KWOR** Worland, Wyo. (BP-19,812), Jan. 28; **WKBI** St. Marys, Pa. (BP-19,780), Jan. 27; **WLVA** Lynchburg, Va. (BP-19,585), Jan. 27.

FM action

- **WOVV** Fort Pierce, Fla.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 100 kw; ant. height 440 ft. (BMPH-14344). Action Jan. 31.

FM starts

- Following stations were authorized program operating authority for changed facilities on date shown: **KIOU** Corpus Christi, Tex (BPH-8214), Jan. 22; **KMOD** Tulsa, Okla. (BPH-9080), Jan. 24; **WAKW** Cincinnati (BPH-9030), Jan. 27; **WKSS** Hartford, Conn. (BPH-9217), Jan. 22; **WQFM** Milwaukee (BPH-9199), Jan. 28; **WVCD** Hazelton, Pa. (BPH-9207), Jan. 28; **WZEE** Madison, Wis. (BPH-8833), Jan. 28; **KOPN** Columbia, Mo. (BPED-1680), Jan. 23; **WAER** Syracuse, N.Y. (BPED-1858), Jan. 22, 1975.

In contest

Designated for hearing

- **Cape Coral, Fla., FM proceeding:** Dr. E. Paul Eder and C. C. Broadcasting, competing for 103.9 mhz (Docs. 20345-6)—Broadcast Bureau designated for hearing. Issues include which proposals would better serve public interest. Action Feb. 6.
- **Ripley, Miss., FM proceeding:** Country-Politan Broadcasting and Tippah Broadcasting Co., competing for 102.3 mhz (Docs. 20343-4)—Broadcast Bureau designated for hearing. Issues include financial and ascertainment issues against Tippah. Action Feb. 6.
- **Kilgore, Tex., FM proceeding:** Kilgore Broadcasting Co. and Radio Kilgore, competing for 95.9 mhz (Docs. 20341-2)—Broadcast Bureau designated for hearing. Factors include financial issue against Kilgore Broadcasting and ascertainment issues

against both Kilgore Broadcasting and Radio Kilgore. Action Feb. 6.

Case assignments

- Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:
 - **Crest Hill, Ill., FM proceeding:** Crest Hill Communications and Nelson Broadcasting Co., competing for 98.3 mhz (Docs. 20323-4)—Designated ALJ Chester F. Naumowicz Jr. as presiding judge, and scheduled hearing for April 21. Action Feb. 4.
 - **Fort Wayne, Ind., FM proceeding:** Temple Broadcasting Co., Tecumseh Broadcasting Corp. and Weber Broadcasting, competing for 103.9 mhz (Docs. 20329-31)—Designated ALJ Joseph Stirmer as presiding judge, and scheduled hearing for April 21. Action Feb. 4.

Procedural rulings

- **KCTY(FM)** Salinas and **KTRB(FM)** Modesto, both California, **facility changes proceeding:** JECO Inc. and Big Valley Broadcasting (Docs. 20275-6)—ALJ Walter C. Miller granted petition by Jeco for leave to amend its application to show that its president, director, and 100% stockholder, James E. Coyle, is currently engaged in negotiations to sell all his stock to Nathan McCulla and Arnold Schorr. Action Jan. 29.
- **Steamboat Springs, Colo., AM proceeding:** Big Country Radio and Steamboat Broadcasting Co., competing for 1230 khz (Docs. 20067-8)—Review board remanded proceeding to ALJ. Board added that summary decision by ALJ Jay A. Kyle Sept. 4, 1974, was inappropriate, and ordered hearing on Big Country's ascertainment. Ann. Feb. 5.
- **Iowa City, AM proceeding:** Braverman Broadcasting Co. and Johnson County Broadcasting Corp. (KXIC), Iowa City, competing for 800 khz (Docs. 19596-7)—FCC dismissed request by Braverman for clarifying order. FCC said meaning of its stay order was clear—it stays finality of any grant to Braverman authority to construct its proposed broadcast facility pending resolution of Johnson County's petition to enlarge issues. Action Feb. 4.
- **Fulton, Miss., FM proceeding:** Itawamba County Broadcasting Co. and Tombigbee Broadcasting Co., competing for 101.7 mhz (Docs. 19838-9)—ALJ James F. Tierney rescheduled hearing for Feb. 25. Action Feb. 4.
- **Quitman, Miss., FM proceeding:** A. C. Elliott Jr. and Melvin Pulley, competing for 98.3 mhz (Docs. 20196-7)—Review board added trans. tower site suitability issue against Melvin Pulley, in response to request by A. C. Elliott Jr. Action Feb. 4.
- **Carlisle, Pa., FM proceeding:** Cumberland Broadcasting Co. and WIOO Inc., competing for new FM (Docs. 19468), 19471)—Review board dismissed petition by Alexander Contract, former applicant for new FM in Carlisle, for reconsideration of Nov. 22, 1974, order denying request by WIOO Inc., that official notice be taken of criminal indictment of Contract for fraud. Board said that "since Contract is no longer party to this proceeding, his criminality or lack thereof is in itself of no consequence to Commission." Action Feb. 4.
- **WPMH(AM)** Portsmouth, Va., **license proceeding:** Chesapeake-Portsmouth Broadcasting Corp. (Doc. 19787)—FCC revised its July 25, 1973, order setting for hearing application of Chesapeake-Portsmouth for new license for WPMH. Action corrects errors and brings designation order into compliance with Communications Act. In 1973 designation order, FCC ordered Chesapeake-Portsmouth to assume burden of proof. FCC now said it believed scheme of rules requires Broadcast Bureau to bear both burden of proceeding with evidence and the burden of proving that there is new cause or circumstance which makes issuance of license against public interest. Action Jan. 29.

Dismissed

- **Avon Park, Fla., FM proceeding:** Tri-County Stereo and Morison Enterprises of Polk County, competing for 106.3 mhz (Docs. 20179-80)—ALJ Jay A. Kyle granted petitions by Tri-County and Morison Enterprises, and dismissed with prejudice application of Morison Enterprises for CP for new FM station in Avon Park. Action Jan. 28.
- **Brookhaven, Miss., FM proceeding:** Brookhaven Broadcasting Co. and 21st Century Broadcasters, competing for 92.1 mhz (Docs. 20145-6)—ALJ Byroq E. Harrison granted joint petition by Brookhaven and 21st Century filed Dec. 3; approved joint agreement with reimbursement to Brookhaven in amount of \$2,699.70; dismissed application of Brookhaven and retained in hearing status application of 21st Century. Action Feb. 3.

Joint agreement

- **Lake Charles, La., FM proceeding:** United Broadcast Industries, Dixie Broadcasters, Amalgamated Research and Development and D. J. of Lake Charles, competing for 103.7 mhz (Docs. 20114-7)—ALJ Byron E. Harrison granted joint petition by United, Amalgamated and DJ filed December 2, and joint petition by DJ and Dixie filed January 7; approved agreements and dismissed applications of United, Dixie and Amalgamated; and granted application of DJ, and terminated proceeding. DJ, of Lake Charles was granted 103.7 mhz, 100 kw. HAAT 441 ft. P.O. address: 2417 Shell Beach Dr., Lake Charles 70601. Esti-

Professional Cards

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<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St., N.W., 659-3707 Washington, D. C. 20036 <i>Member AFCEE</i></p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 <i>Member AFCEE</i></p>	<p>VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO <i>Member AFCEE</i></p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>
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<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 906 - 36th Ave. Seattle, Washington 98122 (206) 324-7860</p>	<p>Midwest Engineering Associates Consulting Engineers F. W. Hannel, P.E. BSEE; MSEE 7304 N. Oxford, Peoria, Ill. 61614 (309) 691-3426</p>	<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>	<p>John H. Battison Assocs. Consulting Broadcast Engineers AM-FM-TV-CATV-Microwave 10073 Echo Hill Drive Cleveland, Ohio 44141 216-526-3906</p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>CABLEDATA Accounts Receivable. Data Processing for Cable Television. P.O. Box 13040 / Sacramento, Ca. 95813 (916) 441-4760</p>	<p>SPOT YOUR FIRM'S NAME HERE To Be Seen by 120,000* Readers— among them, the decision making sta- tion owners and managers, chief engi- neers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>
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mated construction cost \$228,700; first-year operating cost \$60,000; revenue not given. Principal: Harold H. Stream III (100%) is manager of estate of J. G. Gray, Action Feb. 3.

