

Side by side at last: the TV network schedules
 Three-week run of affiliate meetings opens in L.A.

Broadcasting May 12

the newsweekly of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER

This year the most watched news team in Northern California is also the most honored.

So far this year, KGO-TV, San Francisco, has captured more Northern California Area EMMY's (ten) than any other station. KGO-TV's "News Scene" is also the big winner in CAPTRA, the California Associated Press Television Radio Association News Competition. To date, News Scene has won seven CAPTRA awards in nine categories. No other station has taken more than three.

10 EMMY's

- Daily Breaking News Story
- Editorial
- Public Affairs Documentary
- News Documentary
- Feature Reporting (2)
- Craft Awards (4)

7 CAPTRA's

Certificates of Excellence 1st Place

- Best News Program
- Best News Analysis
- Best Documentary
- Best Community Affairs

Certificates of Merit 2nd Place

- Best Spot News Coverage
- Investigative Reporting
- Best News Graphics



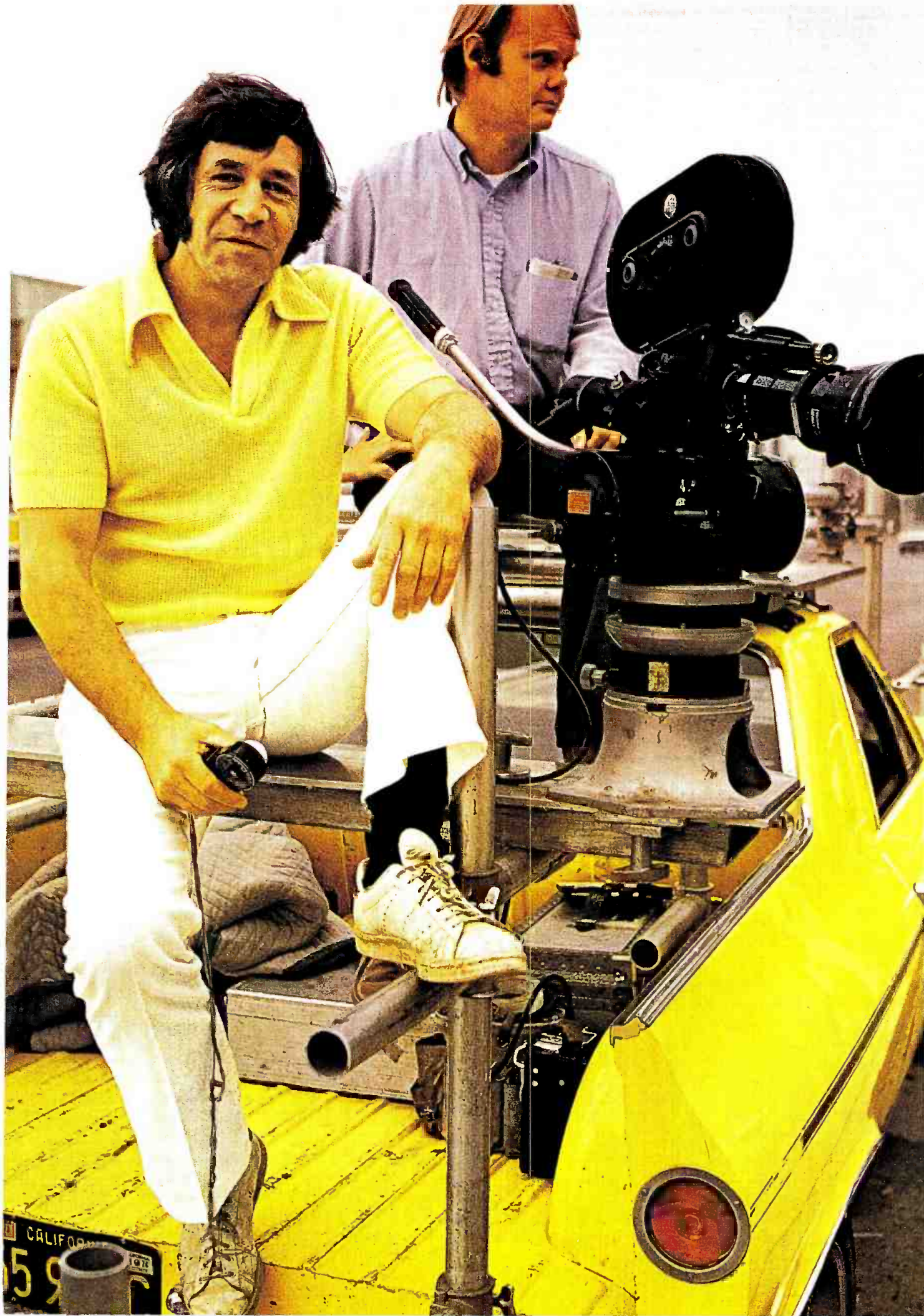
Thank you.
 Now back to the news.



KGO-TV SAN FRANCISCO

An ABC Owned Television Station

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WALT TOPEL



"In most of the world in which we exist, the idea of simplicity has lost its place. Perhaps simplicity relates somehow or even springs from a truthfulness, an honesty.

"Now there's a burden.

"Because as battered as we become through the complexity of what are today's perceived truths, we all, I think, still look and hope for the directness and understandability of communication that is simple.

"Perhaps, the reason for the loss of simplicity was not at all dramatic; perhaps it just wasn't very hip.

"Perhaps, as in the case of film communication, a need arose for us to caricature, but then the caricature continued until there was no longer any resemblance to the original: the caricature became the message.

"It's much safer to caricature, especially in the business of advertising films. After all, if you attempt simplicity, the exactness of your idea is exposed; and if that is weak, you stand a very healthy chance of failure. If you caricature and it doesn't succeed, at least you have a little joke.

"That attitude is made graphic, in parallel fashion in commercial production,

by that currently popular device, the fog filter, which has replaced the 8K as an adjunct for directorial ability.

"As an aside, in viewing some of the fog-filtered ideas on television, I believe that in several instances, behind the haze, I noticed an actor doing some absolutely wonderful business. Obviously, it's a beautiful accessory; obviously, it's not an idea. But then, neither is caricature.

"Simplicity allows for subtlety and I respond to that; I believe the quality of life is determined not by major events; rather, the minor ones. That's why film is such a beautiful material: it can be so human. Film is classic. It is different than videotape, but it has to do with the talent involved, too. It's like pencil and paper. If somebody can't write, it makes no difference what kind of pencil he has. Or whether it even has lead in it. It's the subtlety of the human brain, as opposed to the subtlety of the electronic brain. In film there is historically great respect for the director or cinematographer; in videotape, for the chief engineer.

"Eastman is film that everyone knows. When you pick up the film, you're not concerned. Do you check it? Do you test it? Since nobody does that, you have to assume the quality is at least reasonable. I've never had any trouble with it, and I don't expect trouble with it. The film is expected to be perfect, and we can make it what we wish. Another burden.

"Communication has lost so much clarity that we now even have books on body language: we totally ignore the rush of words and peer intently into the source hoping for some small sign. My God, isn't that how we started?

"Television advertising, once very innovative, has relegated itself to a very conservative position.

"It would seem to be a marvelous contribution, if indeed, this attitude-swaying medium were to lead the way in making the English language, once again, a simple, worthwhile, dependable source of communication."

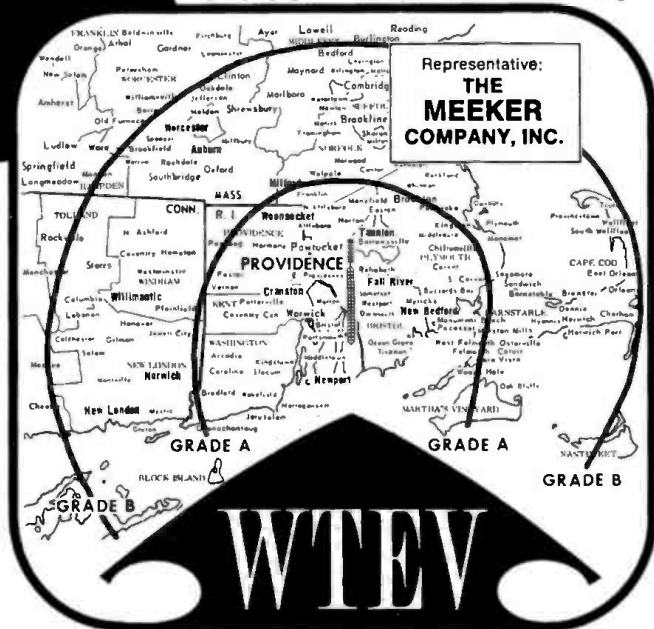
For a revealing look at people and ideas in the moving visuals industry, Kodak has combined this and other interviews into a fascinating and informative booklet. For a free copy write: Eastman Kodak Company, Dept. 640-O, Rochester, New York 14650.



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Vance L. Eckerstey, Manager

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 WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

STEINMAN TELEVISION STATIONS

Closed Circuit®

C-P-M going up. Networks were still screening pilots of new shows for prospective buyers last week and still fine-tuning their price structures, but there appeared to be no question about way rates were headed. Agency sources said they expect 1975-76 prime-time minute rates to represent 5%-6% rise from this year's cost-per-thousand homes, taking it to year-round average of \$5 or more. Network sources tended to confirm those estimates but some said figure would be closer to 8%. In any case, new selling season was on, and first major buy to be reported — though unofficially — was by Ralston Purina Co., said to have given NBC biggest prime-time order in Ralston's history.

Detente? Is there portent of peace in TV-cable warfare if CATV copyright agreement evolves? Several TV licensees who had foresight to pioneer in cable perceive signs of thaw in long-prevailing chill. They recall same evolution when diehard radio broadcasters resisted TV competition generation ago. Several reasons are cited: elapse of time, recognition that cable is here to stay, sympathies aroused by hard times and tight money that have troubled bigger MSO's, more reasonable attitudes of some dissidents.

Another factor is realization that proposed short-spaced VHF station drop-ins could affect viability of cable systems as well as VHF and UHF stations. Some observers cautiously venture that Association of Maximum Service Telecasters, most vigorous of trade groups opposing drop-ins, may find basis to reappraise cable systems (without necessarily compromising opposition to pay cable or program siphoning) in revised definition of "maximum television service."

Signs of life. House Commerce Committee Chairman Harley O Staggers (D-W. Va.), who was blamed for death of license-renewal legislation last year, has told colleagues he wants "compromise" bill passed this year. Presumably he means compromise on length of license term. His committee voted to extend present three years to four. Full House and Senate later voted for five, in bills that otherwise differed sharply. Word of Mr. Staggers's renewed interest came from Representative G. V. Montgomery (D-Miss.) at breakfast meeting with delegation of Mississippi broadcasters in Washington last week.

Another Mississippi Democrat, Representative Jamie Whitten, has suggested course that he says would expedite action on renewal legislation: Introduce in Senate and House exact bills each passed last year. That would obviate need for hearings and speed bills to Senate-House conference, where most controversial legislation winds up anyway. National Association of Broadcasters isn't cottoning to that idea, however. It found flaws in both Senate and House bills that passed and is now seeking what it calls perfected measure, introduced by Representative Louis Frey (R-Fla.) (*Broadcasting*, March 31).

Candidates. Here's early line on elective offices to be filled by directors of National Association of Broadcasters at spring meeting in Washington June 17-20. For chairman of joint board of directors: Wilson C. Wearn, Multimedia, Greenville, S. C., unopposed. For TV board chairman: incumbent vice chairman, Walter E. Bartlett, Avco, Cincinnati;

for vice chairman: Robert Gordon, WCPO-TV Cincinnati, so far both unopposed. For radio board chairman: Harold R. Krelstein, Plough Broadcasting Co., seeking re-election, opposed by Donald A. Thurston, WMNB-AM-FM North Adams, Mass., incumbent vice chairman; for vice chairman: Virginia Pate Wetter, WASA(AM)-WHDG(FM) Havre de Grace, Md., opposed by V. Kay Melia, KLOE(AM) Goodland, Kan.

Money counts. FCC Commissioner Benjamin L. Hooks, generally regarded as preoccupied with minority affairs, is out to make niche as independent force in FCC budgeting, which constitutes basic blueprint of agency's activities. He thinks present budget is inadequate, particularly in common-carrier field but also in broadcasting. Mr. Hooks sees need for more personnel to investigate complaints, more technical expertise, more long-range planning. He thinks FCC relies too much on other agencies and regulated industries for technical input. He also wants to provide resources, including legal counsel, to help citizens participate in FCC affairs.

Mr. Hooks had intended to present views in statement, separate from commission's, to House Appropriations Subcommittee last week (see page 28) but was unable to prepare it in time. He'll submit it later.

ABC-TV's bench. High-level source at ABC-TV says network has begun production on *Heaven Help Us* and *Viva Valdez*, two sitcoms from Columbia Pictures Television, that just missed 1975-76 prime-time schedule and are shoos for second-season berths next winter. ABC is also keeping options on seven other series for possible second-season use, source says. They include four 60-minute dramas — *The Best Years of Our Lives* (Lorimar), *The Family* (Spelling Goldberg), *How the West Was Won* (MGM-TV) and *Wonder Woman* (Warner Bros. Television) — and three sitcoms: *Charo* (Aaron Ruben/John Rich Productions), *Father O Father* (Rich Eustis/Al Rogers) and *The Last Detail* (Columbia Pictures Television).

UHF drop-outs? Broadcast-industry spectrum watchers have spotted what appears to be interesting coincidence in appendix to report FCC's Chief Engineer's Office has issued on UHF-TV channel assignment program (UCAP). Appendix answered question of what UCAP would produce if 102 mhz of UHF space were removed. Watchers recalled that two years ago Clay T. Whitehead, then director of Office of Telecommunications Policy, wrote FCC that government could use about 100 mhz of spectrum now assigned to UHF broadcasting. Results of removing 102 mhz, according to UCAP: 36 occupied assignments in channel range 53-69 would be dislodged, but it would be possible to reassign only 21. Fifteen would be lost. In addition, 151 unoccupied assignments would be lost.

Change of scene. Traditional series of TV network affiliate conventions that starts with CBS-TV this week, all at Century Plaza hotel, Los Angeles, won't be repeated next year. With two anniversaries to celebrate, nation's 200th and its own 50th, NBC will hold joint convention of TV and radio affiliates at colonial Williamsburg, Va., April 25-28, 1976. CBS Radio affiliates will also meet at Williamsburg (Sept. 18-20, 1976), but CBS-TV will return to Los Angeles. ABC-TV is considering San Francisco for next year. ABC Radio meets during NAB convention, next one in Chicago.

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Top of the Week

The times in September. The networks have finally jigsawed their respective prime-time schedules for 1975-76 into place, and agency handicappers cautiously predict CBS will come in first again. But whichever emerges on top, it's costing all three a record \$18.1 million weekly in production costs. Page 21. Night-by-night charts show how ABC, CBS and NBC will stack up against each other when the new season premieres. Page 22.

Macdonald's constructive criticism. Curbing sex and violence on television without abridging the First Amendment is tricky business, one family-hour critic says. But House Communications Subcommittee Chairman Torbert Macdonald has some suggestions. Page 23.

Rodino off camera. While praising TV coverage of impeachment hearings, House Judiciary Committee Chairman Peter Rodino tells NAB meeting of state broadcaster association officers that television and radio coverage of Congress could create "events." He says private discussion among lawmakers is as necessary as broadcast coverage of floor proceedings. Another speaker at presidents' conference, FCC Chairman Richard E. Wiley, is the popular favorite. Page 23.

It's only money. House Appropriations Subcommittee quizzed Chairman Richard E. Wiley on FCC stance in regard to Canadian pressure on U.S. TV, distant-signal sports rule, sex and violence and children's television. Money matters, namely the \$49.8-million budget request, were secondary concern. Page 28.

Fairness, round two. Senator John O. Pastore again hears from both sides on the fairness doctrine. NBC's Bill Monroe and WMCA's Peter Straus comment on the inhibiting effects of the doctrine while one religious broadcaster calls it the "Magna Carta" of the electronic age. Page 30.

Roadblock? Cable liability, says register of copyrights at House hearing on copyright legislation, is the biggest sticking point in moving the bill along. Page 31.

Universal opens wide. Producer will make a big splash for the 500-theater premiere of its feature film, "Jaws," with a three-day prime-time network campaign that will cost at least \$1 million. Page 38.

Conscientious objector. One of 20 radio stations to carry the Army's paid recruitment ads has dropped out of the test program. WMMS-FM Cleveland says "aggressive militancy" is antagonistic to its audience; N. W. Ayer offers rebuttal. Page 39.

Pay-cable protest. ABC and NBC claim FCC relaxation of the movie element of the pay cable rules would not increase programing diversity — it would decrease it. Page 41.

AIM shot down again. At NBC stockholders meeting, Accuracy in Media supporters criticize news operations, try to push through proposal for an ombudsman. Idea only gets 5.1% of the vote. Page 45.

Under the microscope. She started in scientific research, is now president of American Women in Radio and Television and program manager of WRC-TV Washington. Jane Cohen reflects on AWRT's and her own agenda. Page 65.

Index to departments on back cover.

FCC overrides local franchise, denies Teleprompter certificate after bribery in Johnstown

FCC has taken unprecedented step of ignoring wishes of local cable television franchising authority and has denied application for certificate of compliance. Its refusal last week came on Teleprompter Corp.'s request for authority to operate in Johnstown, Pa., and is based on conviction of Teleprompter and its then president, Irving Kahn, for bribery of local officials in obtaining franchise in 1966.

Commission, in order adopted by 4-3 vote, said it was acting to deprive "wrongdoer" of fruit of wrongdoing and to preserve integrity of commission's certification process established by rules adopted in 1972. Those rules are not retroactive, but commission said one ground for its action was that Teleprompter's Johnstown system was not "lawfully" carrying television signals and, therefore, its operation was not grandfathered.

Commission action, long expected (*Broadcasting*, Feb. 3), was on application Teleprompter was directed to file two years ago, well in advance of Dec. 31, 1975, expiration date of present franchise. Commission said it did not want to defer review of Teleprompter's qualifications. And action came month after city of Johnstown granted Teleprompter second 10-year franchise and Teleprompter filed new application for certification.

FCC acknowledged that its role in selection of franchisees is normally limited to insuring that minimum requirements of its rules are observed, and that local officials are responsible for determining legal, character, financial and other qualifications of prospective cable operators "as part of a public proceeding affording due process." But, it said, Teleprompter case was "extraordinary," requiring commission to enlarge its role. "When bribery corrupts the local franchising process," it said, "the foundation of our certification process is destroyed." Franchise illegally obtained had no official status before FCC, commission added.

Majority comprised Chairman Richard E. Wiley and Commissioners Charlotte Reid, Benjamin L. Hooks and Glen O. Robinson. Dissenters were Robert E. Lee, James H. Quello and Abbott Washburn. Mr. Quello, in statement in which Mr. Washburn joined, said action "has set precedent for radical departure from the existing regulatory scheme of permitting localities to review the character qualifications of cable television operators." Mr. Washburn added, in brief separate statement, commission "should not reach down into the local community and attempt to usurp the authority of the Johnstown franchising body." Mr. Lee expressed concern about financial impact of action on Teleprompter, whose Johnstown system has 13,000 subscribers: "By our action today, we seek to cripple Teleprompter by imposing a zealous and compulsive penalty upon the company, its officers, its stockholders and the public — none of whom today were connected with the earlier offense."

Teleprompter had argued that commission lacked statutory authority to deny it certification and that statute of limitations barred further action against company for actions that occurred in 1966. But commission said its action did not run counter to expressed legislative purpose. It also said it had not taken Teleprompter's past actions into account to punish company "but to frame a remedy that would insure the integrity of existing rules." Statute of limitations does not apply to that kind of retrospective evaluation of conduct, it added.

That may not be last word in case. Teleprompter's Washington counsel, Jay Ricks, said company will appeal decision. Commission's Cable Television Bureau may petition commission to reconsider. Bureau had argued that Teleprompter's application for certification should be denied

Home folks. Michigan broadcasters got special treatment at series of events in Washington last week. At annual dinner at Madison hotel Wednesday, both senators and almost all 21 representatives showed up. On Thursday morning there was VIP tour of White House. On Thursday evening, Ron Nessen, press secretary, and other senior White House aides give reception at historic Tayloe House on Lafayette Square near White House. Who should stroll across street for hand-shaking session but fellow Michigander, Gerald R. Ford.

but that commission should not disqualify company from seeking new franchise from city. FCC authorized Teleprompter to continue operating in Johnstown only through Dec. 31 — or until 30 days after disposition of judicial appeal.

Ascertainment overhaul formally proposed by FCC

FCC has opened proceeding to overhaul procedures under which renewal applicants ascertain community problems. Principal proposed changes contained in notices of inquiry and proposed rulemaking include requirement that licensees ascertain throughout license period instead of within last six months as now. Stations in communities of less than 10,000 population and located outside Standard Metropolitan Statistical Area would be exempt from formal ascertainment procedures. (Some 1,900 radio and 14 television stations would be affected.)

However, commission is also proposing to require all radio stations — as television stations are now required — to maintain in public file lists of up to 10 significant community problems along with illustrative programing carried to respond to them, and to submit that material with renewal applications.

New proposals would not require, as present rules do, that interviews with community leaders be done only by station owners or management; other station personnel under supervision of principal or management-level employe could perform that job. In addition, interview process in proposed notice would permit variety of dialogue techniques — community leader luncheons, joint consultations, among them.

Compositional study of community would not be required. Instead, renewal applicant would be expected to use suggested list of 19 "typical institutions" (government, labor, business, etc.) in conducting its community leader survey. "Absent a compelling showing to the contrary," interviews with leaders in each of those categories would establish prima facie case of compliance with ascertainment guidelines. As for general public, commission would expect broadcaster to make "reasonable and good faith effort to consult with a generally random sample at a period of his choosing during the license term."

Commission would require following documentation to be kept in station file:

Annual community leader checklist showing number of leaders interviewed in enumerated categories in preceding 12 months; reports (to be filed within 45 days of interview) on leaders checked and matters discussed; narrative description of manner in which members of public were surveyed, along with population characteristics of community. Only documentation submitted to commission would be certification on renewal application that all appropriate data had been placed in station's public file, annual community leader checklists, and annual lists of community problems and programing aired to meet them.

Comments are due June 23. Because issues were subject to previous inquiry, commission said, it is not inviting reply comments. Vote was 7-0.

Whether up or down on consumer agency, broadcast renewal process is beyond reach

Senate passed amendment last Thursday preventing proposed Agency for Consumer Advocacy (ACA) from participating in FCC license renewal proceedings. Vote was 69-21 on amendment offered by Commerce Committee Chairman Warren Magnuson (D-Wash.). He argued amendment was needed to insure ACA not get "bogged down in the endless procedures of the FCC" dealing with renewals. Senator said ACA would not be deprived of participation in any other FCC activity, and that it would be better off with rulemaking affecting entire industry rather than spending "thousands of man-hours" on proceedings involving renewal of individual stations.

Meanwhile, Senator James Allen (D-Ala.) has begun filibuster on over-all bill, technique that successfully strangled ACA measure in Senate last year. Senate votes Tuesday (May 13) to break stall. Either way — if bill fails or is passed with Magnuson amendment — it's victory for National Association of Broadcasters, which stepped up campaign in recent weeks to find support for renewal exemption.

CBS Radio gets baseball in '76

CBS Radio Network has acquired radio rights to major-league baseball's three biggest draws, World Series, All-Star Game and complete league championship playoffs, with four-year contract to begin in 1976. Office of Baseball Commissioner Bowie Kuhn put radio rights figure "in excess of \$300,000" for four years.

Contract apparently ends flurry of bargaining and reshuffling that will markedly change baseball's network broadcast picture by next year. NBC's hold on network rights, through four-year contract expiring this year, will be shared by ABC-TV, with Monday night games and alternate-year post-season coverage (*Broadcasting*, March 17), and now by CBS Radio. Tentative plans for Monday night radio game of week appear to have been scuttled.

Bidding for radio rights may have lacked some of vigor of TV bargaining. ABC, with its four-network radio structure not easily adaptable to baseball link-up, and NBC, about to debut its News and Information Service, seemed not to pursue contract as much as CBS and Mutual.

CBS contract will return World Series to that network for first time since 1936.

GAF may buy WQIV, return to classics

Sources at GAF Corp., New York, said Friday (May 9) company is close to deal to buy WQIV(FM) New York from Starr Broadcasting and return it to classical-music format it operated under until it was converted to progressive rock last October. Rock format is making money for WQIV but spokesman for Starr said protests by classical-music lovers have been so unremitting that Starr wants out. At \$2.2 million asking price, sources say Starr will seek waiver of FCC's three-year station-sale-moratorium rule because no profit would be involved. (Starr paid \$2.09 million for station in May 1973 but suffered heavy losses in first 18 months of operation as classical station.) GAF sources say company feels "a social responsibility" to give New Yorkers more classical music but is also convinced that "we can turn a profit on the format."

Three for another look at exclusivity

ABC, CBS and Association of Maximum Service Telecasters filed statements at FCC last week in support of rulemaking petition that asks commission to revisit its signal carriage and exclusivity rules. Rulemaking petition, submitted by National Association of Broadcasters, claims changes are necessary because National Cable Television

The New Candid Camera: First among all new prime access series this season.*



No matter how you
measure the performance
of the new series, Allen Funt's
NEW CANDID CAMERA is
this season's big winner.

First in ratings.

First in winning its time
periods.

First in the important
young women demographics.

First in sales.

(149 markets)

Your Firestone Program
Syndication Co. representative
has all the details for you.

Next season: Faster, funnier, more appealing than ever. * *



Winning is a habit with Allen Funt because he brings audiences new excitement every season. In 1975-76 you'll see:

A bigger budget series with even stronger production values.

New blockbuster stunts that'll have the whole country talking.

Four appealing new continuing characters.

Faster pace, more films, more laughs in every program.

It all adds up to the biggest season ever for this proven audience-getter.

Now's the time to capture **THE NEW CANDID CAMERA** in *your* market.

The New Candid Camera

Exclusive representation of Allen Funt by Dick Levine Enterprises, Inc.



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Association has failed to support copyright legislation embodied in 1971 consensus agreement. NCTA last week defended its actions in statement urging dismissal of petition (story on page 42).

In Brief

Obsolete taboos. FCC is expected in next week or two to begin inquiry into whether all UHF taboos are still realistic in view of improved design of television sets. Commission staff reportedly is not looking to reduction of co-channel or adjacent channel separations, but if any of five other frequency combination taboos could be reduced or erased, spectrum would be richer resource — able to support more channels in same amount of space, or same number of channels in less space. Question of whether markets can provide financial support for additional channels is another matter, one that will not be considered in inquiry. Research project on future of television which commission has contracted out should provide help in answering that question, in another year.

Would nix WPIX deal. FCC's Broadcast Bureau has urged commission not to approve agreement designed to end Forum Communications Inc.'s six-year fight to oust WPIX Inc. as licensee of channel 11 in New York. WPIX would reimburse Forum \$310,885 for out-of-pocket costs in waging contest, also provide up to \$150,000 in cash and services for programing or projects, such as minority training, and make room on board for Forum's largest stockholder. But bureau says applicants have not demonstrated "valid public interest considerations to offset public detriment" in denying commission potential choice between two applicants.

Free zone? Official from Justice Department said last week cable systems should not have to make copyright payment for programing retransmitted from over-air broadcast signal if cable system is wholly or partly within local service area of broadcast station originating signal. During second day of hearings before House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice (see page 31), Irwin Goldbloom, deputy assistant attorney general in Justice Department Civil Division, said transmission by cable system within local service area of station fills gaps or improves reception in service area. "Such transmission does not impair the primary transmitter's market; in fact, it enhances it," Mr. Goldbloom said.

Point spread. Network TV rating point will be worth 701,000 homes in 1975-76 season, up from 685,000 this year. At least that's outlook now, based on preliminary estimates by A. C. Nielsen Co. These anticipate 70.1 million TV homes as of September, or about 2.3% more than current 68.5 million. New figure represents 97.3% of all U.S. homes, compared with this year's 97.1%.

NAB board changes in wind. By-laws committee of National Association of Broadcasters may alter proposals for revamping NAB board structure at Washington meeting Tuesday (May 13). It will stick with recommendation that eight at-large seats on radio board be eliminated, Donald Thurston, WMNB-AM-FM North Adams, Mass., chairman, said last week, but there may be change in recommendation that radio districts represented on board be increased from present 17 to 20. There's also talk about some change in network representation. With proposed reduction in radio board seats (from 30 to perhaps 25), some NAB members fear networks, with five seats, will have excessive representation. One proposal is to eliminate directorships from networks that aren't station licensees. Another is to do something about voting power of three radio-TV net-

works that collectively hold six seats on joint board, three radio and three TV.

Bad news, good news. FCC has set for hearing renewal of Rust Communications Group's WHAM(AM)-WHFM(FM) Rochester, N.Y., on charges raised by Action for a Better Community Inc. and Metro-Act of Rochester Inc., both local citizen groups. In separate action, FCC dismissed similar charges raised by Bi Lingual Bi Cultural Coalition on Mass Media against Avco Broadcasting's KMOL-TV San Antonio, Tex., and granted renewal. Action should pave way for Avco's proposed sale of KMOL-TV to 20th Century-Fox Film Corp. for \$9.3 million (*Broadcasting*, March 3).

Headliners



Pecaro



Case



Johnson



Greenwald



Blackwell



Lenard

Daniel T. Pecaro elected president and chief executive officer of WGN Continental Broadcasting Co., Chicago. Announcement was made by Stanton R. Cook, president of parent Tribune Co. Mr. Pecaro became acting general manager of company in February 1974 following resignation of Ward L. Quaal, was named executive VP in April 1974.

Dwight Case, executive VP, RKO General Radio Division, named president, succeeding **Bruce Johnson**, resigned to become president of Sterling Broadcasting Division of Sterling Recreation Organization, Seattle-based conglomerate (radio stations, movie theaters and bowling centers). Case appointment was announced by **Frank Shakespeare**, new president of parent RKO General Inc. (*Broadcasting*, Jan. 27). Mr. Case also named chairman of RKO Radio Representatives, New York. **Kathryn Lenard**, VP-research and marketing, named VP and general manager of that organization, is believed to be first woman to head major rep firm. She succeeds **John Brady**, who has resigned.

James L. Greenwald, executive VP, Katz Agency, New York, elected president and chief executive officer of sales representation firm, succeeding **Tod Moore**. Katz officials said Mr. Moore resigned after more than four years in presidency to pursue personal business interests. **Oliver T. Blackwell**, VP and director of audience development for Katz Television, succeeds Mr. Greenwald as executive VP of parent company, will retain his TV audience development post. **David S. Allen** continues as president of Katz Television, **Sal J. Agovino** as president of Katz Radio.



WCKT News has been honored for the second time with television's most prestigious and coveted prize . . . the George Foster Peabody Award.

In 1961 WCKT News was honored with the George Foster Peabody Award for exposure of problems incident to the Cuban crisis through three programs: "Compass Points South," "Cuba On The Move" and "Gitmo: Leave Or Stay."

The only Florida broadcast news operation ever to win this coveted prize, WCKT has again been cited for "Finders Keepers, Losers Weepers" — an explosive news series which explored the honesty and integrity of local police; "The Strike Force Probe" — an undercover probe of possible connections of public officials with underworld figures; and "Apathy Or Fear?" — an investigation into the failure of people to assist the victims of criminal attacks which followed a serious crime wave in the community.

Described by the Peabody National Advisory Board as "a superb series of investigative reports which brought considerable response and change in the community" the three award-winning reports were aired in 1974 as part of WCKT's hour-long six o'clock news program — "The Big News with Wayne Fariss and Richard Whitcomb."

WCKT
NBC in Miami

Monday Memo.

A broadcast advertising commentary from M. Lawrence Light, VP-director of research and management science, BBDO, New York

Market research and the wayfaring fools: take a lawyer to lunch

Market researchers are faced with a very serious problem: Somebody is now paying careful attention to what we do.

More specifically—in advertising disputes with the Federal Trade Commission, research is rarely acceptable as part of a defense, but research can be, and often is, used as evidence supporting a complaint.

Why is this the case? The answer is quite simple. Evaluative research techniques are devised with simple purposes in mind; to help answer questions such as “what is the state of the market?” and “what is the likely effect of attempts to change that state?” Moreover, when using these techniques, the market researcher keeps in mind several important things: He is surveying people, not things; research procedures have limited reliability and validity, and the results are always subject to the interpretation of a skilled and experienced marketer.

In the end, we are willing to live with various sources of so-called error, bias and noise because we realize that this is the best we can do. But our best is not good enough for the FTC.

The FTC says that it doesn't have to prove the existence of deception to find us guilty. It has ruled (and has been upheld by the courts) that it is not necessary for the commission to find that actual deception resulted from our advertising. The burden is on *us* to provide evidence that we are innocent of any deception.

If you think, however, that you'll be free and clear by proving that no deception existed, you are wrong. You will find that trying to prove that something does not exist is quite difficult. Some researchers will even argue that this is impossible. For example, if you use research that shows that as much as 85% or even 95% of the population got your message right, the FTC will then ask about the remaining 15% or perhaps 5%. This noise shows up in all market surveys, but this is not noise to the FTC.

The FTC argues that while proof of no deception is of interest to it, any testimony showing that even a small percentage of the over 60 million households in the U.S. may have been deceived is conclusive evidence of a deception.

Your argument is insufficient if you say that this is the best that you can be expected to do. We know that we are talking about communications with people not things. We are aware that our measuring techniques are subject to several kinds of error. We realize that 90% correct com-



M. Lawrence Light joined BBDO in 1965 as a research assistant. He was appointed project director in 1967, associate research director in 1968 and named vice president in 1969. Dr. Light became senior associate research director in 1970, manager of the research department in 1972 and director of research and management science in 1974. He is also a member of the BBDO board of directors.

munication is very good. In fact, we know that we can never be certain that we have communicated clearly 100% of the time to 100% of an audience. Nor is it possible to be certain in advance that we will communicate clearly to all possible audiences. In spite of these limitations, research is used and is useful for our purposes as marketers. But that is not good enough for the FTC. The FTC expects us to be sure in advance that hardly anyone gets a misimpression from our advertising. Suppose in certain rare instances you could show that 100% of the people got your message right. You probably think that now you have sufficient evidence to prove your innocence. You are wrong. It makes no difference that your evidence shows that nobody was deceived. The FTC also contends that representations merely having the capacity to deceive are unlawful.

The first question is: How are we experts expected to determine a commercial's capacity to deceive? We can't even determine with certainty what a commercial actually did. We have a difficult time designing a study to figure out what it might do to a majority of the people. But how do we measure what it might have done to a few people? Our best techniques can't do it. But our best is not good enough for the FTC.

The second question is: Who are the

people deceived by the commercial? Whoever believes in segmentation is in trouble. The FTC contends that it makes no difference that your intended audience gets your message right, for the purpose of the law is to protect everyone. This includes those who, in the FTC's words, are “ignorant, unthinking and credulous.”

In your last few studies how many ignorant, unthinking, credulous people did you include in your sample? If you think you can get around the problem of “credulousness” by asking a “believability” question, you are wrong again.

The Supreme Court has ruled that commercials must be taken at face value. Nothing less than the literal truth is acceptable. Furthermore, the FTC has the judicially approved expertise to examine ads and determine what those ads may imply to an ignorant, unthinking, credulous consumer. The court has ruled that the commission, if it chooses, may insist upon a form of advertising clear enough that, in the words of Isaiah, “wayfaring men, though fools, shall not enter therein.”

The commission has concerned itself with eliminating ads whose implied claims have “the capacity to deceive the warfaring fool.” Again, these are the words of the FTC.

Advertising experts cannot reliably judge the capacity of an ad or commercial to motivate members of an intended target audience. Yet the FTC considers that it has the judicially approved expertise to judge whether an ad or commercial has the capacity to deceive a warfaring fool. It seems unfair that the FTC assigns to itself the advertising expertise that those with years of advertising experience don't claim to have.

It's time for every market researcher to get involved. How many market researchers are familiar with Sections 5, 12 or 15 of the FTC Act? How many have read the Charles of the Ritz, S&H, Firestone, Wonder Bread, Listerine, Hawaiian Punch and Ban decisions? How many are aware that the FTC is getting into the research business? In one recent case the FTC decided on an appropriate confidence level for comparative product testing. How many market researchers know what that officially approved confidence level is? In another case, a tracking study was included as part of an order on corrective advertising. How many are aware of the decision rules outlined in that FTC-approved consumer tracking study?

We can't be disinterested parties on the sidelines. The time has come for research experts and legal experts to get together. Take a lawyer to lunch. Advertising research has an opportunity to make a very significant contribution to public policy.



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YEAR #2 — SCHEDULE DINAH NOW FOR FALL '75.

M&H

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There are as many answers to that question as there are consultants. It is the very nature of competent consultants to be highly individualistic and call upon not only their own professional life input, but that of their staff, in order to arrive at their recommendations. These recommendations come about only after assembling all the possible facts that research can uncover in a given market.

Despite what you read in books and articles, consultants cannot be lumped together as a generic entity.

As the oldest company in our field, and as the one most qualified, from the standpoint of the broadcast background of all members of our staff, we would give you a different answer to many questions than other companies. For example, we don't believe there is any single formula for success, and it is absurd to believe anybody can or should control your newscast. It's your station and your responsibility.

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Datebook®

■ Indicates new or revised listing

This week

May 11-13—*Pennsylvania Association of Broadcasters* 1975 convention. Hotel Hershey, Hershey, Pa.

May 11-14—*National Association of Educational Broadcasters and Corporation for Public Broadcasting* joint Conference on Instruction. Marriott Hotel, Philadelphia.

May 12-13—*National Religious Broadcasters* Southwest chapter convention. First Baptist Church, Dallas.

May 13—Meetings of the *Satellite Distribution Working Group* and *The Radio Relay Working Group* in preparation of the 1979 World Administrative Radio Conference. FCC, Washington.

May 13—*National Association of Broadcasters* by-laws committee meeting. NAB headquarters, Washington.

May 13—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Indianapolis.

May 13—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Roanoke, Va.

May 13—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Birmingham, Ala.

May 13-14—Annual convention, *CBS-TV affiliates*, CBS Studio Center, Studio City, Calif., and Century Plaza Hotel, Los Angeles.

May 15—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Pensacola, Fla.

May 15—*Radio Advertising Bureau* Idearama meeting on small-market sales. Ramada Inn, Springfield, Ill.

May 15—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Virginia Beach (for Norfolk, Va., area).

May 15-16—*New Hampshire Association of Broadcasters* meeting with exploratory talks about formation of a Northern New England Broadcasters Group for Maine, New Hampshire and Vermont. NAHB agenda includes FCC Chairman Richard Wiley; William Carlisle, National Association of Broadcasters; Dick Burch, Washington Code Authority office, and Bill Greenwood, MBS. Ramada Inn, Keene, N.H.

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 18-21—*National Association of Educational Broadcasters and Corporation for Public Broadcasting* joint Conference on Instruction. Ambassador Hotel, Los Angeles.

Also in May

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 20—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Amarillo, Tex.

May 20—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Latham, N.Y. (for Albany area).

May 20—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Sacramento, Calif.

May 21—*National Association of FM Broadcasters* regional seminars, "FM Sales Day '75." O'Hare Regency Hotel, Chicago; Marriott Hotel, Los Angeles; New York Hilton, New York, and Hilton Inn West. Oklahoma City.

May 21-23—*Ohio Association of Broadcasters* spring convention. Representative Clarence (Bud) Brown (R-Ohio) will be luncheon speaker; Jack G. Thayer, NBC Radio president, will be banquet speaker. Imperial House South, Dayton.

May 22—*International Radio and Television Society* annual meeting and presentation of Broadcaster c Year award to Barbara Walters, NBC. American Hotel, New York.

