

**Two-network rejection of Ford speech roils 315 pot
Pastore signals his departure from Washington scene**

Broadcasting Oct 13

The newswEEKly of broadcasting and allied arts

Our 45th Year 1975

Oct. 13, 1975

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NEWSPAPER



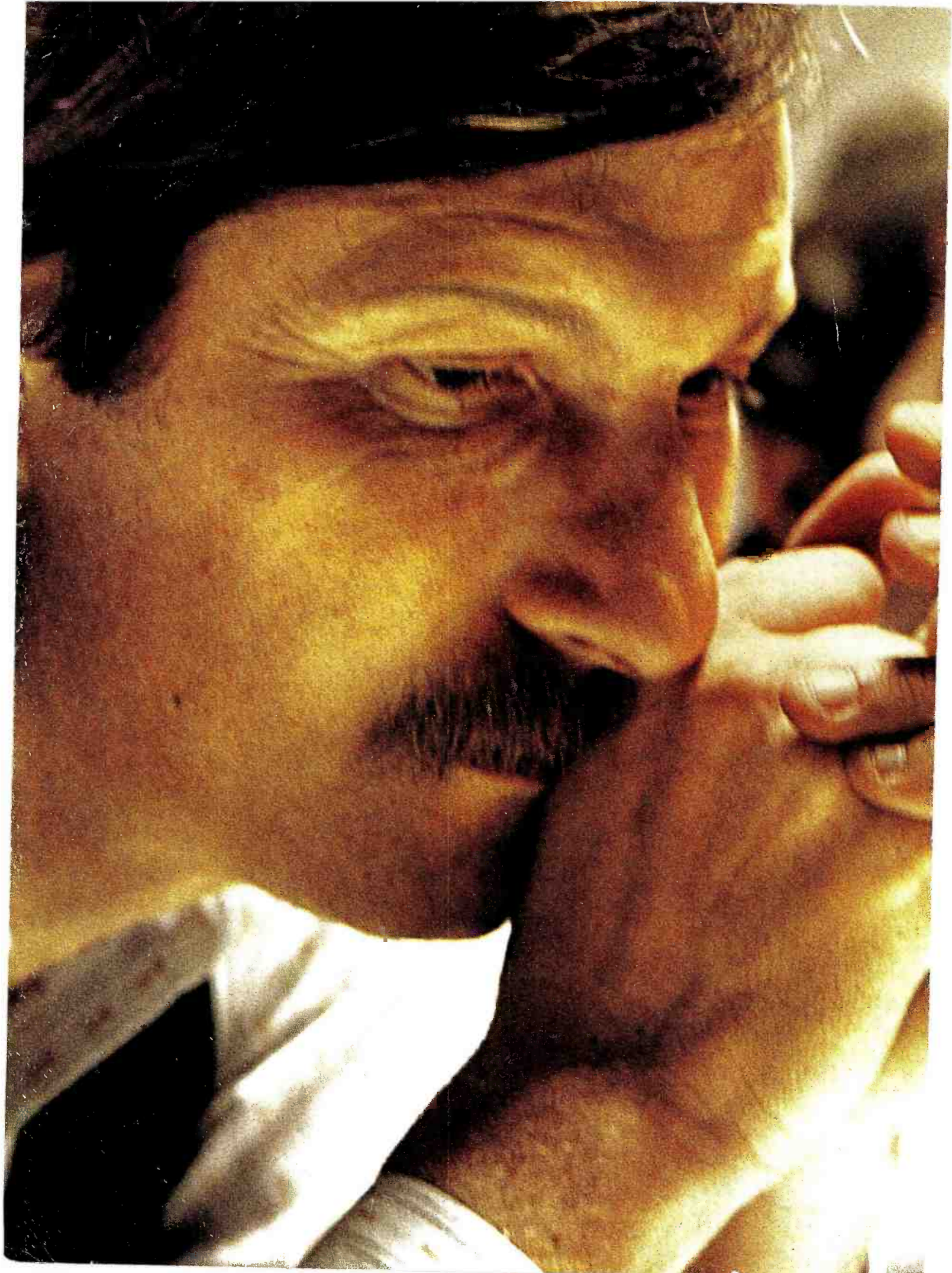
Bud Grant. A winning coach with a winning team.

The Bud Grant Show on KSTP-TV/Vikingsland is just one example of the unique local programming, leadership and service to the public by the team of Hubbard Broadcasting stations across our great land. The award-winning Black Forum on WTOG-TV/Tampa-St. Petersburg, Eyewitness News dominance by KSTP-TV and KOB-TV/Albuquerque and exclusive play-by-play coverage of the Vikings on KSTP-AM are other ways the Hubbard team excels in service to the public. So, for media strategies that really score, choose the winning ways of the Hubbard Broadcasting team, now with more than 50 years of broadcast leadership.

Hubbard Broadcasting INC

KSTP-TV Minneapolis- St. Paul	KSTP-AM Minneapolis- St. Paul	KSTP-FM Minneapolis- St. Paul	KOB-TV Albuquerque	KOB-AM Albuquerque	KOB-FM Albuquerque	WTOG-TV Tampa- St. Petersburg	WGTO-AM Cypress Gardens
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STEVE HORN



Broadcasting
Oct. 13, 1975

In between assignments in California, Brazil and India, director Steve Horn found time to reflect on present trends in TV advertising.

Steve, you've won virtually every major advertising award. Besides the initial concept, what, in your opinion, is the crucial factor in a successful commercial?

The casting, the acting and the working relationship among all the people. I cannot leave out the importance of light and lighting (the direction, the mood).

Do you still take still photographs?

Sure. Probably one third of the time is spent on print. There are a lot of advertisers who want their spots and print ads to have the same look. And besides, I really enjoy taking print, both advertising and editorial.

In all the work you've done, including your public service spots, you narrow things down to a few favorites?

"The Slumlord" (for the New York Urban League) was one. If it weren't for that commercial, I probably wouldn't be where I am. It had a lot of hand-held camera, and you don't see as much of that style today.

illusion. A commercial that people remember.

To do that, it took an airplane engine making wind, a cherry picker, 11 rain hoses, numerous holes in the ground, canopies to vary the light and plenty of Eastman film.