FCC decisions

■ **Bisbee, Ariz.** FM proceeding: Wrye Associates and Bisbee Broadcasters (KSUN[AM] Bisbee), competing for 92.1 mhz (Docs. 19754-5)—FCC affirmed decision by its review board that granted Wrye Associates authorization to construct new FM at Bisbee. Board had determined that Wrye's proposed station staff, consisting of William F. Wrye and his wife Rose D., was adequate, and that there were sufficient funds to hire additional employees if needed. Action Jan. 28.

■ **WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha and KISN(AM) Vancouver, Wash., renewal proceedings:** Star Stations of Indiana, Central States Broadcasting and Star Broadcasting (all owned by Star Stations) (Docs. 19122-25)—FCC denied renewal applications for Indianapolis, Omaha and Vancouver stations owned by Star. FCC denied renewal applications because it said it found that serious misconduct occurred in operation of stations. FCC also granted competing application of Indianapolis Broadcasting for new AM in Indianapolis. Action Jan. 30.

■ **WCAW(AM) Charleston, W. Va. facility changes proceeding:** Capitol Broadcasting Corp., seeking increased power (Doc. 19580)—FCC denied application by Chemical City Broadcasting Co., licensee of WTIP(AM) Charleston, for review of review board action granting Capitol's application to increase power from 10 kw to 50 kw. Action Jan. 28.

Other actions

■ **WEKY(AM) Richmond, Ky.**—FCC granted application by Henkin Inc., for renewal of license for WEKY until Aug. 1, 1976, date Kentucky renewals expire. FCC said it had not found recurrence of false, misleading or deceptive advertising by WEKY which prompted short-term renewal action. Action Jan. 28.

■ **Mississippi and Louisiana**—FCC dismissed petition by Southern Media Coalition for reconsideration of FCC action denying Coalition extension of time to file petitions against renewal applications of 11 Mississippi and Louisiana stations. FCC denied request stating that Coalition had failed to give sufficient reasons justifying its request for extra time. Action Jan. 15.

■ **KOET(TV) Ogden, Utah**—License expired and call letters deleted; no renewal application filed. Ann. Feb. 4.

■ **KWCS-TV Ogden, Utah**—License expired, call letters deleted; no renewal application filed. Ann. Feb. 4.

■ **Martinsburg, W. Va.**—FCC stayed effectiveness of CP granted to Shenandoah Communications, for new AM on 740 khz at Martinsburg, pending resolution of first adjacent channel overlap with WPIK(AM) Alexandria, Va. Action Feb. 5.

Allocations

Petitions

FCC received following petitions to amend FM table of assignments (ann. Feb. 3):

■ **WJSB(AM)-WAAZ-FM Crestview, Fla.**—Seeks to assign ch. 243 to Crestview, and delete ch. 285A from Crestview (RM-2503).

■ **WDTM(AM) Selmer, Tenn.**—Seeks to assign ch. 288A to Selmer and substitute ch. 272A for ch. 288A at Ripley, Miss. (RM-2504).

■ **B. Rex Samford, Copperas Cove, Tex.**—Seeks to assign ch. 276A to Copperas Cove (RM-2505).

Rulemaking

Actions

■ **FCC reinstated last year's emergency pre-sunrise sign-on times** for approximately 2,300 qualifying AM stations from Feb. 23 to April 27. In reinstating temporary pre-sunrise authorization, FCC said such operation could not commence earlier than 6 a.m., must be appropriately logged and description of method used to reduce power to level specified entered in maintenance log (Doc. 19902). Action Feb. 4.

■ **FCC postponed to July 1, 1975, effective date for cancellation of waivers of sponsorship identification requirements** granted to several state broadcasters' associations operating under "Non-Commercial Spot Announcement" plans. Action Jan. 28.

■ **FCC amended its broadcast and cable TV rules to conform to new federal policy concerning broadcast and transmission of information on state lotteries.** Rule sections dealing with broadcast of lottery information were eliminated. FCC noted lottery is defined as "pooling of proceeds derived from sale of tickets or chances and allotting those

proceeds or parts thereof by chance to one or more chance takers or ticket purchasers." Action Jan. 30.

Translators

Applications

■ **Navajo Tribe, Chinle, Ariz.**—Seeks ch. 62, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2780). Ann. Feb. 4.

■ **Navajo Tribe, Red Rock, Ariz. and Newcomb, N.M.**—Seeks ch. 58, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2778). Ann. Feb. 4.

■ **Navajo Tribe, St. Michaels, Ariz.**—Seeks ch. 12, rebroadcasting KOOL-TV Phoenix (BPTTV-5239). Ann. Feb. 6.

■ **Navajo Tribe, Sawmill, Ariz.**—Seeks ch. 60, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2778). Ann. Feb. 4.

■ **Navajo Tribe, Window Rock, Ariz.**—Seeks ch. 63, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2781). Ann. Feb. 4.

■ **City of Linn, Linn, Kan.**—Seeks ch. 8 rebroadcasting KTSB Topeka, Kan. (BPTTV-5238). Ann. Feb. 5.

■ **Monument T.V., Salt Creek Community, Mont.**—ch. 10, rebroadcasting KFBB-TV; ch. 12, rebroadcasting KRTV, both Great Falls, Mont. (BPTTV-5232-3). Ann. Feb. 4.

■ **Navajo Tribe, El Huerfano and Nagezi, N.M.**—Seeks ch. 69 rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2784). Ann. Feb. 4.

■ **Navajo Tribe, Ramah, N.M.**—Seeks ch. 55, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2777). Ann. Feb. 4.

■ **Navajo Tribe, Tohatchi, N.M.**—Seeks ch. 66, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2782). Ann. Feb. 4.

■ **Cedar Mountain Communications, Glen Canyon City, Utah and Wahweap, Ariz.**—Seeks ch. 12, rebroadcasting KSL-TV Salt Lake City (BPTTV-5231). Ann. Feb. 4.

■ **Navajo Tribe, Navajo Mt., Utah and Inscription House, Ariz.**—Seeks ch. 61, rebroadcasting KOAI Flagstaff, Ariz. (BPTT-2785). Ann. Feb. 6.

■ **Navajo Tribe, Navajo Mountain, Utah and Page, Ariz.**—Seeks ch. 67, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2783). Ann. Feb. 4.

■ **T. V. Improvement District #1 of King County, Baring, Wash.**—Seeks ch. 2, rebroadcasting KIRO-TV; ch. 10 rebroadcasting KOMO-TV; ch. 12, rebroadcasting KING-TV, all Seattle (BPTTV-5234-6). Ann. Feb. 4.

Cable

Application

Following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 3 (stations listed are TV signals proposed for carriage):

■ **Sammons Communications, 213 W. Lawrence, Russellville, Ala. 35653,** for Sylmar, Calif. (CAC-4699); Requests certification of existing CATV operations.

■ **Savannah TV Cable Co., 5515 Abercorn St., Savannah, Ga. 31405** for Savannah (CAC-4691), Port Wentworth (CAC-4692), Garden City (CAC-4693), Thunderbolt (CAC-4694) and Chatham county (CAC-4695), all Georgia; Add WEBA-TV Allendale, S.C.

■ **Hawkeye Communications, 8611 Hickman Rd., Des Moines, Iowa 50322,** for Corning, Iowa (CAC-4698); KETV, KMTV, KYNE-TV, WOW-TV Omaha; KUON-TV Lincoln, Neb.; KDIN-TV, KCCI-TV, WHO-TV Des Moines; WOI-TV Ames, Iowa; KQTV St. Joseph, Mo.; KBMA-TV Kansas City, Mo.

■ **Owensboro Cablevision Co., Box 371, Owensboro, Ky. 42301,** for Daviess county, Ky. (CAC-4712); Add WTTV Bloomington, Ind. and delete WDXR-TV Paducah, Ky.

■ **Warner Cable of Atchison County, 75 Rockefeller Plaza, New York 10019,** for Fairfax Mo. (CAC-4713); Requests certification of existing CATV operations.

■ **Catskill Mt. Video, 104 Main St., Stamford, N.Y. 12167,** for Hobart, N.Y. (CAC-4697); Requests certification of existing CATV operations.

■ **MBS Cable TV, 1811 Blvd. of Allies, Pittsburgh 15219,** for Garrettsville Ohio (CAC-4696); WCTE, WVIZ-TV, WEWS, WJW-TV, WKBF-TV, WKYC-TV Cleveland; WUAB Lorain, Ohio; WAKR-TV, WCOT-TV Akron, Ohio; WFMJ-TV, WKBN-TV, WYTV Youngstown, Ohio; WJAN Canton, Ohio; WNEO-TV Alliance, Ohio; WPGH-TV, WQED Pittsburgh.