May 22—*National Association of Broadcasters* sma market radio committee meeting. NAB headquarters, Washington.

May 22—FCC's new deadline for responses to petition for rulemaking in matter of applicability of Section 325(b) of Communications Act to non-interconnected distribution of television programming to certain foreign TV stations. Previous deadline was April 23. Replies are due 15 days later. FCC, Washington.

May 22—*Radio Advertising Bureau* Idearama meeting on small-market sales. Hilton Inn, Albuquerque N.M.

May 22—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Tonawanda N.Y. (for Buffalo area).

May 22—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, San Jose, Calif.

May 22-23—*Arizona Broadcasters Association* spring convention. Doubletree Inn, Tucson.

May 22-23—*Publi-Cable Inc.*'s fourth annual conference, "Cities, Citizens and Communications: Putting it All Together." Featured speakers include Dr. C. Everett Parker, Office of Communications, Unite Church of Christ, New York; David Kinley, Cobl Television Bureau, FCC, Washington; Vincent Saldella, Office of Telecommunications Policy, Washington, and Morris Tarshis, New York City Bureau c Franchises. University of Louisville, Louisville, Ky.

May 23—FCC deadline for comments on pay-cable rulemaking looking into series types of program. FCC, Washington.

Major meeting dates in 1975-76

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.

May 31-June 4—*American Advertising Federation's* 1975 convention and public affairs conference. Statler Hilton Hotel, Washington.

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

June 12—*Association of National Advertisers*—*Radio Advertising Bureau* annual radio workshop. Plaza Hotel, New York.

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.

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

Nov. 18-20—*Television Bureau of Advertising* annual convention. Americana Hotel, New York.

Feb. 21-25, 1976—*National Association of Television Program Executives* 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco.

May 23-29—*International Television Symposium* sponsored by Swiss PTT-Enterprises and city of Montreux, Montreux, Switzerland. Telex 24471 Festimont. CH.

May 27—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Shreveport, La.

May 27—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Des Moines.

May 27—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Dunmore, Pa. (for Scranton area).

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

May 28-30—*Pennsylvania Cable Television Association* spring meeting. Hershey Motor Lodge, Hershey, Pa.

May 29—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Jackson, Miss.

May 29—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Moline, Ill.

May 29—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Philadelphia.

May 29-31—*Oregon Association of Broadcasters* spring conference. Holiday Inn, Medford.

May 29-31—*Associated Press Broadcasters Inc.* 1975 national convention. Keynote speakers: Arthur Taylor, president of CBS Inc., and Representative Barbara Jordan (D-Tex.). Hotel Palacio Del Rio, San Antonio, Tex. *Texas APBA* annual meeting will be held at same time.

■ **May 30-31**—*North Dakota Broadcasters Association* spring meeting. Kirkwood Motor Inn, Bismarck.

May 31—*National Headliner Awards* presentation: 12 are in broadcasting (BROADCASTING, April 21). Banquet speaker will be former California Governor Ronald Reagan. Atlantic City.

May 31-June 4—*American Advertising Federation's* 1975 convention and public affairs conference. Keynote speaker will be Secretary of Treasury William Simon. Luncheon speakers will be Federal Trade Commission Chairman Lewis Engman and Federal Energy Administrator Frank Zarb. Among others on agenda: Former FCC Commissioner Lee Loevinger, now in Washington law practice; Thomas Rosch, director of FTC's Bureau of Consumer Protection; William Tankersley, president, Council of Better Business Bureaus; AAF Chairman Robert Hilton, BBDO, San Francisco, and James Parton, chairman, National Advertising Review Board. Statler Hilton Hotel, Washington.

June

June 1-3—*National Association of Broadcasters* two-day workshop on children's television. Washington Hilton, 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 2-6—*Paulist Communications* workshops on communications with emphasis on radio and geared to novices in the media. Joliet, Ill. Further information: Larry Zani, Paulist Communications, 207 Hudgens building, Atlanta 30354; (404) 767-6102.

June 3—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Wichita, Kan.

June 3—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Huntington, W.Va.

June 3—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Spokane, Wash.

June 3-5—*Armed Forces Communications and Electronics Association* 29th annual convention. Sheraton-Park Hotel, Washington.

■ **June 3-5**—Conference on University Applications of Satellite/Cable Technology, presented by *Department of Communications, University of Wisconsin-Extension*, in cooperation with *National Association of Educational Broadcasters, Cable Television Information Center* and *Publi-Cable*. Madison, Wis. Registration: Wisconsin Center, 702 Langdon Street. Madison 53706.

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

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

June 5—*Radio Advertising Bureau* Idearama meeting on small-market sales. Hilton Inn, Oklahoma City.

June 5—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Covington, Ky. (for Cincinnati area).

June 5—*Radio Advertising Bureau* Idearama meeting on small-market sales. Great Falls, Mont.

June 5-7—*Alabama Broadcasters Association* spring convention. Sheraton Inn, Huntsville.

June 5-8—*Missouri Broadcasters Association* spring meeting. On Friday agenda: Dick Shiben, FCC, Washington, on new renewal form and new ascertainment guidelines, and Brenda Fox, National Association of Broadcasters, on double billing. Saturday luncheon speaker: Senator Roman Hruska (R-Neb.). Lodge of the Four Seasons, Lake of the Ozarks.

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

June 7—*Radio-TV News Directors Association* regional meeting, in cooperation with Medill School of Journalism. Northwestern University, Evanston, Ill.

June 7-10—*Georgia Association of Broadcasters* 41st annual convention. Speakers: James Gabbert, KIOI(FM) San Francisco and president, National Association of FM Broadcasters; Thomas Frawley, Cox Broadcasting, Washington and president, Radio-Television News Directors Association; Jack Thayer, NBC Radio, New York; Jim Lawhon, WMAZ-AM-FM-TV, Macon; Bos Johnson, WSAZ-TV, Huntington, W.Va.; Robert McAuliffe, Institute of Broadcasting Financial Management; Doug Edwards, CBS News, New York; Mike McDougald, WAAX(AM), Gadsden, Ala. Callaway Gardens, Pine Mountain.

June 8-10—*Virginia Association of Broadcasters* spring meeting. Site to be announced, Virginia Beach.

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

June 8-11—*Broadcasters Promotion Association* 20th annual seminar. Don Whitley, KBTW(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 8-27—*Institute for Religious Communications* 7th annual workshop. Speakers: Donald H. McGannon, president, Westinghouse Broadcasting; Vincent Wasilewski, president, National Association of Broadcasters; Norman Cash, vice chairman, Television Bureau of Advertising; Joseph E. Levine, motion picture executive and producer, and D. Thomas Miller, president, CBS-TV owned stations. Loyola University, New Orleans.

June 9—Broadcast Day luncheon for Colorado broadcasters. Denver Hilton, Denver.

June 10—*Radio Advertising Bureau* Idearama meeting on small-market sales. Prom Sheraton, Kansas City, Mo.

June 10—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Lincoln, Neb.

June 10—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Raleigh, N.C.

■ **June 10-11**—*California Community Television Association* spring meeting. Senator Hotel, Sacramento.

June 10-13—*Canadian Radio Television Commission* hearings in which major part of agenda will be devoted to position paper on pay TV for Canada. CRTC headquarters, Ottawa.

June 12—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Sioux Falls, S.D.

June 12—*Radio Advertising Bureau* Idearama meeting on small-market sales. Sheraton Jet Port Inn, Orlando, Fla.

June 12—*Screen Actors Guild-American Federation of Television and Radio Artists* joint executive committee meeting to discuss merger. Los Angeles.

June 12-13—*Florida Cable Television Association* annual convention. Beach Club Hotel, Naples.

June 12-14—*South Dakota Broadcasters Association* convention. Golden Spike Motel, Hill City.

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

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Open Mike®

Pound makes point

EDITOR: On the theory that "you ought to know," I suggested to my area congressman that he request FCC forms required for renewing the license of a small town radio station. Attached is his reply.

If every broadcaster did this, some favorable action just *might* be taken.—*Ed Mullinax, president-general manager, WLAG(AM) LaGrange, Ga.*

Dear Ed:

In this morning's mail I received the ONE POUND package of FCC forms requested by my office last week. This paper maze for a license renewal does, indeed, seem needlessly formidable and I can understand the chagrin you and other station operators must feel. From a perusal it is obvious that one must have the combined talents of an engineer, a CPA and a whole firm of Philadelphia lawyers to properly complete these forms and I appreciate your bringing this proliferation of red tape to my attention. You may be sure of my support for simplification. Another candidate for simplification is the field of taxation.

Sincerely,
JACK BRINKLEY
Member of Congress

Letter from London

EDITOR: This is in response to the March 24 letter from George Schwartz with reference to Senator William Proxmire's fight to abolish the fairness doctrine.

It amazes me that a man of the academic world can ignore the facts in front of him and find the equation of broadcasting with print "unnerving." Aside from practical arguments put forth by Senator Proxmire as to the fallacy of the scarcity proposition and the general reverse effect of the doctrine, there are sound constitutional reasons for abandoning it. The First Amendment makes no distinction as to methods of transmitting ideas, nor should it. As Mr. Justice Blackmun observed in last year's *Miami Herald* case, "... we have opted for free press, not free debate." In the Gertz case handed down the same day, the court consistently equated the broadcaster and the publisher. That equation was again reaffirmed in the recent Cox Broadcasting case.

But even if one assumes that free debate is a protected purpose of the First Amendment, to exclude all other information source inputs to the discussion forum is ridiculous. Mr. Schwartz ignores our national news plurality and in so doing makes a weak case for continuing under the fairness doctrine restraints.

The press, in all its forms, deserves

First Amendment protection.—*Jerald Fritz, Centre for Legal Studies, University of Notre Dame Law School, London, England.*

Only as old as they listen

EDITOR: Today I received a business alert from my national rep announcing a flight for radio for a brand of traveler's checks. The target—25+, the format request—no contemporary stations.

What is 25-49? It's the buying years. Today's 25-year-old was about 5 when the new music started. The 40-year-old was 20 and so was Elvis Presley.

Many agencies and advertisers think that contemporary music plays only to the bubble-gum set. To those people, I ask: At what magic age does a person who has grown up with a lively sound automatically lose interest in his music and embrace the sweet sounds of the big-band era?

The time has come to face the fact that as much as we people over 49 hate to admit it, contemporary music has the left foot firmly in the stirrup, right leg swung well over and it is descending to a comfortable seat in the economic saddle.

Now is the time for contemporary stations and their reps to get out and tell the banks and other MOR buyers that the customers they want are listening to the music of their choice and not the music of the bank president's choice.—*John P. Martin, president/general manager, KATA(AM) Arcata, Calif.*

Pump primer

EDITOR: Recently our company made an offer to employes of a \$200 cash allowance toward the purchase of a 1975 automobile. In our area new car sales are considerably off. It is our hope that other businesses might pick up the idea and provide the same incentive for their employes.—*David D. Brown, vice president, WTVL(AM) Waterville, Me.*

Bell-ringer

EDITOR: Your cartoon under "Open Mike" in the April 21 issue brought home a note of truth to small market men like me and others I'm sure. I presently serve as program director, sports director, music director, assistant to the chief engineer, sales director, production director, salesman, play-by-play sportscaster, regular rock DJ.

Combo jobs as described in the cartoon are still alive and well.—*Francis M. Nash, WGOH-AM-FM Grayson, Ky.*

(The April 21 letter commented on a March 24 Jack Schmidt cartoon of an employment counselor remarking "When he said he wanted a sales manager, chief engineer, traffic director, copywriter, news director and first phone MOR announcer. I thought he meant more than one man.")

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* Reg. U.S. Patent Office.
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NARRATED BY GENE NORMAN

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Produced and Directed by: PETE KLINE • Written by: RICHARD OLIVER • Narrated by: GENE NORMAN • A&R Consultant: RIC ROSS

Four plays of the current television season suggest an answer. Plays about a daughter of slaves, a founding father, a grandmother in love, a striving nun. What could be more different? And yet they shared this distinction: They combined innovative drama with appeal for mass audiences.

Innovation in the arts seldom reaches outside small circles of the "elite." But these full-length dramas on the CBS Television Network won audiences averaging more than 30 million viewers—and the praise of critics across the country.

Innovation happens in different ways. One of these plays re-created a century of social change through a vivid personality ("The Autobiography of Miss Jane Pittman"). Another rejected the tradition of wooden historic drama and made a founding father come movingly alive (the four-part "Benjamin Franklin"). Still another tested conventional thinking about relationships of the elderly ("Queen of the Stardust Ballroom"). And another broke an old stereotype and portrayed the life of a convent without sentimentality ("In This House of Brede").

Through pioneering and a tradition of quality, theater on the CBS Television Network builds the base of a nationwide cultural center. It probes changing values and wins changing audiences—on the creative frontiers of programming.

Source: based on NTA estimates of total audience (households) and viewers per 1000 viewing households for original telecasts. VPMH for "Brede" not available from NTA and estimated by CBS. Subject to qualifications available on request.

**WILL
AN ELITE
OF 30 MILLION
LET ANY
MORE IN?**



THE AUTOBIOGRAPHY OF MISS JANE PITTMAN, BENJAMIN FRANKLIN, QUEEN OF THE STARDUST BALLROOM, IN THIS HOUSE OF BREDE

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NETWORK**

Programming

CBS expected to keep lead despite strong challenges from NBC, ABC

Fall line-ups to cost \$18.1 million a week, with Universal TV, MTM, Tandem as biggest suppliers

Situation comedies and nonviolent melodramas dominate the formats of the 27 new shows the three networks will introduce into their 1975-76 prime-time schedules beginning next September.

Nine new sitcoms and nine new "soft" melodramas (big-city doctors, con men on the side of the law, a woman lawyer, a TV news team and a super sleuth are among the characters that populate these action shows), contrasted with only four new series that could be construed as "violent," furnish unassailable evidence that the family-hour stricture has had its effect on the network executives who put together the line-ups.

In addition, spiraling costs and producers' demands for more realistic payments swelled total production costs of the three networks' schedules to a record \$18.1 million a week plus one rerun each. (Last year, the networks shelled out \$15.8 million for the shows on their 1974-75 schedules.) Half-hour sitcoms will cost as much as \$140,000 for a first run and a repeat (the average is in the \$110,000 range), and 60-minute series will soar as high as \$280,000 for two runs (with the average price at about \$250,000).

Universal Television, which will provide 13 shows (a total of 14 hours a week), plus a number of made-for-TV movies, continued far out in front of the other major studios in this category. MTM Productions, with six weekly series to its credit (all of them on CBS, for a total of three-and-a-half hours), stood out as the leading independent supplier of network programming (with Norman Lear's Tandem Productions' five half-hour sitcoms running second).

Network sources and ad-agency media executives, although hedging more than ever this year because the three networks shuffled 20 holdover shows into

different time periods, were predicting that CBS would maintain its first-place lead over NBC, which would remain solidly ahead of an improving ABC. *Phyllis* (Monday, 8:30-9 p.m., NYT) and *The Metro Man* (Tuesday, 10-11 p.m.) were the new shows most often cited by insiders as potential top-10 hits.

NBC, which had engineered wholesale changes in its line-up late last month to counter CBS's surprise schedule (BROADCASTING, May 5) did some further tinkering last Tuesday. *Emergency* was returned to Saturday (8-9), where it has enjoyed steady success, swapping positions with *The Invisible Man*, which goes to Monday (8-9). NBC also moved its announced Thursday movie back to Monday (9-11) to avoid the *CBS Thursday Movies*. The shows dislodged on Monday were then moved to Thursday: *Ellery Queen* (9-10) and *Medical Story* (10-11).

Night-by-night, various industry sources were speculating as follows:

CBS figures to have a lock on Monday because it has three of the strongest sitcoms on the air. Two of them, *Rhoda* and *All in the Family* are wrapped around the *Mary Tyler Moore Show* spinoff, *Phyllis*, which observers such as Peter Bardach, vice president and director of broadcasting at Foote, Cone & Belding, and Werner Michel, SSC&B's vice president and director of network programming, consider the best bet among all the new shows to make a place for itself in Nielsen's top 10. Runner-up spot on Monday will probably go to the network that has the better lead-in show (since ABC's pro football and NBC's theatrical and made-for-TV movies from 9 to 11 pull fairly steady audiences). On that basis, ABC may have the edge because it will be programming *Cash and Cable*, the only western in prime time ("It's about time for the western to begin making a comeback," Mr. Michel said), whereas NBC is going with the science fiction/fantasy show, *The Invisible Man*, a genre that has seldom captured high ratings.

None of the industry insiders are predicting Tuesday night with any confi-

dence, although the pivotal show that could win the night for CBS is its 8:30 sitcom, *Joe and Sons*. Richard McHugh, a senior vice president and the corporate director of network relations and programming at Needham, Harper & Steers, who poses the question: "How many ethnic sitcoms are audiences expected to take?" is not high on the show. But if *Joe and Sons* can hold most of the 40-plus share that *Good Times* (at 8, and lead-in show) is expected to deliver (based on past performance), that factor would give CBS's 9 o'clock show, *Switch!*, a sort of modern-day version of "The Sting," a chance to lead the time period against its solid veteran competitors, ABC's *The Rookies* and NBC's *Police Story*. If *Joe and Sons* fails, Tuesday may then go to NBC because, as Marvin Antonowsky, vice president, program administration, NBC, puts it, "we'll deliver the audience flow with our three back-to-back male shows: *Movin' On*, *Police Story* and *The Metro Man*." Although agency men were predicting that *The Metro Man* would rule the roost in its time period, Joseph Wambaugh, the creator of *Police Story* (which spun off *The Metro Man*), was announcing in trade ads and letters to industry people that "I resent our series being used by NBC and Columbia Pictures Television as a springboard for 'action' cop shows." The new series, he concludes, is submerged beneath "the mindless cliches of gratuitous gunfire, screaming tires and wailing sirens."

Opposite *The Metro Man* on CBS at 10 is the American version of *Upstairs Downstairs*, called *Beacon Hill*, the pilot of which drew raves from the agency men for, in Mr. McHugh's words, "the writing, performing and staging, which are beautifully done." But "its commercial prospects are doubtful," said Mr. Michel.

Wednesday night's key show may be NBC's 9 o'clock *Doctors' Hospital*, under the production aegis of Matthew Rapf and Jack Laird, who stitched together the old *Ben Casey* medical show. If *Doctors' Hospital* keeps the audience from the hit lead-in show, *Little House on the Prairie*,

The unmaking of made-fors. For the first time in six years there'll be no regularly scheduled made-for-TV-movie time slot on either ABC or NBC. (CBS never had one.) The reason: ratings last season were marginal (ABC's *Wednesday Movie of the Week* and NBC's *World Premiere Movie* each averaged 29 shares, and ABC's *Tuesday Movie of the Week* averaged only 27 share), and CBS's number-one position was attributed to the success of its bread-and-butter weekly series, with continuing characters audiences could identify with. Network programmers say, however, that dozens of these movies will still be churned out, although, for most part, in two-hour (or longer) packages rather than in 90-minute sections, and will be slotted in two-hour theatrical-movie time slots (Friday and Sunday on ABC, Thursday and Saturday on NBC, and Thursday on CBS). In addition, ABC announced that it will schedule its 12-hour mini-series version of Irwin Shaw's "Rich Man Poor Man" (part of ABC's new *Novels for Television* concept) on six consecutive Monday nights (9-11 p.m., NYT) between the end of National Football League telecasts and the beginning of major-league-baseball telecasts in April.

Monday

	ABC	CBS	NBC
8:00	Cash and Cable (Paramount) \$250,000	Rhoda (MTM) \$118,000	The Invisible Man (Universal) \$270,000
8:30		Phyllis (MTM) \$108,000	
9:00	NFL Monday Night Football \$700,000	All in the Family (Tandem) \$130,000	NBC Monday Night at the Movies (Various) \$775,000
9:30		Maude (Tandem) \$120,000	
10:00		Medical Center (MGM) \$265,000	
10:30			
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Happy Days (Paramount) \$140,000	Good Times (Tandem) \$110,000	Movin' On (D'Antoni-Weitz Productions) \$235,000
8:30	Welcome Back (Kornack/Wolper) \$95,000	Joe and Sons (Douglas S. Cramer) \$100,000	
9:00			
9:30	The Rookies (Spelling-Goldberg) \$260,000	Switch! (Universal) \$250,000	Police Story (Columbia Pictures Television) \$260,000
10:00			
10:30	Marcus Welby, M.D. (Universal) \$305,000	Beacon Hill (Robert Stigwood Organization) \$240,000	The Metro Man (Columbia Pictures Television) \$250,000
11:00			

Wednesday

	ABC	CBS	NBC
8:00	When Things Were Rotten (Paramount) \$140,000	Tony Orlando and Dawn (CBS) \$230,000	The Little House on the Prairie (NBC) \$260,000
8:30	That's My Mama (Columbia) \$102,000		
9:00			
9:30	Baretta (Universal) \$260,000	Cannon (Quinn Martin; CBS) \$240,000	Doctors' Hospital (Universal) \$250,000
10:00			
10:30	Starsky and Hutch (Spelling-Goldberg) \$245,000	Kate McShane (Paramount) \$235,000	Petrocelli (Paramount) \$240,000
11:00			

Sunday

	ABC	CBS	NBC
7:00	The Swiss Family Robinson (20th Century-Fox; Irwin Allen Productions) \$255,000	Three for the Road (MTM) \$230,000	The Wonderful World of Disney (Walt Disney) \$275,000
7:30			
8:00			
8:30	The Six Million Dollar Man (Universal) \$280,000	Cher (CBS; George Schlatter) \$250,000	Holvak (Universal) \$265,000
9:00			
9:30	ABC Sunday Movies (Various) \$775,000	Kojak (Universal) \$270,000	NBC Sunday Mystery Movie (Columbo; McMillan and Wife; McCoy) (Universal) \$525,000
10:00			
10:30		Bronk (MGM-TV; Carnan Productions) \$240,000	
11:00			

from switching to *Cannon* on CBS and *Baretta* on ABC, then NBC will win the night handily. If not, the night will be up for grabs. Wednesday's sleeper, according to agency men who saw possibilities in the pilot, could be ABC's 8 o'clock *When Things Were Rotten*, a slapstick farce set in 12th century England and focusing on Robin Hood's battle of wits with the Sheriff of Nottingham, which was created by Mel Brooks and Norman Steinberg. Its success, though, may hinge on how much of his valuable time Mr. Brooks is willing to devote to it. "He makes so damn much money making feature pictures," says Richard Pinkham, the senior vice president of Ted Bates's media and program department, referring particularly to "Blazing Saddles" and "Young

Frankenstein," "that it's questionable whether he'll have much input at all."

CBS is in no real danger on Thursday night, insiders say, because its lead-in show, *The Waltons*, displays no signs of weakening, particularly against unproved sitcoms on both ABC and NBC. CBS rounds out the evening solidly with its one theatrical-movie night, which will become the showcase for features like "The French Connection" and "The Bible" and for made-for-TV movies like "Fear on Trial" (about TV blacklisting, with George C. Scott) and "The Babe Didrikson Zaharias Story." Even though CBS is acknowledged to have the weakest movie package of the three networks, ABC and NBC each attenuate their inventory over two nights (Friday and Sunday on ABC, Monday and Saturday on NBC). ABC should finish second on Thursday because its highest-rated series, *Streets of San Francisco*, provides a 34-share anchor at 9 for the 31-share *Harry O* with David Janssen at 10. NBC's Marvin Antonowski thinks his network's 9 o'clock show, *Ellery Queen*, has sleeper possibilities because it's produced by Levinson and Link (*Columbo*) and because it's a puzzle mystery along the lines of one of the biggest hit movies of recent months, "Murder on the Orient Express." But most of the agency men consider it a soft show that'll probably end up third in its time period.

With its impregnable bloc of *Sanford and Son*, *Chico and the Man*, *The Rockford Files* and *Police Woman*, NBC ran away with the Friday night ratings last season. Next fall, CBS is waging a frontal assault on NBC's line-up with the shifting of three long-running hit shows—*M*A*S*H* (8:30-9), *Hawaii Five-O* (9-10) and *Barnaby Jones* (10-11)—from their Tuesday-night berths to Friday (same time periods). These entries are expected to eat into NBC's numbers, but the agency men say CBS will be hampered by a relatively weak lead-in show, a sitcom called *Big Eddie*, which will probably be swallowed whole by *Sanford*. Fred Pierce, the president of ABC-TV, says he's counting on *Mobile Two* at 8, a Jack Webb

carbon of his other successful prime-time series, *Emergency*, to carve out a 30 share against the competing sitcoms, in circumstances similar to *Emergency's* surviving for years against *All in the Family* on Saturday (by offering a counterprogramming alternative). And strong features on ABC's *Friday Night Movies*, he continues, will keep the network from falling into the kind of disastrous Friday night it suffered all of last season, when it programmed series instead of movies.

CBS is given the edge on Saturday, but not by the margin it commanded when *All in the Family* was a fixture at 8. *The Jeffersons*, which inherited the huge *All in the Family* lead-in week-in and week-out last winter, is being asked to go it alone at 8 and "the show may not have the intrinsic strength" for that task, according to Mr. Pinkham. The new sitcom that follows *The Jeffersons* next season, *Doc*, is "a nice, amiable show, but nothing more," says Mr. McHugh.

Which is why ABC's Fred Pierce thinks his network's 8 o'clock *Howard Cosell Show*, a variety hour that will be patterned somewhat after the old *Ed Sullivan Show*, has a chance to succeed. "Howard will try to capture what's happening in the entertainment world that week," says Mr. Pierce. "It's true that Howard is disliked as much as he's liked by audiences, but he's also a catalyst who can attract the kinds of stars and talent and celebrities from all fields that'll make the show talked about." Mr. Pierce also says he's banking on the hit second-season cop show, *S.W.A.T.*, and the new glamour-action series, *Matt Helm*, to make ABC more competitive on Saturday than it has been in years.

Sunday has been complicated somewhat by the extra hour of programming all three networks are adding, thanks to prime-time access-rule changes by the FCC. The agency men are laying bets on NBC to capture the night, figuring that the new *Waltons*-type show, *Holvak*, at 8 will retain most of *The Wonderful World of Disney's* extensive 7 o'clock audience and will then feed those bodies into the two-

Thursday

	ABC	CBS	NBC
8:00	Barney Miller (Danny Arnold Productions) \$135,000	The Waltons (Lorimar) \$240,000	Sunday Dinner (MGM-TV; Persky-Denoff) \$100,000
8:30	On the Rocks (John Rich Productions) \$100,000		Fay (Danny Thomas Productions) \$100,000
9:00	Streets of San Francisco (Warner Bros.; Quinn Martin) \$280,000	CBS Thursday Night Movies (Various) \$775,000	Elleyn Queen (Universal) \$250,000
9:30			
10:00			
10:30	Harry O (Warner Bros.) \$260,000		Medical Story (Columbia Pictures Television) \$250,000
11:00			

hour *NBC Sunday Mystery Movie*. ABC could end up second if its new lead-in show, *The Swiss Family Robinson*, gets the kind of early-evening Sunday family audience it's geared to. *The Six Million Dollar Man* has a steady, respectable audience at 8, and ABC is touting movies like "The Sound of Music," "Cabaret," and a couple of James Bonds for its feature-film time slot beginning at 9.

CBS affiliates meet for annual preview of coming attractions

Station and network execs convene to screen new pilots and discuss business at hand; Taylor, Schneider to address luncheon sessions

CBS-TV will give its affiliates a look this week at highlights of the prime-time schedule with which it hopes to stay ahead in the 1975-76 network race.

Screenings of pilots of new shows will be interspersed among reports and other business activities at the 20th general conference of affiliates Tuesday and Wednesday (May 13-14) at Los Angeles. A turnout of approximately 1,000—station executives, their spouses and CBS and CBS-TV executives—is expected.

Arthur R. Taylor, president of CBS Inc., will address the Tuesday luncheon. John A. Schneider, president of the CBS/Broadcast Group, will give Wednesday's address.

The business sessions, to be held at CBS Studio Center in North Hollywood, will open Tuesday at 8:25 a.m. with welcomes from Charles B. Brakefield of WREG-TV Memphis, chairman of the CBS-TV Affiliates Advisory Board, and Robert D. Wood, CBS-TV president.

The Tuesday meetings will include a report on the network's 1974-75 performance by Arnold Becker, director of network research; introduction of the 1975-76 schedule by Fred Silverman, vice president, programs; reports on specials

Friday

	ABC	CBS	NBC
8:00	Mobile Two (Universal) \$270,000	Big Eddie (Deezdemz-anddoze) \$100,000	Sanford and Son (Tandem) \$130,000
8:30		M*A*S*H (20th Century-Fox) \$130,000	Chico/Man (Komack/Wolper) \$105,000
9:00	ABC Friday Night Movies (Various) \$675,000	Hawaii Five-O (CBS; Leonard Freeman) \$270,000	The Rockford Files (Universal) \$365,000
9:30			
10:00			
10:30		Barnaby Jones (CBS; Quinn Martin) \$240,000	Police Woman (Columbia Pictures Television) \$250,000
11:00			

by Oscar Katz, vice president, programs, New York, and on daytime and children's specials by B. Donald Grant, vice president, daytime programs, as well as screenings of five pilots.

The Wednesday sessions will start with a closed meeting of affiliates at 8 a.m., followed by screenings of four pilots and, in the afternoon, reports by Robert Wussler, vice president, sports; Richard S. Salant, president of CBS News; Frank M. Smith Jr., CBS-TV vice president, sales; Jack Cowden, CBS-TV vice president and assistant to the president; Barrie Richardson, CBS-TV vice president, press information, and Louis Dorfman, CBS/Broadcast Group vice president, advertising and design.

Windup business feature will be a session in which network officials field questions from affiliates, with CBS-TV President Wood as moderator.

The annual banquet will be held Wednesday evening at the Century Plaza hotel.

Playing to win. Two new game shows will move into CBS-TV's daytime line-up June 16: *Musical Chairs*, which will be network TV's first game show with a black host, singer-actor Adam Wade, will go into the Monday-Friday 4-4:30 p.m. NYT spot, and *Spin-Off*, with host Jim Lange, will take the 10-10:30 a.m. period. *Tattle-tales*, now at 4-4:30, will move to 11-11:30 a.m., bumping *Now You See it* from the schedule, while *Spin-Off* trumps *The Joker's Wild* at 10-10:30. *Musical Chairs*, which will feature musical guest stars with a singing group and a live orchestra, will be a Jerome Schnur/Don Kirshner production from New York with Bill W. Chastain Jr. as producer. *Spin-Off*, pitting two couples against each other in a game of luck and skill, will be a Nick Nicholson/E. Roger Muir production from Hollywood with Willie Stein as producer.

Saturday

	ABC	CBS	NBC
8:00	The Howard Cosell Show (ABC) \$250,000	The Jeffersons (Tandem) \$210,000	Emergency (Universal) \$270,000
8:30		Doc (MTM) \$100,000	
9:00	S.W.A.T. (Spelling-Goldberg) \$280,000	The Mary Tyler Moore Show (MTM) \$125,000	NBC Saturday Night at the Movies (Various) \$775,000
9:30		The Bob Newhart Show (MTM) \$120,000	
10:00			
10:30	Matt Helm (Columbia Pictures Television) \$260,000	The Carol Burnett Show (CBS) \$260,000	
11:00			

Macdonald gets down to specifics on family viewing

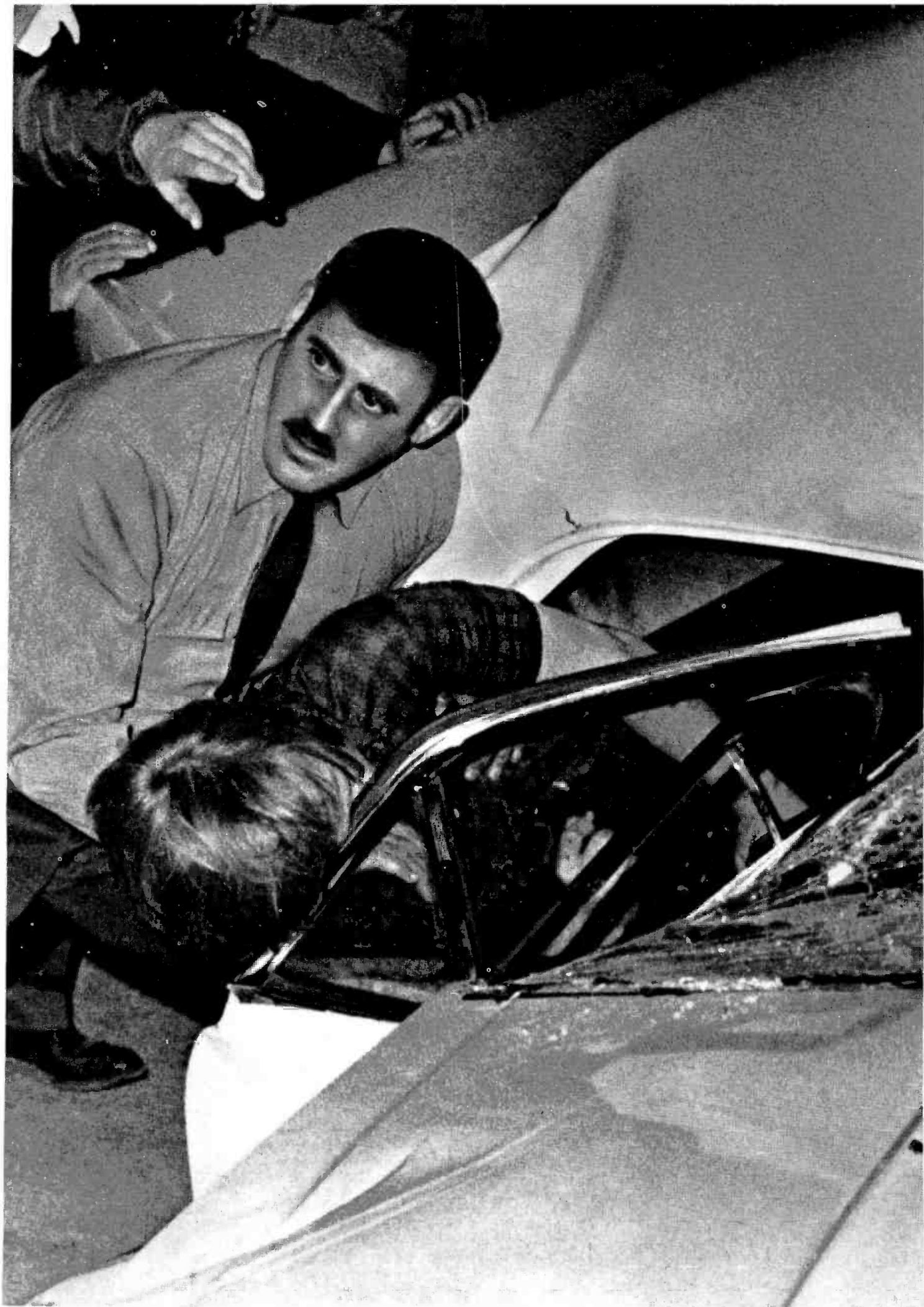
Subcommittee chairman proposes whole new apparatus to control sex and violence in TV programs

House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) for several months has been making it clear that he does not think much of the family viewing period, written into the National Association of Broadcasters' TV code last month, as a means of curbing sex and violence on television. But until now his criticism has taken the form of brief broadsides, with observations such as "relying on the industry's good faith is like writing a letter to Santa Claus," or "the family viewing time is a masterful piece of public relations by the networks."

However, last week he amplified and extended his remarks in an article for the opposite-editorial page of *The Washington Post*. In it, he said the television industry has "misjudged the dimensions of the problem of televised violence and its impact on our children and youth." He said the surgeon general's Scientific Advisory Committee on Television and Social Behavior determined in 1972 that there exists a causal relation between television violence and antisocial behavior, but that it is apparent from the programs currently on TV that the industry is unwilling to accept this relationship.

Mr. Macdonald said the TV industry rationalizes violent programming by saying it is simply giving the people what they want to see. But this argument, he said, "overlooks the broader responsibility of television to provide high-quality programming that has prosocial value."

However, the answer is not to eliminate all violence from TV, Mr. Macdonald said. "It can treat violence themes in a manner that does not produce a negative



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74% of today's high-school students drink—*nearly double what it was just four years ago*, according to the National Commission on Marijuana and Drug Abuse.

Arrests of boys 18 and younger for intoxication have jumped 250% in that same period. And, incredible as it seems, some 450,000 of the nation's alcoholics are between 10 and 19 years of age.

Clearly, there's a crying need for help. A need Storer Stations recognize and whole-heartedly

support by devoting an increasing number of programs and editorials to the problem.

For example, WJBK-TV, Detroit, recently surveyed high-school students and found alcohol the number one abused drug of the young. So in their continuing series "Can We Win Against Drugs?" they turn the spotlight on teenagers and alcohol—including illegal ways they are able to buy it.

In another program, the station revealed how a prominent Detroitier drank himself out of a top job into the hospital. Through rehabilitation, he went on to become the hospital's administrator. (As a result of this interview, 8 new patients entered the hospital while inquiries poured in from all over the region.)

Milwaukee's WITI-TV launched a concerted drive against alcoholism with a 13-week series

of half-hour programs on such subjects as "Alcoholism and Youth," "Alcohol and Driving," plus a 90-minute special, "Is There a Life After Alcohol?"

In Toledo, WSPD-TV received the top award from the Ohio Associated Press Broadcasters Association for its series on alcoholism, during which it fought lowering the drinking age to 18.

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WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

impact, and its responsibility along these lines should not be limited to the hours between 7 and 9 p.m."

He said the family viewing plan raises serious questions, such as: "What effect will it have in Rocky Mountain and central time zones where it ends at . . . 8 o'clock instead of 9? What about the fact that it will not have any binding effect on independent stations until 1977? Will the viewer advisories about program content actually entice more viewers to watch 'mature' programs once the family viewing period is over? . . . How committed will the networks be to this concept if the ratings for family programs begin to decline? How is family viewing defined?" He said also he fears that because codification of family viewing was done voluntarily, the networks might use it to excuse violence on programs the rest of the day.

Trying to curb violence without running into the First Amendment is ticklish business, Mr. Macdonald said. Some critics have suggested licensing the networks, he noted, but he dismissed that possibility as being "a last resort that is unpalatable to many of us in Congress who do not relish the role of puritanical policemen."

Mr. Macdonald did provide some suggestions of his own, to be developed further during hearings before his subcommittee at some future date.

First, he suggested establishing a private "Council on Television and Social Behavior" to be supported by government and foundation grants and to undertake applied research, monitor programming, collect data and issue reports.

Second, he suggested creating a "Citizen's Television Information Center" to be a counterpart of the industry's Television Information Office. The center would encourage "grass roots involvement at the local level" and be a source of information.

Third, he said, incentive program could be established under the direction of the National Endowment for the Arts to make grants to local stations or program workshops for the development of quality programs.

Fourth, Mr. Macdonald espoused increased consumer pressure on advertisers that support violent programming.

Mr. Macdonald said the TV industry is progressing "at a snail's pace" in responding to the still growing concern about the effect of TV violence. "In view of the great capability for achievement in this industry," he said, "it still has a long way to go and a lot of growing up to do."

Veep's viewing. "I'm crazy about *Mannix*," says Vice President Nelson A. Rockefeller. He and sons Mark and Nelson Jr. watch the show every Sunday night, he told UPI reporter Clay Richards. Interview occurred just before CBS announced that detective show is being dropped. Mr. Rockefeller's other favorites: *Columbo* and *Cher*. He disclosed he never goes to movies any more but waits for TV showings. Last movie he saw in theater was "probably 'Ben Hur,' but I don't remember."