It was a good day's work.

Is there any special reason why you do what you do on film instead of tape?

I've never even shot a commercial on tape. It is an important accessory

just like a Polaroid print is in shooting a print ad. It is really helpful because I direct through the camera. And it lets me re-create things like lighting and timing. The texture of film itself cannot be duplicated by tape. It's the subtleties that come by playing with the light. By overposing or underexposing, it gives an emotional quality to film that gives the director more to work

with. In fact, 99% of a picture is light, and that's why the light looks like when you see the picture. And that's why I like to shoot a picture on film.

Copy of this and other interviews is now available, free of charge, fascinating and informative. For a revealing look at people at work in the moving visual industry: Eastman Kodak Company, Department 640-O, Rochester, New York 14650.



EASTMAN KODAK COMPANY
Atlanta: 404/351-6510/Chicago: 312/654-5300
Dallas: 214/351-3221/Hollywood: 213/464-6131
New York: 212/262-7100/San Francisco: 415/776-6055/Washington: 202/554-5808.

WE WATCHED COUNTRY TAKE OVER THE CITY.

It's hard to believe that only thirty-five years ago Country Music was still in the country.

Back then, this important facet of our native American music was scoffed at by the establishment. And considered too small-time for the big-time music business to take seriously. As a result, Country writers and publishers had no way to collect royalties from the performances of their songs.

Until 1940. In 1940 Broadcast Music Incorporated began to license Country Music. Today, BMI is the world's largest performing rights organization, and

Country Music is a major reason why. From April 1, 1974 until March 31, 1975, 80% of the top Country songs on the trade paper charts were licensed by BMI.

Our Nashville office has grown into a gleaming building on Music Row. And Nashville has blossomed into an international phenomenon called Music City U.S.A.

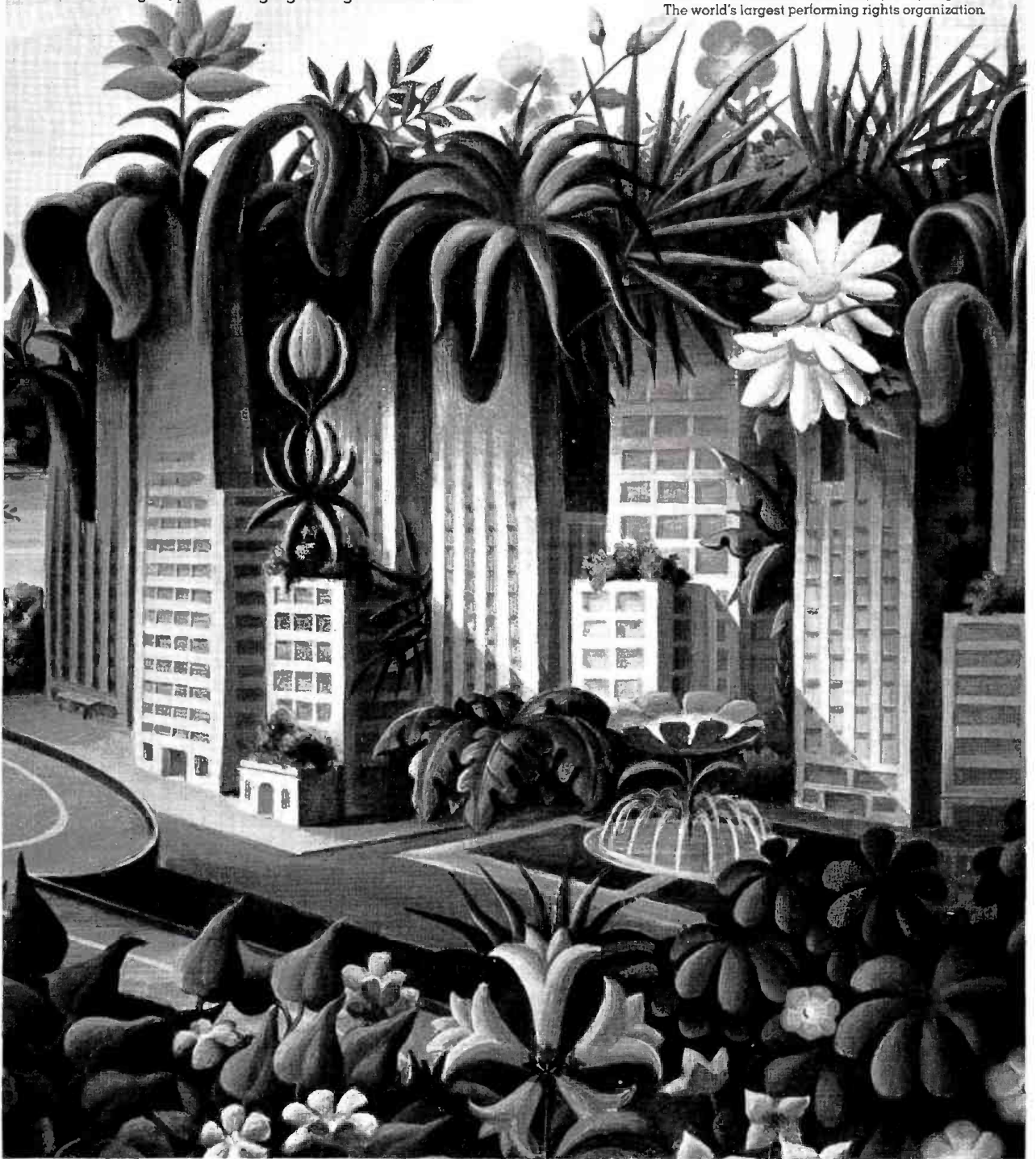
Country Music is city music. It's everywhere. Where it's green or where it is concrete,

Country Music is firmly rooted. At last.

BMI

BROADCAST MUSIC INCORPORATED

The world's largest performing rights organization.





Meanwhile, back at the studio...

Place the TKP-45 on a tripod or pedestal, and—presto!—it's a full-capability studio camera. Indoors or out, you can use fixed optics (teles, wide-angles, fish eyes), or zooms through 34:1 ratio; the choice is yours.