■ **New Freedom Cable TV, Stewartstown Cable TV and Shrewsbury Cable TV, 2661 Garfield Ave., Silver Spring, Md. 20910,** for New Freedom borough (CAC-4708), Stewartstown borough (CAC-4709) and Shrewsbury (CAC-4710), all Pennsylvania; Add

WPHL-TV Philadelphia and delete WDCA-TV Washington.

■ **Railroad Cable TV, 2661 Garfield Ave., Silver Spring, Md. 20910,** for Railroad, Pa. (CAC-4706); Add WPHL-TV Philadelphia.

■ **Warner Cable of Warren, 75 Rockefeller Plaza, New York 10019,** for Warren borough (CAC-4700), Glade township (CAC-4701), Meade township (CAC-4702), Conewango township (CAC-4703), Pine Grove township (CAC-4704) and Pleasant township (CA-4705), all Pennsylvania; Add WJET-TV Erie, Pa.

■ **Kingsville Cable Television Corp., Box 2327, Harlingen, Tex. 78550,** for Bishop (CAC-4714) and Kingsville (CAC-4715), both Texas; KIII, KRIS-TV, KZTV, KEDT Corpus Christi, Tex.; KHTV Houston; KWEX-TV San Antonio, Tex.; XEFB-TV, XET Monterrey, Mexico; XERV Reynosa, Mexico.

■ **Athena Cablevision Corp., of Corpus Christi, Drawer E, Corpus Christi, Tex. 78401,** for Corpus Christi, Tex. (CAC-4707); Add XHAB-TV Matamoros, Mexico; XEFB-TV Monterrey, Mexico.

■ **Alice Cable Television Corp., 418 E. Main St., Alice, Tex. 78332,** for Falfurrias (CAC-4541), Alice (CAC-4542) and San Diego (CAC-4543), all Texas; Add XERV Reynosa, Mexico; XET Monterrey, Mexico and delete XHAB Matamoros, Mexico.

■ **Wentronics Inc., Box 3423, Tulsa, Okla. 74101,** for Moab, Utah (CAC-4690); Requests certification of existing CATV operations.

■ **Smyth Cable Co., Box 250B, Marion, Va. 24354,** for Smyth county, Va. (CAC-4711); WCYB-TV Bristol, Va.; WHIS-TV Bluefield, W. Va.; WSNV-TV Norton, Va.; WKPT-TV Kingsport, Tenn.; WOAY-TV Oak Hill, W. Va.; WJHL-TV Johnson City, Tenn.; WSJK-TV Sneedville, Tenn.

Certification actions

■ **CATV Bureau granted following operators of cable TV systems certificates of compliance:** Emco CATV, Stratton (CAC-3476), Stratton Mountain (CAC-3477), Birch Hill (CAC-3478) and Bondville (CAC-3480), all Vermont; Texas Telecable, Willis, Tex. (CAC-3978); Video Link of Washington County, Cokeburg (CAC-4188), Ellsworth (CAC-4189) and Bentleyville (CAC-4190), all Pennsylvania; Sullivan Cable Systems, Christopher, Ill. (CAC-4197); Cando Cable TV, Cando, N.D. (CAC-4231); Diversified Communications, Dixfield, Me. (CAC-4234); Staunton Video Corp., Staunton, Va. (CAC-4361); Warner Cable of Pecos, Pecos, Tex. (CAC-4399); Warner Cable of Coos County, Coos Bay (CAC-4405), North Bend (CAC-4406) and Eastside (CAC-4407), all Oregon; East Bank Cable TV, Harahan, La. (CAC-4467); Warner Cable of Elberton, Elberton, Ga. (CAC-4471); Wolverine Cablevision, Albion, Mich. (CAC-4474); Ceres Cable Co., Ceres, Calif. (CAC-4485) and unincorporated areas of Stanislaus county, adjacent to Ceres (CAC-4486); Chester County Broadcasting Co., East Fallowfield township, Pa. (CAC-4488); Community Antenna Systems, Council Grove, Kan. (CAC-4510).

■ **Fort McClellan, Ala.**—FCC granted certificate of compliance for Cablevision Co. of Anniston to continue its existing cable operations at Fort McClellan, located in Anniston, Ala., smaller television market. Cablevision was authorized to carry WSB-TV, WHAE-TV, WAGA-TV, WTCG, WXIA-TV, WATL-TV Atlanta; WBRG-TV *WBIQ, WAPI-TV, WBMG Birmingham; WHN1-TV, WAAV-TV Huntsville; and WHMA-TV Anniston, all Alabama (CAC-2798). Action Jan. 28.

■ **Polk county, Fla.**—FCC granted application for certificate of compliance of Teleprompter of Florida for its existing cable system in areas of Polk county contiguous to Haines City, Lake Hamilton, Dundee and Davenport, Fla. Teleprompter was authorized to delete WTCG Atlanta and to add WXIC-TV Miami (CAC-4108). Action Jan. 28.

■ **Madison county, Ill.**—FCC granted applications of Madison County Cablevision for certificates of compliance for new cable systems to serve unincorporated areas of Madison county, at Rosewood Heights, Oakwood Heights, Forest Homes and Cottage Hills, Systems, located in St. Louis major TV market, propose to carry KMOX-TV, KSD-TV, KTVI, KPLR-TV, KDNL-TV, *KETC St. Louis, WGN-TV, and WSNV-TV Chicago (CAC-4389-92). Action Jan. 28.

■ **New Jersey**—FCC granted applications of Clear Television Cable Corp. for certificates of compliance to begin cable service at South Toms River and boroughs of Pine Beach and Ocean Gate, which are located outside all TV markets. Clear Television proposed to carry WBSB-TV, WNBC-TV, WNEV-TV, WABC-TV, WOR-TV, and WPXI New York; KYW-TV WPVI-TV, WCAU-TV, WPHL-TV and WTAF-TV Philadelphia; *WNET and *WBTV-TV Newark; *WHYY-TV Wilmington; WKBS-TV Burlington, and *WJNT Trenton (CAC-3127, 3141, 3446). Action Feb. 4.

■ **Mountlake Terrace, Wash.**—FCC denied certificate of compliance application by Teleprompter of Mountlake Terrace for new cable system at Mountlake Terrace. In view of city council of Mountlake Terrace's failure to modify franchise agreement, FCC found that grant of Teleprompter's application would not be consistent with public interest (CAC-2893). Action Jan. 28.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

General manager for major market FM/AM. Opportunity for successful sales manager or salesperson to move into top spot in a top market. Box B-70, BROADCASTING.

Midwest major market 1,000 watt black daytime is looking for a qualified general manager. Highly competitive market. Sales and administrative ability a must. Some knowledge of FCC rules and regulations. Experience in radio a must. Box B-100, BROADCASTING.

Upper midwest full-timer in small market needs community-minded General Manager who is willing to grow with billing. Must believe in strong community involvement, local news, and must have sales abilities. Excellent hunting, fishing and snowmobiling, good schools, gorgeous country. Will not be a big paying job until gross goes up. Plenty of potential! If you want to leave the big city for the good life, I'd like to talk! Box B-151, BROADCASTING.

Director of Licensed FM Radio Station and teacher of broadcast courses, New York Metropolitan area university. Academic rank, salary commensurate with qualifications. Commercial/educational broadcast experience and M.A. required. Equal opportunity employer. Apply Box B-155, BROADCASTING.

Texas Coast Radio, Sales Manager, permanent opportunity, no drifters, send resume, track record, picture first letter to Box B-171, BROADCASTING.

WARO, Canonsburg, PA, needs a manager immediately. Predominantly religious format but also requires local sales effort for afternoon music segment. Salary plus commission. Write to Universal Broadcasting Corp., 310 Madison Ave., New York NY 10017 or call 212-661-6096.

Exciting opportunity for aggressive individual with radio, TV or advertising background and management ambitions. Small investment. Unusually large return. All inquiries completely confidential. Call 609-428-5170 or write Frank Lalli, 1287 Giel Avenue, Lakewood, OH 44107.

Help Wanted Sales

Account executive needed for highly regarded, community minded station in northeast city of 60,000. One of our salespeople earned \$26,000 last year; another earned \$22,000, plus liberal benefits and management that makes the job challenging and enjoyable. This is a permanent position. We are top rated, up-tempo MOR, very competitive and anxious to hear from applicants who can demonstrate a desire and track record to succeed. Convince us in your first letter. Box B-31, BROADCASTING.

Christian station looking for individual to announce and sell morning gospel program in a Top Ten market. Only one in the market so the possibilities are unlimited. Must have excellent credentials and a proven sales record. Box B-46, BROADCASTING.