TV's tie to behavior focus of 10 studies

In a letter to Senate Communications Subcommittee Chairman John Pastore (D-R.I.), the National Institute of Mental Health (NIMH) reported it has spent \$491,133 this year to help support 10 research projects aimed at clarifying the relationship between television viewing and social behavior.

One of the projects, to be completed in two months, is a proposal on how best to quantify incidents of television violence and their effects on viewer behavior by the Committee on Television and Behavior of the Social Science Research Council (SSRC). Dr. Bertram Brown, director of the institute, said early indications are that the SSRC will suggest expanding the approach used by Dr. George Gerbner of the University of Pennsylvania's Annenberg School of Communications.

Dr. Gerbner published the sixth annual profile of TV violence last December, in which he concluded that although the incidence of violence on prime-time television was lower in 1973 than in earlier years, the number of victims of violence had not declined significantly. Dr. Gerbner also concluded there is evidence of a "television generation," people under 30 who because of heavy television viewing hold exaggerated notions about how much violence takes place in real life. Women under 30 who are heavy TV viewers, he said, are particularly impressionable.

Dr. Brown said Dr. Gerbner's results have been criticized because he generalized for all TV programming from a one-week sample of shows at the beginning of the 1973 fall season. He said the institute staff has discussed increasing the sample to include programming during the winter after some shows have been replaced. Other ideas will be discussed, he said, following the SSRC's report of violence indices.

Depending on what the SSRC reports, the Senate Communications Subcommittee may hold hearings on television violence some time this summer, a subcommittee aide said last week.

Following is a list of NIMH-supported television research projects, their directors and the amount of funds they have received:

Albert Bandura, Stanford University: "Experimental Analysis of Vicarious Psychological Processes," \$41,637.

Leonard Berkowitz, University of Wisconsin: "Determinants of Aggressive Behavior," \$46,473.

George Gerbner, Annenberg School of Communications: "Cultural Indicators," \$130,434.

Mark P. Zanna, Princeton University: "The Causes and Consequences of Credibility in TV News," \$29,232.

Paul Ekman, University of California, San Francisco: "Affect, Altruism, Aggression and TV Violence," \$44,774. Mr. Ekman has also received \$51,470 for a project entitled: "Long Term Effects of Aggressive/Prosocial TV Programs."

W. Andrew Collins, University of Min-

nesota: "Social Inferences and Television Effects on Children," \$26,459.

Eleanor Sheldon, Social Sciences Research Council: development of indicators of TV violence, \$64,915.

Ronald S. Drabman, Florida Technological University: Children's tolerance of real life aggression following exposure to TV violence, \$44,771.

Tanniru Rao, University of Wisconsin, Milwaukee: "Television Advertising and Its Effects on Children," \$10,968.

Program Briefs

Hillman honors. CBS Television Network and WNET(TV) Newark, N.J., were broadcast recipients of 25th annual Sidney Hillman Foundation awards presented by Amalgamated Clothing Workers of America. CBS was honored for its two-hour documentary special *The Autobiography of Miss Jane Pittman*. WNET-TV was given special award for its entertainment and information programming over years.

King hits 30. Mission Argyle Productions announces sale of syndicated *Billie Jean King Show* in 30 markets. Half-hour TV sports show, hosted by tennis star, premiered on KABC-TV Los Angeles and KGO-TV San Francisco. Among other stations that have bought show: WABC-TV New York, WLS-TV Chicago, WXYZ-TV Detroit, WBZ-TV Boston, WJZ-TV Baltimore, WTVJ(TV) Miami and KMBC-TV Kansas City, Mo.

That's life. Four-and-one-half minute, 52-week educational news interview series, *Perspectives on Health*, with medical experts and Bill Bertenshaw is available free to radio stations. Series began May 4 on WNBC-AM-FM New York, according to Radio and TV Roundup Productions. Contact: Art Foley or Dr. Rawland Cresser, College of Medicine and Dentistry of New Jersey, 100 Bergen Street, Newark 07103.

Offering for very young. Newly formed Children's Classics Cinema Corp., Los Angeles, has acquired 52 half-hour animated films of Thornton W. Burgess's children's story books from Zuiyo Films, Tokyo. Children's Classics is having Burgess films re-produced with English dialogue and lyrics, new music and new sound effects, to be offered to networks next month under title, *Fables of the Green Forest*. Children's Classics future plans include feature films and TV shows for children, as well as recordings, books, song books and toys. Max Ruderian is president; Albert Spiegel, executive VP, and Sid Kuller, vice president and executive producer.

Financial advice. William Nickerson Broadcast Enterprises, San Francisco, has been formed to syndicate five-minute radio program, *The Bill Nickerson Show*, with George Newell, former Time-Life Broadcast executive, as director. Mr. Nickerson is author of book, "How I Turned \$1,000 into \$3 Million in Real Estate," and is in investment business in San Francisco. 2299 Pacific Avenue, San Francisco 94115.

Lots of talk. Tane Productions is offering free 30-minute radio talk programs to stations in U.S. and Canada. Shows include politically oriented *Relevance*, with Rolfe Auerbach as host; *Radio Factory Outlet*, with Bob O'Brien on current entertainment scene, and other series dealing with occult, sports, science and rock music. *Ian Carlin, syndication director, Tane Productions, 15 East 40th Street, New York 10016; (212) 689-1555.*

Good for business. World Entertainment Network, Detroit, offers *Enterprise '75*, new half-hour, five-days-per-week radio program beginning June 1. Program is aimed at black small-businessman and includes one-hour weekend wrap-up.

Dateline: nostalgia. Hollywood Newsreel Syndicate Inc., Hollywood, is offering five-minute TV featurette, *News-talgia*, for use as part of regular newscast by station or as filler. Producer-narrator is Ted Hilgenstuhler, Los Angeles newsmen-documentary producer, who already has finished programs on Marilyn Monroe and Jayne Mansfield. *1622 North Gower Street, Hollywood 90028.*

But not the Palace. Metromedia Television, Los Angeles, has signed four more stations for MM's *Vaudeville* syndicated series of 13 one-hour variety specials. This brings total markets to 53. New stations are KYW-TV Philadelphia, KULR-TV Billings, Mont.; KGUN-TV Tucson, Ariz., and WLSL-TV Roanoke, Va. MM also announces that it has signed non-exclusive contract with Mort Green, producer-writer of *Vaudeville*. Arrangement provides MM with first rights on program ideas created by Mr. Green and his Kaymore Productions.

To the showers. S-P Productions, Los Angeles, is syndicating *The Steam Room*, five-days-per-week sports show before live audience moderated by Los Angeles TV and radio personality Bud Furillo (KABC-AM-TV), with Mazda Motors of America as national sponsor and with time left open for local sale. Program began last week on KHJ-TV Los Angeles. Producers-distributors are Robert Seizer and John Paley, former network executives.

Star trek. 641 Productions Inc., New York, is soliciting radio stations for new series of taped interviews conducted by Rex Reed, movie columnist for Chicago Tribune Syndicate. Mr. Reed has already recorded talks with George C. Scott, Elizabeth Taylor and Ellen Burstyn. Company said it would announce station line-up later this month.

Four tragedies revisited. CBS News will develop two-hour special, to air in November, on revival of questions concerning four assassinations or attempts, from death of President John F. Kennedy in 1963 to shooting of Governor George C. Wallace in 1972. *CBS Reports: The Assassinations* will be reported and narrated by Dan Rather with production supervised by Leslie Midgley, and will also examine 1968 shooting deaths of Robert Kennedy and Martin Luther King Jr.

Rodino urges go-slow approach to live coverage of Congress

At state-association presidents' meeting, House Judiciary chairman who came to prominence in televised Nixon impeachment hearings says cameras may cause drastic changes and caution is needed; FCC's Wiley finds an appreciative audience

House Judiciary Committee Chairman Peter Rodino (D-N.J.) said last week there are dangers in permitting unfettered broadcast coverage of floor proceedings in the House and Senate.

Addressing a National Association of Broadcasters-sponsored meeting of state broadcast association presidents and executive directors in Washington last Tuesday, Representative Rodino said "permission to televise proceedings, while part and parcel of the vital modern trend toward open government, ought not to be unlimited or to destroy the ability of those in government to deliberate and argue in private when the occasion demands."

As presiding officer over hearings last July that ultimately led to a Judiciary Committee vote to recommend impeachment of former President Richard Nixon, Mr. Rodino owes his celebrity in large measure to the television cameras which for six days projected his image live into the homes of millions of Americans.

Last Tuesday he had nothing but praise for the manner in which the networks and his colleagues conducted themselves during those live telecasts. "I think it is impossible to overemphasize the importance of television coverage to the impeachment proceedings," he said.

He said TV provided the only means of involving the people in the judgmental process of the hearings. Because the debates were carried live and in full, he

said, the people were able to observe all the nuances of the events as they happened. Not just the President, but the committee members as well were on trial before the people, Mr. Rodino said, and rightly so. In the end the nation's faith in the constitutional process was renewed, he said.

In the case of the impeachment hearings, "it would have been grossly unfair to the American people to keep their eyes and ears out of the chamber of judgment," he concluded, but he indicated he does not think that necessarily holds true for all future chamber proceedings.

Representative Rodino said live coverage of House and Senate proceedings (there are measures to implement such a program currently pending in both houses) would serve a "vital" purpose in promoting public understanding of major issues "in a way never possible in any previous democracy." But he also said he knows from experience that much "robust, uninhibited questioning, argument and debate" are necessary before members are ready to take public stands, "and that such discussion is often necessarily private." He added, that "among other things, the protection of the rights of innocent parties commands privacy for many sessions."

He also said many of the formats of broadcast journalism, such as presidential press conferences and coverage of congressional committees, "have proved to be extremely vulnerable to personal manipulation by politicians of both parties." "Serious thought," he said, should be given to preventing this type of abuse.

Mr. Rodino said television has changed every institution it has touched, often creating events where none would have existed had cameras not been present. "Before we accept unqualifiedly the expanded presence of television in the Congress, we in Congress and you in the industry should make some realistic judgments about the kinds of institutional change it is likely to bring about," he said. "And we should strive to formulate guidelines which will limit it to the coverage, not the creation of congressional events."

Another participant in the program



Rodino

was FCC Chairman Richard Wiley, who found an appreciative audience in the state executives. Several times before, during and after Mr. Wiley's remarks and responses to questions, he was applauded and two or three of the executives stood to praise Mr. Wiley when he told them he was working hard to tighten up the administration of the agency, clear away the commission backlog and smooth the way for open dialogue between the FCC and broadcasters.

He drew hearty applause at one point when he announced that contrary to hints in the trade press that his job status is uncertain ("Closed Circuit," April 7, April 28), "I do expect to be around in September and I do expect to be around for the next two years."

Mr. Wiley highlighted for the broadcasters the events on the commission's schedule for the next six months, touching on the planned "petition-to-deny day," whereby the commission will take up all newly filed petitions to deny one day each month. And he brushed the commission's ascertainment package, which he said the commission will soon adopt as a proposed rulemaking. On May 20, he said, the commission will discuss guidelines for equal opportunity employment, adding that "any broadcaster who doesn't have an affirmative EEO program is in for a lot of trouble."

Also on the state executives' program last week was a question-and-answer session with the bureau and division chiefs of the FCC. Questions from the broadcasters tended to spotlight individual local problems, but a shared concern was over the progress of FCC rulemaking on the proposed four-page radio license renewal form. Richard Shiben, chief of the Renewal and Transfer Division, said he was eager for response on the four-page form the FCC has issued for comment, even "if you think it's a bunch of crap." He said he thinks it is a good form, but that there is "room for improvement." One broadcaster in the audience testified it is a good form for him, saying that in filling it out he was able to cut the time by one half or two thirds compared to what he has spent on the present form.

The broadcasters were also concerned about the high rate of failure on the third class operators test and were told by C. Phyll Horne, chief of the Field Operations Bureau, that the commission is working on making the exam available at more testing centers. But he said letters to the FCC have indicated that many think the test is not too difficult if a person will prepare himself for it. He said the new study guide, with a higher price (65¢), will be sent in a week to all government bookstores.

Also on Tuesday, the state executives were offered a short course on how to lobby their congressmen in Washington. They were given tips on what congressional staff people to avoid and which ones to talk to, when to write or phone their congressmen, how to package their appeals for or against legislation and how to react when the votes go against the industry. The advice came from a panel of NAB government relations staffers.

One tool for gaining access to their

congressmen, the executives were told, is money. And they were told NAB's affiliated political action committee, the National Committee for the Support of Free Broadcasting, hopes to be able to spend twice as much next election on political campaigns as it did last election. The committee's goal for 1976 is to raise \$100,000.

Money the least House concern in hearings on FCC budget

**Wiley questioned on sex-violence,
Canadian pressures against U.S. TV,
cable import of distant sports
and how much commissioners travel**

A House Appropriations Subcommittee that FCC Chairman Richard E. Wiley appeared before last week seemed more interested in the commission's policies than in the President's request for \$49.8 million for the agency for fiscal 1976, \$2.9 million more than it received for fiscal 1975. Some of the broadcast matters that were brought up were those that interest other members of Congress—sex and violence on television, children's television generally and cable television.

But there was one new issue: a developing controversy with Canada over its policies aimed at discouraging Canadian advertisers from spending money on U.S. stations near the border and reducing U.S. influence in Canada. And the discussion revealed that Chairman Wiley does not look with favor on suggestions by some Buffalo, N.Y., licensees that they jam their signals to deny them to Canadian viewers ("Closed Circuit," April 28).

Representative Mark Andrews (R-N.D.) brought the issue up in the context of the agreement of KCND-TV Pembina, N.D., to go dark and sell its equipment to a Canadian group planning a station in Winnipeg. He attributed KCND-TV's decision to Canadian pressures against the placement of Canadian advertising on American stations. "Isn't there something we can do?" Representative Andrews asked.

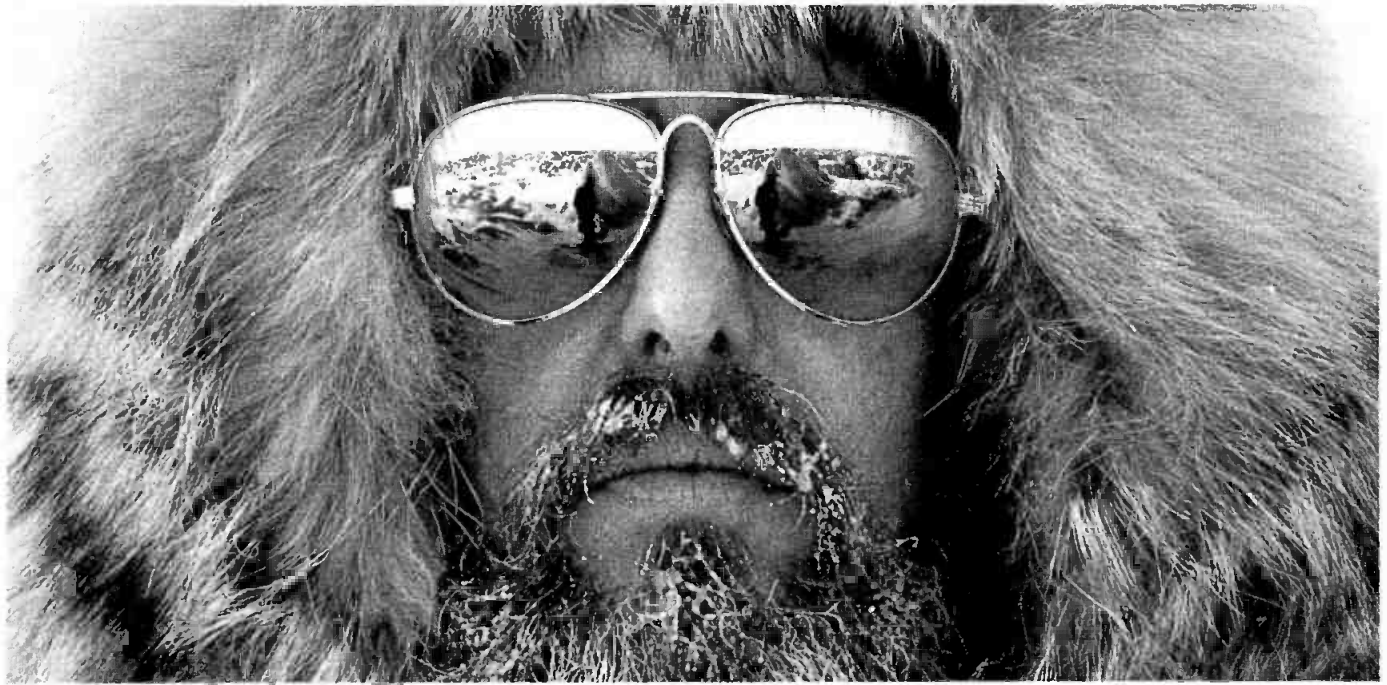
Chairman Wiley said that the Canadian policy is "wrong" but that he did not have an answer. "Retribution," he said, "is not the answer. I don't think jamming is in the public interest." He said it was a matter for the State Department to discuss with Canadian authorities. "It's part of a larger problem with Canada."

In strictly domestic affairs, no fewer than four of the nine subcommittee members who were present at one time or another during the day-long session inquired about the distant-signal sports proceeding. Representative Joseph D. Early (D-Mass.) was the first to raise the issue, and in a manner that indicated he did not think the proposal was in the public interest. The rule provides that, if a major league team is playing at home and the local television station is not carrying the game, a local cable system may not import a program of a game in the same

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Granted, our 20% share of the Basin's acreage means we've got a lot to gain by helping our competitors.

But the quicker and cheaper it is to find energy, the better it'll be for all of us.

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sport. The cable industry is waging a vigorous campaign against the proposal, on which comments are now being received by the commission, and Representative Early said he and several of his colleagues were "concerned" about it.

Chairman Wiley doggedly insisted every time the issue was raised that the commission would deal with it, and soon—the commission is scheduled to discuss it on June 24—though he said he did not know whether the rule would be adopted in any form or dismissed. "The commission will make a decision," he said. "Congress is free to act. We would like congressional guidance, but in the absence of congressional guidance, the commission feels it must meet its responsibility and act."

He noted that the proposed rule, originally issued for comment in 1972 (two years before he became chairman), was conceived as an attempt to follow congressional intent, as indicated in the statute permitting major league teams to agree to deny their games to local television. Since then, the law has been modified to deny the leagues that right in the case of sold-out games.

Several subcommittee members indicated they had doubts about the industry's effort at self-regulation, through the so-called family viewing concept, as a solution to what some consider the problem of undue sex and violence on television at a time when children are viewing.

Chairman Wiley developed the con-

cept in consultation with broadcasting leaders as a response to a directive last year from the House and Senate Appropriations Committees and the Senate Commerce Committee that the commission act to shield children from such programming. Under family viewing, the hours of 7 to 9 p.m. are to be programmed with material suitable even for young children.

Chairman Wiley stressed repeatedly that the First Amendment and the no-censorship provision of the Communications Act make it difficult for the commission to adopt rules to regulate programming but that the self-regulatory approach that has been adopted seems promising. "In time, we'll see whether the industry will meet its commitment in good faith," he said.

Representative Bill Alexander (D-Ark.) said he had heard from station managers in his district, who favored family viewing, that some broadcasters were resisting it. He asked for a list of those who are resisting the idea so that they might be contacted.

Chairman Wiley managed to sidestep the request. He noted that various industry groups had endorsed the idea and that what opposition had been expressed was based on the contention that television "is an art form and should be allowed to deal with controversial issues," free of government involvement. However, he said he did not think those reasons were sufficient to block industry ef-

fort at self-regulation, particularly since "television goes into the home."

The FCC drew a new reporting assignment at the hearing last week. Representative Andrews, noting that the commissioners spent \$24,000 on travel in 1972-73 and \$20,000 in 1973-74 (BROADCASTING, Aug. 5, 1974), asked the commission to file travel reports with the subcommittee. The subcommittee wants to know where the commissioners go and to whom they speak. The commission was not being singled out for special attention, apparently. "We get this from the State Department," Representative Andrews noted.

All's love and war on fairness

Second round of hearings before an unmoved Pastore features Monroe and Straus arguing against it, religious broadcasters for it

The pros and cons of the fairness doctrine were again debated last week in Washington before the Senate Communications Subcommittee, as Chairman John Pastore (D.-R.I.) continued to ask how to square what he called the public's First Amendment rights with the broadcasters'.

Bill Monroe, NBC News correspondent and Washington editor of the *Today Show*, submitted that there is "something dangerously wrong" when Congress and the FCC apply rules to news media on how to report issues and political campaigns. Just because the electronic media require the government to allocate channels before they can operate, said Mr. Monroe, there is no excuse for government influence or control over news decisions.

Senator Pastore noted during an exchange with Mr. Monroe that he was "all for the First Amendment rights of broadcasters," but could not see how those rights were being abridged by the fairness doctrine. "I do see the weakness on the part of some [broadcast] executives" to pursue controversial subject matter, he continued, acknowledging that he was uncertain how to alter the doctrine to counter such weaknesses. What Senator Pastore fears is striking the doctrine altogether, an act that he equated with allowing broadcasters a license in "perpetuity."

Mr. Monroe, after being asked whether he would favor such a license, said unequivocally "yes" and claimed antitrust laws could prevent any gross monopolization of ideas. Regarding broadcast executives who lack courage, Mr. Monroe contended that it was easier for newspaper people to have that courage, since they did not incur the expense in money and time that broadcasters face once they are hit with fairness doctrine complaints.

Further proof of the inhibiting effects of the fairness doctrine on news broadcasts was suggested by R. Peter Straus, president of WMCA(AM) New York, who noted that the My Lai, Pentagon Papers and Watergate stories appeared first in print. "I cannot accept the thesis that print journalists are inevitably better in-



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investigative reporters," said Mr. Straus. He said that if *Washington Post* reporters Bob Woodward and Carl Bernstein had attempted to air their early findings on Watergate, a television editor would have killed the story.

Senator Pastore, however, saw other differences between print and broadcasting. Barring economic problems, he said, anybody could start a newspaper tomorrow in any city. But broadcasters, regardless of financial clout, must find an available frequency, and that difference is the reason for the fairness doctrine, the senator asserted.

Mr. Straus, unlike Mr. Monroe, did not urge lifting all obligations from broadcasters. "I accept the role of public trustee," he said. But he added that experience with the fairness doctrine has not made for greater public dialogue, as it was intended.

Acknowledging that he did not have any ready-made solutions, Mr. Straus suggested two possible courses for revision of the present fairness doctrine. First he would allow the doctrine to continue, but only as "one important" criterion in the over-all license renewal process, thereby not making it ground alone for a broadcaster to lose his license. Second, Mr. Straus suggested the doctrine be applied to a community as a whole. The FCC would take into account the diversity of viewpoints aired over all stations in a given market.

Two witnesses in support of the doctrine were the Rev. Ernest Ryden and the

Rev. Richard D. Fischer, both from the Rhode Island State Council of Churches. They are active in producing public affairs shows for Providence, R.I., area stations.

Mr. Ryden acknowledged the problem broadcasters face with requests for free time, but added that "no one has ever said that freedom comes cheaply. If this is what it costs, then that price must be paid," he said.

Mr. Fischer called the fairness doctrine the "magna carta" of the electronic age. Four years of experience in producing *Face the News*, a public-service program aired over WPRI-TV Providence, said Mr. Fischer, has convinced him that he needs and welcomes such guidelines.

Another supporter of the fairness doctrine was Robert Sauber, a lecturer on communications at the Rhode Island School of Design, who lambasted broadcasters on various accounts including, "corruption of the election process" by the fees charged for political announcements, selling violence to the American people and making a "mockery" of public service. Fairness to the public, not to broadcasters, should be the committee's first priority, he claimed.

The Rev. Jim Nicholls, a fundamentalist minister and former principal in KAYE (AM) Puyallup, Wash., asserted that a broadcaster is on safe ground as long as he provides only entertainment and amusement. But when a licensee seeks to alert and inform people he stands to run into trouble with the FCC.

KAYE, now KUPY, has been in hearing at the commission for several years on charges that it had violated the fairness doctrine.

Additional hearings on the fairness doctrine will be held, but as yet no date has been set.

Cable television is called sticking point in copyright bill

As House unit opens hearings, Scott's performer royalty also picks up some support

The U.S. register of copyrights testified last week that the dispute over cable television liability was the biggest stumbling block in the way of new copyright legislation. Barbara Ringer, the register, made that judgment to a House Judiciary subcommittee beginning hearings on H.R. 223, a bill comparable to one that the Senate adopted last session. The legislation is a wholesale revision of U.S. copyright law.

Three witnesses, Mrs. Ringer, John G. Lorenz, acting librarian of Congress, and Abraham L. Kaminstein, former register of copyrights and honorary consultant in copyright at the Library of Congress, reviewed the 50-year history of efforts to

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revise the 1909 copyright act.

Mr. Kamenstein, who noted he has spent "almost a life's work" on copyright, suggested that the experience has convinced him that there are no easy shortcuts and no side can afford the "luxury of a complete victory."

Most of last Wednesday's testimony came from Mrs. Ringer. She forecast that testimony on cable liability will be "sharp," and she said nothing on the issue is "dark, white or even gray." But she also told the subcommittee, whose members, with the exception of the chairman, Robert Kastenmeier (D-Wis.), are new to the copyright issue, that the question remaining on CATV copyright is "how much to pay," not "whether to pay."

Mrs. Ringer qualified that statement by acknowledging that some cable operators oppose the inclusion of any cable liabilities in new legislation. The U.S. Supreme Court has ruled there is none under present law.

Directors of the National Cable Television Association have voted to support "the principle" of copyright licensing, although under pressure from some members and from nonmember cable operators to oppose it (BROADCASTING, May 5).

Mrs. Ringer also said she favored the principle of performer rights that have been insistently advocated by Sen. Hugh Scott (D-Pa.). Senator Scott wants broadcasters to be subject to a scale of royalty payments to performers and

manufacturers of phonograph records. A provision he introduced to that effect in the Senate copyright bill was rejected by the Senate last year. He has now introduced the legislation as an amendment to the 1909 Copyright Act. Mrs. Ringer said a performer right would be more appropriately included in the new copyright bill.

Hernreich's purchase of KGTO Co. given yellow light at FCC

The FCC has granted George Hernreich conditional approval to purchase control of Noark Investment Co., licensee of KGTO-TV Fayetteville, Ark., from Paul Milam Sr., Paul Milam Jr. and Jane R. Horne for \$215,000 (BROADCASTING, June 18, 1973). Final approval rests on the outcome of a proceeding into Mr. Hernreich's applications for a license to cover a construction permit for KFPW-TV Fort Smith and for renewal of license for KAIT-TV Jonesboro, both Arkansas.

Both applications were designated for hearing involving Mr. Hernreich's character qualifications. At issue were Mr. Hernreich's payments to an ABC TV network employe and favorable changes in the KAIT-TV affiliation agreement with ABC. Possible misrepresentations to the FCC were also investigated. The Com-

mission eventually granted the KFPW-TV application but denied KAIT-TV renewal. Mr. Hernreich later filed a petition seeking reconsideration of the KAIT-TV decision and that petition is pending.

Both Mr. Hernreich and Noark Investment previously had agreed to accept a conditioned grant.

KGTO-TV has been dark since Dec. 3, 1973, due to a lack of funds, and Mr. Hernreich said it will be operated as a satellite of KFPW-TV, which currently operates on channel 40. KGTO-TV and KFPW-TV are the only UHF stations in Arkansas and KGTO-TV (channel 36) is the only TV station in Fayetteville.

Changing Hands

Announced

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

▪ **KRON-FM San Francisco:** Sold by Chronicle Broadcasting Co. to Bay Area Broadcasting for \$2.8 million. Chronicle, which also owns KRON-TV San Francisco, is subsidiary of Chronicle Publishing Co. which owns *San Francisco Chronicle*. Buyer is wholly owned subsidiary of Bonneville International Corp., which is broadcast arm of Mormon Church. Church publishes *Deseret News* in Salt Lake City and holds 50% interest in Newspaper Agency Corp., which runs business and advertising functions of both *News* and *Salt Lake City Tribune*. Church's broadcast properties include: KBRT(AM) Avalon, Calif.; KBIG(FM) Los Angeles; WCLR(FM) Skokie, Ill. (Chicago suburb); KMBZ(AM)-KMBR(FM) Kansas City, Mo.; WRFM(FM) New York; KSL-AM-FM-TV Salt Lake City; and KIRO-AM-FM-TV Seattle.

KRON-FM is on 96.5 mhz with 33 kw and antenna 1,410 feet above average terrain.

▪ **WELE(AM) South Daytona-WELE-FM Deland, Fla.:** Sold by Joseph Gratz to Sidney Frazer and Sheldon Katz for \$420,000. Mr. Gratz has no other broadcast interests. Mr. Frazer is senior VP at Ted Barash advertising agency, N.Y., and Mr. Katz is New York investor. WELE is daytimer on 1590 khz with 1 kw. WELE-FM is on 105.9 mhz with 76 kw and antenna 245 feet above average terrain. Broker: Blackburn & Co. Inc.

▪ **KFAM-AM-FM St. Cloud, Minn.:** Sold by Times Publishing Co. to Leighton Enterprises Inc. for \$400,000. Seller is controlled by Northwestern National Bank of Minneapolis and Clara Schilplin, executors of estate of Frederick C. Schilplin. Alver Leighton is president of buyer which is licensee of KOUR-AM-FM Independence, Iowa. Mr. Leighton also has interests in KNIA(AM)-KRLS(FM) Knoxville and KCII-AM-FM Washington, both Iowa, and KDLM(AM)-KVLR(FM) Detroit Lakes and KLGR-AM-FM Redwood Falls, both Minnesota. He also has holdings in farming and rental firms. KFAM is on 1450 khz with 1 kw day and 250 w night. KFAM-FM is on 104.7 mhz with 40 kw and antenna 460 feet above aver-

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age terrain.

▪ **KIEM-TV** Eureka, Calif.: Sold by California-Oregon Radio Co. (Wayne Vickers, Newton L. Steward, Paul Roberts and others) to Ingham Communications Inc. for \$400,000, subject to adjustments. Seller has no other broadcast interests. Buyer is owned by Harvey Ingham III, Saratoga, Calif., communications consultant, and Richard Ingham, Florida businessman. Neither has other broadcast interests. KIEM-TV is CBS and NBC affiliate on ch. 3 with 100 kw visual and 20 kw aural and antenna 1,650 feet above average terrain. Broker: William A. Exline Inc.

▪ **WKKX(AM)** Deland, Fla.: Sold by Deland Broadcasting Inc. to David R. Hill and Gene N. Stuart for \$382,500. Gene Lehman, Gordon Monroe and Tom Joyner own seller, which has no other broadcast interests. Buyers, who have no other broadcast interests, own real estate syndicate and management operations in Chicago area. WKKX is daytimer on 1310 khz with 5 kw. Broker: Reggie Martin.

▪ **KADE(AM)** Boulder, Colo.: Sold by Brokade Broadcasting Inc. to Robert D. Greenlee for \$220,000. Ivan M. West and wife, Dona B., own 99% of seller and also have banking and investment interests in Wichita, Kan. Buyer is partner in Des Moines, Iowa, law firm. Neither buyer nor seller has other broadcast interests. KADE is daytimer on 1190 khz with 1 kw. Broker: George Moore & Associates.

▪ **WAAL(FM)** Binghamton, N.Y.: Sold by WAAL Radio Inc. to Butternut Broadcasting Co. for \$180,000 plus \$51,039 consultant fee. George Gray and family, owners of seller, also own WAAB(AM)-WAAF(FM) Worcester, Mass. They have sold WGCY(FM) New Bedford, Mass. to Edmund Dinis for \$418,000 (BROADCASTING, March 31), pending FCC approval. Principals in buyer are Alastair B. Martin and wife Edith P. (43%). Mr. and Mrs. Martin and other owners of buyer have varied interests in eight radio stations in Michigan, New York and Pennsylvania. WAAL is on 99.1 mhz with 7.1 kw and antenna 1,090 feet above average terrain.

▪ **WGMG(AM)** Montgomery, Ala.: Sold by Radio Montgomery Inc. to George H. Buck Jr. for \$180,000 plus \$20,000 consultant fee. Principals in seller are Charles A. McClure (86.66%) and F. K. Brown (13.33%) who have similar interests in WCHK-AM-FM Canton and WHYD(AM)-WCGQ(FM) Columbus, both Georgia. They have sold WMGZ(FM) Montgomery to 103 Inc. for \$175,000 plus \$104,000 consultant fee, pending FCC approval (BROADCASTING, April 28). Buyer owns WHVN(AM) Charlotte, N.C., WQAK(AM) Decatur, Ga., WCOS-AM-FM Columbia, S.C., and Jazzology Documentary Records, Columbia. WGMG is daytimer on 800 khz with 1 kw.

Approved

Sales approved by the FCC last week include:

▪ **KUHI-TV** Joplin, Mo.: Control of 98.1% of Mid-America Broadcasting Inc. sold by

52 stockholders to Kansas State Network Inc. for \$1,111,732 (BROADCASTING, April 7). Sellers include Burl M. Garvin (11.64%), Virginia S. Hickey (8.23%), Jean Eberle Sr. (8%) and Dr. Albert Upsher (8%). Buyer, owned by G. M. Brown and Charles L. Brown families, owns KARD-FM-TV Wichita, KCKT-TV Great Bend and KGLD(TV) Garden City, all Kansas, and KOMC(TV) McCook, Neb.-Oberlin, Kan. KSN also has interests in nine CATV systems in Kansas, Nebraska and Oklahoma and operates refrigerated warehouses in several Midwestern states. KUHI-TV is CBS affiliate, on ch. 16 with 2,040 kw visual, 410 kw aural and antenna 1,060 feet above average terrain.

▪ **KNAK(AM)** Salt Lake City: Control of Granite District Radio Broadcasting Co. sold by Mr. and Mrs. Howard D. Johnson, Jerold W. Johnson and C. Nello Westover to Arthur P. and Virginia M. Williams (20% before, 88.4% after) for \$551,314. Harold M. Goates and Ruth Christensen will retain minority interests. Mr. and Mrs. Johnson, along with Mr. Westover, own KSUB(AM) Cedar City, Utah. They also have minority interest in KBEL-AM-FM Idabel, Okla. Jerold Johnson owns KEVA(AM) Evanston, Wyo. Buyers own KSHO-TV Las Vegas in addition to real estate holdings. KNAK is on 1280 khz with 5 kw day and 500 w night.

▪ Other sales approved by the FCC last week included KAWT(AM) Douglas, Ariz.; KERN(AM) Bakersfield and KXOA(FM) Sacramento, both Calif.; KGVM-FM Idaho

Falls, Idaho; KLEU(AM) Waterloo, Iowa; WABO-AM-FM Waynesboro, Miss.; WNRI(AM) Woonsocket, R.I.; WOAI(AM) San Antonio, Tex.; KVLL(AM) Woodville, Tex., and KWYO(AM) Sheridan, Wyo.

CCC expands into newspaper field

Venerable 'Cincinnati Enquirer' to be purchased in negotiations that could affect WSAI-WJDJ

Combined Communications Corp., the Phoenix-based group broadcaster and outdoor advertising firm, has agreed to buy the *Cincinnati Enquirer* from American Financial Corp., in a \$55-million deal consisting of cash, notes and stock. If the purchase is consummated, the diversified financial services firm, which has assets totaling more than \$2.5 billion, will become a 9% stockholder in CCC. American Financial's holdings in CCC may eventually more than double if 750,000 warrants included in the purchase price are converted to stock over the next 10 years.

The transaction raises questions under the FCC's recently adopted crossownership rules that prohibit acquisition of collocated newspapers and broadcast stations. CCC now owns WSAI(AM)-WJDJ(FM) Cincinnati. CCC said it would divest itself of the radio stations.

American Financial, based in Cincinnati, has interests in insurance, banking,

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WCPO-TV (CBS)

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WIS-TV (NBC)

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Dayton
WKEF (ABC)

Decatur, Ill.
WAND (ABC)

Denver
KMGH-TV (CBS)

El Paso
KDBC-TV (NBC)

Elkhart / South Bend
WSJV-TV (ABC)

Eugene
KVAL-TV (NBC)

Evansville
WTVW (ABC)

**Flint / Saginaw /
Bay City**
WJRT-TV (ABC)

Ft. Myers
WEVU-TV (ABC)

Ft. Pierce
WTVX (CBS)

Ft. Wayne
WPTA (ABC)

Fresno
KFSN-TV (CBS)

**Greensboro /
Winston-Salem**
WFMY-TV (CBS)

Kansas City
WDAF-TV (NBC)

Kearney
KHGI-TV (ABC)

Miami
WTVJ (CBS)

**Monroe /
El Dorado**
KTVE (ABC)



Honolulu
KITV (ABC)

Houston
KPRC-TV (NBC)

Indianapolis
WLWI-TV (ABC)

Jacksonville
WTLV (NBC)

Jefferson City
KRCG-TV (CBS)

Joplin
KUHI-TV (CBS)

Knoxville
WATE-TV (NBC)

Las Vegas
KORK-TV (NBC)

Lexington
WTVQ-TV (ABC)

Los Angeles
KHJ-TV (IND)

Louisville
WAVE-TV (NBC)

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KMCC (ABC)

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KMST (CBS)

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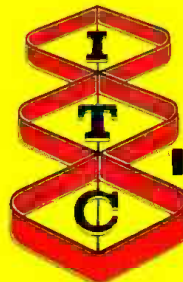
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saving and loan and in home building. It acquired the 135-year-old newspaper in 1971 when it bought 60% ownership from E. W. Scripps Co. for \$23 million; later it acquired additional ownership bringing its investment in the newspaper to \$33 million. The *Enquirer* has a daily circulation of more than 200,000 and a Sunday circulation of more than 300,000.

The purchase agreement calls for CCC to pay American Financial \$30 million in cash: \$16 million in secured notes and 500,000 common shares plus 750,000 warrants. CCC had 4.6 million shares outstanding as of March 31. The agreement between American Financial and CCC is subject to the approval of CCC's directors and stockholders; AF's directors already have approved.

The agreement also brings new voices

into both CCC and *Enquirer* management. Carl B. Lindner, American Financial president, will remain *Enquirer* publisher but also will join the CCC board. William Keating, *Enquirer* president and chief executive officer, will assume additional responsibilities as a member of the CCC management committee. Karl Eller, CCC president and chief executive officer, and John J. Louis Jr., CCC chairman, will continue in their positions and also will become directors of the *Enquirer*. Mr. Eller and Mr. Louis and their families own about 40% of CCC outstanding stock.

CCC owns KTAR(AM)-KBBC(FM) Phoenix; KTAR-TV Mesa-Phoenix; KARK-TV Little Rock, Ark.; KKDJ(FM) Los Angeles; KBTW(TV) Denver; WXIA-TV Atlanta; WPTA(TV) Roanoke-Fort Wayne,

Ind.; WLKY-TV Louisville Ky.; KOCO-TV Oklahoma City and WWDJ(FM) Hackensack, N.J.

It also is buying KEZL(FM) San Diego from PSA Broadcasting Co. for \$850,000, and KJIS(AM) Los Angeles from Eleven-Fifty Corp. for 15,000 shares of CCC stock (valued then at \$250,000) plus assumption of liabilities reportedly running in the millions.

Last year CCC merged with Pacific and Southern Co., acquiring five broadcast properties. Earlier this year CCC in a \$36-million deal had contracted to acquire the Harlem Globetrotters and associated enterprises that included five radio stations. The Globetrotter deal was called off last month (BROADCASTING, April 28). CCC also owns outdoor advertising firms in the U.S. as well as a plant manufacturing electric signs in Canada. Several years ago when it announced its program of expansion, CCC noted that it was interested in acquiring newspapers as well as more radio and/or TV stations and outdoor advertising companies.