Pick a 3" or 7" viewfinder—no compromise to camera size in the viewing department. Let the TKP-45 perform beside a TK-44 or TK-45, then try to tell the difference. A full range of automatic controls and video performance features says you can't!

For proof, ask MTS.

MTS, Mobile Television Services, is a teleproduction company on the move—to the tune of 20,000 miles in its first four months. This unique firm operates a 40-foot mobile unit that houses more than a million dollars' worth of broadcast television gear. The equipment, equal to many a commercial broadcast station, includes:

- 5—TK-45A color cameras with joystick controls
- 1—TKP-45 portable color camera
- 2—TR-61 video tape recorders
- 2—Sllo-Mo video tape recorders



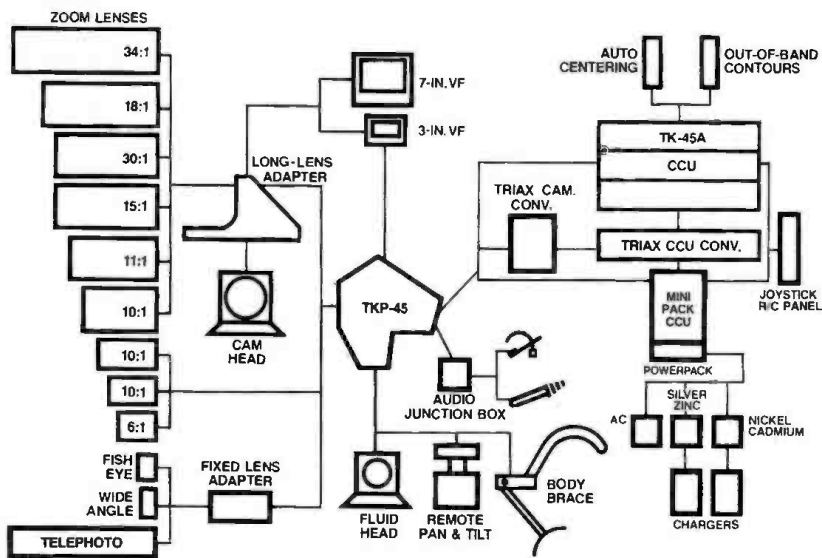
Custom audio and video switching systems
 MTS began in mid-1974 as the production company for the World Football League's "Game of the Week". The first season involved 20 games, including WFL action and bowl games, the Miss World Pageant, several "Wide World of Entertainment" segments for ABC, and the new show, "Almost Anything Goes."

TKP-45 gets the action.

Right from the start, the TKP-45 played an integral part in every production. At



TKP-45 UNIVERSAL CAMERA SYSTEM



the sports events, it is used to capture action scenes and impromptu interviews, with all the picture quality of its TK-45 companions. And it adds tremendously to MTS' in-studio productions.

Quality is the MTS cornerstone. "You're only as good as your last job," says MTS Executive Vice President Howard Zuckerman. "Every assignment must be done right, without skimping or corner-cutting."

It's no coincidence that MTS picked the TKP-45 to add the final touch to its RCA camera lineup.



We'd welcome the chance to pit the TKP-45 against any newsgathering or studio cameras to prove that "you can't beat The System" for quality and features at an attractive price.

PRIME TIME

VIDEO IV GRAPHICS SYSTEM: THE CHARACTER GENERATOR THAT'S AS FREE AS YOUR IMAGINATION.

From a Video IV keyboard, you can program many type faces and make messages that roll, crawl, flash, and change colors.

Video IV includes floppy-disc memory for logos, pictures, charts and graphs. A remote control panel facilitates four separate presets for utmost flexibility.

WREC-TV, Memphis, Tennessee, uses a Video IV Graphics System to update a multi-bar weather graph, and create other graphics from the keyboard.

A 20-minute video tape presentation of the Video IV is available from your RCA Broadcast Systems Representative.



NOW, 33 TV STATIONS KNOW TWO "CARTS" ARE BETTER THAN ONE.

TCR-100 box score.

More than 200 stations now enjoy the many benefits of the TCR-100 videotape cartridge recorder. There are nearly twice as many carts in service as the next most popular brand of comparable equipment.

About 15% of these cart users own more than one TCR-100. The example of WFLA-TV best tells why.

At WFLA-TV, the second cart does more than stand by.

WFLA-TV, Tampa, Florida, installed two cart machines late in 1973. One was to be an on-air standby.

It's rarely used for its original purpose; cart reliability sees to that. But its use as a production tool has made it extremely cost-effective.

The production TCR-100 records news segments from network feed via reel VTR, for the station's evening news shows. The TCR serves as another camera for making video inserts and effects, and for sub-mastering of logos, scenes, designs and other repeat material.

TCR performance: masterful.

The TCR is also used as a master for making multiple dubs of spot commercials. In one such run, 900 dubs were made from the cart to a reel VTR. The TCR-100 has easily made multiple dubs with local tags, and "doughnut" commercials. The special insert material is cart recorded for easy drop-in on cue.

WFLA-TV maintains 1500 active cartridges. The night crew makes 15 to 20 dubs per day on the production TCR-100.

The playback cart is always loaded for several breaks ahead, both news and commercial, and is in continuous use during the station's air day—including news at 1:00, 6:00 and 11:00 P.M.

RCA

Monday Memo

A broadcast advertising commentary from Bernard Owett, senior vice president, J. Walter Thompson, New York

It's not what you do; it's how you do it

I've seen much too much emphasis lately on advertising strategy at the expense of advertising execution—a pervasive feeling that once the sacred strategy is fixed and sharpened and right, the advertising job is 90% finished. Add a trifling 10% of voice-over, jingle, slice-of-life or demonstration, and the job, some people think, is done—and well done. Thirty seconds of words and picture, and presto, a great commercial, the start of an award- and sales-winning campaign.

I don't think fine advertising is executed that way. I know it's fashionable for creative people to proclaim their knowledgeability in the marketing area, their sensitivity to research, their ability to write objectives and to plan strategies. I'd like to rebel against this trend and say what I think a creative person's single most important contribution is. It's style—not just what you do, but the way you do it.