Need aggressive, experienced salesperson to supervise efforts at Southwest 100,000 watt FM. Strongest signal in the state, new studios, new ownership, new opportunity. Salary plus commission. First year 12M+. Reply general manager, Box B-113, BROADCASTING.

Sales manager needed for medium market, eastern N.C. Full time AM. Great market, excellent opportunity. Must have previous sales record. Apply to Box B-148, BROADCASTING.

Salesperson-announcer wanted in that order. Earn good money with advancement. Send sales information, tape & picture to Radio KHAD, DeSoto, MO 63020.

Account executive for 50,000 watt FM contemporary station. Growth potential unlimited with group. Gary Gochal, WAAL, Box 997, Binghamton, NY 13901. 607-723-8989.

Florida Coastal station wants salesperson for expanded facility in big growth market. Salary, car expense and 20% commission. Great opportunity to make substantial income. Send resume Randolph Millar, WIRA-WOVV, Fort Pierce, FL, equal opportunity employer.

Aggressive salesperson in Central Pennsylvania to join WKOK AM/FM in Sunbury. Take over an active account list, develop new accounts. Benefits. Opportunity. Send resume with salary requirements to WKOK, Box 1070, Sunbury.

Help Wanted Sales Continued

Research salesperson, Washington marketing research firm. To take over marketing and sales of image and sales research to TV and radio stations. Experience in broadcast media needed and willing to travel. Base salary \$10-12,000 plus healthy commissions. Expenses paid. Send resume to Ms. Choate, 2205 Calif. St., N.W., Wash., D.C. 20008.

Fast track to management. Midwest chain to add salesperson, train, and vault to management. Small station background important. Expansion on drawing board. Resume, pic., facts. Box 1423, Sioux Falls, SD.

Help Wanted Announcers

Top 40 looking for jock with experience. East coast medium. Box B-125, BROADCASTING.

If you're a good all round staff person, capable of announcing, production, news, etc.; if you've been put out of work by industry cutbacks, if you can stand a thorough credit investigation and don't want an arm and leg for your services, you may be what we're looking for. Mid atlantic country music operation. No hippie types. Box B-146, BROADCASTING.

Solid, strong, mature voice for short air shift, M.O.R. station. Must have experience in news, strong production and copy writing. \$750 to start, more if super qualified. Garry Brill, KJNO, P.O. Box 929, Juneau, AK 99802.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Programing position open in Missouri. Format, news and information with some MOR. Prestige operation. Opportunity for advancement. KWIX Radio, Moberly, MO 65270. EOE.

Alaska's #1 station doesn't just want good jocks, we want good people. If you're an experienced air personality, dedicated to radio, our 50 kw country station wants to hear from you. Send tape, resume to Bill Brink, Operations Manager, KYAK, 2800 E. Dowling Road, Anchorage 99507. No collect calls. We're an Equal Opportunity Employer.

Warm personality needed as afternoon drive announcer for top MOR station, Portland, Oregon. Must be major market talent with 1st phone, able to keep news/easy listening music format flowing, and must be able to talk to adults. Top money for right person. Send tape/resume, Bob Reed, KYXI, Box 22125, Portland 97222.

Wanted. announcer with first ticket. WAMD, Aberdeen, Md. 21001.

Florida coastal station wants morning personality for top 100 rocker capable of acting also as music director. Must have over 2 years commercial experience. No floaters. No screamers. Send salary requirements, resume and tape Roscoe Bowersox, WIRA-WOVV, Fort Pierce, FL. Equal opportunity employer.

Personality and/or format jocks for number one station in market. Tapes and resumes to J. C. Smith, WJPS, Box 3636, Evansville, IN 47735.

Play by play sports announcer. Must also announce or sell. College level baseball. Mississippi State University, Joe Phillips, WSSO, Starkville, MS 39759, 601-323-1231.

Beautiful Music WWOM-FM, Albany, New York seeks all night staff announcer-newsperson. News and production background important. Tape and resume to: Don Nutting, Box 5146, Albany, NY 12205. EOE.

Good R&B announcers needed. Send pictures, tapes, resumes to Operations Manager, George Vinnett, WYLD Radio Station, P.O. Box 19124, New Orleans, LA 70179.

Christian station in one of the nation's major markets needs gospel music dee jay. See ad under "Help Wanted Sales."

Kentucky—immediate opening for versatile announcer. Sales pay additional to announcing. Top money for right individual. Don't write. Call 606-248-5842.

Help Wanted Technical

Chief engineer. Midwest, major market. Experienced FM "pro." Must be able to do it all. Complete details and salary requirement first letter. Box B-174, BROADCASTING.

Near St. Louis. Engineer-announcer strong on maintenance. Good facilities. Send resume. Box B-175, BROADCASTING.

Chief engineer needed who cares about maintenance, FCC regs., station sound. Who prefers adult work atmosphere. Who can handle class IV with remote control. Who looks for ways to improve operation. Most equipment new. Northeast medium market. \$12,000. Resume and references to Box B-182, BROADCASTING.

Help Wanted News

We need a first class news editor with minimum seven years broadcast news in major markets. The editor we need knows the backgrounds of all major stories and has a flair for the human interest and secondary stories as well. We demand a superior mind who thinks radio news, knows how to handle tape and assignment desks, both domestic and international. This is strictly editing, no air work. \$22,000 minimum plus top benefits. Send background letter, resume to Box B-95, BROADCASTING.

Newsperson/assistant news director. Large northeastern market needs talented, experienced, no-nonsense ambitious, probing broadcast journalist. Creative, progressive ability. Box B-142, BROADCASTING.

Florida coastal station wants news director to develop and operate 3 city, 3 county news department for 100 kw FM. Must have proven record. No floaters. Opportunity for advancement. Send salary requirements, resume and tape, Roscoe Bowersox, WIRA-WOVV, Fort Pierce, FL. Equal opportunity employer.

Dynamite news director and hardworking newsmen for stations WADO-New York, WDRQ-Detroit, WOKY-Milwaukee, WMYQ-Miami, KCBQ-San Diego, KSLQ-St. Louis. Daniel Abernathy, Bartell National News Director, 3500 N. Sherman Blvd., Milwaukee 53216.

Journalism, Dean of school. Appointment effective July 1, 1975. Position requires academic and professional experience in journalism; demonstrated administrative and classroom teaching ability. Earned doctorate preferred. Send letter, resume, before Feb. 21 to Lee Young, School of Journalism, University of Kansas, Lawrence 66045. An Equal Opportunity Employer.

Experienced news director, must dig, write, air strong local news, occasional sports. Starting salary \$110/wk. EOE. Tape, resume to Radio Box 70, Fort Knox, KY.

Help Wanted Programing, Production, Others

Top rated FM rocker, top 25 midwest market looking for program director. Tight format, progressive, applicants must have major market PD experience and desire to make money. Send resume, Box B-140, BROADCASTING.

Radio-TV-Film teacher wanted. Ph.D. and good teaching media experience preferred. Send letter and resume, by April 15, to Dean Rowland, Sch. of Journalism, Drake University, Des Moines, IA 50311.

Situations Wanted Management

Executive. Heavy experience all media. On and off air. Northeast only. Box B-131, BROADCASTING.

General manager wants right situation with solid company. Will give 110% to such a company. Strong background, industry and client references. Box B-149, BROADCASTING.

Attention absentee owners. Let cost conscious, seasoned broadcaster manage your small market station. Program, news, management and sales experience. Box B-160, BROADCASTING.

Big city gem wants country. Experienced Metro GM, strong on sales, programing and administration seeks challenge in suburban or rural market. Box B-172, BROADCASTING.

Christian manager looking for position with non-commercial Christian station. 12 years management experience. Prefer West Coast. Box B-189, BROADCASTING.

Seeking GM. Where both programing and sales matter. Medium market assistant-GM will move for small dollars if future offered. 716-285-8678 evenings.

Situations Wanted Management Continued

Manager who is salesman, engineer and automation consultant with 15 years experience in small, medium and large markets is selling interest in present station. Looking for another challenge. Not being pushed so all inquiries considered and answered. Gray Ingram, Box 1056, New Bern, NC 28560. 919-638-6667.

Situations Wanted Sales

Salesman-Pilot. Want to represent radio, TV, and CATV suppliers in Texas and Southwest. Perhaps combine with several to insure base of \$12,000, commission, per diem, aircraft expenses. Programming, marketing techniques, promotion, business management, brokerage, etc. Degree, 17 years radio-TV. Send detailed first proposal please. Box B-144, BROADCASTING.