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FCC criticizes tactics against Harrisburg renewals

Citizen group's method comes under fire; WKBO is renewed, but commission wants further look at WFEC employment

The FCC in separate orders last week reprimanded a Harrisburg, Pa., citizen group for filing what the FCC called defective and duplicative petitions to deny against two Harrisburg radio stations. But, at the same time, the commission said it was deferring action on the renewal of one of the stations until the licensee filed additional material on its equal employment opportunity program.

The commission said its staff's review of WFEC(AM)'s employment practices indicates that the station's EEO program is more conducive to maintaining station employment profiles as they are than to assuring compliance with commission rules. The station maintains a "neutral" rather than an "affirmative" program, the commission said.

The renewal application granted was that for WKBO(AM). The commission said that after reviewing the various pleadings that had been filed it concluded that the station merited renewal.

The petitions, which had been filed by David Lawson, chairman of the Ad-Hoc Coalition on Broadcasting of Harrisburg, had alleged that the stations failed to ascertain adequately the problems, needs, and interests of Harrisburg's black population, had failed to provide programming designed to meet the ascertained problems, and had discriminated against blacks in their employment.

The commission consecutively dismissed and denied the petitions. It said the petitions were procedurally defective in that they did not include a notation that they had been verified—a declaration be-

fore an appropriate official that the contents were true—as required by the rules, and substantively defective in that the charges were not made with any specificity.

Furthermore, it said it was concerned that the pleadings, except for changes in the call letters and the licensees involved, were “precisely identical—verbatim . . .” The commission said such “blanket” petitions “should not be submitted unless and until it is reasonably clear that the objections raised are directly and substantially applicable to each and every one of the applications it is directed against.”

The commission, in its order renewing the license of WKBO, said it was making no judgment regarding the coalition’s motives and did not want to chill the public’s participation in the license-renewal process. But, it said, it wanted to impress on potential petitioners the seriousness of filing a petition to deny.

But if the coalition’s petition left something to be desired, so, the commission indicated, did WFEC’s EEO program. The licensee said it “would” place advertising for help in media circulating among minority groups and women, and “would” include colleges and schools with significant minority groups and women enrollments in its recruitment efforts. But, the commission noted, the station said it had never found it necessary to advertise for help or actively recruit prospective employees. The commission also said that WFEC did not employ any full-time blacks as of the conclusion of its last license period (1969-1972).

The commission directed the station to take three steps to bolster its EEO program:

- It is to submit within 30 days a list of local minority organizations, agencies, community leaders, schools and colleges with which it will maintain contact whenever it wants to fill a position, and a list of local media that circulates among minority groups with which it will place help-wanted ads.

- Submit a statement how it encourages employees to refer minority applicants to it, and a detailed statement on the affirmative action it has undertaken to encourage minority applicants for each job opening filled in the year beginning April 1, 1974.

- Submit on Aug. 1 and Nov. 1 a statement detailing the affirmative action it had taken to encourage minority applicants for each job opening since the date of the order.

The commission vote in both orders was the same—7-to-0, with Commissioner Benjamin L. Hooks concurring.

Radio networks sag

FCC says rising expenses take toll on added revenues

Despite a 2% increase in total broadcast revenues, profits of the national radio networks and their 18 owned-and-operated AM and AM-FM stations nosedived in 1974, down 38% from the previous

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Much like Major Medical. You’ll probably only need it once or twice, but it’s curtains if you’re without it when the time comes. If you (or your insurance representative) will fill out and mail the coupon, we’ll respond by mail with full details.

Please do it soon. Some malcontent may have you in his sights right now.

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year, according to figures issued last week by the FCC. Revenues for the seven networks—Mutual Broadcasting, CBS, NBC and ABC's three AM and one FM—and their 18 stations rose to \$104.4 million, but profits (before federal income tax) dropped to \$2.3 million.

Other FCC findings showed:

- A 4% increase brought 1974 revenues to \$64 million for the 14 AM and four AM-FM O&O combinations. Profits, however, declined 7.3% to \$8.4 million. In 1973, profits had dipped 8.4% below 1972.

- Network operations for the seven networks suffered a \$6.2-million loss on \$40.4-million in revenues. In 1973, the networks lost \$3.1 million on \$40.7 million in revenues.

Excluded from the FCC's report are 14 owned-and-operated FM's of the networks. The 1974 revenues of those stations totaled \$11.8 million and their expenses came to \$13.9 million. This compares to \$9.5 million and \$12.4 million, respectively, in 1973.

Burch figures in Ford's future

Former FCC Chairman Dean Burch, who first achieved prominence as chairman of the Republican National Committee in 1964, is back in a political role. At President Ford's request, he has assembled a group of top Republicans to begin planning President Ford's campaign for election in 1976.

Mr. Burch, who is now practicing law in Washington, served as chairman of the FCC from November 1969 until March 1974, when he joined the White House staff as a top aide to then-President Nixon. Mr. Burch stayed at the White House through the Nixon resignation in August and left last December.

The group he got together last week included former Defense Secretary Melvin Laird, ex-White House assistant Bryce Harlow, Nebraska Republican leader Richard Herman, former Pennsylvania Governor William Scranton and Robert Douglass, a New York lawyer who is close to Vice President Nelson Rockefeller.

Since President Ford asked Mr. Burch to get the campaign planning started, there was speculation he would be named chairman. However, no one had been given that designation by midweek.

FCC rules out Philadelphia sweep

It denies minority requests for citywide probe of hiring

The FCC has declined to institute a marketwide inquiry into employment discrimination allegations against 28 of 36 stations in Philadelphia by the Communications Coalition, Council of Chairmen of African People, the Black Affairs Council and several individuals. The commission decided, however, to defer the license renewals of seven stations until they sub-

mit additional material on affirmative-action employment practices.

The seven stations were WIBG(AM), WYSP(FM), WFIL(AM), WTAF-TV, WFLN-AM-FM and WIOQ(FM). Each was directed to file a job structure analysis describing all positions and their occupants, along with a detailed description of efforts to broaden the pool of applicants to give minorities an equal chance.

Six other stations, WHY-TV (Wilmington, Del.), WPVI-TV, WIFL-FM, WPHL-TV and KYW-AM-TV, were kept on deferred status pending resolution of petitions filed by other community groups.

In declining to press a marketwide inquiry, the FCC said that the entire thrust of its rules was toward individual licensees, and without specific allegations of particular instances of overt discrimination by licensees, a marketwide hearing would serve no purpose.

The commission further pointed out that in comparing 1972 (when the charges were first made) and 1974 it found that marketwide minority employment increased from 7.3% to 12.29% and that the percentage of minority members employed in "nonmenial positions" increased from 31.25% to 68.35%.

Media Briefs

Those Jersey comments. FCC has changed signals again on length of time it will allow for filing of comments in inquiry and rulemaking looking to possible provision of VHF television service for New Jersey. Commission had originally extended deadline for comments for 60 days, to June 13. But after receiving petition from New Jersey Coalition for Fair Broadcasting, whose request for rulemaking initiated proceeding, commission reduced extension to 46 days; deadline for comments is now May 30. Deadline for replies, however, has been extended four days to July 15. Coalition which had asked that extension be reduced to 30 days, said its economic consultant would not be available for reviewing comments and preparing reply after July 1.

New. NBC Radio has signed KBON(AM) San Bernardino, Calif., as affiliate, its first in that area, effective today (May 12). Station also expects to continue as ABC Entertainment network affiliate. NBC Radio has also signed with WXUS(FM) Lafayette, Ind.

Opposing the opposition. KIRO Inc. has filed opposition with FCC to petition to deny brought by Citizens Institute against KIRO-TV Seattle. CI charged station with faulty ascertainment, deceptive advertising and inadequate children's programming and employment opportunities for women (BROADCASTING, Jan. 13). CI also claimed that KIRO's ultimate ownership by Mormon Church has led to religious propagandizing and news bias. KIRO is subsidiary of Bonneville station group owned by Mormon Church. KIRO denied charges by claiming that it has "compiled a meritorious record of service" and that petitioner raises "no substantial or material issues" which showed license should be denied.

'Jaws' looks to TV spots for clincher

Universal plans blockbuster buy for three days for movie that will open in 500 theaters

The start of a national television campaign that bodes a potential revolution in motion-picture marketing and promises a concomitant benefit to TV is scheduled for next month when Universal Pictures opens its 500-odd theater showing of its new "Jaws" movie.

In what is seen as the ultimate move in saturation advertising for a movie, Universal has bought 30-second spots in virtually every prime-time TV network program for three full days before and on the June 20 opening day of the Zanuck-Brown feature.

Actually, the unprecedented TV campaign, that figures at more than \$2.5 million on a gross rate schedule but will probably be closer to the \$1-million level with discounts, opens June 17 with spots on two prime-time shows (*Happy Days*, ABC, and *Adam 12*, NBC).

The national, three-network buy is considered a watershed move in movie marketing since heretofore first-run movies have opened at major cities with subsequent openings soon thereafter in other markets to etch out the common 125-150 theaters for first run showings.

However, "Jaws" is opening in more than 500 theaters (the company last week had received final bids from exhibitors and was evaluating them).

Should the move be successful, it is expected to spell a new method of marketing by other movie producers to the extent, it is believed, that the six major studios may well follow. If this happens, it was explained, the involvement in television could easily amount to more than \$25 million annually for this type of movie advertising. This is based on these suppositions: that each studio produces at least three major features a year; that the six majors would mean 18 such features annually, each of which would require \$1.5 million. Eighteen times \$1 million equals \$18 million.

Normally, the movie studios provide co-op money for use by exhibitors in promoting the first-run openings locally. The move by Universal to make it a national TV campaign is causing some anguish among exhibitors, it's understood, because the studio is requiring the exhibitor to share some of the costs of the TV buy; generally, it's been reported, up to 30% of the cost on an allocation basis among all the markets.

Clark Ramsay, Universal VP-advertising and publicity, put it delicately the other day when he noted exhibitors would not be asked to promote "Jaws" locally to the extent they would have been required to do under traditional marketing practices.

Mr. Ramsay compared the national TV

buy on the three networks to the days when his, and other studios would buy four-color double spreads in such national magazines as *Life*. Of course, he noted, those ads normally included, in very small type indeed, a list of theaters running the movie that was being advertised. There is no way to do this on TV, he admits. It is this omission, as well as Universal's hard-nosedness about exhibitors cooperating in underwriting the TV campaign that is kicking up the exhibitor fuss.

Mr. Ramsay agreed that the national umbrella saturation TV campaign may well be the wave of the future for movie advertising. It has been done successfully on a local scale, he points out (the movie "Billy Jack" is considered the principal illustration of TV's power in this field). Now it is being tried on a national scale. "It's a hell of a lot of money," he says, "especially when we're spending it before any money comes back from the picture. But it's a much more effective way of using the advertising dollar." Traditionally, he explained, money starts to flow to the studio soon after the start of the first run of a movie, a percentage of which is then used for further promotion.

Mr. Ramsay said that although the target for the campaign was at least one 30-second announcement in every single prime-time show during the three full days of the advertising flight, 100% saturation was not going to be accomplished, simply because some shows had no availabilities for those days. "So we'll be on 95% of them," Mr. Ramsay commented. He anticipates that over 200 million homes will be reached.

The campaign also includes a double-truck, four-color spread in *TV Guide* on June 14, plus multimedia campaigns in each local area. Agency is D'Arcy-MacManus & Masius.

"Jaws" is based on the novel written by Peter Benchley that was on the best-seller list for a number of months last year.



Drink and live well. Champale Inc., subsidiary of Iroquois Brands Ltd., Greenwich, Conn., is spending about \$2 million, more than half in broadcast, to advance its new theme, "Get Ready for Living—Go Champale," on behalf of its sparkling malt liquor. Network and spot TV in 30 major markets include a commercial showing Champale being enjoyed by costumed members of a masquerade party. Spot radio also is being used in a campaign that will last until October. Agency is Richard K. Manoff Inc., New York.

One sour note as Army starts radio test

Cleveland FM says commercials are too militant; Ayer disagrees

WMMS-FM Cleveland, one of 20 stations selected to participate in the Army's test of paid radio recruitment advertising (*BROADCASTING*, April 21) has dropped out of the program because it believes the Army's ads are "antagonistic to a significant portion of the WMMS audience."

In a letter to N. W. Ayer, the agency handling the Army account, Carl Hirsch, vice president and general manager of WMMS, said the station would prefer commercials stressing the need for a "force for promoting world peace, morality, enhancing the image of America as a force for good rather than aggressive militancy."

A spokesman for N. W. Ayer said: "Aggressive militancy plays no part in those commercials; that would be suicide." He characterized the commercials as "telling it like it is" about basic training and infantry training.

Also in a telephone interview, Mr. Hirsch said that the "forceful gung-ho" tone of the ads would turn off a majority of WMMS's "sophisticated youth" listeners. He said he does not object to the station running Army ads, just the seven 60-second spots provided for the paid radio test. "I wish they'd give me the opportunity to rewrite them," he said.

The Ayer spokesman said WMMS is the first station ever to object to the content of Army messages, paid or free. He said Ayer will not pick another station to replace WMMS in the test.

There have been some changes, meanwhile, in the list of other stations participating in the test. Ayer's revised list: WABC(AM) and WXLO(FM) New York, WIBG(AM) and WFIL(AM) Philadelphia, WKBW(AM) Buffalo, N.Y., WPRO(AM) Providence, R.I., WGCL-FM Cleveland, KDWB(AM) and WDG(AM) Minneapolis-St. Paul, WRIT(AM) Milwaukee, WSAI(AM) Cincinnati, WIFE(AM) Indianapolis, KGGG(FM) Des Moines, Iowa, KILT(AM) and KRBE(FM) Houston, WNOE(AM) New Orleans, WKY(AM) Oklahoma City, KNDE(AM) Sacramento, Calif., and KRIZ(AM) Phoenix.

The copy strategy for the Army's paid radio campaign has this objective: to encourage "high-quality" youngsters to enlist in that branch of service. An Ayer spokesman said copy in several of the seven commercials portrays Army service following high-school graduation as an attractive alternative, particularly to young persons who are uncertain of their higher educational goals. Some of the radio spots focus on "Project Ahead," an educational program offered to Army personnel. Other commercials, according to Ayer, describe the challenges of the various branches of the Army.

The Army was given clearance several weeks ago to undertake a test of paid

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3000 Directors Row, Memphis, Tennessee 38131

radio advertising for 13 weeks in markets that have a high enlistment rate for the various armed services but a comparatively low rate for the Army (BROADCASTING, April 14). The cost of the campaign is said to be about \$600,000.

The Army traditionally has used radio on a public service basis, and a spokesman said it is still asking for this type of support for its announcements.

Chrysler tries again

Radio-TV messages suggest customers couple tax refund with auto maker's \$200 rebate

To coincide with the government's tax rebate program this month Chrysler Corp., Detroit, has started a massive, four-week radio campaign in network and spot to promote its \$200 rebate on the purchase of Dart and Valiant models and the company's vans.

A Chrysler spokesman said that 1,700 stations will carry the radio message, which suggests that the government rebate be used in buying a Dart, a Valiant or a van and pointing out the purchaser can also save an additional \$200. The spot-radio effort began on a limited basis and built up last week to all of the top-50 markets. In addition, the campaign will run on all four radio networks, and many local dealers are expected to tie in with the national drive. The agency is Young & Rubicam, Detroit and New York.

Earlier this year Chrysler and other

major auto companies supported their rebate programs with substantial TV-radio sprees. Ford Motor Co., General Motors Corp. and American Motors Corp. have no immediate plans to follow Chrysler into the new rebate program and are taking a wait-and-see attitude.

Business Briefs

Rep appointments. WHOO-AM-FM Orlando, Fla.; WINN(AM) Louisville, Ky.; WVLK-AM-FM Lexington, Ky.; and WFFG(AM) Marathon, Fla. (all Bluegrass Broadcasting Co. stations): Buckley Radio Sales, New York • WARV(AM) Warwick, R.I.; Eckels & Queen, Boston (for New England).

\$3 million lather. Yardley of London Inc., New York, has assigned Yardley Old English Herbal Soap, Yardley Old English Lavender Soap and a new soap product, plus four other new products to The Marschalk Co., New York. Billings are approximately \$3 million and are heavily in television.

Branching out. Trans-American Video, Hollywood, has established new division to produce TV commercials for agencies. Unit will be headed by Jack Mauck, TAV vice president.

Pro Time changes. Pro Time Sales Inc., New York, has bought assets of its associated company in Los Angeles from Bill Warren, who will continue with representative firm as manager/Pacific Division. Charles Smith has resigned as manager of Pro Time's Philadelphia office and will be replaced by Dick Harvey of WPEN(AM) Philadelphia sales staff.

Taxing situation. Finance Committee of Connecticut General Assembly (state legislature) has held public hearing in Hartford on proposed bill that would impose 7% sales tax on all media advertising, including television and radio. Speaking in opposition to suggested legislation were representatives of the Con-

necticut Broadcasters Association and of individual television and radio stations.

Insufficient information, postal problems blamed for Nielsen's questioned sample

Broadcast Rating Council said, after an audit of A. C. Nielsen Co., that the firm had been "only minimally informative" in notifying users that its January-February TV market reports involved some in-tab samples that were "substantially below our target" (BROADCASTING, March 10, et seq.). However, the council's auditors said, samples were not below Nielsen's stated minimum standards. A spokesman for Nielsen, which requested the audit after questions arose about the sample size, said the report of BRC's auditors, Ernst & Ernst, confirmed Nielsen's original position that the lower sample response resulted from Nielsen's experimental use of third-class mail and that it did not materially affect the validity of reports (BROADCASTING, March 31).

B&B gets even bigger

Benton & Bowles is opening a Chicago agency and has recruited four executives from Needham, Harper & Steers to operate Benton & Bowles Inc.—Chicago.

Named senior vice presidents of Benton and Bowles were these former NH&S executives: Robert Cohen, vice president and account director; Dale E. Landsman, senior vice president and creative director; Thomas F. Papanek, senior vice president and creative director, and John Pavasars, vice president and associate research directors.


John S. Bowen, president of B&B, which has offices in New York, Los Angeles and foreign countries, said the new agency does not yet have an office location and has no billing to announce. B&B had worldwide billings of \$315,800,000 in 1974.

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BAR reports television-network sales as of April 20

ABC \$222,791,500 (30.2%); CBS \$265,646,500 (36.1%); NBC \$248,350,700 (33.7%)

Day parts	Total minutes week ended April 20	Total dollars week ended April 20	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday					
Sign-on-10 a.m.	116	\$ 647,400	1,691	\$ 9,868,100	\$ 6,764,300
Monday-Friday					
10 a.m.-6 p.m.	1,006	10,520,400	15,273	161,904,700	140,995,100
Saturday-Sunday					
Sign-on-6 p.m.	357	5,517,600	4,797	78,739,200	73,644,500
Monday-Saturday					
6 p.m.-7:30 p.m.	99	2,466,200	1,563	39,550,100	36,305,200
Sunday					
6 p.m.-7:30 p.m.	18	383,200	264	6,761,900	6,265,300
Monday-Sunday					
7:30 p.m.-11 p.m.	395	25,504,800	6,221	392,817,200	379,575,200
Monday-Sunday					
11 p.m.-Sign-off	188	3,235,500	2,763	47,147,500	41,854,200
Total	2,179	\$48,275,100	32,572	\$736,788,700	\$685,403,800

Source: Broadcast Advertisers Reports

ABC and NBC fight relaxation of pay-cable rule on movies

They ask FCC to take another look at three-to-10-year provision, saying it will make for less, rather than more, program diversity

NBC and ABC last week filed petitions for reconsideration of the FCC's new pay cable rules, claiming the commission's decision to relax the rules as they pertain to movies will increase siphoning and have a deleterious effect on the segment of the public that relies on free television for entertainment.

NBC said that the present pay cable rules—which have shortened the two-to-10-year period for exclusive free television exhibition of movies to three-to-ten (BROADCASTING, March 21) contradict the intended purpose of the pay-scale proceeding, which, it said, was to increase the number of program choices. "Encouraging pay cable to show programs that are already available on free television hardly increases the number of program choices available to the public or caters to minority tastes and interests," said NBC.

Furthermore, NBC claimed that the record has shown that most films conclude their theatrical runs in less than 12 months, and therefore pay cable has ample opportunity to use feature films both during the first and second years of theatrical release.

ABC challenged the FCC's "apparent assumption" that increased access to movies and sports by cable would help "bail out" the cable industry. The evidence, said ABC, is that pay cable is meeting its optimistic projections and recent plans for satellite interconnections will further spur its growth.

ABC urged the commission to revise the 90% rule, so that no more than 60% of the time available on a single channel may be devoted to feature films and sports, with exceptions for local amateur sports.

NBC also faulted the FCC for relaxations in the sports provisions for pay cable on similar grounds. ABC however, only noted the sports rules unlike the feature film rules, allow for "extensive" exceptions. ABC preferred to first see how those exceptions might work.

The two networks are not alone in their unhappiness over the commission's new pay cable rules. From the time the new rules came out, both broadcasters and cable people began to file court appeals.

The list of those taking that course of action include Home Box Office Inc., American Television & Communications Corp., along with five other cable groups and Metromedia Inc., (BROADCASTING, March 24, et seq.).

Things looking up. Premier Cablevision Ltd. of Vancouver, B.C., Canada's largest cable company accounting for estimated 15% of country's subscriber market, said it expects to start paying dividends in the 1975-76 fiscal year, which begins in September. Prerequisite for good news was \$12-million loan from Toronto-Dominion Bank, according to Premier's chairman, Sydney W. Welsh. Loan was solicited to finance acquisition of Keeble Cable Television Ltd. of Toronto and cable expansions in Ireland.

Local origination. Minnesota Commis-

sion on Cable Communications is offering guidelines on defamation, invasion of privacy and copyright law to producers of access programming. Commission noted that often access producers are only aware of prohibition against obscenity, lottery information, advertising and political plugs. Also available is guide for persons interested in forming nonprofit, tax-exempt corporations for purpose of producing public access programming. Materials are available from: MCCC, 3050 Metro Office Park, Bloomington, Minn. 55420.

Handbook. Publi-Cable Inc. has set May 20 for publication of its first handbook, "Cable Handbook, 1975-76: A

"Hazards of Everyday Life"

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Guide to Cable and New Communications Technologies." Nonprofit organization, initiated with grant from Academy for Contemporary Problems, plans to publish other texts on cable and telecommunications development. "Cable Handbook" features papers by experts on federal regulation, development models, public service applications, funding, international developments, etc. Handbook will be available at \$6.95 plus 40 cents postage and handling through publisher, *Communications Press Inc., 1346 Connecticut Avenue, Washington 20036.*

Bibliography. Communications Library has prepared "broad-scope" bibliography on cable television which includes 600-plus listings of books, magazine articles, doctoral dissertations, promotional materials and various other literature concerning CATV. Entitled "BCTV," bibliography consists of 45 pages of compiled data together with four supplements for \$25 annual advance fee. Format permits insertion of quarterly additions. *1535 Francisco Street, San Francisco 94123: (415) 362-6979.*

Sourcebook. National Cable Television Association has published *CATV Today*, 126-page book which includes papers by lawyers, economists and industry analysis that address latest issues confronting cable development. Topics covered include: legal and regulatory problems, construction and operating costs, FCC regulation and cable services. Book is

available for \$5 at NCTA: *918 16th St. N.W., Washington 20006.*

Dover expansion. Telecommunications Inc., Dover, N.J.-based cable system with 14 franchise areas within state, has completed \$3.5-million funding project with Heller-Oak Cable Finance Corp., looking toward two-year expansion project. Current 180-mile plant passing 14,000 homes and serving 9,000 subscribers is to be enlarged to exceed 500 miles and pass more than 50,000 homes. Samuel Kravetz, company president, estimated 25,000 subscriber level.

Sold. Mansfield Journal Co., publisher of newspapers in Mansfield, Lorain, Dover, New Philadelphia and Willoughby, all Ohio, and in Troy, N.Y., has purchased Jefferson Cable Corp. and Martinsville Cable Vision Inc. for \$5.3 million from American Finance System Inc. Jefferson Cable operates systems in Charlottesville and Waynesboro, Va. Together with Martinsville (Va.) Cable Vision, three systems account for 21,500 subscribers. Sale is subject to approval of local authorities.

NCTA points finger back at NAB on consensus agreement

The National Cable Television Association says it has "nothing to apologize for" on keeping its commitments to copyright as set down in the 1971 consensus agreement. The non-apology was filed last week at the FCC in response to a request made last winter by the National Association of Broadcasters that the commission revisit its signal carriage and exclusivity rules, since they were based on an agreement which the cable industry, said NAB, did not keep.

NAB had contended that because it had made concessions that helped formulate the FCC's cable rules, the concessions made by NCTA—specifically regarding copyright and network exclusivity—must also be kept or a new approach to those issues was necessary.

NCTA noted that in the 1971 consensus agreement it agreed to support legislation calling for arbitration failing a negotiated copyright fee settlement.

But, NCTA said, it later became "apparent" that the negotiations were one-sided and never intended to achieve a result. In over one year of talks with the Committee of Copyright Owners, said NCTA, the only rate offer it received was for 16.5% of cable's gross revenues.

Equally invalid is the charge that changes subsequent to 1972 in the network exclusivity rules contravenes the consensus agreement, said NCTA. Nowhere in that agreement, claimed NCTA, is there language "freezing" the regulations for any given time period. Furthermore, NCTA argued, while NAB finds fault with cable's attempts to change the 1972 cable rules to be less restrictive, it and other broadcast groups have tried to tighten those restrictions.

"Punishment of NCTA for real or

imagined slights is so unbelievably shortsighted and contrary to public policy," concluded NCTA, that NAB's petition to revisit the rules should be rejected.

Talk is again in sky at N.Y. cable session

Satellite cable networking, the hot item at the National Cable Television Association convention in New Orleans (BROADCASTING, April 21) drew attention again, but in a more regional context at the New York State Cable Television Association's spring meeting last week.

Gerald Levin, president of Home Box Office Inc., assured his audience of New York cable people that satellite service will not "shift" the emphasis of HBO's Manhattan-based operation, but rather it would "expand and improve" service over-all.

"The name of the game," he continued, has always been and will remain "diversity of programing." And what is good for the cable industry as a whole will be good for individual cable operators, Mr. Levin said, no matter where they are located.

Furthermore, Mr. Levin noted, the extensive perimeters of New York state might suggest practical use of satellite earth stations by some New York broadcasters as well.

Also on hand for the satellite panel discussion at the Rochester meeting were: H. J. Schlafly, consultant, Transcommunications Corp., who took up the non-video applications of satellite service; Arthur Anderson, New York attorney, who discussed the legal aspects of satellite communications and told operators what they need to file at the FCC for authority to build an earth receive station; and Howard Crispin, vice president of Scientific-Atlanta Inc., who elaborated on the hardware necessary to build the down-link in satellite communications.

Panel date now June 17

Complying with a request by the Rocky Mountain Broadcasters Association, the FCC's Cable Television Bureau has rescheduled the date for its panel discussion on same-day network-program exclusivity protection that should be afforded by cable systems in the mountain time zone. The panel now will meet June 17, instead of the previously announced May 20. The bureau extended the date for the submission of data from May 5 to June 3.

The panelists are: William F. Duhamel, Duhamel Broadcasting Enterprises, Rapid City, S.D.; William Harrison, Torrington Community TV System, Torrington, Wyo.; J. Allen Jensen, KID Broadcasting Corp., Idaho Falls, Idaho; Wallace D. Miller, American Cablevision Co., Lewiston, Idaho; Joseph S. Sample, Garryowen Corp., Billings, Mont., and Robert Towe, Montana Video, Billings. Carter F. Page, Western Tele-Communications, will be present informally and also will submit data.

Why SATELLITES and PAY-TV Now?

Home Box Office, owned by Time Inc., plans to feed its pay TV movies and sports to cable TV earth stations via RCA satellite channels. What is the significance of this announcement? Why, after two decades in development, has pay TV suddenly burst into the news? How many pay TV subscribers are there today, and how many are there likely to be five years from now?

These and other questions about the nation's newest entertainment medium are in a special report entitled "THE PROMISE OF PAY TV." This timely study on the new living room box office is yours as a bonus with an introductory trial subscription to THE PAY TV NEWSLETTER, the only publication devoted exclusively to news and analysis of this emerging industry. THE PAY TV NEWSLETTER is published twice each month by Paul Kagan, noted communications analyst and consultant.

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Breaking In

I'm Not in Love—10 CC (Mercury) ■ 10 CC, with its last album, *Sheet Music*, seemed to have become the darling of the rock press, combining a compelling pop sound with sophisticated production and humorous lyrics designed to bring commercial as well as critical success. Its singles, most notably *Rubber Bullets* and *Wall Street Shuffle*, have failed to give the group the sales impact it has in its native England, but after a label change (from London to Mercury) it has returned with another effort. *I'm Not in Love* marks something of a change in style for the band, from the abrasive rock of *Wall Street Shuffle* to a smooth, stringed ballad that may find listeners on MOR and pop stations. Early pop acceptance has come at KDWB(AM) Minneapolis; KQWB(AM) Fargo, N.D., and WTOB(AM) Winston-Salem, N.C.



I Dreamed Last Night—Justin Hayward and John Lodge (Threshold) ■ Most industry-watchers sympathized with London Records' corporate wince when the Moody Blues broke up two years ago at

the height of its commercial success, but a best-selling greatest-hits package and this single from a hit album by two group members should help the label (London distributes the group's Threshold product) make up for lost time. *I Dreamed Last Night*, like most of the *Blue Jays* album from which it is taken, is instantly recognizable to any Moody Blues fan, and its smooth, medium-tempo flavor and lush orchestration should make it popular among top-40 and adult contemporary audiences. It has been added by WCOL(AM) Columbus, Ohio, and WHHY(AM) Montgomery, Ala.

Swearin' to God—Frankie Valli (Private Stock) ■ Mr. Valli returned to chart prominence, after an absence of almost seven years, with *My Eyes Adored You*, which reached number two on the "Playlist" and topped national sales charts, establishing the fledgling Private Stock label in the process. His album, *Closeup*, is the label's first, and this single is edited down from a 10-minute disco-oriented cut on that album. The song has already been an airplay favorite in New York clubs and should show audiences that Mr. Valli remembers his dance-tune roots with the Four Seasons. It has been added by KEWI(AM) Topeka, Kan., WIXY(AM) Cleveland, and WCUE(AM) Cuyahoga Falls, Ohio.

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

- ATTITUDE DANCING, Carly Simon (Elektra).
- I DREAMED LAST NIGHT, Justin Hayward & John Lodge (Threshold).

- I WANT TO BE FREE, Ohio Players (Mercury).
- I'M ON FIRE, Dwight Twilley Band (Shelter).
- I'M NOT IN LOVE, 10 C.C. (Mercury).
- IT HURTS A LITTLE NOW, John Reid (Arista).
- KASHMIR, Led Zeppelin (Swan Song).
- LET THERE BE MUSIC, Orleans (Asylum).
- MIDNIGHT BLUE, Melissa Manchester (Arista).
- MINNESOTA, Northern Lights (Glacier).
- 99 MILES FROM L.A., Albert Hammond (Mums).
- ONE BEAUTIFUL DAY, Ecstasy, Passion & Pain (Roulette).
- PART TIME LOVE, David Gates (Elektra).
- REMEMBER WHAT I TOLD YOU TO FORGET, Tavares (Capitol).
- SAIL ON SAILOR, Beach Boys (Reprise).
- SHAKEY GROUND, Temptations (Gordy).
- SWEARING TO GOD, Frankie Valli (Private Stock).
- T-R-O-U-B-L-E, Elvis Presley (RCA).
- THE WAY WE WERE/TRY TO REMEMBER, Gladys Knight & the Pips (Buddah).
- WHY CAN'T WE BE FRIENDS, War (United Artists).
- WONDERFUL BABY, Don McLean (United Artists).
- YOU NEED LOVE, Styx (Wooden Nickel).

Tracking the 'Playlist.' Philadelphia Freedom's fifth week at number one (and MCA's 10th) is in contrast to substantial "Playlist" activity, as 14 singles gain within the top 20. Ace's *How Long* jumps to five, with Barry Manilow's *It's A Miracle* and the Blackbyrds' *Walking in Rhythm* also making their first top-10 appearances. Few records in recent months have entered the top 20 with as much authority as America's *Sister Golden Hair*, up 20 places to 13. Paul Anka's latest, *I Don't Like to Sleep Alone*, makes a large gain to 17, and new singles from Freddy Fender, Harold Melvin & the BlueNotes, and Grand Funk, all climbing rapidly, make initial top-20 appearances. Progressive country, a medium that, like progressive R&B, is just beginning to make substantial pop inroads, climbs toward top-20 status with Michael Murphey's *Wildfire*, now at 27. *When Will I Be Loved*, Linda Ronstadt's follow-up to *You're No Good*, is emulating the previous hit's success with MOR and country audiences and is now at 28. Alice Cooper's surprisingly earnest feminist statement, *Only Women*, makes another large gain, to 31. Major Harris's *Love Won't Let Me Wait*, in the smoothest of soul styles, soars to 33 from 67. Van McCoy is riding the latest disco dance craze to his first pop hit, *The Hustle*. The Doobie Brothers seem headed for another large hit with single far from their familiar style, *Take Me in Your Arms (Rock Me)*, an old Motown hit and no relation to George McCrae's *Rock Your Baby*, at 37 this week, up from 62. Pilot, an English pop band, appears to have its first American hit with *Magic*, now at 41. Neil Sedaka's *Immigrant* makes a substantial gain after a few slow weeks and is now at 44. The Captain & Tennille, now topping some MOR lists, have *Love Will Keep Us Together* at 46. The Average White Band's follow-up to *Pick Up the Pieces* has not moved as quickly as some might have expected, but *Cut the Cake* seems to have picked up some momentum and is now at 50. Loggins & Messina also seem to be moving with their latest single, *Growin'*, now at 59. A comeback hit for Joe Simon may be in the works, as his *Get Down, Get Down* climbs to 63. Led Zeppelin's first pop action from *Physical Graffiti*, entitled *Trampled Underfoot*, thumps to 65. Strongest among the new additions to the chart is Tanya Tucker's debut for MCA, entitled *Lizzie and the Rainman* (a Kenny O'Dell-Larry Hentley collaboration), now receiving MOR, country and pop attention and breaking in at 60. Ray Stevens's version of *Misty* comes on at 72, Sha Na Na's remake of (*Just Like*) *Romeo and Juliet* is at 73, and *Dynamite*, by Tony Camillo's *Bazuka*, is at 75.



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The Broadcasting Playlist™ May 12

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	Philadelphia Freedom (5:38) Elton John Band—MCA	1	1	1	1
3	2	He Don't Love You (Like I Love You) (3:26) Tony Orlando & Dawn—Elektra	2	2	2	2
2	3	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC	3	4	3	4
5	4	Jackie Blue (3:16) Ozark Min. Daredevils—A&M	4	3	4	3
10	5	How Long (3:09) Ace—Anchor	7	5	5	5
7	6	Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	6	6	6	6
6	7	The No-No Song (2:30) Ringo Starr—Apple	5	8	7	7
15	8	It's a Miracle (3:16) Barry Manilow—Arista	8	7	8	8
14	9	Walking in Rhythm (2:54) Blackbyrds—Fantasy	9	10	9	9
11	10	Chevy Van (2:54) Sammy Johns—GRC	10	9	14	12
4	11	Lovin' You (3:20) Minnie Riperton—Epic	11	11	12	11
12	12	Only Yesterday (3:45) Carpenters—A&M	13	12	11	13
33	13	Sister Golden Hair (3:16) America—Warner Bros.	18	14	10	14
18	14	Shining Star (2:50) Earth, Wind & Fire—Columbia	15	17	16	10
13	15	Killer Queen (3:00) Queen—Elektra	14	18	13	16
17	16	Thank God I'm a Country Boy (2:47) John Denver—RCA	12	13	18	22
27	17	I Don't Like to Sleep Alone (3:14) Paul Anka—United Artists	17	15	15	15
24	18	Before the Next Teardrop Falls (2:32) Freddie Fender—ABC	16	16	21	20
26	19	Bad Luck (3:10) Harold Melvin & the Blue Notes—Philadelphia Int'l.	20	22	20	17
23	20	Bad Time (2:55) Grand Funk—Capitol	26	19	17	18
19	21	Hijack (5:32) Herbie Mann—Atlantic	19	21	19	21
16	22	Pinball Wizard (3:48) Elton John—Polydor	22	20	22	19
29	23	Old Days (3:30) Chicago—Columbia	21	23	26	26
8	24	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	23	24	23	24
9	25	Lady Marmalade (3:57) Labelle—Epic	25	25	24	25
35	26	Ease on Down the Road (3:02) Consumer Rapport—Wing and a Prayer	28	31	25	23
38	27	Wildfire (4:47) Michael Murphy—Epic	24	26	28	31
36	28	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	27	27	29	30
30	29	What Am I Gonna Do With You (3:24) Barry White—20th Century	29	28	31	27
34	30	Autobahn (3:27) Kraftwerk—Vertigo	40	30	27	29
47	31	Only Women (3:29) Alice Cooper—Atlantic	31	29	32	32
31	32	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	30	34	30	33
67	33	Love Won't Let Me Wait (3:18) Major Harris—Atlantic	32	32	33	37
43	34	Hustle (3:27) Van McCoy—Avco	35	39	37	28
20	35	You Are So Beautiful (2:39) Joe Cocker—A&M	33	35	34	35
21	36	L-O-V-E Love (3:22) Al Green—Hi	34	38	38	34
62	37	Take Me in Your Arms (Rock Me) (3:39) Doobie Brothers—Warner Bros.	45	36	36	36
22	38	Emma (3:30) Hot Chocolate—Big Tree	47	37	41	38
28	39	My Eyes Adored You (3:28) Frankie Valli—Private Stock	42	33	46	39
25	40	Black Water (3:53) Doobie Brothers—Warner Bros.	36	51	35	44
59	41	Magic (3:30) Pilot—EMI	39	41	40	41

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
45	42	Supernatural Thing (3:20) Ben E. King—Atlantic	48	42	39	40
46	43	Amie (2:37) Pure Prairie League—RCA	41	40	42	42
54	44	Immigrant (3:43) Neil Sedaka—Rocket	37	44	45	43
39	45	Bertha Butt Boogie (3:13) Jimmy Castor—Atlantic	44	46	44	47
58	46	Love Will Keep Us Together (3:15) Captain & Tennille—A&M	46	47	43	50
37	46	Rainy Day People (2:43) Gordon Lightfoot—Reprise	43	48	47	45
40	48	Last Farewell (3:43) Roger Whittaker—RCA	38	45	54	57
51	49	Don't Tell Me Goodnight (3:03) Lobo—Big Tree	51	43	51	53
63	50	Cut the Cake (3:34) AWB—Atlantic	56	49	49	46
52	51	Stand by Me (3:25) John Lennon—Apple	49	50	58	55
44	52	Young Americans (3:11) David Bowie—RCA	52	52	52	51
55	53	I'm Not Lisa (3:19) Jessi Colter—Capitol	54	53	53	58
32	54	Once You Get Started (3:28) Rulus—ABC	60	57	55	48
61	55	Bloody Well Right (3:00) Supertramp—A&M	64	59	50	52
60	56	Judy Mae (3:27) Boomer Castleman—Mums	58	54	57	60
42	57	Express (3:25) B. T. Express—Roadshow	55	58	56	64
49	58	Lonely People (2:27) America—Warner Bros.	50	73	48	*
69	59	Growin' (2:33) Loggins & Messina—Columbia	53	56	61	62
—	60	Lizzie and the Rainman (3:05) Tanya Tucker—MCA	59	60	59	63
65	61	I'll Play for You (3:47) Seals & Crofts—Warner Bros.	57	55	64	65
50	62	Shaving Cream (2:44) Benny Bell—Vanguard	65	64	67	49
73	63	Get Down Get Down (Get Down on the Floor) (3:47) Joe Simon—Spring	63	61	66	66
53	64	Shame, Shame, Shame (4:10) Shirley (and Company)—Vibration	62	63	65	71
75	65	Trampled Underfoot (3:48) Led Zeppelin—Swan Song	75	72	63	56
—	66	Please Mr. Postman (2:48) Carpenters—A&M	61	65	68	72
70	67	Good Lovin' Gone Bad (3:35) Bad Co.—Swan Song	*	68	60	61
41	68	Fire (3:12) Ohio Players—Mercury	*	62	*	54
—	69	I Wanna Dance Wit' Choo (Doo Dat Dance) (3:43) Disco Tex & the Sex-O-Lettes—Chelsea	*	*	62	59
48	70	Poetry Man (3:15) Phebe Snow—Shelter	66	66	71	70
56	71	Lady (2:58) Styx—Wooden Nickel	67	71	74	69
—	72	Misty (2:53) Ray Stevens—Barnaby	68	67	73	*
—	73	(Just Like) Romeo & Juliet (3:10) Sha-Na-Na—Kama Sutra	69	74	70	*
66	74	Runaway (2:48) Charlie Kulis—Playboy	71	*	72	73
—	75	Dynomite (3:30) Tony Camillo's Bazuka—A&M	*	*	69	68

Alphabetical list (with this week's over-all rank): Amie (43), Autobahn (30), Bad Luck (19), Bad Time (20), Before the Next Teardrop Falls (18), Bertha Butt Boogie (45), Black Water (40), Bloody Well Right (55), Chevy Van (10), Cut the Cake (50), Don't Call Us, We'll Call You (32), Don't Tell Me Goodnight (49), Dynomite (75), Ease on Down the Road (26), Emma (38), Express (57), Fire (68), Get Down Get Down (Get Down on the Floor) (63), Good Lovin' Gone Bad (67), Growin' (59), Have You Never Been Mellow (24), He Don't Love You (Like I Love You) (2), Hey Won't You Play Another Somebody Done Somebody Wrong Song (3), Hijack (21), How Long (5), Hustle (34), I Don't Like to Sleep Alone (17), I Wanna Dance Wit' Choo (Doo Dat Dance) (69), I'll Play for You (61), I'm Not Lisa (53), Immigrant (44), It's a Miracle (8), Jackie Blue (4), Judy Mae (56), (Just Like) Romeo & Juliet (73), Killer Queen (15), Lady Marmalade (25), Lady (71), Last Farewell (48), Lizzie and the Rainman (60), L-O-V-E Love (36), Lonely People (58), Long Tall Glasses (6), Love Won't Let Me Wait (33), Love Will Keep Us Together (46), Lovin' You (11), Magic (41), Misty (72), My Eyes Adored You (39), The No-No Song (7), Old Days (23), Once You Get Started (54), Only Yesterday (12), Only Women (31), Philadelphia Freedom (1), Pinball Wizard (22), Please Mr. Postman (66), Poetry Man (70), Rainy Day People (44), Runaway (74), Shame, Shame, Shame (64), Shaving Cream (62), Shining Star (14), Sister Golden Hair (13), Stand by Me (51), Supernatural Thing (42), Take Me in Your Arms (Rock Me) (37), Thank God I'm a Country Boy (16), Trampled Underfoot (65), Walking in Rhythm (9), What Am I Gonna Do with You (29), When Will I Be Loved (28), Wildfire (27), You Are So Beautiful (35), Young Americans (52).