If you suspect that I'm advocating a wildly self-indulgent, undisciplined bash, an ego-trip wherein we produce commercials that seduce the senses but seldom make the sale, I ask you to remember that I work at J. Walter Thompson. JWT is the agency that invented the copy strategy. I am—I have to be—acutely aware of the rigid disciplines of basic selling.

But so are most clients, most researchers, most account people and most media people. Ideally, we all work together to come to the right strategy.

My point is that no matter how rock-ribbed your strategy, how singular your copy claim, how fully validated your campaign, these good things are, alone, as inert as the musical notes on a lead sheet. They don't live until we bring them to life and to the focused attention of our prospects. We have got to catch the wandering eye, the wayward ear.

One of the great mistakes made by people in this business is to think of the viewer—our potential customer—as one who sits in front of a television set, eyes alert, mind honed to a keen edge, all interior and exterior antennae eagerly adjusted to receive the message. I think it's far better, far sager and far more realistic to think of the viewer as maybe lightly dozing—maybe semicomatose.

If he's thinking at all, it's probably about his child's orthodontist bill, his wife's scrappiness, his latest problems on the job. He looks at TV to get away from all that.

So what do we have to do to make this worthy, troubled citizen listen to our pitch? First, we have to get his attention.



Bernie Owett was named creative director of J. Walter Thompson's New York office in September 1974. He has been at JWT since 1951—all of his professional life. He started as a paste-up boy and subsequently went into art direction, writing and TV producing. He was named a vice president in 1965 and a senior vice president in 1968.

Then we have to be ingratiating, disarming and, above all, persuasive. And this we have to do through execution, through style. Through strategy to be sure, but a strategy whose bare bones have been deliciously fleshed out.

Let me illustrate.

We have an energy shortage in this country, as you all know. Our client, the American Gas Association, has been trying to get customers to conserve gas. This is a serious message. We tested some straightforward, serious, stand-up commercials telling people how to save on consumption of gas. Nobody paid attention. Then we made commercials that showed people how to save gas rather than telling them how to do it. And in an amusing light-hearted way. Our recall and memorability scores were terrific.

In another case, for Blue Cross/Blue Shield, we were faced with the problem of telling people to watch their eating habits. People find lectures very unpalatable. So we used animated animals to attract interest and to let people translate the message as it applied to themselves. It worked.

Or, an even better example can be found in our work on a new antacid tablet from Miles Laboratories called Alka-2.

We were excited about the project because two other shops, known for their hot creative reputations, had not been able to get this project above a one-point share of market in test. We looked at their spots and thought they made sense, but

somehow they didn't attract the customer. Didn't sympathize and empathize with the guy with the pain in his gut.

We looked at the potential buyer, not just demographically but psychographically. We decided we'd better find out exactly why he had acid indigestion.

Close examination showed that our target group was composed primarily of people who feel a lot of pressure. In addition, they feel that the pressures on them are the fault of somebody else. If they're overworked, it's the boss's fault that they get heartburn. If they're overwhelmed at home it's the wife's fault or the children's fault and if things go wrong just in general, it's the buddy's fault, the neighbor's fault, the repairman's fault or the fault of just about anyone in the world but the fellow who has the heartburn.

We decided that this fellow is watching TV to forget, to laugh (if only he could find something to laugh at). We decided to make him laugh by letting him recognize himself in others.

We found situations that point up the absurdities of peoples' lives: the pressures, frustrations, and strains of living. These may not be funny while we're experiencing them. But, when they're removed from the personal, and played back to us, we feel the shock of recognition and say yes, that is the way it is and we can laugh. With delight and relief to know that that's the way it is, not only for us, but for everyone.

The commercials we made went into a very successful test market in 20% of the country. You'll be seeing them nationally in six or eight weeks.

You can make a dull subject come alive through dynamite casting, through movie and TV situations and formats, and through the use of the great directors and cameramen available to all of us. But the style is set by who makes those choices.

This doesn't imply that style is confined to TV commercials, because any art director will tell you that it's mandatory and, at the same time, more difficult to achieve in print. Almost half of our work is in print. And you can't hide behind the glitter and the glamour of show business or actors with funny voices. In print, the idea, the choice of language and the art of art direction all converge to separate the good, the bad and the ho-hum.

In closing I'd like to say something about another area that is an integral part of the blossoming of real creativity—client approval. The best execution, the most original ideas and the most keenly conceived advertising campaign are nothing—unless they run. A perceptive client, who accepts and nurtures a creative difference, is essential to our mix.

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

Antitrust/networks. Justice Department anti-trust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Case nos. 74-3599 RJK et al.). Network appeals contending Judge Kelleher should not have permitted refile of suits were dismissed by Supreme Court (BROADCASTING, May 5).

■ **Broadcasting in Congress.** Chances appear good that floor proceedings of House will be carried live for first time on radio and TV. And soon. It will happen next year, if not by Jan. 1, then by July 4, according to B.F. Sisk (D-Calif.), chairman of special subcommittee set up by House Rules Committee to examine matter. His subcommittee is currently studying reports on technical feasibility of one-year experiment with live coverage, subcommitteeed by networks, PBS and internal study group. It hopes to introduce formal resolution and hold hearings on that resolution by third week in November. There is already resolution pending calling for one-year experiment that sparked activity (H. Res. 269 by Representative Jack Brooks [D-Tex.]). Resolution for one-year experiment with broadcast coverage of Senate chamber (S. Res. 39 by Senator Lee Metcalf [D-Mont.]) is pending in Senate Rules Committee, but has received no attention.

■ **Cable rebuild deadline.** FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in Washington appeals court. Commission, also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comments were filed last week at commission (see story, this issue); replies are due Nov. 16.

Children's TV. FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

Citizen agreements. FCC policy statement

and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (BROADCASTING, Aug. 4). Subject is scheduled for commission discussion on Oct. 23. Meanwhile, commission has declared improper first of such agreements, between KTTV(TV) Los Angeles and National Association for Better Broadcasting. Commission said licensee dealt away too much programing responsibility (BROADCASTING, Sept. 22).