Young, dynamic, well known New York Representative, radio and TV experience, seeks station sales management position. Outstanding sales record, best industry references and contacts. Box B-147, BROADCASTING.

Sales oriented management for small to medium market radio and/or TV. Mature, enthusiastic, experienced daily operations all departments. Multiple capabilities including first phone. Box B-157, BROADCASTING.

Salesman, first phone. Good all around radio man. Seeks stable radio group with possibility for management. Experience. Radio, direct, retail sales. Five figure income. Single, middle age. Box B-168, BROADCASTING.

Situations Wanted Announcers

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

Indiana Ohio. Currently afternoon drive communicator, cooker, heavy production, mature, looking for contemp/rock/Up-country. Box B-67, BROADCASTING.

Classical programmer, announcer looking for advancement. Experience also in network news editing, writing and broadcasting. Tape, resume on request. Box B-87, BROADCASTING.

Radio entertainer desires medium or major market position. I can make radio witty, fascinating and popular. I know where to find many interesting people for telephone interviews. Write Box B-111, BROADCASTING.

Believable, warm communicator on air/production. Enjoy life; audience knows it. 14 years experience. First. College. Married. Offer creativity, adult judgment, reliability, integrity. You? Box B-130, BROADCASTING.

MOR personality, 33, 3rd. \$9,880. South or west, Box B-133, BROADCASTING.

Four years as copywriter/continuity director with major chain, but now am infected with desire for jock job at FM progressive rock station. 27, some production, and a splendid talker. California sounds fine, but will go anywhere. I gotta start someplace, right? Box B-135, BROADCASTING.

Looking for advancement, 3rd class, 2 yrs. experience DJ, sportscaster, production. S.E. area emphasis on sports. All inquiries answered promptly. Box B-136, BROADCASTING.

First phone, medium market, 4 years experience, will relocate, play by play. Box B-137, BROADCASTING.

First phone experienced jock wants talk radio. Not "ha-ha" funny. Sarcastic, but warm and sensitive too. Member ACLU. Off the air a nicer guy you won't meet anywhere. Box B-145, BROADCASTING.

DJ, tight board, good news, commercials, looking for first break, will go anywhere. Ready now. Box B-158, BROADCASTING.

Creative lady experienced in public radio, programming and production, third endorsed. Talented husband with five years in public radio and commercial AM. Great voice, tight board. Midwest. Box B-165, BROADCASTING.

Top 10 market air personality, part time, seeks full-time employment. Have over three years experience in top 40. College graduate, ready immediately, salary negotiable. Robert J. Farley, 85-04 253 St., Bellerose, NY 11426, 212-347-3943.

DJ, 3rd phone, progressive rock experience, good news, commercials. Looking for progressive rock. Steve Scheiber, 266 N. Main St., Spring Valley, NY 10977.

Veteran morning communicator. 1st, family man, top references. From 20M. Leave message after 5 p.m. EST: 614-773-1586.

Situations Wanted Announcers Continued

Beautiful, EZ music. Florida. Major market background. Good voice, strong references. Third endorsed. Salary open. John Day, 305-842-0683.

Skyrocket your ratings with super-tight cooker, eight years, third, degree. Jim, 5909 South Quad, Ann Arbor, MI 48104.

Country, experience and initiative, dependable 27 year old has strong production and bright personality, 3rd, M.A. Local Gov. Available May. Rick Phillips, 703-751-6037.

Experienced play-by-play man in all sports with excellent track record especially in hockey, basketball and football plus PR work. I am scouting a team that needs the excitement of their sport brought back to the fans in a professional manner. Call or write Gary Evans, 1925 Sterretts Gap Ave., Carlisle, PA 17013, 717-243-9891.

Female newscaster. Mature voice. Continuity, traffic, major market experience. Tape and resume on request. Jayne Johnson 612-724-3524 after 6 p.m.

"Cleo in the sky with diamonds." Female personality, 3rd endorsed, seeks rock/prog. station. Black, creative and talented. Cleo Rowe, 108-48 Dirmars Blvd., Elmhurst, NY 212-899-0609.

Experienced modern country personality. Med. or major market. Preferably south or west coast. Married & willing to relocate. Responsible hard working, aggressive. Excellent references. Available immediately. Call 313-274-7893.

First phone communicator, seen on \$10,000 Pyramid February 17. Paul Schlichtmann, 183 Church, Northport, NY 516-261-8171.

Announcer, third phone, seeks full time job. Some experience, FM, AFRTS, broadcasting school. Will relocate. Write or call 412-363-8602. Doug, B19 Maryland Ave., Pittsburgh, PA 15232.

Situations Wanted Technical

Highly reliable 1st phone engineer/announcer seeking move into fulltime engineering position as chief or assistant. Experience includes studio and automation construction/maintenance, transmitter and much more. 5 yrs. broadcasting experience. All locations/offers considered. Box B-65, BROADCASTING.

Chief engineer. 24 years experience AM, FM, DA, etc. Non-drinker, family man, desires permanent position. Relocate anywhere. 42 Willow Grove Way, Englishtown, NJ 07726, 201-536-3238.

Situations Wanted News

Young, Female N.D. wishes to relocate in Midwest or East. B.A. in Radio and TV, 3rd phone, 2 1/2 years experience. Box B-108, BROADCASTING.

Super-PBP. Will combo with talk, news or music. Box B-132, BROADCASTING.

Want more than scores? 6-year sports pro can give you the edge. Action PBP. In-depth interviews. Strong production, sales. Box B-162, BROADCASTING.

Award winning, hard working, aggressive news director seeks position with good medium-major market news operation. Box B-164, BROADCASTING.

Experienced pro (13 years, 7 present station), looking for career opportunity in established news dept. Do it all including public affairs. Prefer East. Box B-188, BROADCASTING.

Top-quality newsmen. Experience with two networks and as Midwest correspondent. Available immediately. Bill, 607-642-8298.

Situations Wanted Programing, Production, Others

PA director seeks PD or assistantship. 4 1/2 years top 40/MOR includes top 50 market, MD, copy/production, promotion, news, automation, traffic. College, third, married. Prefer New England. Let's talk. Box B-9, BROADCASTING.

Professional programmer/personality, dynamic, original, married, college graduate, six years experience medium and large markets. Box B-34, BROADCASTING.

Seek position as program director or music director at professional beautiful or good music station. 5 yrs. exp. w/major mkt. exposure. Music background. Good production. Now available. Box B-80, BROADCASTING.

Program director, excellent major market MOR track record and references. Presently programming a small station group. People and results are my thing. All replies must be mutually confidential. Box B-90, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Country programmer, presently employed. Will consider any reasonable offer. Available with standard notice. Box B-134, BROADCASTING.

Desire P.D. position at medium or large market rock. Will consider smaller market. I am ramrod at production, with an eye to what it takes to be #1. I want to be fully responsible for programing. Let's get you ahead! Send inquiries to Box B-166, BROADCASTING.

Presently employed announcer seeks challenging opportunity. Effective production and wide knowledge of music. Young, team-oriented, married, B.A., 3rd endorsed. Box B-167, BROADCASTING.

8 year radio pro with top administrative ability and complete knowledge of all areas of programing. Seeking position as program/operations manager of adult contemporary MOR or top 40 station in medium or major market (off the air preferred). A dedicated professional, looking for good broadcasters who want to build a top rated facility. Write Ken Scott, 5301 S.W. 77 Court, Apt. 108-G, Miami, FL 33155, or call 305-274-2618.

Producer/director/writer. M.A. Radio-TV-Film. PD experience including news; tape, live, at top-40 VHF. Write Dale Laackman, 10229 Riley, Zeeland, MI 49464.

First phone professional looking for program director position at stable top 40 station. Five years experience including sales, music director, and top fifty market. Married. Henry Kastell, 1204 Hawk Avenue, Virginia Beach, VA 23456. 804-427-6475.

TELEVISION

Help Wanted Management

Controlled, Anchorage, Alaska AM-FM-TV. Require strong manager with good accounting skills, also supervise general office and traffic. Salary, benefits open. Reply Box B-178, BROADCASTING.

Help Wanted Technical

Chief engineer. Experienced chief for medium size network VHF in northeast. Requires good knowledge of studio, transmitter and microwave operations. Excellent company benefits. Reply in confidence and include references and salary requirements. Box B-61, BROADCASTING.

\$15,000 per year for the right person. This growing independent needs a chief engineer. The right person is both a worker and a leader. Great working conditions, excellent part of the country. Top 100 market. Box B-79, BROADCASTING.