News slanting charged to NBC by stockholders

But in the end ombudsman proposal is overwhelmingly voted down

NBC News was accused of bias and imbalance in half a dozen impassioned and sometimes bitter speeches from the floor at RCA's annual stockholders meeting last week. But in the end the stockholders gave the proposal for creation of an NBC News ombudsman—about which the speeches were made—the shortest shrift of all the losing causes on the day's agenda.

The ombudsman plan, proposed by Accuracy in Media (AIM), was sup-

ported by 2,768,090 shares, or 5.1% of the shares voted and opposed by 51,599,607 shares, or 94.9%. By comparison, 7.9% were voted for a motion to restrict executive stock options, and 7.4% for one to enforce corporate political neutrality. However, all three gathered enough support to be eligible for submission at next year's stockholders' meeting.

Reed J. Irvine, AIM chairman, contended in support of the ombudsman proposal that AIM had found it almost impossible to get NBC to respond to complaints; that NBC News had failed to cover atrocities in Vietnam and had paid \$12,000 to Communists for prisoner of war "propaganda" that the Communists, he said, should have been happy to pay NBC to carry. Murray Baron, who said he was an AIM board member, contended he had documentation of Communist atrocities in Vietnam about which "not a single word has been published or broadcast," and another stockholder

said bias was evident not only in evening newscasts but also in daytime programs that "interview only the Shirley MacLaines, and never ask a hard-line question." Several other speakers took similar tacks.

RCA Chairman Robert W. Sarnoff let them all speak—this segment took up more than half an hour of the three-and-a-half hour meeting (see also page 48)—and then replied that NBC's policy is to be "fair, accurate and balanced." In recognition that implementation of the policy is up to NBC management, he called upon NBC Chairman Julian Goodman, a member of the RCA board as well as a former head of NBC News.

Mr. Goodman dealt primarily with the broad question of an ombudsman rather than specific charges against NBC News. "We have an ombudsman—the executive management of NBC News," he asserted. NBC News has served "with objectivity and with accuracy to the best

It's that Peabody time of the year



ABC Peabody winners included (l to r) ABC News correspondent Peter Jennings, producer Carole Hart, actress Marlo Thomas and Av Westin, ABC News vice president and director of television documentaries. Mr. Jennings and Mr. Westin won for *Sadat: Action Biography*, produced under Mr. Westin's supervision with Mr. Jennings as reporter and co-producer. Ms. Thomas and Ms. Hart were honored for *Free To Be . . . You and Me*, entertainment special which they co-produced with Ms. Thomas starring. This year's were the 35th annual Peabody presentations for "distinguished and meritorious public service" in broadcasting.



Julian Goodman (c), NBC chairman, receives special Peabody for "outstanding work in the area of First Amendment rights and privileges for broadcasters" from Warren Agee (l), dean of University of Georgia's School of Journalism, and Harold Niven, vice president of National Association of Broadcasters.



Sam Cook Digges, president, CBS Radio Division, accepts Peabody from Dean Agee for *CBS Radio Mystery Theater* as Hi Brown (l), producer of series, shares in the plaudits (Mr. Digges later said he would turn over the Peabody to Mr. Brown, who "deserves it").



Accepting Peabody for documentary, *From Belfast With Love*, were Al Austin (l), writer-reporter of program for WCCO-TV Minneapolis, and Les Solin (r), cameraman, flanking (l to r) John A. Schneider, president, CBS/Broadcast Group; Fred Graham, CBS News correspondent, and Alan Wagner, vice president, program planning and development, CBS-TV. WCCO-TV is a CBS affiliate. In all, 22 awards were presented at Peabody luncheon in New York last Wednesday. Winners had been announced earlier (*Broadcasting*, March 24).

of our ability," he continued, "and some have given their lives in that cause."

In a statement distributed after the meeting, he said: "We think the public is best served when news decisions are made at NBC by qualified and experienced professional journalists. Substituting the judgment of a separate centralized authority, here called an ombudsman, could disrupt the effectiveness and responsibility of NBC News and interfere with our service to the public.

"The way we can best continue improving our service is by hiring the best reporters we can find, encouraging them to do their best and having our news executives correct them when they think they're wrong."

Coors's TVN loses over \$5 million in two years

Prospectus for public offering, 'Post' series put spotlight on family-owned firm and its news-service subsidiary

Adolph Coors Co., Colorado brewers of the country's fourth-best-selling beer, made known its intention to go public last week and thus shed light on another of its products—Television News Inc.

Among the financial details made public with the prospectus are losses suffered by TVN of \$2,185,000 in 1973 and \$3,212,000 in 1974. The company attributes the loss to increased costs of transmitting

its daily news service to subscribers, resulting in "serious marketing problems." The company anticipates approximately the same loss in 1975 as in 1974.

TVN is investigating the possibility of feeding its news service via satellite, which could result in potential cost reductions, the company said, but it offers "no assurance" nor can it predict when cost reductions, if any, can be implemented (BROADCASTING, Jan. 13).

There were other revelations about Coors and TVN last week. In a series of articles in the *Washington Post* prompted by a Federal Trade Commission order forcing Coors to allow its beer to be sold in the East, TVN came in for more scrutiny. According to the *Post*, "TVN is one of several projects [Joseph] Coors is financing in his effort to move the United States to the right politically."

The article quotes several reporters—who have worked at and been dismissed by TVN—telling of the outfit's conservatively slanted news. The story also documents a letter from Joseph Coors, executive vice president of the parent firm, to Henry Loomis, president of the Corporation for Public Broadcasting. In it, Mr. Coors said that if he is approved by the Senate for the board of CPB (he was nominated by President Nixon, renominated by President Ford), he intends to help steer public broadcasting away from programs critical of business.

In a registration statement filed with the Securities and Exchange Commission, the company says it will offer 4.1 million

shares of nonvoting class B stock. If the initial trading price is \$26 to \$30 per share as expected, the offer would raise from \$105 million to \$125 million. The Coors family would retain 30 million shares of nonvoting stock and all 1,260,000 outstanding shares of voting stock.

Journalism Briefs

SDX hall of famers. New York chapter of Sigma Delta Chi, Society of Professional Journalists, named 10 journalists to Hall of Fame as part of 50th anniversary observance: Walter Cronkite and Lowell Thomas, both of CBS; Pauline Frederick, former United Nations correspondent, NBC; Julian Goodman, NBC; Homer Bigart and James Reston, *New York Times*; Bob Considine, cited for NBC and ABC radio and TV series; Wes Gallagher, Associated Press; Sylvia Porter, *New York Post* and Publisher's Hall Syndicate and Roger Tatarian, United Press International.

From near the fuse. *Mediterranean Report*, hard news and feature radio reports taped in Athens, is being offered, effective Oct. 15. Programs will be air-mailed on two-track stereo and consist of three news slots of one minute plus. Experienced newsmen in Near and Middle East will gather material that is to be narrated in English. Seven-per-week reports will cost \$50 per week. U.S. sales contact: *John Profit, 57-59 Park Lane Road, New Milford, Conn. 06776; (203) 354-1049.*

Discarded. ABC News on June 28 will discontinue its Saturday newsmagazine series, *The Reasoner Report*, and fill 6:30 to 7 p.m. slot with hard news program. Anchorman for that program has not been selected. Network gave no explanation for decision, but series' failure to attract audience of magnitude of CBS's *Sixty Minutes* during two-year run may be factor.

McGoff gets half of UPITN

The Sacramento Union Corp., owned solely by newspaper publisher John P. McGoff, has acquired Paramount Pictures Corp.'s 50% interest in UPITN, worldwide television news service. The sale price was not disclosed. United Press International and Independent Television News of Britain own 25% each in UPITN, which supplies more than 100 clients in 60 countries with daily tape and film news stories. Mr. McGoff is sole owner of the *Sacramento (Calif.) Union* and the *Rantoul (Ill.) Press* and is president of Panax Corp., which publishes eight daily and 28 other newspapers in Michigan, Illinois, Indiana and Florida. Mr. McGoff has been attempting to buy the *Washington Star-News* and has petitioned the FCC to deny the transfer of the *Washington Star Communications Inc.*'s radio and television properties to the new owner, Texas banker Joe Allbritton (BROADCASTING, May 5).

May, 1975

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Anik III flies over Canada

Telesat Canada launched its third communications satellite last week at Cape Canaveral. It will serve as back-up for its present satellites—Anik I and Anik II—and provide additional channel capacity for new customers.

The Canadian Broadcasting Corp., Canada's public network, leases three channels on Anik I and retains a fourth for "occasional use"—at least 1,000 hours a year. CBC relies on the satellite for 100% of its networking, with local distribution through terrestrial microwave relay. CBC buys transponder time at \$3 million per channel per year.

Canada's private networks are not using satellite communications.

The three Canadian satellites were purchased by Telesat from U.S.-based Hughes Aircraft Corp. for a total of \$33 million. Most of the construction work was subcontracted out to two Canadian groups: Northern Electric Canada, Lucerne, Ont., and Spar Electronics, Toronto.

The first satellite was launched on Nov. 9, 1972; the second on April 20, 1973.

CBS Labs close; broadcast studies go to tech center

CBS Laboratories' research in broadcasting and audio recording has been transferred to the new CBS Technology Center, following completion of the sale of the labs' professional products department to Thomson-CSF (BROADCASTING, April 7). The transfer, which presumably assumes CBS will find a purchaser for the labs' government and industry contract business, marks the official end of CBS Labs. The Technology Center, at the labs' quarters in Stamford, Conn., will be headed by Benjamin B. Bauer, as vice president and general manager, reporting to Harry E. Smith, CBS vice president, technology. The center will have four departments, all headed by CBS Labs veterans as directors: advanced TV technology under J. Kenneth Moore; high density recording technology under Robert A. Castrignano; audio systems technology under Emil L. Torick and sound reproduction technology under Louis A. Abbagnaro.

Color-set demand grows; prices slated to go up

There are signs that sales of television sets are rebounding from 1974 sluggishness and that new models to be introduced by manufacturers later this month will carry a higher price tag.

Jack Sauter, vice president of the RCA Corp., announced last week that the 1976 model line will be raised an average of 5.6% because of increased costs. He also said there were indications that color-set sales were improving and added that RCA had abandoned plans to close

its Bloomington, Ind., plant temporarily at the end of April. Mr. Sauter ventured that industry sales in the latter half of 1975 would exceed those of the comparable 1974 period.

An official of GTE Sylvania, a subsidiary of the General Telephone & Electronic Co., said its new color TV set prices will be hiked at about the same percentage as RCA's. Spokesmen for Admiral Corp. and Zenith Radio Corp. also said their price increases would be in the same range as RCA's.

General Electric Co. would not comment on its pricing plans. A spokesman said there were signs that set sales in the second half of the year would be strong. In a separate announcement, GE said it would recall 600 production workers at its Portsmouth, Va., plant due to "a recent increase in TV sales and to the start-up of 1976-model production."

Equipment needs of PTV evaluated in CPB report

An extensive analysis of cost and equipment needs to upgrade facilities at public television stations indicates that the required investment would be some \$100 million.

The report, published by the Corporation for Public Broadcasting's office of engineering research, detailed the needs to bring PTV transmission plants up to more acceptable levels and to solve their most serious problem, poor reception on home TV screens.

The analysis was undertaken at the request of the Educational Broadcast Facilities Program of the U.S. Office of Education. This program has provided \$105,259,263 for PTV facilities since 1962; matching funds are provided by local stations.

The dates on drop-ins

The FCC has set July 11 as the deadline for comments and Aug. 11 for reply comments on its inquiry into VHF drop-ins (BROADCASTING, April 7). The commission issued its notice of inquiry in response to a petition for rulemaking filed by the Office of Communication of the United Church of Christ. The church

cited a study by the U.S. Office of Telecommunications Policy which said 62 new VHF television stations could be dropped into the 100 biggest markets. Later the OTP amended its study to put 83 new stations in.

Technical Briefs

Catalogue out. GTE Lenkurt has issued catalogue covering more than 60 telecommunications products, including technical data, illustrations and reference sources for further information. Company's product line encompasses video, voice and data transmission systems. Catalogue is free. *GTE Lenkurt, Department C720, 1105 County Road, San Carlos, Calif. 94070.*

Central service. Blonder-Tongue Laboratories, Old Bridge, N.J., announces new Centap system, which can turn on or off from a central location any number of individual CATV subscriber outlets. System comprises central control unit, 4960 Centrol, and individual subscriber tap-offs, 4959 Centaps.

Portable. Sony Corp. later this year will make available low-cost portable U-Matic color videocassette player, which utilizes three-quarter-inch, 20-minute cassettes (KCS-20). Player, designated VP-3000, is about size of portable typewriter and can be used with any standard television set with adapters. Unit features integrated circuits and freeze control for single frame study. Price is expected to be about \$1,500. *VTR Division, 9 West 57th Street, New York 10019.*

Up down. Syntest Corp. has developed improved model of its SI-103B VHF frequency synthesizer, SI-103C, which is specifically designed for very low phase noise requirements of ground satellite up down converters. Unit is priced at \$2,600 in single quantities. Improvements include phase-noise specifications that have been raised 2db over earlier units. *169 Millham Street, Marlboro, Mass. 01752; (617) 481-7827.*

Digital automation. Audio/Video Products, Downey, Calif., announces availability of Digimation series 2000, com-

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plete digital automation system for AM and FM broadcasters, as well as for CATV and SCA operations. Unit features solid-state audio switching and built-in, 25-hz tone sensing. Up to eight sources may be connected in any configuration; unit provides up to 16-event memory. Device is \$1,950 for stereo and \$1,550 for mono.

New in TV. Move by TEAC Corp. of America, subsidiary of Japanese TEAC Corp., into TV broadcast equipment business was announced last week. Company said that beginning this fall it will offer two videocassette decks, one rack-mounted and one portable, for use with all three-quarter-inch U-matic cassettes. 7733 Telegraph Road, Montebello, Calif. 90640.

Roll it. Holland Electronics Inc. has made available automatic crawl unit for displaying titles in video presentations. Unit has both forward (up-motion) and reverse (down-motion) drive as well as automatic stops and remote operation ability. Motorized unit with speed control can be operated manually if needed. Speeds vary from 0-20 feet per minute and crawl roll is 11 $\frac{1}{2}$ inches wide. Standard units are priced at \$2,895 and are available in six weeks. 970 E. 92nd Street, Brooklyn, N.Y. 11236. (212) 649-7330.

Success near. Three-year effort on part of WLCY-TV Largo, Fla., to increase its height gained ground last week in initial decision of FCC administrative law judge. Judge Byron E. Harrison ruled that proposed increase in antenna height, from 500 to 1,495 feet, will not impair ability of existing and prospective local UHF stations to compete effectively in Sarasota, St. Petersburg and Tampa areas, even though WLCY-TV's service area will be substantially enlarged. WTOG-TV St. Petersburg, one of 11 profitable independent UHF stations in 1972, had opposed WLCY-TV's application on ground it would cause economic hardship.

Finance

Worst is over, Sarnoff predicts

RCA expects recovery in color sales, continued strength in broadcast and mobile gear, growth in satellites

The decline in RCA profits has bottomed out, Robert Sarnoff, chairman, told a stockholders meeting last Tuesday (May 6) in New York. He said second-quarter profits would be stronger than the first quarter's, which were 46% under the same period of 1974, and that second-half earnings should exceed last year's.

Mr. Sarnoff said the recession has hit RCA hardest in color television sales and related areas but that in 1976 these should increase several times faster than the economy. "We expect industry sales [of color TV sets] to return to near-record levels by 1977," he said, "and to new highs in the succeeding years into the 1980's"—by which time, he said, RCA hopes its SelectaVision VideoDisk system will have taken a leading role in "a new billion-dollar market" for home video entertainment and information recordings.

He also projected a growth in satellite communications sales volume from \$10 million last year to \$400 million in 1980 and said: "We expect, of course, to have a significant share."

RCA's capital investments this year are expected to exceed last year's \$286 million, Mr. Sarnoff reported.

Anthony L. Conrad, RCA president, said color-TV set sales should start trending upward, with latest estimates showing a 40% increase in industry sales of color sets to dealers in recent weeks.

He said RCA expects to have four new communications satellite earth stations in operation in mainland U.S. as part of the RCA Satcom system by the end of this year, when scheduled launching of RCA's own satellite opens Satcom Phase II with

additional capacity including facilities for TV broadcasters and for transmission to cable-TV operators.

Mr. Conrad also reported that sales of RCA broadcast equipment and mobile communications were higher in the first quarter and should show full-year gains over the 1974 totals.

Financial Briefs

Buying back. Storer Broadcasting Corp., Miami, has authorized purchase by company—from time to time, as warranted by favorable market conditions—of up to \$2,660,000 of its 4 $\frac{1}{2}$ % convertible subordinated debentures due Jan. 1, 1986. Principal amount outstanding is \$31,905,000. Company also declared dividend of 25 cents per share on its common stock, payable June 6 to stockholders of record May 16.

Multimedia's broadcast expenses. Three-month report for Multimedia, broadcast-newspaper group, puts broadcast revenues at \$4,041,510, up 6.5% from \$3,793,029 in first quarter of 1974. Total operating revenues were \$12,047,616 for first three months of 1975, down 4.4% from \$12,601,426 year earlier. Total net earnings were \$1,227,270, down 10.6% from \$1,375,065. Per-share earnings were 28 cents compared to 31 cents in 1974.

FC&B income falls. Foote, Cone & Belding Communications Inc., New York, reported net income in first quarter of 1975 slid to \$173,000 (8 cents per share) from \$869,000 (42 cents per share) in comparable 1974 period. Operating income from commissions and fees increased slightly to \$12,349,000 from \$12,295,000 in 1974 first quarter.

Bargain hunting. Board of directors has authorized Washington Post Co. to buy up to 300,000 shares of its class B common stock. Post's class A shares are owned by Mrs. Katharine Graham, chairman of the board and publisher, and her family.

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

Company	Period Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Cablecom General	3 mo 2/28	5,028,081	+ 7.2%	370,662	*	.14	4,691,990	17,100	.01
Combined Communications Corp.	3 mo 3/31	29,576,000	+ 17.7%	493,000	+ 13.1%	.11	25,119,000	436,000	.14
Walt Disney Productions	6 mo 3/31	210,968,000	+ 22.8%	21,341,000	+ 40.4%	.71	171,081,000	15,197,000	.51
Gannett Co.	3 mo 3/31	78,830,724	+ 11.7%	6,741,630	+ 21.3%	.32	70,581,569	5,556,715	.27
Harris Corp.	9 mo 3/31	351,788,000	+ 13.5%	(3,972,000)	*	(.64)	310,323,000	14,647,000	2.35
Heritage Communications	year 12/31	1,307,907	+164.7%	(326,960)	*	(1.08)	494,297	(261,133)	(.72)
Jefferson-Pilot	3 mo 3/31	115,204,902	+ 10.6%	12,234,590	- 3.5%	.51	104,861,837	12,683,954	.52
Meredith Corp.	9 mo 3/31	123,070,000	+ 10.8%	5,469,000	- 0.4%	1.83	111,337,000	5,493,000	1.89
Ogilvy & Mather	3 mo 3/31	21,087,935	+ 19.1%	722,267	+ 12.7%	.40	17,703,888	641,112	.35
Post Corp.	3 mo. 3/31	4,768,629	+ 13.6%	(435,697)	*	.45	4,196,455	(213,224)	.21
PSA Inc.	3 mo 3/31	36,700,000	+ 10.9%	(2,502,000)	*	.79	33,083,000	167,000	.05
RCA Inc.	3 mo 3/31	1,090,300,000	+ 0.8%	17,000,000	- 45.7%	.21	1,081,600,000	31,300,000	.40
Technical Operations	6 mo 3/29	53,470,000	+ 6.1%	360,000	- 42.0%	.27	50,390,000	620,000	.46
Times Mirror Inc.	12 wks 3/23	161,515,000	+ 2.4%	7,453,000	- 8.3%	.22	157,651,000	8,977,000	.27
Tocom Inc.	9 mo 3/31	2,115,000	+ 20.0%	(865,633)	*	(1.38)	1,762,000	(18,287)	(.03)
UA-Columbia Cablevision	6 mo 3/31	7,633,000	+ 17.6%	658,000	+ 37.6%	.38	6,487,000	478,000	.27
United Cable TV Corp.	9 mo 2/28	8,824,000	+ 32.0%	(1,095,000)	*	(.58)	6,705,000	(357,000)	(.19)
Walter Reade Org.	year 12/31	26,906,000	+ 3.3%	173,000	- 85.6%	.04	26,033,000	1,203,000	.28
N.Y. Times Co.	year 12/30	389,604,000	+ 9.2%	20,315,000	+ 15.4%	1.82	356,567,000	17,610,000	1.56

* Change too great to be meaningful.

Broadcasting's index of 133 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. May 7	Closing Wed. April 30	Net change in week	% change in week	High 1974-75	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	19 1/2	18 3/4	+ 3/4	+ 4.00	28 3/8	12 3/8	7	17,129	334,015
CAPITAL CITIES	CCB	N	41 1/2	41 1/4	+ 1/4	+ .60	41 1/2	19 1/2	15	7,164	297,306
CBS	CBS	N	49 5/8	47 1/2	+ 2 1/8	+ 4.47	49 5/8	20 1/8	13	28,092	1,394,065
CONCERT NETWORK***	O		1/8	1/8		.00	7/8	1/8		2,200	275
COX	COX	N	21 1/2	20	+ 1 1/2	+ 7.50	21 1/2	9 3/8	11	5,831	125,366
GROSS TELECASTING	GGG	A	10 1/2	10 1/2		.00	13 5/8	6 3/8	7	800	8,400
LIN	LINB	O	6 5/8	6 3/8	+ 1/4	+ 3.92	7	2	7	2,348	15,555
MOONEY*	MOON	O	2 3/8	2 1/2	+ 1/8	+ 5.00	3 5/8	1	6	385	914
RAHALL	RAHL	O	4 3/4	5	- 1/4	- 5.00	6	1 3/4	10	1,297	6,160
SCRIPPS-HOWARD	SCRP	O	18 1/2	18	+ 1/2	+ 2.77	18 1/2	13 1/2	7	2,589	47,896
STARR	SBG	M	3 3/4	4	- 1/4	- 6.25	9	3 1/4	3	1,091	4,091
STORER	SBK	N	16 1/4	16 1/4		.00	17 3/8	10 7/8	8	4,717	76,651
TAFT	TFB	N	23 1/2	22 7/8	+ 5/8	+ 2.73	23 1/2	10 3/4	8	4,011	94,258
WOODS COMM.*	O		1/2	1/2		.00	1 1/4	1/4	4	292	146
TOTAL									77,946	2,405,098	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 5/8	1 1/4	+ 3/8	+ 30.00	2 1/2	3/4	10	1,265	2,055
AVCO	AV	N	5	5		.00	8 7/8	2 1/8	14	11,481	57,405
BARTELL MEDIA	BMC	A	1 3/8	1 3/8		.00	2 3/8	5/8	2	2,257	3,103
JOHN BLAIR	BJ	N	4 3/8	4 3/8		.00	7 1/2	3 1/2	14	2,403	10,513
CAMPTOWN IND.***	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5 1/4	5 1/4		.00	5 1/4	1 1/2	11	4,162	21,850
COMBINED COMM.	CCL	N	15 1/4	14 7/8	+ 3/8	+ 2.52	16 1/8	5 1/8	9	4,604	70,211
COWLES	CWL	N	7 1/4	7 1/4		.00	7 1/4	3 7/8	6	3,969	28,775
DUN & BRADSTREET	DNB	N	25 1/4	27 3/4	- 2 1/2	- 9.00	36	14 5/8	17	26,509	669,352
FAIRCHILD IND.	FEN	N	7 1/8	6 3/4	+ 3/8	+ 5.55	7 1/8	3 3/4	5	4,550	32,418
FUQUA	FOA	N	5 5/8	5 1/4	+ 3/8	+ 7.14	10 3/4	3 1/8	5	7,273	40,910
GANNETT CO.	GCI	N	35 1/2	33 5/8	+ 1 7/8	+ 5.57	38 1/4	20 1/2	23	21,080	748,340
GENERAL TIRE	GY	N	13 3/4	13 5/8	+ 1/8	+ .91	18 1/4	10 1/4	4	21,953	301,853
GLOBETROTTER	GL&TA	O	2	1 7/8	+ 1/8	+ 6.66	4 3/4	7/8	4	2,731	5,462
GRAY COMMUN.*	O		6	6		.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HMN	N	16	15	+ 1	+ 6.66	16	6	11	4,340	69,440
JEFFERSON-PILOT	JP	N	30	32 1/2	- 2 1/2	- 7.69	38 1/4	20 1/2	12	24,188	725,640
KAISER INDUSTRIES*	KI	A	8 1/4	8 3/4	- 1/2	- 5.71	8 7/8	4 1/4	8	27,486	226,759
KANSAS STATE NET.*	KSN	O	3 1/2	3 1/2		.00	3 7/8	2 3/4	6	1,741	6,093
KINGSTIP	KTP	A	3 3/4	3 1/2	+ 1/4	+ 7.14	6 3/4	1 1/2	9	1,154	4,327
KNIGHT-RIDDER	RPI	N	28 1/4	27 1/4	+ 1	+ 3.66	28 1/4	9 1/4	18	8,305	234,616
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	18 1/2	18 1/2		.00	18 1/2	10 3/4	11	3,352	62,012
LIBERTY	LC	N	10 1/8	9 7/8	+ 1/4	+ 2.53	15 5/8	7 1/8	5	6,598	66,804
MCGRAW-HILL	MHP	N	12 1/4	11 3/4	+ 1/2	+ 4.25	12 1/4	5 1/2	10	23,291	285,314
MEGIA GENERAL	MEG	A	28 3/4	27 7/8	+ 7/8	+ 3.13	28 3/4	15 1/2	12	3,552	102,120
MEREDITH	MDP	N	10 3/8	10 1/4	+ 1/8	+ 1.21	11 1/2	8	4	2,984	30,959
METROMEDIA	MET	N	11 5/8	11 1/8	+ 1/2	+ 4.49	11 5/8	4 1/2	11	6,539	76,015
MULTIMEDIA	MHED	O	13	13		.00	14 1/4	8 3/4	8	4,390	57,070
NEW YORK TIMES CO.	NYKA	A	12	12 1/4	- 1/4	- 2.04	13 3/4	6 7/8	7	10,231	122,772
OUTLET CO.	OTU	N	11 7/8	11 3/4	+ 1/8	+ 1.06	12 1/8	7	5	1,379	16,375
POST CORP.	POST	O	6	5 3/4	+ 1/4	+ 4.34	16 1/2	4 3/4	4	882	5,292
PSA	PSA	N	4 5/8	5 1/8	- 1/2	- 9.75	10	3 3/4	9	3,181	14,712
REEVES TELECOM	RBT	A	1 3/8	1 3/8		.00	1 3/4	5/8	23	2,387	3,282
ROLLINS	ROL	N	17 3/4	17 1/2	+ 1/4	+ 1.42	19 3/4	6 1/2	13	13,341	236,802
RUST CRAFT	RUS	A	6 1/2	6 3/8	+ 1/8	+ 1.96	10 1/4	5 1/8	5	2,341	15,216
SAN JUAN RACING	SJR	N	7 1/4	6 7/8	+ 3/8	+ 5.45	13 3/8	5 1/2	5	2,509	18,190
SCHERING-PLOUGH	SGP	N	61 3/4	58	+ 3 3/4	+ 6.46	74 3/8	44 3/4	27	53,823	3,323,570
SONDERLING	SOB	A	6 1/2	6 7/8	- 3/8	- 5.45	10	3 1/2	5	731	4,751
TECHNICAL OPERATIONS	TO	A	4 1/8	4	+ 1/8	+ 3.12	6 3/4	2 3/8	4	1,344	5,544
TIMES MIRROR CO.	TMC	N	19 1/4	18 1/4	+ 1	+ 5.47	19 1/4	9 1/4	11	31,385	604,161
WASHINGTON POST CO.	WPO	A	28 1/2	27 1/2	+ 1	+ 3.63	28 1/2	14 3/4	9	4,751	135,403
WOMETCO	WOM	N	13 5/8	12	+ 1 5/8	+ 13.54	13 5/8	6 1/4	9	5,947	81,027
TOTAL									368,477	8,530,098	
Cablecasting											
AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	1 1/4	1 1/4		.00	2 1/8	1/2	4	1,672	2,090
AMERICAN TV & COMM.	AHTV	O	14	14		.00	19 1/4	5 1/2	27	3,299	46,186
ATHENA COMM.**	O		1/4	1/4		.00	1 1/4	1/8		2,374	593
BURNUP & SIMS	BSIM	O	5 5/8	5 1/4	+ 3/8	+ 7.14	24 1/8	2 1/2	11	7,933	44,623
CABLECOM-GENERAL	CCG	A	4 1/2	4 3/4	- 1/4	- 5.26	4 3/4	1 1/2	11	2,560	11,520
CABLE FUNDING*	CFUN	O	5 1/4	5 1/2	- 1/4	- 4.54	7 3/8	3 7/8	131	1,121	5,885
CABLE INFO.***	O		1/4	1/4		.00	1 1/4	1/8	1	663	165
COMCAST*	O		2	2		.00	3	3/4	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	2	1 7/8	+ 1/8	+ 6.66	3 3/8	1	25	4,761	9,522
COX CABLE	CXC	A	13 1/4	14 1/4	- 1	- 7.01	15 1/4	3 3/4	22	3,560	47,170
ENTRON*	ENT	O	5/8	5/8		.00	1	3/8	4	1,358	848
GENERAL INSTRUMENT	GRL	N	9 5/8	10 3/8	- 3/4	- 7.22	17 1/8	5/8	5	7,060	67,952
GENERAL TV*	O		1/4	3/8	- 1/8	- 33.33	1 1/2	1/4	13	1,000	250
SCIENTIFIC-ATLANTA	SFA	A	13 3/4	13	+ 3/4	+ 5.76	13 3/4	4	13	964	13,255
TELE-COMMUNICATION	TCOM	O	3 1/2	2 5/8	+ 7/8	+ 33.33	5 3/4	7/8	2	5,181	18,133
TELEPROMPTER	TP	N	5 3/4	6	- 1/4	- 4.16	8 1/4	1 3/8	3	16,604	95,473

	Stock symbol	Exch.	Closing Wed. May 7	Closing Wed. April 30	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
TIME INC.	TL	N	50 3/4	48 1/2	+ 2 1/4	+ 4.63	50 3/4	24 7/8	10	9,960	505,470
TOCOM*	TOCM	O	2	2		.00	4 7/8	1 3/4	5	634	1,268
UA-COLUMBIA CABLE	UACC	O	10 1/4	10 1/2	- 1/4	- 2.38	10 1/2	3 3/4	15	1,787	18,316
UNITED CABLE TV ++	UCTV	O	2 1/8	2 1/8		.00	4 5/8	1/4	6	1,879	3,992
VIACOM	VIA	N	7 3/4	8	- 1/4	- 3.12	8	2 5/8	11	3,688	28,582
VIKOA**	VIK	A	2 3/4	2 3/4		.00	4	1/2	3	2,534	6,968
TOTAL										83,497	931,971

Programming

COLUMBIA PICTURES	CPS	N	7 5/8	8 1/4	- 5/8	- 7.57	8 1/4	1 5/8	29	6,748	51,453
DISNEY	DIS	N	51 1/4	48 3/8	+ 2 7/8	+ 5.94	54 1/2	18 3/4	31	29,755	1,524,943
FILMWAYS	FWY	A	5 3/8	5 3/8		.00	6	2 1/8	7	1,812	9,739
FOUR STAR			1/4	1/4		.00	1 3/8	1/8		666	166
GULF + WESTERN	GM	N	35 3/4	34 7/8	+ 7/8	+ 2.50	35 3/4	18 3/8	5	14,470	517,302
MCA	MCA	N	59 7/8	59 1/8	+ 3/4	+ 1.26	59 7/8	19 1/4	10	8,477	507,560
MGM	MGM	N	13 5/8	13 7/8	- 1/4	- 1.80	32 1/2	9 1/4	2	4,870	66,353
TELE-TAPE****	O		1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.*	O		4 1/2	4 3/4	- 1/4	- 5.26	5	1 1/4	9	943	4,243
TRANSAMERICA	TA	N	8 3/4	8 3/4		.00	10 3/8	5 1/2	14	65,006	568,802
20TH CENTURY-FDX	TF	N	10 1/2	9 7/8	+ 5/8	+ 6.32	11	4 1/2	11	7,532	79,086
WALTER READE**	WALT	D	3/8	1/4	+ 1/8	+ 50.00	1/2	1/8		4,467	1,675
WARNER	WCI	N	14 3/8	14 3/8		.00	18 1/2	6 7/8	6	16,317	234,556
WRATHER	WCO	A	4	4		.00	8 1/8	1 1/4	50	2,229	8,916
TOTAL										165,482	3,575,341

Service

8800 INC.		O	14 1/4	14 1/2	- 1/4	- 1.72	15 1/4	10	6	2,513	35,810
COMSAT	CO	N	34	32 3/4	+ 1 1/4	+ 3.81	40 3/8	23 3/4	8	10,000	340,000
DDYLE DANE BERNBACH	DDYL	O	8 1/4	8 5/8	- 3/8	- 4.34	11 1/2	5 5/8	5	1,815	14,973
ELKINS INSTITUTE****	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FODTE CDNE & BELOING	FCB	N	8 1/4	8 3/8	- 1/8	- 1.49	11 1/4	5 3/8	5	2,042	16,846
GREY ADVERTISING	GREY	O	6 5/8	6 3/4	- 1/8	- 1.85	8 3/8	5 5/8	4	1,255	8,314
INTERPUBLIC GROUP	IPG	N	15 5/8	15 5/8		.00	15 7/8	8 1/8	5	2,319	36,234
MARVIN JOSEPHSON*	MRVN	O	4 1/4	4 3/8	- 1/8	- 2.85	8 1/2	3 1/4	3	948	4,029
MCI COMMUNICATIONS	MCIC	D	2 1/4	2 3/8	- 1/8	- 5.26	6 1/2	1		13,339	30,012
MOVIELAB	MOV	A	1	1 1/8	- 1/8	- 11.11	1 5/8	1/2	6	1,407	1,407
MPD VIDEOTRONICS	MPO	A	2 1/2	2 5/8	- 1/8	- 4.76	2 3/4	1	3	539	1,347
NEEDHAM, HARPER	NHMA	O	5	4 7/8	+ 1/8	+ 2.56	7 1/2	3 5/8	3	918	4,590
A. C. NIELSEN	NIELB	O	17 3/4	18 3/4	- 1	- 5.33	28	7 3/8	18	10,598	188,114
OGILVY & MATHER	OGIL	O	19 3/4	19 1/2	+ 1/4	+ 1.28	23 1/2	10	7	1,807	35,688
J. WALTER THOMPSON	JWT	N	6 7/8	6 1/2	+ 3/8	+ 5.76	12	4 1/4	20	2,624	18,040
UNIVERSAL COMM.***	O		1/4	1/4		.00	3/4	1/8		715	178
TOTAL										54,736	735,819

Electronics/Manufacturing

AMPEX	APX	N	4 5/8	4 3/4	- 1/8	- 2.63	5 3/8	2 1/4	5	10,885	50,343
CCA ELECTRONICS***	CCAE	D	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 1/2	1 5/8	- 1/8	- 7.69	2 1/8	1	7	2,324	3,486
COHU, INC.	COH	A	2 1/8	2 1/4	- 1/8	- 5.55	3 7/8	1 1/4	9	1,617	3,436
CONRAC	CAX	N	18 1/2	18 1/8	+ 3/8	+ 2.06	21	10	8	1,261	23,328
EASTMAN KODAK	EASKD	N	106 1/8	104 1/2	+ 1 5/8	+ 1.55	106 1/8	63	27	161,331	17,121,252
GENERAL ELECTRIC	GE	N	47 1/8	46	+ 1 1/8	+ 2.44	65	30	14	182,120	8,582,405
HARRIS CORP.	HRS	N	20 1/2	20 3/4	- 1/4	- 1.20	33 1/2	13 1/8		6,176	126,608
INTERNATIONAL VIDEO	IVCP	O	2 5/8	3	- 3/8	- 12.50	7 1/2	1 1/4	33	2,730	7,166
MAGNAVOX	MAG	N	8 1/2	6 1/4	+ 2 1/4	+ 36.00	9 7/8	3 3/4	10	17,799	151,291
3M	MMM	N	64 7/8	59 7/8	+ 5	+ 8.35	80 1/2	44 1/8	24	113,831	7,384,786
MOTOROLA	MOT	N	49 1/8	56	- 6 7/8	- 12.27	61 7/8	34 1/8	19	28,053	1,378,103
OAK INDUSTRIES	OEN	N	7 1/8	7 7/8	- 3/4	- 9.52	12 7/8	5 1/4	3	1,639	11,677
RCA	RCA	N	16 7/8	15 1/4	+ 1 5/8	+ 10.65	21 1/2	9 7/8	12	74,463	1,256,563
ROCKWELL INTL.	ROK	N	21 7/8	20	+ 1 7/8	+ 9.37	28 3/8	18 3/8	6	30,802	673,793
RSC INDUSTRIES	RSC	A	2	2		.00	2 1/8	1/2	7	3,458	6,916
SONY CORP.	SNE	N	11	10 3/4	+ 1/4	+ 2.32	29 7/8	4 3/4	22	172,500	1,897,500
TEKTRONIX	TEK	N	35 1/8	32 1/4	+ 2 7/8	+ 8.91	47 3/4	18 1/2	14	8,651	303,866
TELEMATION	TYMT	D	1	1		.00	2 3/4	1	6	1,050	1,050
TELEPRD IND.***	O		9	9		.00	9	2 1/2	56	480	4,320
VARIAN ASSOCIATES	VAR	N	10 3/8	9 3/8	+ 1	+ 10.66	13 1/4	6	10	6,838	70,944
WESTINGHOUSE	WX	N	15 5/8	14 5/8	+ 1	+ 6.83	26	8 1/2	50	87,770	1,371,406
ZENITH	ZE	N	20 1/8	22	- 1 7/8	- 8.52	31 5/8	10	16	18,797	378,289
TOTAL										935,456	40,808,638

GRAND TOTAL 1,685,594 56,986,965

Standard & Poor's Industrial Average

99.9 97.3 +2.6

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

J. Law Epps, vice president and general manager, WTOL-TV Toledo, Ohio, elected senior VP of parent company, Cosmos Broadcasting Corp., Columbia, S.C.