■ **Community ascertainment.** FCC has instituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7). Similar proposal for noncommercial stations has also been issued (Docket 19816) (BROADCASTING, Aug. 4); comments were to be filed last week. Commercial station ascertainment is due for commission consideration on Nov. 4.

Comparative renewals. FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him is scheduled for Nov. 13.

Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to insure agency cannot involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry: Bill, H.R. 7575, does not exempt proposed agency from involving itself in license renewal proceedings, although committee's report said agency's "active participation should be discouraged" in license renewal proceedings (BROADCASTING, Aug. 4).

■ **Copyright legislation.** Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Copyright Subcommittee has completed markup and cleared for full Judiciary Committee its bill (S. 22), which is substantially same as bill that passed full Senate last year. Judiciary was scheduled to complete mark-up last week. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Grouping witnesses by issue, subcommittee has heard from FCC and Office of Telecommunications Policy, cable industry, broadcast industry (BROADCASTING, June 16) and from public broadcasters (BROADCASTING, July 14). Hearings were completed last week with wrap-up testimony by Barbara Ringer, register of copyrights (see story, this issue).

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting

crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from the Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Case nos. 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. In addition, number of parties petitioned commission to reconsider its order, but the commission has denied them.

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

■ **EEO guidelines.** FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments deadline has been extended from Sept. 11 to Oct. 13 (although some have already been filed [BROADCASTING, Sept. 22]), replies deadline from Oct. 1 to Oct. 31. Commission is also considering EEO policy for cable (see "Closed Circuit," Oct. 6).

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S. 2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S. 1178 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

FCC and fairness doctrine. FCC's new fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (BROADCASTING, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth. Meanwhile, Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (BROADCASTING, Sept. 22).

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 75-1053 et al.); more than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.). Briefs also have been filed in that case (BROADCASTING, Aug. 25). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4).

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case no. 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15).

KRLA(AM). U.S. Court of Appeals in Washington has remanded 11-year-old fight for Pasadena, Calif., frequency to FCC for "clarification" of decision awarding outlet to Western Broadcasting Corp. (Bob Hope and others). Court says commission resolved contest among seven applicants without explicit consideration of comparative factors listed in commission's policy statement on comparative hearings.

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (BROADCASTING, Aug. 4).

License renewal legislation. About 150 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agenda of communications subcommittee in either house, and Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, sees no chance of hearing before end of year. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representatives Louis Frey (R-Fla.) and Goodloe Byron (D-Md.), and S. 2119 by Senator Paul Fannin (R-Ariz.). Bill identical to Frey-Byron measure, S. 2246 by Senator J. Glenn Beall (R-Md.) and Wendell Ford (D-Ky.), has also been introduced in Senate (BROADCASTING, Aug. 4). Meanwhile, National Radio Broadcasters Association (formerly National Association of FM Broadcasters) has as first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (BROADCASTING, April 21) in Washington by CBS, NBC and ABC television affiliates associations. Order also is subject of petitions for reconsideration filed with commission; they

are scheduled for commission discussion on Oct. 14.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held in July (BROADCASTING, July 14, 21).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30). Trial of record promoter Fred Rector for alleged failure to file income tax returns has been set to start Dec. 2 before U.S. District Judge Malcolm Lucas in Los Angeles. Group of Brunswick Record officials have been scheduled for trial Jan. 16, 1976, before District Judge Frederick D. Lacey in Newark, N.J. Trial dates for other defendants remain to be set.

■ **'Pensions' case.** FCC decision holding that NBC violated fairness doctrine in connection with *Pensions: The Broken Promise* TV program, was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, had requested full-court rehearing of panel's order, but was turned down. AIM says it will go to Supreme Court (see story, this issue).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. In last session of Congress, it was defeated as amendment to Senate's copyright bill. S. 1111 is being considered separately from pending copyright bill S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

Personal attack rules. FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee, Straus Communications Inc., which claims rules are unconstitutional (Case nos. 75-1083 and 75-1084). Briefs have been filed with court (BROADCASTING, Sept. 29).

■ **Pole attachments.** Five-year-old controversy between cable TV industry and phone companies over pole rates has been settled, at least on interim basis. AT&T and National Cable Television Association have agreed to rate freeze until Jan. 1, 1979, in all states except California and Pennsylvania, where annual per-pole rates would rise from \$2.50 to \$3.25 (BROADCASTING, Oct. 6).

Public broadcasting funding. Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authoriza-

Advertisement

"ANIMALS" AGAIN TOP "SPACE: 1999" IN L.A.

In the fourth week of the new season in Los Angeles, Time-Life Television's "Wild, Wild World of Animals" (starring William "Cannon" Conrad) on KNXT (Saturday, Oct. 5 7:30-8:00 p.m.) again topped "Space: 1999" on KHJ. WWVA's "Leopard!" scored a 9.3 rating and 16 share compared to a 8.0 rating and 14 share for "Space."

Moreover, the strength of "Animals" continued to boost KNXT's overall rating in their 7-8:00 p.m. slot so that for the full hour the CBS O&O tops "Space: 1999" on KHJ. (From 7-7:30 KNXT programs "Candid Camera")

TIME-LIFE'S "AMERICA TOPS ALL COMPETITION

TV syndication's No. 1 Bicentennial program, Time-Life Television's "America" (13 one-hours or 26 half-hours), starring Alistair Cooke, swept all network and local competition in its Los Angeles premiere on KNXT, Sunday, October 6-7:00 p.m. with a 9.5 rating* and 22 share—and improved the CBS O&O's news lead-in rating by 31%.

*Nielsen Overnight Ratings

How to protect yourself against Broadcasters Liability losses

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U. S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office.

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offices: New York, San Francisco,
Chicago, Atlanta, Houston.

tion. House Appropriations Committee has rejected concept of five-year appropriation and plans to strike that provision from bill. If authorization part of bill passes House and Senate, committee said it would vote three-year appropriation in separate measure (BROADCASTING, July 28). Future of CPB funding bill now in Senate Appropriations Committee (S. 893), which, like House bill has both five-year authorization and appropriation, is uncertain in light of action on House side of Hill. All appropriations bills originate in House.