Maintenance chief for South Texas station, superior technical qualifications. Box B-110, BROADCASTING.

Chief engineer for PBS affiliate, with strong emphasis on management skills. Must be able to stimulate professional staff and evaluate their progress. Perform skilled, professional duties involved in the installation, operation and maintenance of television and other electronic equipment. Send resume of training and experience. Box B-123, BROADCASTING.

Midwest TV needs engineer strong on maintenance, studio and transmitter. First class phone. Salary range starts \$220. Equal opportunity employer. Box B-176, BROADCASTING.

Needed at once. Independent UHF seeks maintenance supervisor with active maintenance experience on studio cameras, film chains and 2" VTR's. Excellent salary offered. Equal opportunity employer. Box B-183, BROADCASTING.

TV studio engineer. First phone required. WPEC, Fairfield Drive, West Palm Beach, FL 33407, 305-848-7211.

Now accepting applications for vacation relief positions for May through September employment. First class license and experience preferred, however, will consider applicants with either one or the other. Equal opportunity employer. Write: Chief Engineer, WPRI-TV, 25 Catamore Boulevard, East Providence, RI 02914.

Engineer, 1st class license required, for studio and transmitter operation. Write WSKG-TV, P.O. Box 97, Endwell, NY 13760 c/o D. Newman, chief engineer.

Television engineer requires first class license and experience in broadcast maintenance and operation of cameras, VTR's and UHF transmitter. Send resume: Chief Engineer, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. Equal opportunity employer.

Help Wanted Technical Continued

Need operations and maintenance engineer with broad background to maintain sophisticated new color TV/audio fax for large Chicago corporation. First phone preferred. Equipment includes: TR-4's, IVC 960's, LDH-20's, CI switcher. Contact Jim Franck, CNA/Insurance, CNA Plaza, Chicago, IL 60685. 312-822-7772. Equal opportunity employer.

Chief engineer. Tired of the rat race or ready to move up from transmitter supervisor? Northeastern group owned VHF needs strong transmitter and microwave knowledge. Excellent opportunity for outdoorsman in beautiful location. Salary commensurate with ability. Call Mike Walker 312-693-6171, or write Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Television Engineer for PTV station. Operations and maintenance engineer. Broad background to maintain TV equipment including Fernseh KCP-40 cameras, IVC-960's, Ampex 1000's, Vital production Switcher, GE Microwave, etc. Requires 1st class license. Box 288, Wichita, KS 67201. Equal opportunity employer.

Immediate opening available for qualified TV studio maintenance engineer, at a medium-size educational closed circuit broadcast facility in Boston. Working knowledge of color cameras and helical scan VTR a must. \$15,000-\$20,000 commensurate with experience. Send resume to Robert Jerrett, 148 Beacon Street, Emerson College, Boston, MA 02116. An EEOC/AAP employer.

Help Wanted News

Medium market CBS affiliate needs energetic news reporter. Send qualifications to Box B-169, BROADCASTING.

Reporter, photographer. Some experience radio or television news gathering, reporting. Emphasis on mature look, voice. WABI-AM-TV, Bangor, ME 207-947-8321.

News Director. The University of Missouri School of Journalism needs an outstanding person as News Director of KOMU-TV, NBC affiliate in Columbia, Missouri. The present incumbent in this position is joining CBS News, New York in June. Prior faculty position not necessary but important to have demonstrated ability to train young news people. Master's Degree preferable. Ideally, should have ability as administrator, broadcaster, producer, reporter, cinematographer and film editor. You'll work with extremely dedicated and capable beginning news people. Excellent salary and benefits. Contact: Mr. Dave Dugan, Chairman, Broadcasting Department, School of Journalism, Columbia, MO 65201. Phone: 314-882-7561. Equal Opportunity Employer.

Wanted. Resumes and film samples from aggressive and imaginative combination reporter/photographers. Full time filming, editing and writing experience at a TV news operation a prerequisite. Roger Doucha, P.O. Box 1118, Miami, FL 33138.

Help Wanted, Programing, Production, Others

Top 20 Southeast market is seeking experienced production manager. Candidate chosen must have strong background in professional TV production, billing and people motivation. Excellent company benefits. Equal opportunity employer. Send salary requirements and resume to Box B-154, BROADCASTING.

Director/Producer, top 10 market, minimum 3 years commercial experience as director/producer. Heavy emphasis in news production. Take charge personality a must. An equal opportunity employer. Box B-163, BROADCASTING.

Associate professor to teach TV production, RTV writing, and speech fundamentals. Film or photojournalism background desirable. Ph.D. teaching, and media experience required. Send letter of application and resume to: Dr. David Briody, Communications Coordinator, University of Tennessee at Martin, Martin, TN 38238. An equal opportunity employer.

Situations Wanted Management

Wanted, gen. sales mgr. position with progressive organization, 12 yrs. selling station and rep. Outstanding record. Family, will relocate. Box B-63, BROADCASTING.

Award winning TV promotion manager wishes major market re-location immediately. Box B-94, BROADCASTING.

Sales manager, UHF specialist, working in a very big metro market seeking growth, stable station. Degree, young married, superb 9 year record in both local and national sales. Box B-153, BROADCASTING.

Available now. Outstanding management-sales record. Top references. Box B-177, BROADCASTING.

Experienced general manager. Eight years network administration. One year local commercial. Twelve years ETV-PTV. Station won 13 awards in three years. Looking for a challenge. Box B-180, BROADCASTING.

Situations Wanted Announcers

Florida. Top Ten experience. Weather, staff, studio camera. Strong references. Good voice. Salary open. John Day, 305-842-0683.

Situations Wanted Technical

Director of engineering, small group. Degree, 25 years experience, network and stations. Looking for improvement. Box B-77, BROADCASTING.

Chief engineer. BSEE, 10 years CE. Managed dozens of men, millions of dollars. Box B-119, BROADCASTING.

Maintenance technician. First phone, 5 year's experience, degree. Seeking construction or similar challenge. Box B-141, BROADCASTING.

Assistant chief engineer in top 35 market wishes to move up. 9 years hard experience. Maintenance of latest color equipment. VTR specialty. All offers considered. Box B-159, BROADCASTING.

Situations Wanted News

Television weatherman. Eleven years experience, age 34. Now in top 30 market and seeking opportunity to move up. Tape available. Will relocate anywhere. Box B-64, BROADCASTING.

Reporter/photographer, energetic pro, lives news, can go no further in present market. Local government oriented. Box B-66, BROADCASTING.

Experienced, employed, young news director/anchorman at medium market midwestern V seeks to relocate. National award. Married. Degree. Reply Box B-96, BROADCASTING.

N.Y.C. reporter seeks radio/TV. Box B-138, BROADCASTING.

Meteorologist, whose lifelong interest in the atmosphere comes across to his viewers, seeks midwest position. Eight years in broadcasting and broad meteorological background. Highly visual on air approach to weather programs. Box B-139, BROADCASTING.

News director. Let me turn your problem into a success story. Fifteen years experience as news director. Winning track record. Challenge first, dollars second. Problem solver in photography, film edit, production, engineering. Box B-161, BROADCASTING.

Meteorologist, professional with AMS Television Seal and able to communicate. Public relations and community oriented, presently in small market looking for new challenge. Box B-170, BROADCASTING.

Have you tried, an entertainment reporter/reviewer? Broadcast pro. Theatre degree. Professional theatre directing experience, 27, married. Box B-185, BROADCASTING.

Situations Wanted Programing, Production, Others

Producer/director. Experience in commercial and educational television. Can coordinate all aspects of production, including scripts, casting, music, set design and scheduling studio facilities. Sample tape available. 502-426-2654. Box A-110, BROADCASTING.

Experienced public affairs (radio); seeks PTV or commercial public affairs/community services/news dept. Box B-16, BROADCASTING.

Experienced video, film, 16mm, stills, commercial, documentary, industrial, news. Responsible, creative, young, degree. Box B-126, BROADCASTING.

Rugged individualist seeks opportunity to develop videocassette/disc programing for educational, corporate, or governmental groups in U.S. or overseas. Youthful, 24, M.A. Northwestern, single, 9 years of practical experience in top 40 midwest market. Specialization, videocassette/CCTV/ITV/broadcast. Desire a rewarding application for my skills. Box B-143, BROADCASTING.

Experienced director with solid background and top references available to relocate anywhere. Commercial operations only. 1-414-354-0789, mornings.