William E. Miller, general sales manager, WJJD(FM) Chicago, named general manager, WWEZ(FM) Cincinnati.

John Mayasich, assistant manager, KSTP-FM Minneapolis-St. Paul, named general manager.

Philip Sherck, national sales manager, Gross Telecasting, Lansing, Mich., elected VP. **Peter Good**, general manager of Gross's WKBT(TV) La Crosse, Wis., elected VP.

Clay LaCount, with KINO(AM) Winslow, Ariz., named general manager.

Paul Murphy, sales manager, KXTR(FM) Kansas City, Mo., named general manager.

Paul J. Ward Jr., announcer-writer, KFRC-FM San Francisco, named operations manager.

James H. Meltzer, sales manager, WKRQ(FM) Cincinnati, named station manager.

Joseph S. Billow, sales manager, WGLX(AM)-WQLX(FM) Galion, Ohio, named president and general manager.

James T. MacGregor, editorialist in corporate affairs division, CBS Inc., appointed director, corporate communications projects, ABC public relations, New York.

Frederick H. Mattingly, manager of community affairs, WCBS(AM) New York, named minority counselor, personnel department, CBS Inc., New York.

Audrey Herring, assistant to president, KOOL Radio Television Inc., Phoenix, elected to board of directors.

Linda R. Klein, coordinator of organization development, NBC, New York, named compensation administrator. **Lucille Chazanoff**, manager, financial reports and controls, NBC, New York, named director.

F. Lynn Markel, former U.S. Air Force officer, named principal financial and accounting officer, Kansas State Network, Wichita.

Newly elected officers, New England chapter of American Women in Radio and Television: **Jean Anwyll**, Polaroid Corp., Cambridge, Mass., president; **Mary Elle Hunter**, WVLC-AM-FM Orleans, Mass., president-elect; **Gwendolyn R. Peters**, Children's Television Workshop, Cambridge, secretary; **Bertha Glaser**, WGAW(AM) Gardner, Mass., treasurer.

Philip Spencer, WCSS(AM) Amsterdam and WALY(AM) Herkimer, elected president of New York State Broadcasters Association, succeeding **Leslie G. Arries Jr.**, WBEN-TV Buffalo. Other new officers

are **Leavitt J. Pope**, WPIX Inc., New York, VP; **Perry B. Bascom**, WNBC-AM-FM New York, secretary, and **Joseph A. Reilly**, WWOM(FM) Albany, treasurer.

Elmer W. Lower, VP, corporate affairs, ABC, will receive honorary doctor of humane letters degree from University of Missouri, where he received bachelor of journalism degree in 1933.

Hugh J. Connor, general manager, WEJL(AM) Scranton, Pa., retires after 37 years with station.

Broadcast Advertising



Penzell

Michael E. Penzell, central division sales manager of ABC Radio Network in Chicago, elected VP and director of sales for network in New York, replacing **Ted Brew**, who resigned to form Radio Recall Research Inc., Princeton Junction, N.J.

Louise Bradford, senior buyer, Foot-Cone & Belding Honig, Los Angeles, named spot broadcast supervisor, same office, where she will supervise TV spot buys for agency's Los Angeles accounts, as well as agency's buying for West, south central and northwestern areas of U.S.

Steve McConnell, account executive, KODY(AM) North Platte, Neb., named sales manager.

Ralph D'Amico, sales manager, WCAU-AM-FM Philadelphia, named director of sales.

Paul Aaron, local sales manager, WWWM(FM) Cleveland, named to same post, WWWE(AM) there. Both are Ohio Communications stations.

Keith L. Reinhard, senior VP and managing partner, Needham, Harper & Steers, Chicago office, elected to newly

created position of senior VP-creative services.



Fennimore

Robert T. Fennimore, general sales manager, WOR-TV New York, elected vice president and general sales manager.

Hugh Branigan, general manager of Directors' Studio, television production subsidiary of Doyle Dane Bernbach, New York, elected senior VP of agency.



Jorgenson

Wallace J. Jorgenson, executive VP of Jefferson-Pilot Broadcasting Co., Charlotte, N.C., received Silver Medal Award from Advertising Club of Charlotte, in recognition of his contributions to advertising over broadcast career spanning 34 years.

Ron Frankel, associate creative director, Benton & Bowles, New York, elected senior VP.

Dan Greenblatt, New York sales manager of Metro TV Sales, elected VP.

Stan Schofield, art director, Norman, Craig & Kummel, named to same post, Carl Ally Inc., New York.

Robert A. Stern, media director, Brand Advertising, Cleveland, named media director, Carr Liggett Advertising, Cleveland.

Alan Harrison, account executive, WVNJ-AM-FM Newark, N.J., named director of promotion, Buckley Radio Sales, New York.

Jon Ostrov, account executive, Lang, Fisher, Stashower, Cleveland, named advertising director, Brown Derby Inc., Cleveland, regional restaurant chain.

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- 1975 Yearbook \$20.00 (If payment with order: \$17.50)
- Payment enclosed
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Bonnie Cymoszinski, sales traffic assistant, WBBM-TV Chicago, named commercial co-ordinator.

Programing

Bill Watson, national programing director, Drake-Chenault Enterprises, named associate program director, KMPC(AM) Los Angeles, succeeding **Eric Norberg**, named program director, KEX(AM) Portland, Ore. Both are Golden West Broadcasters stations.

Cheryl J. Kagan, production assistant, news department, WNBC-TV New York, appointed manager, casting, NBC-TV New York.

Stephanie Edwards, co-host of ABC's *AM America* will leave series next month to marry and return to Los Angeles where she will occasionally contribute to program. No successor has been named. In addition ABC plans to pilot sitcom with Miss Edwards.

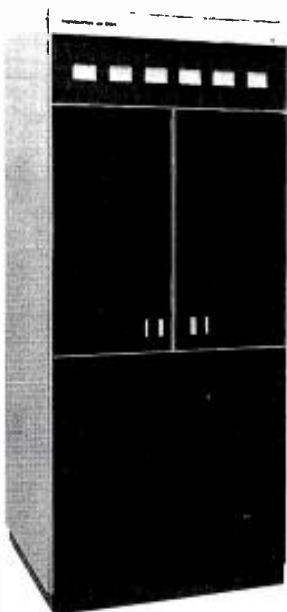
Walt Shaw, agri-business director, KRAK(AM) Sacramento, Calif., named program director.

Marion L. Whigham, producer-director, WRAL(TV) Raleigh, N.C., named to same post, WTOP-TV Washington.

Lloyd Henderson, assistant director, WJW-TV Cleveland, named associate director, WKYC-TV Cleveland. **David M. Goff**, producer-director, WTNH-TV New Haven, Conn., named to same post, WKYC-TV.

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Gordon Stirling, sportscaster, KNBR-AM-FM San Francisco, named sports director.

Steve Fredericks, sports director, WEEI-AM-FM Boston, named to same post, WMEX(AM) Boston.

Gayle Philpot, with WLWC(TV) Columbus, Ohio, named producer-director. **Jeff Chrisman** and **Joe Leonard**, prop and floor crew, WLWC, named producer-directors.

A. Hal Edwards, production supervisor, WBTv(TV) Charlotte, N.C., named production supervisor, WDSU-TV New Orleans.

Tom Edwards, sports producer-director, WJZ-TV Baltimore, named producer-director, WTMJ-TV Milwaukee.

Hal Buckley, associate media director, D'Arcy-MacManus & Masius, New York, named VP of Show Biz Inc., syndicator of musical TV programs, Nashville.

Broadcast Journalism

Charles Eldridge, manager, news operations, NBC Radio Network, named director, NBC Radio news operations, responsible for all outside coverage which will be fed into both NBC Radio and new News and Information Service.

Gene Hebert, news director, WINZ-AM-FM Miami, named to same post, WNOG(AM)-WCVU(FM) Naples, Fla. **Joan Seeley**, formerly White House communications assistant, Washington, and **John Joyce**, news director, WQAM(AM) Miami, named to news staff, WNOG-WCVU.

Frank Barnako Jr., news director, WMAQ(AM) Chicago, named news manager, WRC(AM)-WKYS(FM) Washington.

Norman Davis, deputy general manager, news and public affairs, WPLG-TV Miami, named VP of parent Post-Newsweek Stations, Florida.

John Winthrop, reporter, WOKR-TV Rochester, N.Y., named assistant news director, WHEC-TV Rochester.

David Baer, graduate of Syracuse University, Syracuse, N.Y., named executive news producer, KXJB-TV Fargo, N.D.

F. Wayne Gregory, news editor, WLAP-AM-FM Lexington, Ky., named news and public affairs director.

Betsy Ashton, reporter, WMAL-AM-FM Washington, named reporter, WTTG(TV) Washington. **Rhozier Brown**, associate producer, WTTG's *Black News*, named producer.

Maurice Luque, communications assistant to Representative Bob Wilson (R-Calif.), named reporter, KCST(TV) San Diego.

Newly elected officers of Ohio Associated Press Broadcasters: **Dave Marsett**, WBNS-AM-FM Columbus, president; **Neil Carmean**, WSPD(AM) Toledo, president-elect; **Jack Keefe**, WLWC(TV) Columbus; **Frank Robinette**, WIMA-AM-FM Lima; **Ed Baron**, WFMJ-TV Youngstown; **Joe Gillespie**, WSAI(AM) Cincinnati and **Jeff Johnson**, WHTH(AM) Heath, regional VP's.

Jim Giggans, ABC News correspondent

in Vietnam in 1970-72 and again for evacuation of Saigon, now normally assigned to ABC News Paris bureau, named to receive International Communicators Award of National Association of Media Women, New York metropolitan chapter, for "excellence in the dissemination of information and improvement of understanding."

Equipment & Engineering



Edwards

Gene Edwards, VP-sales, broadcast products division, Harris Corp., Quincy, Ill., elected VP-marketing.

Cable

John E. Leonard Jr., marketing manager, Mosley Associates, equipment manufacturer, Goleta, Calif., elected VP-marketing. **T. Arthur Kvaas**, assistant to president, elected VP. **Gary B. Foote**, manufacturing manager, elected VP-manufacturing.

Trygve E. Myhren, VP, Communications Research, San Diego, Calif., named VP-marketing, American Television and Communications Corp., Denver-based multiple CATV system operator, succeeding **John F. Gault** who has been named VP-corporate development. **Bruce E. Lovett**, VP-corporate development and immediate past chairman of National Cable Television Association, named ATC's VP-industry affairs, Washington.

Jean Dunnock, controller, Eastern division, General Television Inc., Minneapolis, named general manager of that division, based in Salisbury, Md.

Allied Fields

Harold J. Cohen, general solicitor, AT&T, New York, will retire June 30. Future plans, after move to California, are indefinite. Mr. Cohen, first chief of FCC's Common Carrier Bureau, has been with AT&T since 1952.

Samuel E. Probst, chief frequency manager for Defense Department's Defense Communications Agency, assumes position of deputy assistant director for frequency management, Office of Telecommunications Policy, Washington. Post has been vacant for past year.

Deaths

Moe Howard, 78, last surviving member of Three Stooges comedy team, died May 4 in Los Angeles of lung cancer. Mr. Howard was mop-haired leader of the slapstick trio formed in early 1920's and which later performed in films that enjoyed revival in early days of TV.

Bernard Ridder, 92, chairman emeritus of board of directors, Ridder Publishing, died May 5 at St. Mary's hospital, West Palm Beach, Fla. Company merged with Knight Newspapers in 1974 to form Knight-Ridder Newspapers, owner of 35 newspapers and minority interest (45%) in Group One Broadcasting. Ridder is

currently in process of selling off what was once seven-station portfolio, in accord with merger agreement. Mr. Ridder was publisher of *St. Paul Dispatch* and *Pioneer Press* for 14 years, became presi-

dent in 1952 and later chairman of Northwest Publications, division of Ridder.

Harry Fitzhugh Gray Jr., 58, owner and president, WGLX(AM)-WQLX(FM) Galion,

Ohio, died March 10 of heart attack. He is survived by one son and one daughter.

Richard (Two Ton) Baker, 59, Chicago radio and television personality in 1950's, died May 4 in Hazel Crest, Ill.

For the Record®

As compiled by BROADCASTING, April 28 through May 2 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

AM application

■ San Jose, Calif.—Public Communicators seeks 1170 khz, 50 kw-D, P.O. address: 787 E. San Antonio St., San Jose, Calif. 95112. Estimated construction cost \$58,600; first-year operating cost \$37,000. Format: Pop and contemp. Principals: Public Communicators, David McNeil, president, is non-profit educational organization. Ann. April 28.

AM start

■ WAKK McComb, Miss.—Authorized program operation on 1140 khz, 500 kw-D. Action April 22.

AM license

Broadcast Bureau granted following license covering new station:

■ WXLX Milledgeville, Ga., Oconee Broadcasting Corp. (BL-13919). Action April 28.

FM applications

■ Derby, Kan.—Tri-City Broadcasting Co. seeks 95.9 mhz, 3 kw., HAAT 283 ft. P.O. address: 200 W. Douglas, Suite 420, O. W. Garvey Bldg., Wichita, Kan. 67202. Estimated construction cost \$123,263; first-year operating cost \$40,000; revenue \$60,000. Format: Popular. Principals: Wallace B. Foster, et al., are area businessmen and investors. Ann. April 29.

■ Iola, Kan.—Iola Broadcasting seeks 99.3 mhz, 3 kw., HAAT 97 ft. P.O. address: Mike Russell, 322 S. Cottonwood St., Iola, Kan. 66749. Estimated construction cost \$38,000; first-year operating cost \$12,000; revenue \$25,000. Format: C&W. Principal: Mike Russell has interest in KALN(AM) Iola.

■ Eunice, La.—Tri-Parish Broadcasting Co. seeks

105.5 mhz, 3 kw., HAAT 136 ft. P.O. address: 211 S. 2nd St., Eunice, La. 70535. Estimated construction cost \$31,000; first-year operating cost \$26,000; revenue \$22,000. Format: C&W. Principals: Vincent L. Riehl, et al., own KEUN(AM) Eunice and KVPI(AM) Ville Platte, La. and have interest in KFRA(AM) Franklin, La. Ann. April 29.

■ Little Falls, Minn.—Little Falls Broadcasting Co. seeks 92.1 mhz, 3 kw., HAAT 203 ft. P.O. address: 70 N.E. First Ave., Little Falls, Minn. 56345. Estimated construction cost \$36,517; first-year operating cost \$39,842; revenue \$80,000. Format: Contemporary. Principals: Ralph S. Gregory (60%) owns appliance store and land investments. Rollie J. Carlson (20%) is advertising director for department store and has interest in farm, James R. Coursolle (20%) has interest in KKIN-AM-KEZZ-FM Aitkin, Minn. and applicant for FM in Eveleth, Minn. Ann. April 29.

■ Chillicothe, Ohio—Frederick F. Stannard and Sally S. Stannard, a partnership seeks 94.3 mhz, 3 kw., HAAT 300 ft. P.O. address: 4 E. Main St., Chillicothe, Ohio 45601. Estimated construction cost \$69,883; first-year operating cost \$38,900; revenue \$70,000. Format: Bff. mus. Principals: Mr. Stannard (50%) is attorney and owns Palos Verdes Newspapers, weekly newspaper and printing business in Rolling Hills Estates, Calif. Together with Ms. Stannard (50%) he owns rental unit in Chillicothe. Ann. May 1.

FM actions

■ Merced, Calif.—Radio One. Broadcast Bureau granted 97.5 mhz, 50 kw., HAAT 490 ft. P.O. address: Box 717, Merced 95340. Estimated construction cost \$43,045; first-year operating cost \$19,200; revenue \$60,000. Format: popular standards/show tunes. Principal: Maurice E. Hill (100%) owns KYOS(AM) Merced (BPH-9195). Action April 25.

■ Lawrence, Kan.—University of Kansas. Broadcast Bureau granted 90.7 mhz, 10 w. P.O. address: Office of Chancellor, Strong Hall, Jayhawk Blvd., Lawrence 66045. Estimated construction cost \$5,789; first-year operating cost \$3,000. Principal: Elizabeth Shumer Czech, faculty supervisor (BPED-1970). Action April 25.

■ Victoria, Texas—Pioneer Broadcasting Co. Broadcast Bureau granted 95.1 mhz, 57 kw (H and V), HAAT 450 ft. P.O. address: 3613 North Main Street, Victoria 77901. Estimated construction cost \$100,086; first-year operating cost \$35,000; revenue \$30,000. Principal: Wendell Mayes Jr. (96%), et al., owner of stations throughout Texas including KXOL-AM-FM Ft. Worth (BPH-9068). Action April 29.

■ Philippi, W.Va.—Alderson-Broddus College. Broadcast Bureau granted 91.3 mhz, 10 w., HAAT 46 ft. P.O. address: Box 456, Philippi 26416. Estimated construction cost \$5,178; first-year operating cost \$1,000. Principal: Nicholas Loudin, advisor (BPED-1978). Action April 30.

FM starts

■ KYOR-FM Blythe, Calif.—Authorized program operation on 100.3 mhz, ERP 35 kw, HAAT 280 ft. Action April 22.

■ WKSL Eldorado, Ill.—Authorized program operation on 102.3 mhz, ERP 3 kw, HAAT 300 ft. Action April 21.

■ KWBG-FM Boone, Iowa—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 205 ft. Action April 22.

■ KMRJ Pittsburg, Kan.—Authorized program operation on 94.6 mhz, ERP 100 kw, HAAT 390 ft. Action April 16.

■ *WKET Kettering, Ohio—Authorized program operation on 89.5 mhz, TPO 10 w. Action April 17.

■ WLSD-FM Big Stone Gap, Va.—Authorized program operation on 93.5 mhz, ERP 120 w. HAAT 1210 ft. Action April 17.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ *KMSA Grand Junction, Colo., Mesa College (BLED-1368). Action April 28.

■ *WRRG River Grove, Ill., Triton College (BLED-1369). Action April 28.

■ WDHP Presque Isle, Me., WDHP Inc. (BLH-5964). Action April 28.

■ KMOE Butler, Mo., Bates County Broadcasting Co. (BLH-6558). Action April 28.

■ KXXL-FM Grand Forks, N.D., Red River Valley Broadcasting Co. (BLH-6611). Action April 28.

■ KBBB-FM Borger, Tex., Orville M. Rippy. (H & V) (BLH-6612). Action April 28.

■ *KBBB Beaver, Utah, Beaver County School District (BLED-1372). Action April 28.

Ownership changes

Applications

■ WMGY(AM) Montgomery, Ala. (800 khz, 1 kw-D)—Seeks assignment of license from Radio Montgomery to George H. Buck Jr. for \$200,000. Seller: Charles A. McClure, president, has majority interest in WHYD(AM)-WCGQ(FM) Columbus and WCHK-AM-FM Canton, both Georgia. Buyer: Mr. Buck owns WCOS-AM-FM Columbia, S.C., WHVN(AM) Charlotte, N.C. and WQAK(AM) Decatur, Ga. Ann. May 2.

■ KUAD(AM) Windsor, Colo. (1170 khz, 1 kw-D)—Seeks assignment of license from Harry P. Brewer to KUAD-AM Inc. for \$200,000. Seller: Mr. Brewer wishes to assign license to corporation controlled by his son and daughter. Buyers: Philip P. Brewer (66%) and Margaret Albert (10%). Philip Brewer is general manager of KUAD. Ann. May 2.

■ WKXO(AM) Berea, Ky. (1500 khz, 250 w-D)—Seeks assignment of license from Shain Broadcasting Co. to Pilot Broadcasting Co. for \$105,000. Seller: Honus S. Shain is in process of buying WEZJ(AM) Williamsburg, Ky. (see below) and has half interest in broadcast equipment manufacturer. Buyers: Roger M. Oliver (50%) and James C. Tilley are lawyer and general sales manager of WKIS(AM) Orlando, Fla., respectively. Ann. April 29.

■ WEZJ(AM) Williamsburg, Ky. (1440 khz, 1 kw-D)—Seeks transfer of control of Whitley County Broadcasting Co. from Keith Buck (100% before; none after) to Honus S. Shain Jr. (none before; 100% after). Consideration: \$220,000. Principals: Mr. Buck has no other broadcast interests. Mr. Shain is selling WKXO(AM) Berea, Ky. (see above). Ann. April 29.

■ WMIN(AM) Maplewood, Minn. (1010 khz, 250 w-D)—Seeks transfer of control of Voyageur Broadcasting Co. from Donald L. Frerichs (51% before; none after) to Obed S. Borger (49% before; 100% after). Consideration: \$100,000. Principals: Mr. Frerichs wishes to devote more time to other business interests. Mr. Borger owns KFIL-AM-FM Preston, Minn. and has 65% interest in WAGO-

NOTE
NEW
ADDRESS

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301-652-3766
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408-375-3164

(AM) Oshkosh, Wis. He is also applicant for AM at Wabasha, Minn. Ann. May 2.

■ **KFAM-AM-FM** St. Cloud, Minn. (AM: 1450 khz, 1 kw-D; FM: 104.7 mhz, 40 kw)—Seeks assignment of license from Times Publishing Co. to Leighton Enterprises for \$400,000. Seller: Estate of Frederick C. Schlipf, Clara Schlipf and North-west National Bank, executors. Buyer: Leighton Enterprises is licensee of KOUR-AM-FM Independence, Iowa. Alver Leighton, president, has interest in KDLM(AM)-KVLRFM(DT) Detroit Lakes, Minn., KLGR-AM-FM Redwood Falls, Minn. and KCII-AM-FM Washington, Iowa. Ann. May 2.

■ **KAYQ(AM)** Kansas City, Mo. (1190 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Broadcasting Inc. to Coleman American Broadcasting Co. for \$550,000 plus Coleman American Companies shares. Seller: Edward S. Scott (97%) owns parent Lakewood Broadcasting Service, licensee of KLAQ-AM-FM Lakewood, Colo. Buyer: Coleman American Companies, James F. Coleman, president, is parent of Broadcasting Co. and is involved in moving and storage business. Ann. April 29.

■ **WAAL(FM)** Binghamton, N.Y. (99.1 mhz, 7 kw)—Seeks assignment of license from WAAL Radio to Butternut Broadcasting Co. for \$231,000. Seller: George Gray and Family (100%) owns WAAB(AM)-WAAF(FM) Worcester and WGCY(FM) New Bedford, both Massachusetts. Buyers: Alastair B. Martin, et al. own WMGW(AM)-WZPR(FM) Meadville, WPIC(AM)-WYFM(FM) Sharon, both Pennsylvania. WGRD-AM-FM Grand Rapids, WTRU Muskegon, both Michigan and WKNY(AM) Kingston, N.Y. Ann. May 2.

■ **WRAL(FM)** Raleigh, N.C. (101.5 mhz, 250 kw)—Seeks transfer of control of Capitol Broadcasting Co. from A. J. Fletcher (87% before; 24% after) to Frank U. Fletcher Sr., James F. Goodman and Ray H. Goodman III (2% before; 65% after). No consideration. Principals: A. J. Fletcher wishes to transfer control of station to his son and two grandsons. Ann. May 2.

■ **WHEX(AM)** Columbia, Pa. (1580 khz, 500 w-D)—Seeks assignment of license from Agintour Corp. to Hex County Radio for \$250,000. Seller: Ernest Tannen (100%) has interest in WYRE(AM) Annapolis, Md. and WEEZ(AM) Chester, Pa. Buyers: Kenneth A. Patrick (20%) owns lumber company; Robert E. Collins (20%) is orthopedic surgeon and William P. Rife (20%) is sales manager of WHEX. Ann. May 2.

■ **WJIG-AM-FM** Tullahoma, Tenn. (AM: 740 khz, 250 w-D; FM: 93.3 mhz, 3.5 kw)—Seeks assignment of license from Jordan Broadcasting Co. to Quin-Abi Broadcasting for \$350,000. Seller: Edwin B. Jordan has no other broadcast interests. Buyer: Jerry P. Brenda J. (95% jointly) and Jerry Dean Newton (5%). Jerry Newton owns cattle ranch. Ann. April 29.

■ **KOL-AM-FM** Seattle (AM: 1300 khz, 5 kw; FM: 94.1 mhz, 100 kw)—Seeks assignment of license from Buckley Broadcasting Corp. of California to Hercules Broadcasting Co. for \$950,000. Seller: Buckley Broadcasting of California, subsidiary of Buckley Enterprises, owns KGLI(AM) San Fernando, Calif.; KKH-AM-FM San Francisco and WIBC(AM) Philadelphia. Buckley Enterprises, made up of executors of estate of Richard D. Buckley, owns licensees of stations in Connecticut and Minnesota and Buckley Radio Sales. Buyer: Manning Slater (56%) is licensee of KRAK(AM)-KEWT(FM) Sacramento, Calif. Ann. April 29.

■ **WEIF(AM)** Moundsville, W.Va. (1370 khz, 1 kw-D)—Seeks assignment of license from Miracle Valley Broadcasting Co. to Hank Grew Broadcasting for \$250,000. Seller: Fred A. Grew is in process of selling other broadcast interest WGOE Richmond, Va. Buyer: Henry A. Grew, brother of Fred, is general manager of WEIF. Ann. April 29.

Actions

■ **KAWT(AM)** Douglas, Ariz. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted 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. (BAL-8347). Action April 29.

■ **KERN(AM)** Bakersfield, Calif. (1410 khz 1 kw)—Broadcast Bureau granted assignment of license from Urner-Norman Broadcasting Co. to Brandon-Robinson Broadcasting Corp. for \$450,000. Sellers: James I. Norman (49%) wishes to devote himself to his building and development business. Edward E. Urner (51%) will retain position of manager of KERN (BAL-8277). Action April 29.

■ **KXOA(FM)** Sacramento, Calif. (107.9 mhz, 49 kw)—Broadcast Bureau granted transfer of control of KXOA-FM Inc. from Lester E. Chenault and Philip T. Yarborough (25% each before; none after) to Don Lee Motors Corp. (none before; 50% after). Consideration: \$200,834. Principals: Don Lee, real estate and financial holding corporation, is controlled by Laurie Leasing Corp. Willet H. Brown, 25% owner of KXOA, controls Laurie Leasing (BTC-7626). Action April 30.

■ **WVOJ(AM)** Jacksonville, Fla. (1320 khz, 5 kw-

D)—Broadcast Bureau granted transfer of control of Victory Broadcasting Corp. from National Telephone Directory Corp. to National Telephone Directory Corp. Profit Sharing Plan and Trust (BTC-7740). Action April 25.

■ **WNEX(AM)** Macon, Ga. (1400 khz, 1 kw-D)—Broadcast Bureau granted involuntary transfer of control of Macon Broadcasting Co. from Alfred Lowe to Judy Tucker Lowe and Alfred Lowe Jr., executors of estate of Alfred Lowe (BTC-7742). Action April 25.

■ **KGVM-FM** Idaho Falls, Idaho—Broadcast Bureau granted assignment of license from Golden Valley FM Inc. to Idaho Broadcasters Inc. for \$54,070. Sellers: Thomas B. Smith, president, et al. Mr. Smith will become 25% owner of stock in Idaho Broadcasters Inc. Buyers: Charles J. Saunders (98%), et al. Mr. Saunders owns KCLS(AM) Flagstaff, Ariz. He also owns 15% interest in KOAI-TV Flagstaff. Idaho Broadcasters is licensee of KUPI(AM) Idaho Falls (BALH-1850). Action April 30.

■ **WFDT(FM)** Columbia City, Ind. (106.3 mhz, 3 kw)—Broadcast Bureau granted involuntary transfer of negative control of Dependable Broadcasting Co. from Stephen R. Klabor to Diane M. Klabor, administratrix of estate of Stephen R. Klabor (BTC-7736). Action April 25.

■ **KLEU(AM)** Waterloo, Iowa (850 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Clark Broadcasting Co. to Marathon Communications for \$200,000. Seller: Keith Walker, Donald H. Hanna and D. M. Clark. Buyers: William E. Payne (70%), Martin Hanneman (15%), et al. Mr. Payne is commodity broker and former salesman for KSTP-TV St. Paul. Mr. Hanneman is pattern maker for machinery company (BAL-8350). Action April 29.

■ **KOAM-TV** Pittsburg, Kan. (ch. 7)—Broadcast Bureau granted involuntary transfer of negative control of Pittsburg Broadcasting Co. from E. V. Baxter to Mrs. E. V. Baxter, Donald C. Widner, Robert H. Widner and City National Bank of Pittsburg, co-executors of estate of E. V. Baxter (BTC-7744). Action April 25.

■ **WRUS(AM)-WAKQ(FM)** Russellville, Ky. (AM: 610 khz, 500 w-D; FM: 101.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Roth E. Hook, Woodrow Sosh and Len Sosh to South Kentucky Broadcasting Co.; same stockholders (BAL-8374). Action April 25.

■ **WHSB(FM)** Alpena, Mich.—FCC dismissed application for assignment of license of WHSB(FM) from Huron Shore Broadcasters Corp. to Alpine Broadcasting Co. Commission also denied request by Alpine, licensee of WWRM-FM Gaylord, Mich., for waiver of multiple ownership rules. FCC said that since two stations now compete, to grant application placing stations under common ownership would eliminate competitive relationship and would be contrary to purposes of multiple ownership rules. Action April 23.

■ **WABO-AM-FM** Waynesboro, Miss. (AM: 990 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Martin Broadcasting Co. from Wilbur J. Martin Sr. (89% before; 1% after) to Wilbur J. Martin Jr. (11% before; 99% after). Consideration: \$150,000. Principal: Wilbur J. Martin Jr., general manager of WABO-AM-FM, is son of Wilbur J. Martin Sr. (BTC-7715). Action April 25.

■ **KUHI-TV** Joplin, Mo. (ch. 16)—Broadcast Bureau granted transfer of control of Mid America Broadcasting from Virginia S. Hickey, William Burton, et al. (98% before; none after) to Kansas State Network (none before; 98% after). Consideration: \$1,111,732. Principals: G. M. Brown and Charles L. Brown families (Kansas State Network) own KARD-FM-TV Wichita, KCKT-TV Great Bend and KGLD(TV) Garden City, all Kansas; KOMC(TV) McCook, Neb. and cable systems in Kansas, Oklahoma and Nebraska (BTC-7721). Action April 29.

■ **WFRQ-AM-FM** Fremont, Ohio (AM: 900 khz, 500 w-D; FM: 99.1 mhz, 20 kw)—Broadcast Bureau granted involuntary transfer of control of Wolfe Broadcasting Corp. from Robert F. Wolfe to Margaret R. Wolfe, individually and as executrix of estate of Robert F. Wolfe (BTC-7731). Action April 25.

■ **WGLX(AM)-WQLX(FM)** Galion, Ohio (AM: 1570 khz, 500 w-D; FM: 102.3 mhz, 3 kw)—Broadcast Bureau granted involuntary transfer of control of Radio Galion from Harry F. Gray Jr. to John L. Wagner, executor of estate of Harry F. Gray Jr. (BTC-7739). Action April 25.

■ **WTAF-TV** Philadelphia (ch. 29)—Broadcast Bureau granted assignment of license from Taft Broadcasting Co. to Taft Broadcasting Co. of Pennsylvania (BALCT-562). Action April 25.

■ **WKTQ(AM)** Pittsburgh (1320 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Heftel Broadcasting Radio to WKTQ Inc., wholly owned subsidiary of Heftel (BAL-8377). Action April 28.

■ **WRSC-AM-WQWK(FM)** State College, Pa. (AM: 1390 khz, 1 kw-D; FM: 96.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Edorea Corp. to State College Communications Corp. Edorea will be liquidated and license

assigned to parent corporation (BAL-8376). Action April 25.

■ **WNRI(AM)** Woonsocket, R.I. (1380 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Friendly Broadcasting Co. to K. S. Broadcasting for \$195,000 plus other considerations. Seller: Paul P. Katsafanas and Norman J. Slemenda (100% jointly). Mr. Katsafanas is salesman at WYDD(FM) Pittsburgh; Mr. Slemenda is in sales at WTAE(TV) Pittsburgh (BAL-8345). Action April 24.

■ **WOAI(AM)** San Antonio, Tex. (1200 khz, 50 kw)—FCC granted assignment of license from Avco Broadcasting Corp. to Clear Channel Communications for \$1,500,000. Seller: John T. Murphy, president. Buyers: L. Lowry Mays (50%) and B. J. McCombs (50%). Mr. Mays is president and Mr. McCombs is director of San Antonio Broadcasting which owns KEEZ(FM) San Antonio, KXXO(AM)-KMOD(FM) Tulsa, Okla. (BAL-8215). Action April 23.

■ **KVLL(AM)** Woodville, Tex. (1220 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Trinity Valley Broadcasting Co. from R. E. Jackson (100% before; none after) to Jack Jackson, Billy C. Dove and Kenneth P. Bond (none before; 100% after). Consideration: \$22,500. Principals: Jack Jackson (52%) owns farm and electric supply company; Billy C. Dove (24%) is real estate salesman and Kenneth P. Bond (24%) has interest in car wash and development company in Livingston, Tex. (BTC-7716). Action April 25.

■ **KNAK(AM)** Salt Lake City (1280 khz, 5 kw-D)—Broadcast Bureau granted transfer of control of Granite District Radio Broadcasting Co. from Howard D. and Lucille A. Johnson to Arthur P. and Virginia M. Williams. Consideration: \$551,314. Principals: Howard and Lucille Johnson are trustees under trust agreement with stockholders. The Williams own KSHO-TV Las Vegas (BTC-7718). Action April 29.

■ **KWYO(AM)** Sheridan, Wyo. (1410 khz, 1 kw-D, 150 w-N)—Broadcast Bureau granted assignment of license from Daniels Properties to Wycom Corp. for \$185,000. Seller: Daniels Properties desires to devote more time to its CATV interests. Buyers: William R. Sims (44%), Thomas F. Siroock (22%), et al. own KOJO(AM) Laramie, Wyo. and have applied for new AM in Green River, Wyo. (BAL-8342). Action April 29.

Facilities changes

TV actions

■ **KOVR** Stockton, Calif.—Broadcast Bureau granted CP to change type of trans. (BPCT-4837). Action April 25.

■ **WNEE-TV** Plattsburgh, N.Y.—Broadcast Bureau granted mod. of CP to change ERP to visual 460 kw (H), aural 140 kw (H); change trans. location to north top of Avrill Peak, 3 miles southwest of Lyon Mountain, N.Y.; ant. height 2424 ft. (BMPET-844). Action April 28.

■ **WXII** Winston-Salem, N.C.—Broadcast Bureau granted CP to install aux. ant. at main trans. and ant. location (BPCT-4800). Action April 25.

■ **WLWC** Columbus, Ohio—Broadcast Bureau granted request for authority to operate trans. by remote control from 3165 Olentangy River Rd., Columbus (BRCTV-238). Action April 25.

TV start

■ Following station was authorized program operating authority for changed facilities on date shown: WITV Fort Pierce, Fla. (BPCT-4764), April 11.

AM applications

■ **KCCI** Washington, Iowa—Seeks CP to make changes in ant. system. Ann. April 30.

■ **WGNL** Greenville, N.C.—Seeks CP to install new aux. trans. with 10 kw-D. Ann. April 28.

■ **KNET** Palestine, Tex.—Seeks CP to change ant.-trans. location and studio location to State Hwy. 256 and Gillispie Rd., Palestine. Ann. April 30.

AM actions

■ **KGUC** Gunnison, Colo.—Broadcast Bureau granted CP to change ant.-trans. location to 1 mile north of Gunnison on State Hwy. 135, Gunnison; condition (BP-19908). Action April 24.

■ **KDKO** Littleton, Colo.—Broadcast Bureau granted mod. of CP to make changes in nighttime MEOV's (BMP-13955). Action April 28.

■ **WQJK** Jacksonville, Fla.—Broadcast Bureau granted CP to reduce power from 50 kw day (10 kw critical hours) DA to 10 kw DA-Day and make changes in ant. system (BP-19928). Action April 28.

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: KOEL Oelwein, Iowa (BP-19,744), April 22.

Summary of broadcasting

FCC tabulations as of March 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,410	3	23	4,436	17	4,483
Commercial FM	2,619	0	46	2,665	454	2,819
Educational FM	705	0	35	740	90	830
Total radio	7,734	3	104	7,841	291	8,132
Commercial TV	698	1	10	709	50	759
VHF	507	1	4	512	8	520
UHF	191	0	6	197	42	239
Educational TV	221	9	12	242	11	253
VHF	89	3	3	95	4	99
UHF	132	6	9	147	7	154
Total TV	919	10	22	951	61	1,012

* Special temporary authorization

** Includes off-air licenses

Fines

untimely, petition by Morris Gardner for reconsideration of action denying his personal attack complaint against WACT and rescinding \$1,000 forfeiture assessed against New South Radio, WACT's licensee. Action April 29.

■ KGEN(AM) Tulare, Calif.—Broadcast Bureau notified Pappas Electronics that it incurred apparent liability for forfeiture of \$250 for willful or repeated failure to observe rules by operating beyond 105 percent of authorized power. Action April 25.

■ WANM(AM) Tallahassee, Fla.—Broadcast Bureau notified WANM Inc. that it incurred apparent liability for forfeiture of \$1,500 for willful or repeated violation of rules by failing to keep logs as required. Action April 28.

■ KHVH(AM) Honolulu—Broadcast Bureau notified KHVH Inc. that it incurred apparent liability for forfeiture of \$1,000 for willful or repeated failure to observe rules by operating without properly licensed operator; failing to make available data pertaining to equipment performance measurements and various operating log violations. Action April 25.

■ WRBE(AM) Lucedale, Miss.—Broadcast Bureau notified Allen Broadcasting Co. that it incurred apparent liability for forfeiture of \$500 for willful or repeated failure to observe rules by failing to make equipment performance measurements and operating transmitting equipment without proper radio operator's license or permit. Action April 25.