■ **Section 315.** FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29). Commission and U.S. Court of Appeals in Washington rejected petitions for stay of new interpretation of 315 (BROADCASTING, Oct. 6). Also, Senator John Pastore's bill (S. 608) to exempt presidential and vice-presidential candidates from equal-time requirements has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5). Representative Torbert Macdonald (D-Mass.) has introduced bill (H.R. 5600) that echoes Mr. Pastore's but would also provide that programs like *Meet the Press* be exempted from Section 315 and that spokesman

from opposing party be given opportunity to reply to any partisan broadcast address by President.

■ **Sports antiblackout.** House Communications Subcommittee has begun hearings on bill to make sports antiblackout law permanent (BROADCASTING, Sept. 29). Current law, which provides that baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV, expires Dec. 31. New bill, H.R. 9566, introduced by Subcommittee Chairman Torbert Macdonald (D-Mass.), would also reduce the 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey. Hearings resume Oct. 29-31.

Star stations. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case no. 75-1203).

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Commission invited comments on economic and technical

feasibility of drop-ins; deadline has been extended from Oct. 15 to Dec. 16, replies from Nov. 18 to Jan. 30, 1976.

Washington Star transfer. Texas banker Joe L. Allbritton and owners of Washington Star Communications Inc. have reached agreement under which Mr. Allbritton would take control of company. Under tender offer, Mr. Allbritton would acquire up to 17,846 shares he does not now own for total of \$28.5 million. Agreement commits Mr. Allbritton to comply with FCC's crossownership rules within minimum of three years, if commission requires that as condition for approving sale. Stations involved are WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C. Latest proposal for sale of Star and broadcast properties was filed as amendment to petition for waiver of crossownership rules Mr. Allbritton filed under old plan for deal. Hearings on waiver have been suspended pending action on amendment (BROADCASTING, Sept. 29).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22). Commission in August refused to approve agreement under which Forum would withdraw its application.

Datebook®

■ indicates new or revised listing

This week

Oct. 12-14—North Carolina Association of Broadcasters annual convention. Hyatt House hotel, Winston-Salem.

Oct. 12-14—North Dakota Broadcasters Association fall convention. Ramada Inn, Grand Forks.

■ **Oct. 12-14**—West Virginia CATV Association meeting. Greenbriar hotel, White Sulphur Springs.

Oct. 12-15—American Association of Advertising Agencies Western region convention. Maui Surf hotel, Maui, Hawaii.

Oct. 13—Revised deadline for comments on equal employment opportunity guidelines due at FCC. Reply comments are due Oct. 31. FCC, Washington.

Oct. 13-14—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau and radio program directors' seminar. Fairmont hotel Atlanta.

Oct. 13-14—New York State Cable Television Association fall meeting. Speakers will include New York Lieutenant Governor Mary Anne Krupsak; FCC Commissioner Glen O. Robinson; Robert L. Schmidt, National Cable Television Association president, and Robert R. Kelly, chairman of the New York State Commission on Cable Television. Treadway Inn, Binghamton, N.Y.

Oct. 13-14—National Association of Broadcasters television executives' seminar. Riviera Hyatt House hotel, Atlanta.

■ **Oct. 14**—FCC's new deadline for reply comments on proposed rulemaking (Docket 20560) which would designate 155.475 mhz as common, nationwide police emergency communications channel. Previous deadline was Sept. 30. FCC, Washington.

Oct. 14-15—Alabama Cable Television Association fall workshop meeting. Kahler Plaza hotel, Bir-

mingham. Contact: Otto Miller, executive secretary, Box 555, Tuscaloosa, Ala. 35401; (205)758-2157.

Oct. 15—FCC's new deadline for comments regarding commission's further notice of proposed rulemaking (Docket 19995) aimed at setting standard to prevent television signals commonly viewed in noncable households of cable community from being blacked out because of mileage priorities. Previous deadline was Sept. 22. Deadline for replies was extended from Oct. 7 to Nov. 5. FCC, Washington.

Oct. 15—American Society of Composers, Authors and Publishers 10th annual Country Music Awards dinner. National Guard Armory, Sidco Drive, Nashville.

Oct. 16-17—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau and radio program directors' seminar. Marriott hotel, Boston.

Oct. 16-17—National Association of Broadcasters television executives' seminar. Marriott hotel, Boston.

Oct. 16-17—Association of Maximum Service Telecasters engineering committee meeting. 1735 DeSales Street, N.W., Washington.

Oct. 17—Society of Broadcast Engineers regional convention and exhibition, sponsored by SBE chapters for Central New York, Binghamton area and Northeast Pennsylvania. Information: Paul Barron, WCNY-TV Syracuse, N.Y. Northway Inn, Syracuse.

Oct. 17—FCC regional meeting: With licensees, 1:30 p.m., Marriott Hotel, Boston; with public, 6:30 p.m., New England Life Insurance Hall, Copley Square, Boston.

Oct. 17—FCC's new deadline for comments on rulemaking that would establish new class of radio station to be used to transmit information to motorists and other travelers (Docket 20509). Proposed radio class would operate on either 1606, 1612 or 530 khz. Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 5 to Nov. 18.

Oct. 17-18—Third annual Midwest Seminar on Videotape and Film, nonprofit event sponsored by

Chicago Film Council, Chicago Television Guild, Chicago chapters of Information Film Producers of America and Society of Motion Picture and Television Engineers. Demonstrations of latest audio-visual equipment and talks by authorities in A-V field are planned. Holiday Inn, Chicago's O'Hare Airport. Information/reservations: P.O. Box 11376, Chicago 60611.

Oct. 17-19—American Women in Radio and Television West Central area conference. Hilton hotel, Omaha, Neb.

Also in October

Oct. 19-20—New York chapter of Society of Broadcast Engineers second annual regional convention. Holiday Inn, Hempstead, Long Island, N.Y. Information and exhibit space: Lyn Snyder, Box 182, Floral Park, N.Y., 11001; (212)347-2940.

■ **Oct. 20-21**—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meeting. Waldorf-Astoria, New York.

Oct. 20-22—Meetings of affiliate advisory boards of ABC Radio network services (American Information, Entertainment, Contemporary and FM). Essex House, New York.