Love For Sale. Love of production work-camera, switching, audio, stage manager, master control. B.S.-Ohio University, 22, 3 years experience. Presently under employed, seeking 40 to 50 hours work per week. Bruce Vincent, 216 Waverly Road, Wilmington, DE 19803.

Experienced production specialist. Duties included directing, cameraman, lighting, some technical duties. Background in film, radio, ITV, medical TV. Desires position leading to producer/director. BA in Mass Media. Randy Burton, Box 680, Sedalia, MO 65301.

Situations Wanted Programing, Production, Others Continued

Television Production Man, Southern Illinois University graduate, 27 years old. Experience in producing, directing, lighting, camera work, audio and set design. Videotape back pack experience. I am now directing news, talk, children's and musical programs. Will relocate anywhere. Available in May. Lance O'Neal, Naval Station, Box 25, F.P.O., NY 09571.

Assistant director/producer, B.A. Broadcasting. One year commercial experience willing to work way up in production. Creative, dependable and eager for break. Contact Greg Malic, 363 Chateaugay, Chesterfield, MO 63017. 314-469-6450.

WANTED TO BUY EQUIPMENT

Need complete R.F. generating package, channels 7, 8, or 9. Box B-97, BROADCASTING.

3 channel console, at least ten inputs. Box B-173, BROADCASTING.

Ampex VR1200 wanted. Reply to D. Zulli, KWHY-TV 5545 Sunset Blvd., L.A. CA 90028 213-466-5441.

Wanted: Marconi MK VII color camera for spare parts or to operate as test jig. Must be low cost. Donations tax-deductible, we will pick up. Contact Paul Baumgartner, WCMU-TV, Central Michigan University, Mt. Pleasant, MI 48859.

Used 1000 watts or less mono FM transmitter, less exciter, for standby use. Jay Edwards, WSUS, 201-827-2525.

We need up to 210 feet Rohn 45 tower. Contact Radio Johnstown, P.O. Box 373, Johnstown, OH 43031.

FOR SALE EQUIPMENT

TV antenna, RCA Super gain TFS-6A, Channel 4, 66-72 mhz antenna consisting of 24 horizontally polarized dipoles and screen reflectors designed for side mounting on tower either as directional or omnidirectional antenna. Complete with dipole feed lines and distribution transformers. Filterplexer: RCA 19197L, Channel 4, 25 kw, RCA 93405 Reject load, 51.5 ohms, 54-210 mhz, 250 watts. RCA 43486 Reject load, 62.9 ohms, 54-210 mhz, 250 watts. Call 415-332-5134, or Box B-186, BROADCASTING.

FM antenna: RCA BFC6B, circularly polarized, 96.5 mhz, 3.2 power gain, 24 kw input rating. Transmission Line: RCA 3 1/8" M119133A, 51.5 ohms, 36-20' lengths and hardware. Call 415-332-5134, or Box B-187, BROADCASTING.

For Sale RCA TT25BL Channel 6 Transmitter complete with accessories, with assorted spare tubes and components. Write KRIS-TV, P.O. Box 840, Corpus Christi, TX 78403 or call 512-883-6511, T. Frank Smith.

280 feet new Andres 1 and 5/8th coax plus fittings. \$1,300 complete. Would cost \$2,000 from factory. Call Jerry Graham, WGRG, 413-499-1531, Pittsfield, MA.

385 Ft. Type 400 Wincharger Tower for sale as is. Available this spring. Make reasonable offer in writing to: Gus Zaharis, WTIP, Box 3032, Charleston, WV 25331.

750 Ampex video cartridges, for Ampex ACR-25. Fully loaded for one minute playbacks. Price \$15.00 each. WWLP (TV), Box 2210, Springfield, MA 01101.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stiemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Make an offer. Any offer for Gates BC 50C, 50,000 watt AM transmitter new in 1967, now on the air. Available 3-6 months, or will trade for late model 10KW AM or 25KW FM transmitter. Contact Marshall Rowland, 904-356-1366.

16MM Television JAN film chain projector, 614ETVS, used, good condition, \$895.00. Steve Newton, P.O. Box 457, Avondale Estates, GA 30002. 404-378-5652.

16mm sound projectors, optical/magnetic, cameras, editing equip. and much more. Free listing. Wanted Eastman Model 25 projectors. ICECO 2991 North Fulton Drive, N.E., Atlanta, GA 30305.

For sale, 12 foot remote broadcast trailer. Gates "yard" board. Refrigerated air. Two Collins turntables. 60 watt P.A. Call 806-495-2831.

CCA Transmitter, 250 watt AM. Model AM-250D. Like new condition. Used as auxiliary. \$2900 Firm. LaVern Garton. 714-885-6555.

EBS Receivers, dependable, all solid state. Hundreds sold since 1972. Tri-Tronics, Box 1067, Lillington, NC 27546.

For Sale Equipment Continued

Broadcast Products. AR100 Stereo Automation System. Consists of two Maltrotech reel to reel playback, 1 carousel, 1 ITC cart player and digital clock. System may be operated as a complete unit or expanded as desired. May be inspected anytime, Monday through Friday. Contact Lou Scally for appointment. Phone 301-797-7300. Price, negotiable.

VTR's, IVC 960, 900, 820, 825, 700, 600. Great prices, well cared for machines. 900's have all latest mods, including 3-sec. lock-up. Also used time base correctors. J. D. Ivey Corporation, 617 West Central Blvd., Orlando, FL 32801, 305-843-8982.

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An Equal Opportunity Employer

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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., 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 display ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified listings ads:

- Situations Wanted (Personal ads) \$25.00 per Inch.
- All other \$45.00 per Inch.
- More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Legal Notices: Billed at run-of-book rate regardless of size or number of words.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Radio in a big way for a small market

When Clint Formby was first told he would be the subject of this page, he mailed BROADCASTING a handful of publicity material—full-color aerial views of Temple, Tex.; Easter-outfitted girls posing in the rose fields of Tyler, Tex.; cattle staring blankly from a corral; a fleet of wheat harvesters marching across the vast west Texas plains of Deaf Smith county, in which Mr. Formby's home town of Hereford is located.

As part-owner and managing director of radio stations in those towns, he might have been expected to send pictures of signal towers or studio facilities. But why, like a Chamber of Commerce, does he shower his acquaintances with publicity for whole communities?

It is because he is as deeply immersed in the affairs of those communities as he is in broadcasting. And therein lies his philosophy of broadcasting for small markets. To succeed in a town like Hereford (population 15,000), "you've got to have people involved and dedicated and willing to work. That's a little corny but I believe it." And apparently he does.

On the staff of his Hereford stations KPAN-AM-FM, are the president of the local Chamber of Commerce, the president of the local Rotary club, the president of the Quarterback club (a booster organization for the local high school), the president of the county cancer society and a member of the Hereford city commission. And, Mr. Formby adds, there is one member who plays violin for the Amarillo, Tex., symphony.

Mr. Formby's own list of local posts and honors have prompted some to quip that he is Hereford. Among his past positions: president of the Hereford Chamber of Commerce, president of the local United Way, president of the local Jaycees, president of the local Kiwanis, and chosen the 1966 City-County Citizen of the Year.

But Mr. Formby's service in the broadcast industry has involved him in a larger community as well, including 10 years with the National Association of Broadcasters. That began with four years as a member of the NAB radio code board (1964-68). Then he served three years as a member, two of them as chairman, of the NAB small-market radio committee.

The work of this latter committee is of particular interest to Mr. Formby, who laments: "Many broadcasters look to someone else to do their work in the political arena. I've never understood this." Small-market broadcasters are especially handicapped in taking their messages to Washington, he said, because they lack the resources. Under his leadership, the



Johnny Clinton Formby—partner and managing director of KPAN-AM-FM Hereford, KLVT(AM) Levelland, KTEM(AM) Temple, KTBB(AM) Tyler, all Texas; b. Dec. 6, 1923, McAdoo, Tex.; U.S. Army, 1943-46; BA in government and speech-journalism, Texas Tech University, 1949; announcer, reporter, salesman, KPAN(AM), 1949; sales manager, KSNY(AM) Snyder, Tex., 1949-50; manager and part-owner, KVMC(AM) Colorado City, Tex., 1950-51; part owner and manager of KPAN, 1951; member, National Association of Broadcasters radio code board, 1964-68; president, Texas Association of Broadcasters, 1969; member NAB small market radio committee, 1970-73; chairman, small-market committee, 1971-73; member NAB radio board, 1970-74, chairman radio board 1973-74; m. Margaret Clark, 1951; children—Chip, 21; Brenda, 20; Marshall, 16; Scott, 13.

stature of the small-market committee was noticeably increased, says one NAB staffer.