■ WSSB(AM) Durham, N.C.—Broadcast Bureau ordered 1490 Inc. to forfeit \$300 for repeated violation of rules by failing to have on file data concerning equipment performance measurements. Action April 25.

■ WIRC(AM) Hickory, N.C.—Broadcast Bureau notified Foothills Broadcasting Co. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failing to keep maintenance log as required. Action April 24.

■ WSHB(AM) Raeford, N.C.—Broadcast Bureau notified Friendly Broadcasting Co. that it incurred apparent liability for forfeiture of \$100 for willful or repeated violation of rules by failing to make operating log entries at commencement of operation. Action April 24.

■ WKTQ Pittsburgh—FCC ordered Heftel Broadcasting-Contemporary, and its successor, Heftel Broadcasting-Radio to forfeit \$2,000 for repeated failure to give proper notice of its intention to broadcast telephone conversations. Action April 23.

■ WKBY(AM) Chatham, Va.—Broadcast Bureau notified Pittsylvania County Broadcasters that it incurred apparent liability for forfeiture of \$500 for willful or repeated failure to observe rules by failing to maintain maintenance logs and failing to file with Commission on or before April 1 of each year, on FCC Form 324, annual financial report. Action April 25.

■ WANV(AM) Waynesboro, Va.—Broadcast Bureau notified WANV Inc. that it incurred apparent liability for forfeiture of \$1,000 for willful or repeated violation of rules by failing to correctly log commercial announcements. Action April 24.

■ WHAW-FM Weston, W.Va.—Broadcast Bureau ordered Central West Virginia Service Corp. to forfeit \$500 for repeated failure to observe rules by operating in excess of 105 percent of authorized power. Action April 25.

■ WEZK(AM) Monroe, Wis.—Broadcast Bureau notified Green County Broadcasting Corp. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by operating beyond authorized local sunset time. Action April 24.

Other actions

■ Jenkins, Ky.—FCC dismissed petition for reconsideration by Mountain Interstate Broadcasting Co., permittee of WECL(FM) Elkhorn City, Ky., and affirmed Broadcast Bureau action granting application by Cardinal Broadcasting Co. for new FM in Jenkins. Commission said Mountain's arguments failed to raise any public interest question requiring consideration. Action April 23.

■ WCCO-FM Minneapolis—Broadcast Bureau granted request to identify as Minneapolis-St. Paul. Action April 16.

Allocations

Actions

FCC took following action on TV allocations:

■ FCC denied application of John Cervase for review of Broadcast Bureau ruling that denied reconsideration of its earlier rejection of rulemaking petition. Cervase requested reassignment to Newark

FM actions

■ KJAX Stockton, Calif.—Broadcast Bureau granted CP to change trans. location to north side of Hammer Lane, 0.58 mile west of Calif. Hwy. 99, near Stockton; install new ant.; make changes in ant. system; ERP 2.35 kw; ant. height 330 ft.; remote control permitted (BPH-9266). Action April 24.

■ *WGLT Normal, Ill.—Broadcast Bureau granted CP to change freq. to 89.1 mhz; install trans. location to Wilkins Hall, Illinois State University, Normal; install new ant. and trans.; make changes in ant. system; ERP 2.3 kw; ant. height 140 ft.; remote control permitted (BPED-1905). Action April 25.

■ WRIM Taunton, Mass.—Broadcast Bureau granted CP to install 2 new trans. and ant.; ERP 50 kw; ant. height 340 ft. (BPH-9238). Action April 25.

■ KBMS Billings, Mont.—Broadcast Bureau granted mod. of CP to change trans. location to 2.6 miles south south-east of Billings; change studio and remote control locations to Hwy. 10-90, 6 miles west by south west of Billings; change trans. and ant.; make changes in ant. system; ERP 25.5 kw; ant. height 400 ft.; remote control permitted (BMPH-14301). Action April 29.

■ WEZO Rochester, N.Y.—Broadcast Bureau granted CP to change trans. location to off Golfax St. and Emerson St., Rochester; install new ant.; make changes in ant. system and transmission line; ERP 27 kw; (H & V); ant. height 640 ft. (H & V); remote control permitted (BPH-9347). Action April 28.

■ KDAB Ogden, Utah—Broadcast Bureau granted mod. of CP to change type of trans. and ant.; make changes in ant. system ERP 100 kw; ant. height 700 ft.; remote control permitted (BMPH-14419). Action April 25.

■ KLYN-FM, Lynden, Wash.—Broadcast Bureau granted CP to change trans. location to 3066 H st., 4½ miles east Blaine, Wash.; install new trans. and ant.; make changes in ant. system; ERP 100 kw (horizontal); 67 kw (vertical); ant. height 720 ft.; remote control permitted (BPH-9280). Action April 24.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WVEZ Louisville, Ky. (BPH-9208), April 22; WCEM-FM Cambridge, Md. (BPH-9345), April 17 and WFMS Indianapolis (BPH-8945), April 16.

In contest

Designated for hearing

■ WBRL(AM) Berlin, N.H., renewal proceeding: Berlin Communications (Doc. 20457)—FCC designated for hearing application of Berlin Communications for renewal of license for station WBRL. FCC said hearing was necessary to determine whether company had engaged in fraudulent billing practices. Action April 23.

■ WMOU(AM)-WXLQ(FM) Berlin, N.H., renewal proceeding: White Mountain Broadcasting Co. (Doc. 20456)—FCC designated for hearing applications of White Mountain Broadcasting Co. for license renewal of WMOU(AM)-WXLQ(FM). FCC said hearing was necessary to determine whether White Mountain had engaged in fraudulent billing practices and had failed to maintain and retain adequate program logs for its FM operation. Action April 23.

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:

■ Newark, N.J., AM proceeding: Gilbert Broadcasting Corp., Community Group for North Jersey Radio, Sound Radio, Fidelity Voices, W.M.E.D. Associates and Venture III Corp., competing for

1430 mhz (Doc. 20407-20412)—Designated ALJ Ernest Nash as presiding judge and scheduled hearing for July 8. Action April 23.

■ WKLX Portsmouth, Va., AM proceeding: Rust Communications Group, application to relocate WKLX from Portsmouth to Norfolk, Va. (Doc. 20448)—Designated ALJ Walter C. Miller as presiding judge and scheduled hearing for August 11. Action April 28.

Procedural rulings

■ KIXX(AM) Tucson, Ariz., renewal proceeding: Walton Broadcasting, (Doc. 20287)—Chief ALJ Arthur A. Gladstone cancelled hearing now scheduled for June 23 and rescheduled it for October 20. Action April 23.

■ KTXL-TV Sacramento, Calif., renewal and facilities change proceeding: Camellia City Telecasters (Doc. 20125)—Chief ALJ Arthur A. Gladstone scheduled hearing for November 17. Action April 24.

■ Tallahassee, Fla., FM proceeding: Capital City FM, Phillips Radio and Amrad Corp., competing for 103.1 mhz (Docs. 20237-9)—ALJ Thomas B. Fitzpatrick cancelled hearing set for May 8 and other procedural dates, in view of filing by applicants of joint request for approval of agreement. Action April 25.

■ Fort Wayne, Ind., FM proceeding: Templar Broadcasting Co., Tecumseh Broadcasting Corp. and Weber Broadcasting, competing for 103.9 mhz (Docs. 20329-31)—ALJ Joseph Stirmer canceled all procedural dates and hearing schedule pending action on applicants' settlement agreement. Action April 28.

■ Philadelphia, Miss., FM proceeding: Philadelphia Broadcasting Co. and H & G C Inc., competing for 102.3 mhz (Docs. 20219-20)—ALJ Jay A. Kyle rescheduled May 6 hearing date to June 24. Action April 29.

■ Monticello, N.Y., FM proceeding: Robert M. and Hillary E. Zitter and Dan Communications competing for 98.3 mhz (Docs. 20243-4)—ALJ Jay A. Kyle scheduled hearing for May 20. Action April 24.

■ WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio, renewal proceeding: Friendly Broadcasting Co. (Doc. 19412)—ALJ John H. Conlin rescheduled June 10 hearing for September 9. Action April 28.

Joint agreement

■ Decatur, Ill., FM proceeding: Prairieland Broadcasters, WBIZ Inc., Superior Media and Decatur Broadcasting, competing for 95.1 mhz at Decatur (Docs. 20055-7,20059)—ALJ Thomas B. Fitzpatrick approved petition for dismissal of application and joint request for approval of agreement for reimbursement by WBIZ Inc., Prairieland Broadcasters, and Soy Communications Co. and authorized payment by Prairieland and Soy to WBIZ in amount of \$14,500; dismissed with prejudice application of WBIZ. Action April 22.

Initial decisions

■ WSIB(AM) Beaufort, S.C., renewal proceeding: Sea Island Broadcasting Corp. of S.C. (Doc. 19886)—ALJ Chester F. Naumowicz Jr. revoked license of Sea Island Broadcasting Corp. of S.C. for WSIB in initial decision. Ann. May 1.

■ Rapid City and Lead, S.D., TV proceeding: Western Television Co. and Dakota Broadcasting Co., competing for ch. 7 at Rapid City and satellite on ch. 5 at Lead (Docs. 20093-6)—ALJ John H. Conlin granted applications of Dakota Broadcasting Co. for CP for new TV stations at Rapid City and Lead in initial decision. Judge Conlin said issues designated against Dakota had been resolved in its favor. Ann. May 1.

Complaint

■ WACT(AM) Tuscaloosa, Ala.—FCC dismissed as

one of New York VHF TV channels (Channel 2, 4, and 7) now used by stations licensed to three major television networks, Action April 30.

FCC took following actions on FM allocations:

■ FCC made first FM channel assignments to Prattville, Ala., Soldotna-Kenai, Alaska, Silverton, Colo., Bloomfield, Ind., Clear Lake, Iowa, Providence, Ky., Pine City, Minn., Bethany, Mo., Pulaski, N.Y., Pauls Valley, Okla., and Center, Tex. Charles W. Carpenter requested ch. 280A for Payson, Garvin County Broadcasting Inc., ch. 249A for Pauls Valley, WCMP Broadcasting Co., ch. 221A for Pine City, Prattville Radio, ch. 237A for Prattville, Center Broadcasting, ch. 272A for Center, Arrowhead Broadcasting Co., ch. 280A for Lake Arrowhead, Charles D. Sears, ch. 224A for Bloomfield, Webster County Broadcasting, ch. 249A for Providence, Eugene Vaughn, ch. 240A for Bethany, Oswego-Jefferson Broadcasting, ch. 269A for Pulaski, KSRM Inc., ch. 261A for Soldotna-Kenai, Klear Lake Broadcasting, ch. 276A for Clear Lake, and Crystal Hill, ch. 280A for Silverton. Action April 23.

■ Northport, Ala.—FCC dismissed proposal of Radio South, licensee of WARF(AM) Jasper, Ala., to assign ch. 269A to Northport, Ala. Radio South said it was no longer interested in pursuing its proposal. Action April 17.

■ Parker, Ariz.—FCC granted request of Lee Shoblom of Lake Havasu City, Ariz., and assigned ch. 257A to Parker, first in that community. Shoblom is licensee of KFWJ-AM-KBAS-FM Lake Havasu City. Request for assignment of ch. 258 to Parker by Rick Murphy was denied in same action. Action April 17.

■ Natchez, Miss.—FCC denied rulemaking petition by State Broadcasting Corp., McComb, Miss., for assignment of ch. 228A or 296A to Natchez as second FM assignment because either channel did not meet FCC's minimum spacing requirements. Action April 30.

■ Tyler, Tex.—FCC substituted ch. 221A for ch. 257A at Tyler. Substitution was proposed by Broadcast Bureau in rulemaking notice adopted in response to petition by KXOL-FM Fort Worth, since changed to KPLX(FM). Action April 29.

Translators

Application

■ Potter Valley Television Assn., Potter Valley, Calif.—Seeks ch. 4, rebroadcasting KBHK-TV Oakland, Calif. (BPTTV-5284). Ann. April 30.

Action

■ The Navajo Tribe, Chinle, Ariz.—Application for CP for new translator on ch. 36, rebroadcasting KNME-TV Albuquerque, N.M., dismissed at request of applicant (BPTT-2780). Ann. May 1.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Fresno Cable TV Co., c/o Chalmers E. Lones, esq., Garden Court Bldg., Fresno, Calif. 93721, for Clovis (CAC-4989) and Madera (CAC-4990), both California: Add KMPH Tulare, Calif.

■ Crystal-Brite Television, Box 10727, University Park Station, Denver 80210, for Moss Beach (CAC-4957), Montara (CAC-4958) and El Granada (CAC-4959), all California: Requests certification of existing operations.

■ New Milford Cable Vision Co., Box 237, New Milford, Conn. 06776, for New Milford (CAC-4940) and Bridgewater (CAC-4941), both Connecticut: Add WNJN Montclair, N.J. and WLIW Garden City, N.Y.

■ Waterbury Community Antenna, 111 W. Main St., Waterbury, Conn. 06702, for Waterbury (CAC-4984), Middlebury (CAC-4985) and Plymouth (CAC-4986), all Connecticut: Add WXTV Paterson, N.J.

■ Leadership Cable Systems of Delray Beach, 150 E. Palmetto Park Rd., Boca Raton, Fla. 33432, for Delray Beach (CAC-4967), Palm Beach county (CAC-4968) and Gulfstream (CAC-4969), all Florida: Add W64AD North Fort Lauderdale, Fla.

■ Palm Beach Cable Television Co., Box 10297, Riviera Beach, Fla. 33404, for Palm Beach county, Fla. (CAC-4953): Requests certification of existing operations and to add WTVX Fort Pierce, Fla. and for Lost Tree village, Fla. (CAC-4954): Requests certification of existing operations.

■ Peninsula Cablevision Corp., 420 150th Ave., Madera Beach, Fla. 33708, for Redington Beach (CAC-4934) and North Redington Beach (CAC-4935), both Florida: WEDU, WUSF-TV, WFLA-TV, WTVT Tampa; WTOG St. Petersburg; WLCY-TV Largo; WXLTV Sarasota, all Florida.

■ Cobb Cherokee Communications, Drawer N, Ackworth, Ga. 30101, for Cobb county, Ga. (CAC-3725): Add WC1Q-TV Mt. Cheaha, Ala.; WR1P-

TV Chattanooga.

■ Omega of Indiana Cable Co., 108 E. Washington, Indianapolis 46204, for North Manchester, Ind. (CAC-4960): WANE-TV, WKJG-TV Fort Wayne; WPTA-TV Roanoke; WMSH, WNIT-TV South Bend, all Indiana; WGTE-TV Toledo; WBGU-TV Lima, both Ohio; WIPB Muncie, Ind.; WGN-TV Chicago; WLWI, WRTV, WISH-TV Indianapolis and WTTV Bloomington, Ind.

■ Citizens Cable of Allen County, 927 S. Harrison St., Fort Wayne, Ind. 46802, for St. Joseph township (CAC-4961), New Adams (CAC-4962), Aboite township (CAC-4963), Haven township (CAC-4964), Wayne township (CAC-4965), all Indiana: Add WTTW Chicago.

■ Zionsville Cable Television, for Zionsville, Ind. (CAC-4988): WRTV, WISH-TV, WLWI, WHMB-TV, WFYI Indianapolis; WTTV Bloomington, Ind.; WGN-TV, WSNB Chicago; WLFI-TV Lafayette, Ind.; WX1X-TV Newport, Ky.

■ Cablevision Ltd., Box 12, Leoti, Kan. 67861, for Dighton, Kan. (CAC-4933): KCKT Great Bend; KTVC Ensign; KAYS Hays, KPTS Hutchinson; KGLD, KUPK-TV Garden City, all Kansas.

■ Lewis Development, Box 191, Lewis, Kan. 65552, for Lewis, Kan. (CAC-4970): KCKT Great Bend; KTVC Ensign; KAYS-TV Hays; KPTS, KTVH Hutchinson; KAKE-TV Wichita, all Kansas.

■ Artesian Cable T.V., 127 N. Fowler, Meade, Kan. 67864, for Meade, Kan. (CAC-4945): KTVC Ensign; KPTS Hutchinson; KGLD, KUPK-TV Garden City, all Kansas.

■ Casco Cable Television, R.D. 1, South Harpswell, Me. 04079, for Topsham, Me. (CAC-4973): Add CKSH-TV, CHLT-TV Sherbrooke, Quebec, Canada and for Brunswick, Me. (CAC-4974): Add CKSH-TV Sherbrooke.

■ Multiview Cable Corp., 30 N. Parke St., Aberdeen, Md. 21001, for Harford county (CAC-4955) and Bel Air (CAC-4956), both Maryland: Requests certification of existing operations.

■ Frederick Cablevision, 200 E. Patrick St., Frederick, Md. 21701, for Frederick county, Maryland (CAC-4938): WMAR-TV, WMPB, WBFF, WBAL-TV, WJZ-TV Baltimore; WRC-TV, WTTG, WMAL-TV, WTOPTV, WDCA-TV, WETA-TV Washington; WWPB-TV, WHAG-TV Hagerstown, Md.; WNVTV Goldvein, Va.

■ Whaling City Cable TV, 981 King's Hwy., New Bedford, Mass. 02745, for New Bedford, Mass. (CAC-4932): Add WGBX-TV Boston; WSMW-TV Worcester, Mass.; WHCT-TV Hartford, Conn.

■ Six Star Cablevision, c/o Charles McCubbins, 3047 E. Riverview, Bay City, Mich. 48706, for Brighton township, Mich. (CAC-4229): Add WKAR-TV East Lansing, Mich.; CKGN Cottam, Ontario, Canada and delete WUAB Lorain, Ohio.

■ National Cable Co., Box 918, East Lansing, Mich. 48823, for East Lansing, Mich. (CAC-4942): Add WTVS Detroit.

■ Belmont TV Cable Service, Box 96, Belmont, Miss. 38827, for Belmont, Miss. (CAC-4946): Add WMAE-TV Booneville, Miss.; WREC-TV Memphis.

■ Melhar Corp., for St. Louis (CAC-4972): Add WGN-TV Chicago and delete WTTV Bloomington, Ind.

■ Scottsbluff Cable TV, 1602 Avenue A, Scottsbluff, Neb. 68361, for Terrytown, Neb. (CAC-4966): Requests certification of existing operations.

■ Malone NewChannels, 1030 James St., Syracuse, N.Y. 13203, for Malone, N.Y. (CAC-4929): Requests certification of existing operations.

■ Cypress Cable TV Dayton, 345 Park Ave., New York 10022, for Dayton, Ohio (CAC-4936): Delete WKBF-TV Cleveland and add WUAB Lorain, Ohio.

■ Southwest Cable Corp., Box 7, Hillsboro, Ohio 45133, for Dayton, Ohio (CAC-4952): WHIO-TV, WKFE, WLWD Dayton; WOET-TV Kettering; WPCO-TV, WKRC-TV, WCET Cincinnati, all Ohio; WX1X-TV Newport, Ky.; WKBF-TV Cleveland; WTTV Bloomington, Ind.; WOSU-TV Columbus, Ohio.

■ North Central Television, Box 800, Sandusky, Ohio 44870, for Sandusky (CAC-4975), Margaretta township (CAC-4976), Perkins township (CAC-4977), Castalia village (CAC-4978), Huron (CAC-4979) and Huron township (CAC-4980), all Ohio: Add WKBD-TV Detroit.

■ Continental Cablevision of Springfield, 124 W. Front St., Findlay, Ohio 45840, for Springfield (CAC-4981), Fairborn (CAC-4982) and Wayne township (CAC-4983), all Ohio: Delete WKBF-TV Cleveland, contingent upon adding WUAB Lorain, Ohio.

■ Sammons Communications, 403 S. Akard, Dallas 75202, for Elk City, Okla. (CAC-4937): Requests certification of existing operations.

■ Cablevision Systems, 8732 E. Olive Ave., Scottsdale, Ariz. 85251, for Seminole, Okla. (CAC-4991): WKY-TV, KOCO-TV, KWTW, KETA Oklahoma City; KTEN Ada, Okla.; KTVT Fort Worth.

■ Blue Ridge Cable Television, 271 Delaware Ave., Palmerton, Pa. 18071, for Eldred township, Pa. (CAC-4992): WNEP-TV, WDAU-TV Scranton; WBRE-TV Wilkes-Barre; WLVT-TV Allentown; KYW-TV, WPVI-TV, WCAU-TV Philadelphia, all

Pennsylvania; WCBS-TV, WNBC-TV, WNEW-TV, WPXI, WOR-TV New York.

■ Cable TV of York, 2007 S. Queen St., York, Pa. 17405, for Jacobus, Pa. (CAC-4971): WGAL-TV, WLYH-TV Lancaster; WHP-TV, WTPA Harrisburg; WSBA-TV York, all Pennsylvania; WMAR-TV, WBAL-TV, WJZ-TV, WBFF, WMPB Baltimore; WITF-TV Hershey and WPHL-TV Philadelphia, both Pennsylvania.

■ Johnstown Cable TV, 329 Main St., Johnstown, Pa. 15901, for Johnstown, Pa. (CAC-4951): Requests certification of existing operations and to add WTTG Washington.

■ Utah Cable Television, 1253 Diamond Ave., Evansville, Ind. 47727, for Brigham City, Utah (CAC-4987): KUTV, KCPX-TV, KSL-TV, *KUED Salt Lake City; KOET, KWCS-TV Ogden and KBYU-TV Provo, both Utah.

■ Roanoke Valley Cablevision, Suite 415, 707 Bldg., Roanoke, Va. 24011, for Roanoke (CAC-4948), Roanoke county (CAC-4949) and Vinton (CAC-4950), all Virginia: WDBJ-TV, WSLS-TV, WBRA-TV, WRLU-TV Roanoke; WLVA-TV Lynchburg, both Virginia; WDCA-TV, WTTG Washington.

■ Olympic TV Cable, Box 88, Port Orchard, Wash. 98366, for Bremerton (CAC-4930) and Kitsap county (CAC-4931) both Washington: KOMO-TV, KING-TV, KIRO-TV, KCTS-TV Seattle; KSTW-TV, KIPS-TV Tacoma; KVOB-TV Bellingham, all Washington; CBUT-TV Vancouver, Canada; CHEK-TV Victoria, Canada.

■ Community Telecab of Seattle, 1422 34th Ave., Seattle 98122, for Seattle (CAC-4944): Add KPTV Portland, Ore.

■ Master Cable TV Systems, 8914 Roosevelt Way, N.E., Seattle 98115, for Seattle (CAC-4943): Add KPTV Portland, Ore.

■ Cox Cable of Spokane, c/o A. A. Lundin-Randall & Danskin, 600 Lincoln Bldg., Spokane, Wash. 99201, for Spokane, Wash. (CAC-4939): KHQ-TV, KREM-TV, KXLY-TV, KSPS-TV Spokane; KWSU-TV Pullman; KSTW Tacoma, all Washington; CBUAT-TV Trail, B.C., Canada.

■ Angus T.V. Cable Co., 925 Logan St., Toronto, Ohio 43964, for Colliers, W.Va. (CAC-4947): Requests certification of existing operations and to add WPGH-TV, WQEX Pittsburgh and W41AA Wheeling, W.Va.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Island Cable Co., Surf City, N.J. (CAC-1537); Morris Cablevision, Denville township, N.J. (CAC-4037); Teleprompter of Lompoc, Vandenberg Air Force Base, Calif. (CAC-4104); Pembroke Cable Corp., Westover Hills (CAC-4604) and Walnut Heights (CAC-4607), both Virginia; Cable Haven TV, Little Egg Harbor township (CAC-4649), Tuckerton borough (CAC-4650) and Eagleswood township (CAC-4651), all New Jersey; Hutchinson Cablevision, Hutchinson, Kan. (CAC-4660); Citizens Cable Co., Williamsport (CAC-4678) and Montoursville borough (CAC-4679), both Pennsylvania; Citizens Cable Co., South Williamsport borough (CAC-4680), Armstrong township (CAC-4681), Dubois township borough (CAC-4682), Old Lycoming township (CAC-4683), Loyalsock township (CAC-4684), Hepburn township (CAC-4685) and Lycoming township (CAC-4686), all Pennsylvania; Williamsport Cable Corp., Woodward township (CAC-4687), Susquehanna township (CAC-4688) and Fairfield township (CAC-4689), all Pennsylvania; Kingsville Cable Television Corp., Kingsville, Tex. (CAC-4715), Alleghany Valley Cable Co., Walnut Bend (CAC-4724) and Henry's Bend (CAC-4725), both Pennsylvania; Satellite Systems Corp., Little Rock Air Force Base, Ark. (CAC-4777); Cable TV of Cuero, Cuero, Tex. (CAC-4829); Sullivan Cable Systems, village of West City (CAC-4831) and village of Buckner (CAC-4832), both Illinois.

■ Lakewood, Colo.—Cable Bureau denied application by Community Tele-Communications for certificates of compliance to add signals of KKTU and KRDO-TV Colorado Springs and to delete authorization for two independent stations from Dallas and Ft. Worth and replace them with two independent stations from Los Angeles (CAC-2952/CAC-3789). Action April 23.

■ Russell, Flatwoods, Raceland, Worthington, Bellfonte and Ashland, Ky.—Cable Bureau granted applications by Tower Cablevision for certificates of compliance to add WX1X-TV Newport, Ky. to systems and granted partial waiver of rules (CAC-4548, 4550-3, 4549). Action April 23.

■ Brandonville, Pa.—FCC granted application of Shen Height TV Association for certification to add four TV stations to its system at Brandonville, located in Wilkes-Barre-Scranton major market. Shen Heights sought authority to add *WV1A-TV and WNEP-TV Scranton, WTAFTV Philadelphia, and WKBS-TV Burlington, N.J. FCC granted waiver of rules requiring public and educational access channel until 1977, when Shen Heights will have to apply for re-certification. Action April 23.

■ Pringle borough, Pa.—Cable Bureau denied application by Teleservice Co. of Wyoming Valley for certificate of compliance to begin cable service (CY-2665). Action April 23.

Professional Cards

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See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Small market station in midwest needs honest, aggressive young manager with heavy sales background. Reliable and substantial company. Excellent benefits including stock purchase and bonus. Send salary requirements and all pertinent details in first letter. Box E-39, BROADCASTING.

Aggressive Young Local Sales Manager needed for major midwestern market radio station. Must be able to sell and service accounts on the local level. We have the only exclusive format in the market place. Salary range between \$15,000-\$18,000 to start depending on experience. Box E-67, BROADCASTING.

We need an account executive with the tools to be a first class Sales Manager. If you are well organized, attentive to details, and willing to pay the price to be part of our successful management team, we have a solid opportunity for you. Base salary equal to your present income, plus excellent incentive. Mail resume to Box E-122, BROADCASTING.

General Manager for top rated Arkansas station. \$35,000 salary, bonus arrangement, car, country club membership, health and life insurance and stock options. Confidential. Send resume to Box E-123, BROADCASTING.

General Sales Manager for leading contemporary station within 200 miles of Dallas. \$20,000 base salary and opportunity to earn \$30K first year. Box E-124, BROADCASTING.

Frozen North: Manager who knows all phases of Radio. Air-mail complete resume and requirements first letter. Garry Brill 907-586-3630, PO Box 929, Juneau, AK 99802.

Help Wanted Sales

Salary, Commission, Guarantee, Car Allowance, Iowa. Interview required. Program people applications welcome. Box E-11, BROADCASTING.

Florida-Salesperson. Must have had at least 2 years fulltime selling Radio Advertising. My deal is so attractive from a financial standpoint that you'll find it very hard to resist. You and your family will be living in Florida's beauty spot on the South Florida Coast in a medium size metro area. Best facility in the market, long established. All replies in strict confidence. Resume please to Box E-32, BROADCASTING.

If you are energetic, enthusiastic, goal oriented and can sell we have a first rate position for you. Drake programmed Stereo FM needs account exec. Salary plus commission. Prefer mid west background. Contact Bob Howe, KHIG, 501-935-7776.

Supersalesperson-Sales Manager, for Albany and Cordele. References requested. Opening for Newperson. No phone calls. Send resume and photo. WMJM, Cordele, GA.

Experienced Salesperson for 5000 Watt, full time Modern Country Station. Send information to Ronald Eubanks, WWUN, P.O. Box "E" Delta Station, Jackson, MS 39213.

Radio Sales, Northern California. McClatchy Broadcasting has opening at K8EE, Modesto, California for a radio time salesperson. Experience essential. Permanent, full time position, excellent opportunity and employee benefits. Apply in person or send resume to: Personnel Department, McClatchy Broadcasting, 21st & O Streets, Sacramento, CA 95816. An Equal Opportunity Employer.

Christian FM Station, part of large network, looking for hard working, energetic, aggressive salesperson. Send complete resume, past income and billing performance, references, and career goals to Mr. Dave Morrow, The Christian Broadcasting Network, Virginia Beach, VA 23463.

Help Wanted Sales Continued

Wanted: 100,000 watt public radio station seeks development director to work in station promotion and income generation; broad shift likely. Qualifications: B.A., development and/or sales experience, FCC 3rd with endorsement. Deadline May 23, 1975, starting \$7,500 per year. Contact: Dr. George E. Lott, Director of Learning Resources, Northern Michigan University, Marquette, MI 49855. No phone calls. An Equal Opportunity Employer.

Colorado sales opportunity. Contemporary with excellent acceptance. Beautiful climate and recreational opportunities. Must have successful sales background, be sober and stable. Call Dick Elliott 303-243-1230. EO/EMF.

Help Wanted Announcers

One of the finest small market facilities in the country is looking for an evening jock who can communicate within a tight contemporary format. We're in one of the most desirable living areas in the east. Right pay for right person. Box E-12, BROADCASTING.

Morning Drive Personality for major MOR in Top 20 ADI Florida market. Must be able to communicate with adult audience and develop strong community involvement. Increase our already huge morning numbers. Good salary and fringe benefits for top professional. Rush resume and photo. Box E-24, BROADCASTING.

Mid South Full time AM station seeks announcer. Progressive Top 40 format. College town of 15,000. Equal opportunity employer. Box E-27, BROADCASTING.

Small Mkt. Southern AM seeks Time Sales Person. Progressive Top 40 format. Equal Opportunity Employer. Box E-28, BROADCASTING.

Midwest consultant seeks creative, thinking air people with production skills for present and future openings. Full particulars first letter to Box E-99, BROADCASTING.

Experienced Announcer-Music Director. Northeast Top 50 market. Rock format. Must have good ideas. Box E-105, BROADCASTING.

Northeast Beautiful Music station has staff announcer position open. Experience necessary, medium to heavy voice, relaxed smooth one-on-one approach. E.O.E. Send resume and salary requirements to Box E-108, BROADCASTING.

Mature Air Talent with third phone endorsement. Knowledgeable MOR music. Production required. Nights and weekend work. Resume, tape and recent photo to: KOUL, Box 898, Corpus Christi, TX 78403.

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.

Immediate opening for announcer-program director. Accent on programming and production. Must have first class ticket. WAMD, Aberdeen, MD 21001.

Announcer-Number One rated contemporary station needs a super sharp pro to replace man we are losing to major market station. Talent, production and great air sound are essential. Send resume and air-check to Jim Palmer, WCVS Radio, P.O. Box 8267, Springfield, IL 62708. Equal Opportunity Employer.

Wanted: Morning Person, contemporary with lots of zing and personality. Send tape and resume or call for an appointment. WILS Radio, 600 Cavanaugh Road, Lansing, MI. Phone 517-393-1320.

Needed immediately: One morning person, Bright. Personality. Proficient in production. WJVA Country, N. Turner, Box 179, South Bend, IN 46624.

Help Wanted Announcers Continued

Announcer, who wants MOR-PD in small market group. Voice and production a must. E.O.E. Tape, resume to David Weinfeld, WKST, 219 Savannah-Gardner Road, New Castle, PA 16101.

If you can communicate intelligently with your audience. We've got the audience you can relate with. W O S H, Appleton-Oshkosh is looking for someone with heavy production skills, ready to compete in the nation's 92nd market. Tapes and resumes: Scott Henderson, P.O. Box 1490, Oskosh, 54901.

Can you make an all-gospel format come alive in a major market? Nine-station group needs warm, bright, creative, sensitive jocks who have something to say and who can excel in a tight, vibrant, professional sound. If you can make it happen, send full resume, salary requirement and thorough tape to CBC, Box 15684, Dallas, TX 75215.

Wanted: 100,000 Watt radio station seeks Producer-Director for cultural and arts programming; regular broad shift. Qualifications: B.A., two years professional broadcasting experience, knowledge of classical music, FCC 3rd with endorsement. Deadline May 23, 1975, starting \$7,500 per year. Contact Dr. George E. Lott, Director of Learning Resources, Northern Michigan University, Marquette, MI 49855. No phone calls. An Equal Opportunity Employer.

Experienced MOR announcer for NBC affiliate in beautiful Rocky Mountain area. Stability and sobriety are essential. Call Mike Fisher, 208-733-3381. EO/EMF.

Central Florida lull-timer needs a contemporary MOR jock who can move an afternoon show and do production. Must have experience. 904-629-8008 with tape and resume.

Help Wanted Technical

Southern Indiana AM/FM Stereo-needs chief—new equipment, strong maintenance, all benefits. 6 to 12 hrs. boardwork. Photo and resume to Box D-184, BROADCASTING.

Broadcast Automation Engineer Strong on programming. Digital. Challenging position with manufacturer. Some travel. Box E-43, BROADCASTING.

Chief for 5 kw DA-D (2 tower) for heavy maintenance and renovation. Metro Atlanta location. Resume to WIIN, 1365 Peachtree NE, Atlanta, GA 30309.

WJPS, Evansville, Indiana seeks qualified chief engineer. Must be up on rules, have directional experience. Good pay, benefits. Call 812-425-2221. OEO.

Maintenance Engineer needed for 24 hour, 5 thousand watt, AM radio station in heart of the Alaska pipeline. Some announcing experience helpful. Starting salary: \$1200. Will furnish living quarters for first month. Contact: Dick Lobdell, Box 2828, FBX, AK or call: AC 907-452-1931.

Help Wanted News

News, Need Heavy powerhouse newscaster, writer, reporter. Must have extensive news background and desire to dig into local scene. Forward resume, tape, salary requirements to Fred Anthony, WAKR, P.O. Box 1590, Akron, OH 44309. An Equal Opportunity Employer.

Newscaster/Disc Jockey wanted for beautiful music station, experience, third phone and board work necessary. Send tape and resume to WHTG AM/FM, Eatontown, NJ 07724.

Develop a news department and public affairs. We need real worker looking to move with group. Tape, resume to David Weinfeld, WKST, 219 Savannah-Gardner Road, New Castle, PA 16101.

Help Wanted Programing, Production, Others

MOR AM/FM automated. 3rd endorsed required. Good salary/benefits. Located in midwest. Equal Opportunity Employer. If you're experienced in all phases of production and willing to work nights and some weekends, write Box E-80, BROADCASTING.

Midwest consultant seeks creative programmers for present and future openings. Must be heavily production oriented. Full particulars first letter to Box E-99, BROADCASTING.

Creative radio lives! Looking for free-lance producers for National Syndication. Knowledge of rock music, good voice, access to stereo studio a must. Call 212-585-2717.

Program Director needed for top-rated midwest stations. Send tape-resume to Jay Hamilton, Midland Broadcasters Inc., P.O. Box 4407, Topeka, KS 66604. Also opening for newspaper.

June 1 opening for experienced program director/announcer. AM is Contemporary daytime and FM is MOR. Send tapes and resume to Tad Fogel, President & General Manager, P.O. Drawer W, Georgetown, SC 29440.

Group Owner, with one TV and 3 AM outlets in Ala. and Fla., is looking for a regional PD. Must be creative in the field of commercials and innovative in area of programing, commercials, promotions, and contests. We consider the unusual approach to all the most vital parts of this position. You will work out of a central production office with limited air work. Salary open. Send tapes and resume to Smith Broadcasting Inc., P.O. Box 551, Huntsville, AL 35804.

Top Boston modeling agency, expanding its talent divisions looking for professionals with commercial broadcasting experience. Call 617-247-2432 for interview.

Assistant Professor to teach broadcasting courses. Ph.D. and professional broadcasting experience preferred. Fall, 1975. Experience in supervision of student radio station. Qualification for teaching in new graduate program. Equal Opportunity/Affirmative Action Employer. Contact Neale Copple, Director, School of Journalism, University of Nebraska-Lincoln, Lincoln, NE 68508.

Production Specialist with good voice and credentials Top-40, Rocky Mountain area. Resume and tape to PD, Box 117, Windsor, CO 80550. Position open now.

Situations Wanted Management

Available immediately. Creative General Manager. Nine years experience in small and medium markets. Box E-44, BROADCASTING.

Experienced Broadcaster. 15 years all phases of radio. Employed now and for last four years as G.M. of small market station. Family, president of local chamber. Want to move up. Box E-61, BROADCASTING.

Mature, experienced, energetic management for smaller market. Reliable stewardship for absentee owner. Or will consider #2 spot with medium market Radio/TV. Working salesman, effective programing, first-phone. Low five figures. Box E-69, BROADCASTING.

General Manager-Sales Manager 10 years experience radio, TV, Agency, all phases including ownership, 34, community orientation medium-small market. Call Jim Fletcher 1-503-688-0787 or Box E-77, BROADCASTING.

Experienced broadcaster seeking management and equity position in attractive single or multiple station market. Property must be profitable now, with potential for improvement. Have \$150,000 to invest. Sixteen years experience. Excellent record and references. All replies in total confidence. Box E-100, BROADCASTING.

Wanted: Station that can be converted to Christian format. Experience includes: Management, sales, programing. Permanent position desired. Box E-101, BROADCASTING.

Station Manager-Sales Manager. Age 39 with proven track record in management from small to large markets. Strong sales ability. Top references. Box E-102, BROADCASTING.

Situations Wanted Management Continued

Sales Manager, medium market, seeking East or Midwest GM position. Seven years experience: Sales, programing, administration, first phone. 29, family. Box E-109, BROADCASTING.

San Diego County FM station executive looking for change. Long-standing personal billing, excess of annual \$100,000 K. Replies in strictest confidence. Box E-112, BROADCASTING.

Available Now! Experienced in sales, production and management. Broadcast or Cable. Will relocate and help you build. Arnold Topel, Box 76423, Atlanta, GA 30328. 404-252-6218.

Small Market, General Manager looking to move to medium or large market as Manager, Operations Manager, or Program Director. Call Bob at 401-738-6421.

Former GM, have run own ad agency last year, desires small to medium market GM position. 31, degree, 1st FCC. Aggressive in sales and administration. Apt. 84, 1705 South Beach, Daytona Beach, FL 32014.

Situations Wanted Sales

Mature experienced old time Radio man. Wants to re-locate his own show. Management ability. Successful. Sales. Box E-56, BROADCASTING.

Aggressive, Hardworking account executive. Top Ten market, seeks opportunity to develop management potential. Box E-66, BROADCASTING.

Experienced Salesman/Announcer. Desires position in Southwest or Western third of country. Small or medium market preferred. Dick Holiday, 442 Melanie Lane, Ripon, WI 54971. 414-748-7261.

Broadcast graduate. Experienced salesman, available June. A go-getter who isn't afraid of work. Paul LaPoint, 422 S. Summit, Bowling Green, OH 43402. 419-352-1842.

Situations Wanted Announcers

Young, Single DJ currently employed, seeking advancement. 3rd endorsed, go anywhere. Box E-31, BROADCASTING.

Stable programmer wants advancement. 1st phone. College. 11 years as jock/MD/PD. Track record and super references, ratings. Box E-36, BROADCASTING.

Seven Year Man for top 40 or MOR personality slot in metro-area. Third endorsed. Strong news and production, good sense of humor. Excellent references. Box E-57, BROADCASTING.