Oct. 21—Connecticut Broadcasters Association 20th annual meeting and fall convention. Assistant Secretary of Treasury Gerald Parsky will be featured speaker. Herman C. Rice, chairman of Nutmeg Broadcasting Co., will receive CBA Distinguished Service Award. Sheraton Park Plaza hotel, New Haven.

■ **Oct. 21-23**—Four working group meetings and meeting of steering committee of FCC's joint industry/government committee on use of broadcasting satellites in 11.7 to 12.2 ghz band, 1919 M Street and 1800 G Street, N.W., Washington.

Oct. 21-31—MIFED, international feature film, TV film and documentary market for film buyers and

sellers. Oct 21-26 will be mainly movies and documentaries for TV; Oct 26-31, brand new films of 1974-75 vintage; Oct. 23-31, meeting point for dealers and producers of the western and socialist countries. Milan, Largo Domodossola 1, 20145. (U.S. contact: Gerald Rappoport, 159 West 53d Street, New York 10036.)

Oct. 22—Comments on proposed assignment of 2025-2035 mhz band for government earth station operations. Reply comments due Nov. 3. FCC, Washington.

Oct. 22—Comments due at FCC on whether promotional announcements made by sister stations should be classified commercial and what distinctions should be made between spots that announce future programming and those that just plug station personalities. Reply comments due Nov. 17. FCC, Washington.

Oct. 22-23—*Kentucky Broadcasters Association* fall convention. Julian Goodman, chairman, NBC, and Senator Walter Huddleston (D-Ky.) will be principal speakers. Red Carpet Inn, Bowling Green.

■ **Oct. 22-26**—Fall program of *Refocus*, national student festival of video, film and photography. TV producer Norman Lear, director Sydney Pollack and John Szarkowski, Museum of Modern Art, will headline program. Campus of University of Iowa, Iowa City.

Oct. 23-25—*International Radio and Television Society's* college conference. Hotel Biltmore, New York.

Oct. 24—FCC's deadline for comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Sept. 26. FCC, Washington.

Oct. 24—FCC's new deadline for reply comments on inquiry into permitting use of automatic transmission systems at AM, FM and TV stations (Docket 20403). Previous deadline was Sept. 19. FCC, Washington.

Oct. 24—*Society of Broadcast Engineers, Pittsburgh chapter*, regional convention. Howard Johnson motor lodge, Monroeville, Pa.

Oct. 24-26—*American Women in Radio and Television* Southwest area conference. Dallas.

Oct. 25—*Massachusetts Student Broadcasters Association* second annual conference. Mount Wachusett Community College, Gardner, Mass. Contact: Hank Sennott, chairman, 3 Waverly Avenue, Newton, Mass. 02158; (617)332-7248.

Oct. 25-27—*Texas Association of Broadcasters* fall meeting. Houston Oaks hotel, Houston.

■ **Oct. 25-27**—*Mississippi Cable TV Association* meeting. Jackson Hilton, Jackson.

Oct. 26-28—*Post-Newsweek Stations*, in cooperation with the *League of Women Voters* and the *Aspen Institute's Program on Communications and Society*, to sponsor "Ballots and Broadcasting: from Harding-Cox to 1976 and Beyond"—conference to make electronic media more effective in the electoral process. Reston Conference Center, Reston, Va.

Oct. 27—*Pennsylvania Association of Broadcasters* sales and legal clinic. Penn Harris Motor Inn, Harrisburg.

Oct. 28—Comments due at FCC on proposed changes in definition of a cable television system. Replies due Nov. 28. FCC, Washington.

Oct. 28—FCC's new deadline for comments on proposed rulemakings regarding fraudulent billing (Docket 20499), licensee-conducted contests (Docket 20500) and audience ratings distortions (Docket 20501). Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 29 to Nov. 28. FCC, Washington.

Oct. 28-29—Seminar on "Inside Broadcasting: Working Effectively With Broadcasters," sponsored by *New York University* and *The Public Relations Society of America*. Biltmore hotel, New York.

■ **Oct. 28-30**—*Mid-America Cable TV Association* meeting. Sheraton inn, Tulsa, Okla.

■ **Oct. 29**—*Wisconsin Broadcasters Association's Broadcast News Council* annual meeting and election of officers. Afternoon will be split into two sections for meeting with AP and UPI. Eagle's Head Inn, Merrimac.

Oct. 30—Comments due at FCC on proposed changes in program logging requirements. Replies are due Nov. 12. FCC, Washington.

Oct. 31—*Kansas Association of Broadcasters* fall management seminar. Program includes dedication of Grover Cobb Memorial, honoring late Kansas broadcaster and National Association of Broadcasters executive. Vincent Wasilewski, NAB president, will be among seminar speakers. Kansas State University, Manhattan.

Oct. 31—FCC's new deadline for comments on inquiry (Docket 20485) to reevaluate need for television taboos in connection with channel allocations. Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 17 to Dec. 1. FCC, Washington.

November

Nov. 2-4—*Action for Children's Television's* fifth national symposium on "Children's Television and The Arts." Speakers include Ray Hubbard, Post-Newsweek Stations; Thomas Hoving, Metropolitan Museum of Art; author Jerzy Kosinski; John O'Connor, *New York Times*; illustrator Maurice Sendak; Senator Frank E. Moss (D-Utah); author Stephen Strickland and Herbert Schertz, Mobil Oil Corp. Atlanta Memorial Arts Center, Atlanta. Contact: ACT, 46 Austin Street, Newtonville, Mass. 02160.

Nov. 5-7—International Film & TV Festival of New York 1975. Americana hotel. Contact: *International F.T.F. Corp.*, 251 West 57th Street, New York 10019.

Nov. 6-7—*American Association of Advertising Agencies* Central region annual meeting. Continental Plaza hotel, Chicago.

Nov. 6-7—*Practicing Law Institute* seminar on "Communication Law 1975" to investigate difficulties encountered by media and their legal advisers. Century

Major meetings

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

Nov. 16-19—*National Association of Educational Broadcasters* 51st annual convention. Sheraton Park hotel, Washington. 1976 convention will be Nov. 14-17, Conrad Hilton hotel, Chicago.