Mr. Formby also served two two-year terms on the NAB radio board, the last as chairman, until June 1974. In 1969 he was chairman of the Texas Association of Broadcasters.

These days, a good bit of Mr. Formby's time is devoted to his work as chairman of the board of regents at his alma mater, Texas Tech University, and of the Texas Tech University School of Medicine. In recent weeks he has met with Texas Governor Dolph Briscoe and with various state legislators, stumping for funds to build new facilities for the school.

Mr. Formby takes a special interest in the construction of a new building for the School of Mass Communications, to be completed next year, which will house a new TV station and closed circuit radio station. It is important, he said, for broadcasting students to be given a hand in the operation of a station if they are to understand what they will be doing in the "real business world."

His other business doings have carried him into banking and cattle. He is currently on the board of directors of the Southwest Feed Yards, an operation in Hereford which feeds up to 50,000 head

of cattle at a time by computer, and he is on the board of directors of the Citizens National Bank in Crosbyton.

But with all his mingling with people in big business from big cities, Mr. Formby says he will cling to West Texas's small-town life.

Contrary to what many big-city dwellers might think, he said, there's more excitement, more things to do in small towns. Each community his stations serve has its own identity, its own problems to which his programing must respond. To him, that means interviews and editorials. "You cannot provide community leadership with just music selection," he says. He recounts broadcasts aimed specifically at KPAN's large agricultural constituency in Hereford, one time carrying eight hours of a major cattle convention live from 50 miles away. "Others may say that is bad programing," he said, but for Hereford, whose economy depends in large measure on the health of the cattle business, it was big news. The small-market broadcaster is "closer to the firing line," more emotionally involved in the affairs of his service area, Mr. Formby says. And because a station in a small community cannot confine its program fare to any one specialized audience, small-market broadcasters work under as much or more pressure than those in larger markets, he said.

Mr. Formby had not intended at the start to become a broadcaster. His first ambition was to become a lawyer, but by the time the war ended and he finished his degree at Texas Tech University, he just wanted to go to work. So he grabbed a \$45 a week job helping put KPAN(AM) on the air in 1949. He finished painting the station, a converted Army barracks, only the night before it went on the air, and at 6 O'clock the next morning, his face and hands still spattered with paint, he began as morning man. He was so nervous his first time in front of a microphone he garbled the name of the first product he tried to advertise (Western Auto's Four-Tube True Tone radio), and happily, it turned out, sold a lot of radios.

After a few months with KPAN he began skipping from one West Texas town to the next, landing first at KSNY(AM) Snyder, where he was sales manager. Then he bought into and managed KVMC(AM) Colorado City, and by 1951 was back at KPAN as part owner and manager. Since then, he and his uncle, Marshall Formby, have bought and sold KTUE(AM) Tulsa and KSML(AM) Seminole. They now own KPAN-AM-FM, KLVT(AM) Levelland, KTEM(AM) Temple and KTBB(AM) Tyler. And they currently have an application in for the license of another FM in Temple. The uncle is a silent partner, says nephew Clint. "I get all the ulcers."

Editorials

Unspiking the best guns

Once again Senator Richard Schweiker (R-Pa.) has introduced a bill that broadcasters can unanimously support with fervor. It would free the armed forces to use any kind of advertising for recruiting, including radio and television which the military has excluded at the personal demand of Representative F. Edward Hebert (D-La.), who in his former role as chairman of the House Armed Services Committee was able to make the military jump to his command.

Senator Schweiker has said he is interested in correcting a condition that is "discriminatory against broadcasters." However desirable that end, the bigger point is that his bill would free the military to use the two media that by all odds are best to reach the prospects for recruitment. Mr. Hebert's willful word has impaired the efficiency of military advertising, at some cost to national defense.

Fifth estate

NBC Radio's plan for a new, all-news radio network service (BROADCASTING, Feb. 10) reflects a fresh, inventive kind of thinking that could add a great deal to radio's vitality and service.

Stations in a few large markets have shown convincingly that all-news can be commercially successful despite its high costs. No doubt the size of the entry fee has kept many other stations out. Now, if NBC's plan works as envisioned, they will find it easier to move into the field, not only in big markets but in medium-size and little ones too. The potential for broadening the public's access to news and information is significant, even in a radio world that already delivers heavy volumes of news through local effort, conventional networks and the services of AP and UPI.

Network radio has not been much of a gold mine in recent years, which accounts in part for NBC's new service as well as several other innovations, including ABC's four-network concept and the introduction of special services for blacks and ethnic groups. The public thus stands to gain, once more, from the intense competition that has become the way of life in contemporary radio.

Double billing at the FCC

In the Washington bureaucracy, broadcasting is more and more viewed with animosity that grows out of envy. The broadcaster stereotype, as seen from the civil service, is a profit-mongering manipulator of wealth and privilege. The urge gets irresistible to cut him down to size.

How else to explain the FCC's decision to deny refunds of fees that the Supreme Court last March declared illegal? As the commission surely anticipated, the decision is now compelling broadcasters to go to the enormous expense of litigation in the courts to seek refunds that they are clearly owed. The National Association of Broadcasters is seeking general redress in the appellate court. Individual broadcasters are suing in the court of claims. Eventually the FCC must lose—but at legal costs that will considerably dilute the broadcasters' recovery.

The FCC keeps airily explaining that it chose to deny refunds to broadcasters, after giving \$4.1 million back to cable operators, because the Supreme Court acted on an appeal by the National Cable Television Association. As a press release from the FCC stated last week: "... the only issue before the Supreme Court in the NCTA case was the validity of the cable television annual fee, and there was nothing in that decision to indicate the court

decided any question other than that specifically before it."

That statement could only emerge from an agency that had consciously decided to subvert the truth for its own political ends. If the Supreme Court case applied only to cable fees, why did the FCC revise its whole fee schedule, for broadcasters and everyone else, to bring it into line with the criteria in the Supreme Court's opinion?

It is inconceivable that the FCC can get away with specious explanations in the courts, but it is entirely possible that the explanations will be welcomed by the appropriations committees on the Hill. There are members of Congress who share a desire to deflate the bloated broadcasters. From them the FCC will win applause for taking a hard line on broadcasting refunds and will thus curry favor for its budget requests.

No wonder confidence in government keeps declining.

Tough search

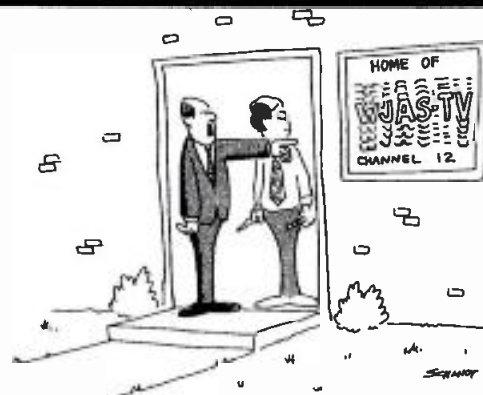
There is nothing unique about the circumstances that led to David H. Foster's rejection of another term as president of the National Cable Television Association when his contract expires next May.

New trade organizations serving innovative fields usually undergo transitions in seeking to reconcile various classes of pioneering and therefore volatile members. It was true, for example, in the early history of the National Association of Broadcasters, which was restructured several times to accommodate FM, television and other services. Satellite organizations cropped up all over the landscape, some of which found useful permanence, as, for example, the Radio Advertising Bureau and Television Bureau of Advertising.

Mr. Foster's lot has been particularly difficult, with a sharply divided 26-man board making irreconcilable demands and with expansion practically jettisoned because of the economic emergency. What had originally been a community antenna organization in 1952 quietly became a cable television entity, and then slipped into home pay-cable, becoming more combative in the process. For smaller members, payment of copyright fees for broadcast carriage is still the burning issue.

We have a feeling that Mr. Foster, whose credentials have improved because of his NCTA performance since 1972, will land solidly on his feet, hopefully in the burgeoning field of electronic communications.

For a quarreling NCTA, it will not be easy to find as well qualified a leader as Mr. Foster.



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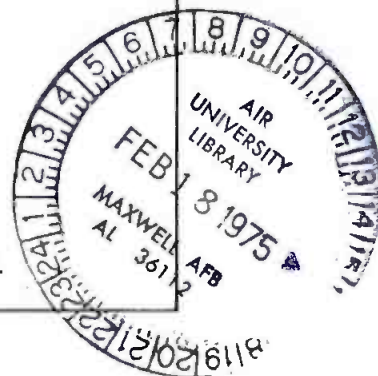
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