Is anybody going to San Antone or any other southwestern medium market? 1st phone mod. C&W DJ looking to get back to Texas or the Southwest! Tape, resume on request. Hurry, I can't remember what Coors tastes like! Box E-63, BROADCASTING.

Dynamite Two Man comedy team. 1 1/2 years on the air together, both 3rd with endorse. Production, news, commercials. Original material. Any format. Box E-64, BROADCASTING.

Have a Nut for breakfast. Morning communicator who really loves his slot seeking to share that enthusiasm with medium market Top 40 audience. Friendly, one-to-one delivery, accent on personality. Superb ratings, references. Heavy copy, production, bits. PBP too. Box E-65, BROADCASTING.

First Phone Announcer seeks contemporary MOR format. Prefer Southeast. Tape & resume at Box E-79, BROADCASTING.

First phone, eight years experience radio and TV, news, jock, production, copy. \$600 a month. Box E-81, BROADCASTING.

Quit radio, saw mistake: play-by-play: basketball, football, hockey, baseball: weather, first phone, tight board. Box E-83, BROADCASTING.

Situations Wanted Announcers Continued

16 year pro, 40, programing/announcing/production. Highly reliable, settled, no drifter. 3rd phone. Want stable small/medium operation in rural area. No rock. Box E-88, BROADCASTING.

D.J. limited experience, tight board, good news and production. Will relocate. Box E-103, BROADCASTING.

DJ, one year experience. Hard worker. Conscientious. 3rd endorsed. Looking for Top 40 or MOR Contemporary. Write for more info. Box E-106, BROADCASTING.

Experienced Top 40 Jock, currently employed suburban Philadelphia, lookin for a station where the atmosphere is lively, competitive and professional. Tape and resume on request for current or future openings. Box E-117, BROADCASTING.

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

Ready, willing, able. Radio/TV graduate capable of all duties. DJ, news, sports, copy, camera, direct. Have live experience. Contact Austin Vo-Tech, Austin, MN 55912. 507-437-6681.

Voice: Capable of multi-syllabic pronunciation, unoffensive. Experience: Single page, double spaced, beginning recently dated. Location: NYC Metro area. Speaks through: Robert Mitchell, 201-944-5000.

Female DJ out of work. Three years air experience in rock, blues, c&w, MOR, free-form formats. Third endorsed. A.A. in radio broadcasting. Willing to relocate, western area preferred. Denise Tow, 16302 Candlelight Dr., Whittier, CA 90604. 213-943-1522.

Experienced Announcer/Salesman. MOR or Country. Desires position in Southwest or western third of country. Small or medium market preferred. Dick Holiday, 442 Melanie Lane, Ripon, WI 54971. 414-748-7261.

Dedicated, capable young man, 3 years experience at east coast Pacifica station, seeking first commercial D.J. position. Experience with MOR, Contemporary. Progressive formats: production; news. 3rd endorsed. Prefer general eastern location, but welcome offers from almost anywhere. Philip Sahadi, 212-238-2849.

Experienced Announcer, news, program director, writer. College. Country, MOR, small market. Presently managing family business, wished to resume broadcasting career. Ray White, 919-482-2693, Box 61, Merry Hill, NC 27957.

Experienced Operator and production assistant wants to advance. Tight board, dependable, 3rd endorsed, good references. Duties include all, plus weekend air work. Rock or MOR. Some college, single, will relocate. Call Bill at 617-361-4013 after 8pm or leave message.

1st Phone, D.J., creative production, dedicated free form rock, blues, Jazz, Oldies, college. Sales. Rufo, 2450 N. Harbor, #12, Fullerton, CA 92632.

MOR D.J. wants bright or easy format. Good morning or good night. Jazz or Contemporary. Sports play-by-play. Experienced. Human. Will travel. 3rd. tape, resume. Steve. 401-944-2296.

Good Jock/personality with programing experience looking for Rock or Country gig now! Steve 717-326-3831, 717-838-4078.

I'm creative, tight, personable on-air, with together production. Desire T-40, upbeat MOR shift full time summer. Northeast. 3rd endorsed. Ron, 716-395-2580.

Versatile entertainer excellent voice, 4 years experience. College, married, 24, and looking for responsible station to grow with. Let's talk at 812-265-4026.

D.J., 2 years college radio, ready for pros, super voice, 3rd phone. Chuck Schroeder, 160 LeChase, Brockport, NY 14420. 716-637-2731.

Situations Wanted Announcers Continued

Hard working announcer seeking small market station. Some experience. Production, sports, news, and commercial writing skills. Ready now! Go anywhere! Chuck Michaels, 120 East 6th Street, Clifton, NJ 07011. 201-546-0680 after 5 p.m.

Announcer, first, 2 years experience. A.A.S. MOR/news, upstate N.Y., available June 14, Criss Onan, 607-871-6357, 607-871-6383, Alfred State, Alfred, NY 14802.

Disc Jockey—newscaster third endorsed. Married, experienced, tight board, aggressive-salesman, Clearance Collier, 1444 Shakespeare Ave., Bronx, NY 10452, 212-681-6986.

Announcer, newscaster, disc jockey, control board operator, sportscaster, college graduate. Graduate of New York School of Announcing and Speech. Please contact: Frank David, 3560 Rochambeau Avenue, Bronx, NY 10467, Telephone Number: 212-881-8455.

Situations Wanted Technical

First Phone. Twenty years radio, television. Maintenance, performance proofs, directionals, automated stereo, Single, fifties, no automobile. Will work cheap anywhere. Box E-87, BROADCASTING.

Engineer, EE, 1st, 14 years. Seek responsible position with progressive company in south. Box E-111, BROADCASTING.

If your large market FM needs an exceptional chief engineer, we need to talk. Box E-113, BROADCASTING.

Assistant Chief or staff engineering position with a good radio organization sought by first ticket or twenty years standing. Thoroughly experienced, capable, reliable, mid-age, family. Box E-115, BROADCASTING.

Chief Engineer Combo, automation, announcing, sales, and management. Any format, rock to talk. Available now. R.G. Roy, 513-382-2797.

Immediately available. Competent, experienced chief engineer. AM, FM, DA, SCA, RPU, STL, Stereo, Automation, Remote Control. Believe in excellence; know how to work with budgets. James Beebe, 216-725-6245.

Situations Wanted News

Sports powerhouse? I'm your man! Strong PBP and sales. 4 yrs. PBP, 2½ yrs. sales. Doubled sports revenue last year. Now employed. Solid, stable, dependable, looking for same news-sports Midwest station. 23, married, 2 kids, references. Box E-1, BROADCASTING.

Dedicated Young, experienced in studio and out, state capitol and city hall. Background in economics and politics. Box E-7, BROADCASTING.

Anchor on Top Fifth Mid Eastern news. Weathercaster. Ten years experience. Masters degree. Former radio news anchor moving up. Best credentials. Box E-26, BROADCASTING.

Hard working reporter with solid local experience seeking top position in larger market. College grad, references. Box E-34, BROADCASTING.

Talk Show Host. Experienced Major Market talk host has fallen victim to recession. Strong demographics. Contact soon these ads are getting expensive. Box E-68, BROADCASTING.

You'll hire a player, why not an umpire? Former baseball umpire wants play-by-play: Baseball, & football, basketball, hockey, too. Box E-82, BROADCASTING.

Anchorwoman, reporter, skilled newsgatherer and feature writer. Major market experience. Box E-86, BROADCASTING.

Situations Wanted News Continued

Experienced Sports Director: Nine years of radio, television and newspaper experience. PBP of major college baseball, football and basketball. Tapes and references to prove ability and performance. B.S. degree in communications. Third class endorsed. Relocate immediately. Call 601-323-7976 or Box E-96, BROADCASTING.

Strong Anchor Reporter. Going crazy in Detroit because of limited airwork. 4 years solid experience. Available now. Box E-104, BROADCASTING.

Woman journalist, wants opportunity to work hard and learn at medium market station which stresses news. BA journalism, college commercial experience. Available now. Write Box E-118, BROADCASTING.

"One of the best young newsmen in the country" according to my current employer. Award winning 26 year old journalist seeking employment in the midwest or northwest. Proficient at all phases of radio news. Call for tape. Phil Snyder 309-797-6035.

Top Rated College Grad seeks position as reporter and/or writer. Experience in college radio, interned in professional TV. Willing to go anywhere, do anything for anyone. Write Laurence Kaplan, 196 Daniel Rd. N., N. Massapequa, NY 11758, or call person-person 609-896-9214.

Sportscaster: Positive attitude, persevering, enthusiastic, dedicated, hard worker desires career start. 3 years college PBP: football, basketball, hockey, baseball. Also talk shows, news, DJ, sales. 3rd endorsed. College grad, B.S. Sociology, 24 yrs. old, single, Presently teaching and coaching. Will relocate. Available now. Peter Cooney, Tanager Road, Attleboro, MA, 617-222-4796.

Radio Newsmen, currently producer host of top 10 market radio public affairs program. Former play-by-play announcer for college basketball and host of sports talk show. Recent B.A. Journalism/Communications. Available immediately. Resume, tapes and references available. Jeff Golden, 149 Summit Ct. Westfield, NJ 07090, 201-233-2957.

News woman. Young, aggressive, flexible. Experienced to gather, write, anchor, produce, street report, heavy feature. Sharon, 92 Hampshire Road, Great Neck, NY 11023.

Situations Wanted Programing, Production, Others

There's more to programing a radio station than sitting in the production room reading the trades all day long. BA degree with expertise and a straight head. Looking for a programing position in Top 40-Contemp. Available June 15. Box E-2, BROADCASTING.

Mature family man, 27, with six years experience, including MOR PD, seeks employment at MOR station on West coast. Possess talk show experience, network quality news delivery with specialties in commercial and documentary production and automated programing. Box E-60, BROADCASTING.

He & She team: He-pbp, weather, tight board, news, first; She-third, copy, traffic, sales, continuity; Both B.S.'s broadcasting. Box E-84, BROADCASTING.

Skilled Contemporary Programmer for small/medium market. Box E-89, BROADCASTING.

Production Pro. Awards. Broad Radio-TV experience. Seeks to expand career. Box E-97, BROADCASTING.

Experienced woman looking for position as summer replacement, radio or TV. Qualified for anything non-technical. Box E-98, BROADCASTING.

Experienced P-D announcer 5 years; stable, married, hard-working; college education; Top 40/MOR-east; Mile Salter 501-751-3966/after May 18 302-239-5965.

Super Creative production man wants to make move. Big voice very creative production. Seeking position with Top-40 or Adult Contemporary station. 717-764-5366.

Situations Wanted Programing, Production, Others Continued

Program Director, announcer. Experienced. MOR, country. First class license. Family man. Charlie Walters 408-255-2010.

TELEVISION

Help Wanted Management

Major northeast market TV station is in need of experienced, aggressive, creative program director. Knowledge of production and directing desired. Send resume, references and salary requirements. An Equal Opportunity Employer. Box D-138, BROADCASTING.

Sharp, Imaginative Program Director for CBS affiliate in a Top 30 Midwestern market. Must be experienced and able to thrive on fierce competition. Personality, leadership, cooperation, integrity are all vital. Salary commensurate with market size and position. Equal Opportunity Employer. Send resume to Box D-177, BROADCASTING.

Help Wanted Technical

Engineer-Director. Immediate opening. 1st Phone required. Mostly board operation and directing, but must have knowledge to maintain equipment. Equal Opportunity Employer. Ken Rentrow, Chief Engineer, KOAA-TV, Box 876, Pueblo, CO 81002.

KUAM-AM/FM/TV Guam needs Chief Engineer and Assistant Chief Engineer. Send resume to W.B. Nielsen, P.O. Box 17892, Tucson, AZ 85731.

Maintenance Engineer opening. Must have 1st phone. Position involves maintaining both studio and transmitter equipment. WVIR-TV Charlottesville, VA 804-977-7082.

Broadcast operations and production engineer. Supervise CCTV MCR operations: helical VTR's, film chain and terminal equipment; shade monochrome cameras; helical editing; assist with studio/remote productions; train, schedule and supervise part-time help. Production experience. Bachelor's degree. Salary range \$9,266-\$12,979. EOE, Eastern Michigan University, Media Services, 112 Library, Ypsilanti, MI 48197.

Help Wanted News

Top TV station in 3-V Southeastern Coastal market needs a sports director. Send resume to Box E-19, BROADCASTING.

Weathercaster. Smooth, polished, rush resume. New York City area. Tremendous opportunity for Meteorologist or Weatherperson. Box E-58, BROADCASTING.

One year vacancy teaching Broadcast Journalism, documentary/film. Three to five years experience, M.A. required. Send resume, transcripts and references to Director, School of Journalism, Bowling Green State University, Bowling Green, OH 43403. Equal Opportunity/Affirmative Employer.

Help Wanted Programing, Production, Others

Director of Film Services at large northeastern public television station. Must have at least five years experience as a filmmaker. Prior administrative experience is also required. Must be knowledgeable in all areas of television film production. Will be responsible for creative aspects of photographic and film making activities. Minimum starting salary \$18,500. We are an equal opportunity employer. Box E-85, BROADCASTING.

Producer-Director, take charge individual, experienced in news, children's and public affairs programing. Top 30 midwest network affiliate. Degree, experienced. EOE. Box E-94, BROADCASTING.

Continuity Director to produce, write, direct commercials midwest Top 30 network affiliate. Directing experience desirable, but not mandatory. Applicant must know NAB Code. Experienced degree. EOE. Box E-95, BROADCASTING.

Help Wanted Progaming, Production, Others Continued

Senior Producer/Director. Public & instructional TV & film. BA required, min. 3 yrs. professional experience. \$11-13,000 depending on qualifications. Applicants to WBGU-TV since Sept. 74 need not re-apply. Equal Opportunity Employer. Call Larry Reid, WBGU, 419-372-0121.

Senior Producer-Director: For university PTV center to produce, direct PTV/film, films. Bachelor's Degree, three years directing, two producing, film shooting and editing experience required. Application deadline, June 12, 1975. Contact Frank E. Blodgett, Director of Television, P.O. Box X, University, AL 35486. An Equal Opportunity Employer.

The University of Akron is seeking a qualified person in Media Productions who has three years of broadcast television experience as a Producer/Director and some film experience. The position will carry academic standing and a salary of \$11,000 to \$13,500 per twelve month contract. Minimum educational requirement is a Master's Degree in Telecommunications. Send resumes to Dr. Thomas T. Miles, Room 67, Buchtel Hall, 302 Buchtel Avenue, The University of Akron, Akron, OH 44325. The University of Akron is an Affirmative Action and Equal Opportunity Employer.

Situations Wanted Management

UHF-TV Independent, profitable, money making station-one of the few stations in the country. The young, major market. General Sales Manager, who sold these local-national accounts to make it profitable, wants similar challenge. Degreed, employed, married, might relocate. Box E-107, BROADCASTING.

Situations Wanted Sales

Program Director seeking sales position in Midwest with potential to management. M.S. in RTV, 25, married, willing to relocate. Box E-38, BROADCASTING.

Situations Wanted Technical

Experienced Top 10 supervisor, heavy maintenance, wants chief or assistant. Will consider any market. Box D-210, BROADCASTING.

Chief Engineer, desires challenging position. Prefer West Coast will relocate. Box E-59, BROADCASTING.

First Phone, 30 years, South or Midwest. Box E-110, BROADCASTING.

First phone, experience in production and studio operations, desires technical position. Ted Pich, 914-562-6278.

Electronic Journalism? You saw it at the NAB. I'm a Chief Engineer who can put it in your station. For resume, write 1718 Seville, Stockton, CA 95207.

Situations Wanted News

Weatherman, Young, attractive with "Hip" personality. Unique & fresh visual presentation, ideal for smaller market. VTR and innovative ideas for successful weathercast available. Box E-10, BROADCASTING.

News Director. Top ten market, wants smaller market news Directorship where he can roll his sleeves up and participate more directly in daily operation, have the experience and know-how to make your station number one. Salary not important. Write Box E-62, BROADCASTING.

Experienced filmmaker seeks position TV station or production house as news cinematographer/editor M.S. TV-R-Film + 1 1/2 year freelance + trilingual film sample on request. Box E-70, BROADCASTING.

Great Lensman Plus outstanding production, news, documentaries, commercials, 29, chief cameraman-director/editor, equipment manager, reporter-producer. Medium Texas market. MA: Film/TV production. Particular interest: Magazine format and documentary productions. Box E-76, BROADCASTING.

Journalistic sense. Decisive. Writer. Quality producer. Calm. Film. VTR handy. FCC #1. Grad. Box E-90, BROADCASTING.

Situations Wanted News Continued

Articulate MBA seeks news anchor/reporting opportunity. Well versed for business, government, or special interest assignments. BA political science. 5 years management advisory experience. Successful public speaking exposure. Box E-116, BROADCASTING.

Mature, youthfrut looking all-around performer, seeking anchorman, legman, host or announcers position. Box E-120, BROADCASTING.

Top Rate College Grad seeks position as reporter and/or writer. Experience in college radio. Interned in professional TV. Willing to go anywhere, do anything for anyone. Write Laurence Kaplan, 196 Daniel Rd. N., N. Massapequa, NY 11758, or call person-person 609-896-9214.

Talented reporter/writer/producer with four years excellent experience, master's, awards. Seeks position (in commercial TV or public TV) for feature, in-depth and for public affairs, documentary work. 404-876-1134 after 4p EDT.

Top flight sports reporter who may not be able to leap tall buildings in a single bound, but can deliver solid sports segment in TV news block or radio station. 9 years radio, 4 years TV. Have done radio play-by-play, football, basketball in Big Ten and Mid-American Conference: TV basketball play-by-play; baseball and auto racing. Willing to relocate with sports-minded TV and/or radio station. Write Box 2052, West Lafayette, IN 47906.

Seek semi-metro, major metro market as newsman/talk host in TV or radio. 11 years experience, 3rd phone, tight board, good production, excellent editor, investigative background. B.A. degree. Tape, resume, photo available. Paul Mann, 126 Fall Street, apt. 4, Seneca Falls, NY 13148. Call collect 315-568-5417.

Situations Wanted Progaming, Production, Others

Freelance Producer/Writer, major market credits, available for projects) now until September. Box E-15, BROADCASTING.

Energetic Professional film/video tape editor with six years experience in the top ten market. Wishes to relocate. Box E-42, BROADCASTING.

Graphic Artist, thoroughly experienced in TV illustration, layout and set design. Hard worker, college degree, black. Will relocate. Box E-72, BROADCASTING.

Rarin' To Go! Prod./Dir. with strong studio-remote TV & film experience. Plus B.S. and 3rd ticket. Young enough to learn. Box E-75, BROADCASTING.

I can host your local show and do some great promoting too. Promotion Manager on the grow! Box E-78, BROADCASTING.

East European college graduate 27, would appreciate an opportunity in his new country! 4 years TV experience. Able to direct/produce. Looking for associate director/stage mgr. position, but all offers considered, will relocate anywhere. H. Czuczor, 15 Miles Standish Dr., Marlboro, MA 01752. 617-481-3439/mornings.

CABLE

Help Wanted Management

CATV Executive. Management opportunity available in large metropolitan area for proven, capable executive familiar with all aspects of construction, engineering, financing and administration. Resume held in confidence. Salary commensurate with experience and ability. Reply Box E-74, BROADCASTING.

General Manager needed immediately for Cable system in Chicago area. Prefer candidates looking for their first management position. \$20,000 salary plus percentage of profits. Mail resume to Fred Harms, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 80631.

Help Wanted Technical

Chief Engineer. Full technical responsibility for 450 mile, dual cable, fully activated, bi-directional cable communications system. Must be thoroughly prepared in cable electronics (R.F. and video). BSEE and FCC first class license preferred but not required. Requires good people management, budget preparation and performance. Send resume and salary requirements to: R.E. Joslin, Executive Vice-President, Big Valley Cablevision, Inc., 4955 West Lane, Stockton, CA 95207.

BUY-SELL-TRADE

B&H JAN TV Projector S1250, B&H Jan Projector for preview OptiMag S995.00, B&H 302 OptiMag Record&Play, S495.00, Other 16mmSOF projectors from \$125.00. Free list, reels, lenses, cameras, much more. International Cinema Eq. Co. 2991 North Fulton Dr., NE, Atlanta, GA 30305.

WANTED TO BUY EQUIPMENT

Wanted: 3000W class A FM transmitter, cir. polarized antenna, and other related transmission equip. Such as Volumax, stereo, gen. etc. In good cond. Preferably near Northeast so we may inspect. Building new FM station. Box E-91, BROADCASTING.

Need 240 feet of RCA 6 1-8" transmission line; 75 ohms, 20' sections. Call James Hudson, Chief Engineer, WHMA-TV, Anniston, AL. 205-237-4716.

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

4 1/2" I.O.s in fair condition. Please call 312-784-5000 mornings.

Wanted: Quad Recorders HI band, switcher, special effect, chroma key, Norelco 70's. Call 212-369-2552. B. Grodin.

FOR SALE EQUIPMENT

TV Transmitters: best offer takes either, as is, with purchaser to assume crating and shipping expenses; VHF Channel 4, both including VSBF filter and diplexer: (1) RCA 25 kw TT25AL with air cooled TT-5A driver, excellent characteristics; (2) RCA TT-2AL, 2 kw. Test loads and spare parts available. Call WCCO-TV Transmitter Supervisor 612-484-5539 or write WCCO-TV, Engineering, 50 South 9th Street, Minneapolis, MN 55402.

Ampex TA-55BT, UHF transmitter tuned to Channel 29, complete less traplexer. Contact C.E. WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA 18641. 717-457-7401.

For Sale: RCA-BTA-1F. Transmitter 5000-1000 Watts good condition, may see in operation Columbus, Ohio. Wilkinon Rectifiers, spare parts, tubes, spare modulation transformer, instruction books. Contact Harry Jackson WRFD 614-885-5342.

Martl. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Ampex 7950 1" Multi Band Console Broadcast Helical Recorder with Time Base Corrector and Drop-out Compensator. 305-587-9477.

Ampex 1200B 2" Quad Broadcast Recorder with Video Head. Full color playback with VelComp, VHO and Minicom Color Dec. 305-587-9477.

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For Sale Equipment Continued

Ampex HS 100B Six-Mo Disk Recorder complete with disks and heads and Auto-Chroma. 305-587-9477.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

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

Tapcaster TCM, top condition. ITX Corporation, Suite 303, 2170 SE 17th St, Ft. Lauderdale, FL 33318.

RCA TP 66 16mm Projector loaded-A-1 shape, current price over \$16,000.00 FOB Atlanta, GA. \$8950.00 Will take Eastman, RCA or 35mm projectors as part trades. International Cinema Eq. Co., 2991 N. Fulton Dr., NE, Atlanta, GA 30305.

FM Transmitters (Used) 10 Watt, 1 KW, 3 KW, 5 KW, 10 KW, 20 KW. Terms available. Communication Systems Inc., 1001 Perry, Cape Girardeau, MO. 314-334-6097.

For Immediate Sale Cortez Mini Mobile unit complete with 7.5 KW Onan generator, 2 GE PE250 color cameras and dual CCU's for studio/remote use. Last used on 4-26-75. For further information contact Jack Cowart, WCIX-TV Miami, 305-377-0811.

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Deejays: New, sure-fire comedy! 11,000 classified one-liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Sick of "Reader's Digest" humor? Smart jocks (all 3 of them) are turning on to new sophisticated comedy. 12 monthly issues, \$10.00, including sample. Sample only, \$1.00. All funny enough for a Carson monologue. Dave Spector, WIBA, Suite 2800, 75 E. Wacker Dr., Chicago 60601.

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Oldies Library in mint condition for sale. Top chart hits—1960-1969. Call 413-783-4626. Will sell to Radio Stations Only.

Record Collection for sale. Ideal for oldies station. No lists. \$2700 or ? Box 187, Bradley, IL 60915.

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

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

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.— plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

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Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive, 312-236-8105 or 414-445-3090.

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For 38 Years, Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks! Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

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RADIO

Help Wanted Sales

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AAI Rated. 27 years in business. largest Radio Sales Promotional Firm in U.S. & Canada seeking individual with radio sales background, promotional & supervising experience. Acquaintance with Radio Station operators important. Your territory will be exclusive. Weekly draw against commissions. An experienced Company Executive will train you in your territory in our company policies & successful sales methods. Send resume with references & recent photo to John Burroughs, Pres., Universal Publicizers, Inc., 16th Floor, 919 N Michigan Ave., Chicago, 60611.

Help Wanted Management

Director of Marketing

Director of Marketing for expanding broadcasting company. Ability to plan and implement marketing strategy essential. Recent college graduate with MBA degree considered. Send qualifications to Group Vice President, Box E-121, BROADCASTING.

Situations Wanted Announcers

SO I'M BLIND!

That's right, blind. But I can really see what I hear going on around me. And I can *communicate* it, as I have for the past five years on one of New York City's leading suburban AM stations. If you're looking for a professional MOR or adult contemporary announcer with a good track record, strong on production, who can sell them live too, let's talk. Competitive medium or major market stations only. Reply BOX E-71, BROADCASTING.

Situations Wanted News

Sports Director

Hard-worker with good skills, 3 1/2 years solid radio sports background in metro-N.Y.C. area. Wants Sports Director's challenge in top 25 market. News capabilities to supplement. Tapes, resume available. 28 years old. Box E-93, BROADCASTING.

Situations Wanted Programing, Production, Others

JOHNNY ANDREWS

I am presently employed at NBC owned WRC, the top rated 18 to 34 station in Washington, D.C. WRC will go all news on June 18... I am not a newsman. However, if you are in need of a mature, loyal, stable, versatile program director or air personality, let's talk. Call (301) 869-4840.

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**Vice President/General Manager
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Group owner seeks dynamic General Manager for West Coast affiliated TV station. Previous management or general manager experience is preferred, although a strong oriented individual would also be considered. Position offers excellent salary, benefits and growth. Send resume including complete salary history in confidence to: Box 1108, Room 530 120 East 56th St., New York, N.Y. 10022.

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Spring '75 ARB

63% total audience share!

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The continuing growth of RCA's Commercial Communications Systems has created additional openings for Broadcast Equipment Specialists.

Your background should include an engineering degree (or practical equivalent), a sound knowledge of broadcast systems including a level of expertise with at least one of the following product lines: color cameras, video tape machines or UHF/VHF transmitters.

You will be responsible for the implementation of contracts with respect to meeting required technical performance guarantees, proper selection of basic equipment and accessories, and satisfactory installations of the contracts.

In addition to an excellent salary, RCA offers an extensive benefits program.

Send a detailed resume, including salary requirement, to: Mr. M. J. Higgins, RCA Corporation, Bldg. 3-2, Camden, NJ 08102.

Equal Opportunity Employer F/M.



VIDEO TAPE EDITOR/ENGINEER

Midwest teleproduction facility needs top notch video tape editor. Must be experienced in time code editing techniques. Send resume and salary requirements to:

Box E-18, BROADCASTING

Circuit Development Engineers

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

Television Systems Engineers

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

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

**BROADCASTING's Classified
works for YOU!**

**Help Wanted Programming,
Production, Others**

FINANCIAL CONTROLLER

New England based group seeks mature executive with broad experience in financial and business affairs to assume responsibilities of controller for 4 television and 3 radio stations. Send detailed resume to: David E. Henderson, President, Outlet Broadcasting, 176 Weybosset Street, Providence, R.I. 02903.
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NAME

ADDRESS

Remit Cash With Order. Please!

TV PRODUCTION ASSISTANT

Our television station is located in a small West Coast market, and we are in need of an all-around television production assistant who must first be a creative television commercial writer. Prime consideration will be given to those applicants who are qualified in other aspects of TV production. Please submit a complete resume listing your various abilities, past employment—wage history, and some samples of your commercial copy. This is an immediate opening. Send all information to BOX E-114, BROADCASTING.

*An Equal Opportunity Employer
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For Sale Equipment

ONE PE-245 GATES COLOR FILM CAMERA WITH CBS IMAGE ENHANCER, ONE PE-12 MULTIPLEXER (4 IN, 2 OUT), ONE SARKES TARZIAN DSP-80 SLIDE MACHINE AND TWO B&H JAN614 PROJECTORS. THIS COMPLETE ISLAND JUST TAKEN OUT OF SERVICE; IN LIKE NEW CONDITION. CALL 209-733-2600, KMPH TV, HARRY PAPPAS.

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 RCA professionals can repair, rebuild and test your RCA Broadcast Microphones to like-new condition and certify them to meet original performance specifications. For details and prices, write Technical Services, RCA, Bldg. 2-8, Camden, N.J. 08102.

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Experienced, reputable broadcaster with \$200,000 cash seeks to purchase AM-FM in single or multiple station market. Must have cash flow adequate to afford amortization, and room to grow. Will consider proposal from owner who wishes to retain equity position. Replies in total confidence.
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For Sale Stations

TOP MARKET OFFERING
 AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2½ million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.
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SE	Sub	Profitable	600K	Cash
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 ... will purchase this southern New England AM in a substantial single-station market. Assume existing mortgage and negotiate payout. Asking \$300 M. Excellent growth opportunity.

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 Profitable metro AM daytimer ideal for owner-operator. Growth operation with extra growth possibilities. Prices at \$350M including attractive real estate. Terms available.

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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 listings 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 display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

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: _____

Profile

AWRT's Jane Cohen: in, through and up in broadcasting

It's not every TV station program manager who can list "ultramicrobiochemistry" as a past vocation, nor have many been published in medical journals. Those are two items on Jane Cohen's resume; two more are program manager of a network-owned station, WRC-TV Washington, and president of the American Women in Radio and Television.

Ms. Cohen spent five years in a laboratory at the Women's Medical College of Pennsylvania, where she says, she acquired the equivalent of a PhD in experience and the "discipline and ability to think for myself."

Perhaps it was those traits that propelled her in 12 years from the lab to her present post at a major-market television outlet and the recognition of other professional women in broadcasting who elected her president of AWRT.

She notes that her career has progressed in five-year increments. Her break into broadcasting came in 1962, when her father, who worked for the *Philadelphia Bulletin*, helped land her a job at the *Bulletin*-owned WPBS-FM Philadelphia. She was hired as summer help. But she learned radio from the grass roots, and as Ed Meehan, then general manager of WPBS-FM says, "It has been Jane's pattern to move in, through and up."

She was in at WPBS-FM. Then she began to move through. Her interest in semi-classical and classical music was her only background for her job, which started in the music library. But it led eventually to traffic, operations and production. And because she lived only a mile away and had the required third-class license, Jane was the one called in the middle of the night for various emergencies. During one memorable Christmas snowstorm she was on the air for 10 hours, the only staff member who could get to the station to relieve the announcer.

During her stint at WPBS-FM, she revealed her talent for programing. She produced two shows that won Freedom Foundation Awards: a documentary commemorating the 100th anniversary of the battle of Gettysburg and *Sweet Land of Liberty*, a flag-waving montage for the Fourth of July. She was involved in the technical side also. As operations administrator, she oversaw the installation of an automated system for the station.

By 1967, she was program manager of the station, but she had been there five years and "it was time for a change," she says.



Jane Elizabeth Cohen—program manager WRC-TV Washington and president, American Women in Radio and Television; b. Feb. 11, 1938, Philadelphia; research technical assistant, biochemistry department, Women's Medical College of Pennsylvania, Philadelphia, 1958-62; music library, operations/production, WPBS-FM Philadelphia 1962-64; operations administrator, 1964-65; program director 1965-67; administrative assistant to executive VP, WPHL-TV Philadelphia, 1967-68; program director, 1968-72; manager of community-affairs programs, WRC-TV Washington, 1972-74; program manager, 1974-present; officer AWRT, 1965-present; single.

She went with WPHL-TV, one of three UHF's going on-air in Philadelphia almost at the same time, as administrative assistant to the executive vice president. Again, she says, "there was the opportunity to get in on the ground floor and get a fantastic education." Her boss, Len Stevens (now president of his own ad agency there), took her through the paces. She sat in on his meetings and phone calls, learned TV ratings analysis and became involved in arranging tower sites, contracts and program schedules for other U.S. Communications-owned stations in Cincinnati, Atlanta, Pittsburgh and San Francisco. After one year, she was named program manager at WPHL-TV. Ms. Cohen also did work as program coordinator for the five USC stations until one was sold and one went dark. She then returned to her program manager duties at WPHL-TV until 1972, when WRC-TV called.

She began there as manager of com-

munity affairs programing, anxious to expand her broadcast experience in a new area. Her philosophy on public affairs programing emerged quickly: There's no reason it can't be entertaining. The goal is getting people to watch, which she believes is achieved through programing with a positive approach. She later became responsible for 14 programs, 22 hours a week, when she was named program manager in 1974. She emphasizes what she calls the "gray area" of public affairs—soft news giving exposure to positive community happenings or personal achievements, generally presented in magazine format and "upbeat."

According to the five-year scheme she has described, Ms. Cohen's next job should happen along in 1977. She admits she needs more background in program development to round out her credentials "so that some day, quite frankly, I might be able to reach my broadcasting goal of network programing executive."

Her long-range dream, she won't say how many five-year blocks hence, is to relax a bit as head of a small radio station in the Southwest or perhaps New England. Married life is not in the immediate future, she says.

She will not speculate on how, but is certain in her soft-spoken way, that she will get there.

As a woman making the climb, she admits there are special problems, but she says she personally is not touched by them. Her viewpoint is characteristically upbeat: Opportunities for women in broadcast management are now better than in many industries, she feels. She believes she was hired strictly on merit (although the National Organization for Women had filed against the station in August 1972 on sex-discrimination grounds) and has an obligation to set an example for other women on the way up. "I look at myself as an individual doing a job. I never thought being a woman was a hindrance," she says.

When she was installed as president of AWRT last month, Ms. Cohen noted the organization stands at a crossroads, debating a future direction. But she approaches her leadership role as a mediator, conscious of AWRT's diverse make-up. She has, however, chosen an active role for AWRT's members stressing awareness of over-all industry problems. Ms. Cohen hopes the coming year will see AWRT as an "active, rather than a reactive, organization."

But at the same time, mindful that her AWRT colleagues have helped and encouraged her when the going got tough, she feels obliged to "help qualified women advance in the industry and at the same time help women to qualify."

Editorials

Keeping cool

By most accounts, television business has suffered little from the recession, and radio business has probably benefited from it. With economists now disposed to think the recession will bottom out around midyear, broadcasters seem sure to emerge in far better shape than could have been expected when the slide began.

That TV has remained strong is implicit in the FCC's report that the TV networks and their owned stations last year climbed 15% in profits on a 9% rise in revenues (BROADCASTING, May 5). The radio networks and their O&O's didn't do as well, as reported elsewhere in this issue, but this disappointment is eased by estimates that national radio is now running at least 15% ahead of a year ago, helped almost certainly by its special attractions for economy-minded advertisers. And 1976 should be a strong year all around. The combination of a presidential election year, extensive (and already sold-out) Olympics coverage on ABC-TV and special Bicentennial programming on all networks—all in a rising economy—promises to curtail network TV commercial availabilities, which in turn should produce spill-over benefits for spot TV and for radio.

The biggest danger we can see for broadcasters is that they may ease up in their sales efforts or, more likely, let their concern for the profit squeeze lead them into unwise economies that could weaken their programming or dissipate their selling. Having got this far, it would be a pity for them to blow it now.

The right has rights

The *Washington Post* ran a series of articles last week on the right-wing projects underwritten by Joseph Coors of Coors beer, which also owns Television News Inc. No doubt questions will be raised about Mr. Coors's fitness to own the news service and to sit on the Corporation for Public Broadcasting board, to which he has been nominated.

Nothing we read in the *Post's* articles disqualifies Mr. Coors from either role. We assume that the television news directors who use the TVN service will inspect it as they would any other for its accuracy and objectivity. We assume that conservatives are not to be automatically excluded from the CPB board. If Mr. Coors were to corrupt TVN into a propaganda instrument, station cancellations would kill the service. As only one member of the CPB board, he is hardly in a position to seize control of it, and perhaps it is well to have a spectrum of opinion represented in the noncommercial system.

Jam sessions

Television broadcasters in Buffalo, N.Y., are considering an act of desperation in their worsening relations with Canadian cable systems and the Canadian government. As reported in BROADCASTING April 28, the Americans are talking about jamming their own signals at the Canadian border to end abuses on the other side.

For some time Canadian cables have been deleting the commercials from U.S. broadcast services they pick up. As a further attempt to de-emphasize American influence, the Canadian parliament has received a bill to prevent Canadian advertisers from deducting as a business expense the cost of advertising they place on American stations to reach Canadian audiences.

Jamming is under study as a tactical counter to the Canadian schemes. The thought is that a denial of their favorite American programs would cause Canadian cable subscribers to revolt. It is further hoped that some Canadian advertising could be salvaged,

with the U.S. market as its target. Either way, of course, the American stations would lose. Canadian reception, by cable or off the air, has provided a substantial part of the U.S. stations' audiences. Canadian advertising has been estimated at \$20 million a year for Buffalo and other border television stations.

So far the American broadcasters have received little help from the American government, although the State Department has made representations on their behalf. The prospect of jamming, however, must get the FCC into the act—and that may escalate the government's interest. There is a fundamental inequity in the continued use of American programming by Canadian cables that are taking out the commercials that support it. Surely the U.S. government is not without means to negotiate a settlement.

The message

Senators and representatives often complain about unfair treatment by the media. They say Congress is given a bad name because radio and television stations along with newspapers and news magazines show them in the worst light, playing up the sensational and ignoring the substantial.

There are hard working, dedicated legislators who attend committee meetings and floor sessions in their respective houses. But unless there's major legislation or events likely to make the evening news or headlines, others stay away in droves.

Example: the Senate Subcommittee on Communications heard voluminous testimony over a two-week period on repeal or modification of Section 315 and the fairness doctrine. Only one member of the subcommittee, its chairman, John A. Pastore (D-R.I.), was present all the time.

Will all members of the subcommittee or the 18-member full Commerce Committee read this testimony before voting? Don't bet on it. Our guess is that only the committee experts and attorneys representing licensees, the self-appointed public-interest groups and FCC will read the transcripts. Then majority and minority counsel will make recommendations. And a day will be set to mark up legislation, if any.

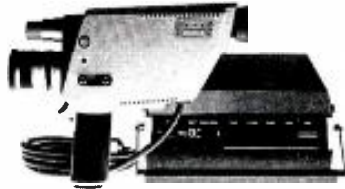
Section 315 becomes critical next year for a presidential election that also involves all of the House seats and one-third of the Senate. Action should come before candidates qualify to run.

Last week the presidents of state broadcaster associations went to Washington for annual indoctrination by the National Association of Broadcasters. It is important that the message on legislation be impressed upon all broadcasters in all 50 states.



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Emerson A. Ray, WTOG
“We went right to the Akai, bypassing film. We are consequently not having to spend the \$3,000 a month on film and chemicals.”

Gordon F. Galbraith, WXLTV
“We’re really a very small news staff. However, we are saving \$100 to \$200 a week using the Akai instead of film. We’re just about to phase out film completely.”

Larry Estepa, WLYH
“We’ll be saving about \$11,000 per year in film costs with the Akai VTS-150.”

C. Stephen Currie, WCBD-TV
“On film costs alone we’re saving about \$15,000 a year with the VTS-150.”

Arnell Church, WOAY
“I’m looking forward to a tremendous savings by using Akais instead of film; it will save us many thousands of dollars this year.”

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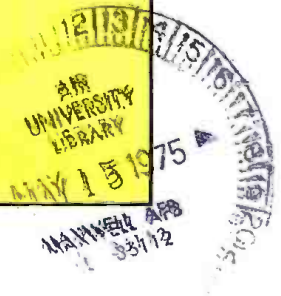
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Cablecasting	41	Fates & Fortunes	51	Open Mike	18
Changing Hands	32	Finance	48	Playlist	44
Closed Circuit	5	For the Record	53	Profile	65
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