Nov. 18-20—*Television Bureau of Advertising* annual convention. Americana hotel, New York. 1976 convention will be Nov. 8-9, Shoreham Americana, Washington.

Jan. 11-13, 1976—*Association of Independent Television Stations (INTV)* third annual convention. Century Plaza hotel, Los Angeles.

Feb. 21-25, 1976—*National Association of Television Program Executives* 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco. 1977 conference will be Feb. 12-16, Fontainebleau hotel, Miami.

March 21-24, 1976—*National Association of Broadcasters* annual convention. Chicago. 1977 convention will be March 27-30, Shoreham Americana, Washington. Dallas (1979) and New Orleans (1980) have been approved as future sites.

April 4-7, 1976—*National Cable Television Association* annual convention, Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

May 5-9, 1976—*American Women in Radio and Television* 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.

June 15-20, 1976—*Broadcasters Promotion Association* 21st annual seminar. Statter-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

Sept. 12-16, 1976—*Institute of Broadcasting Financial Management* annual conference. Boston. 1977 conference in mid-September in Chicago.

Sept. 19-22, 1976—*National Radio Broadcasters Association* 1976 Conference & Exposition. Hyatt Regency Embarcadero. San Francisco. Chicago will be 1977 site.

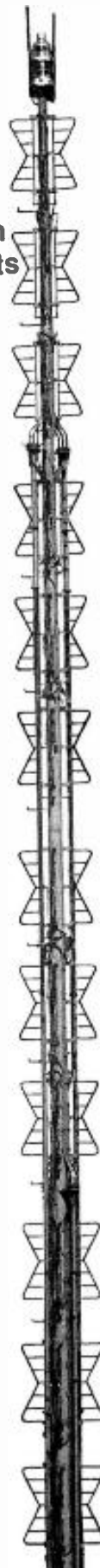
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Plaza hotel, Los Angeles.

Nov. 7-9—*American Women in Radio and Television* board of directors meeting. Philadelphia Marriott, Philadelphia.

Nov. 7-16—*Virgin Islands International Film Festival & Film Market* (formerly held in Atlanta.) St. Thomas, Virgin Islands. Telephone contact: (809)774-7708.

Nov. 8—*LPB carrier current technology seminar*. Holiday Inn, Route I-75, Detroit (Taylor). Information: LPB Inc., 520 Lincoln Highway, Frazer, Pa. (215)644-1123.

Nov. 9—*LPB carrier current technology seminar*. Holiday Inn, Raleigh, N.C. Information: LPB Inc., 520 Lincoln Highway, Frazer, Pa. 19355; (215)644-1123.

■ **Nov. 10**—*FCC's* new deadline for comments on proposed rulemaking (Docket 20496) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Deadline previously had been extended from Aug. 11 to Oct. 8. Deadline for replies was further extended from Oct. 24 to Nov. 26. FCC, Washington.

Nov. 10-11—*Advertising Research Foundation* annual conference. New York Hilton, New York.

Nov. 10-11—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau* and radio program directors' seminar. Monteleone hotel, New Orleans.

Nov. 10-11—*National Association of Broadcasters* television executives' seminar. Monteleone hotel, New Orleans.

Nov. 10-11—*Virginia Cable Television Association* fall conference. Robert Schmidt, chairman, National Cable Television Association, and Fred Ford, past NCTA president, will be featured speakers. Sheraton Inn, Fredericksburg. Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804)797-4131.

Nov. 10-14—*International Radio and Television Society's* faculty/industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.

Nov. 12-15—*Western Cable TV* convention. Disneyland hotel, Anaheim, Calif.

Nov. 12-15—*The Society of Professional Journalists, Sigma Delta Chi*, 66th anniversary convention. Speakers will include Edwin Newman, NBC; Representative Barbara Jordan (D-Tex.); Otis Chandler, publisher of the *Los Angeles Times*; Tom Wicker, *New York Times*, and William Rusher, publisher of the *National Review*. Among panel discussions will be "Covering American Foreign Policy", "Covering The Political Year 1976" and "Gag Rules." Benjamin Franklin hotel, Philadelphia.

■ **Nov. 13-14**—*Practicing Law Institute* seminar on "Communications Law 1975" to investigate difficulties encountered by media and their legal advisers. Sheraton hotel, New York.

Nov. 13-14—*Oregon Association of Broadcasters* fall conference. Valley River Inn, Eugene.

Nov. 13-14—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau* and radio program directors' seminar. Pick Congress hotel, Chicago.

Nov. 13-14—*National Association of Broadcasters* television executives' seminar. Pick-Congress hotel, Chicago.

■ **Nov. 14**—Comments due at *FCC* regarding alignment of frequency allocations, impact of small earth station terminals and federal government's request for substantial portion of spectrum in 100-1215 mhz band. Inquiry is in preparation of 1979 World Administrative Radio Conference. Deadline for replies is Nov. 28. FCC, Washington.

Nov. 14-16—*National Association of Farm Broadcasters* fall meeting. Crown Center hotel, Kansas City, Mo.

Nov. 16-19—*National Association of Educational Broadcasters* 51st annual convention. Sheraton Park hotel, Washington.

Nov. 17-18—Joint regional radio convention. *National Association of Broadcasters and Radio Adver-*

tising Bureau and radio program directors' seminar. Brown Palace hotel, Denver.

Nov. 18—*National Association of Broadcasters* television executives' seminar. Brown Palace hotel, Denver.

Nov. 18—*FCC* regional meeting: With licensees, 1:30 p.m.; Brown Palace hotel, Denver; with public, 6:30 p.m.

Nov. 18-19—*American Association of Advertising Agencies* Eastern annual conference. Waldorf-Astoria, New York.

Nov. 18-20—*Television Bureau of Advertising* 21st annual meeting. Americana hotel, New York.

■ **Nov. 18-19**—*National Association of Broadcasters* radio deregulation committee meeting. Brown Palace hotel, Denver.

■ **Nov. 19**—*National Association of Broadcasters* radio code board meeting. Fairmont hotel, San Francisco.

Nov. 20-21—*FCC* regional meeting: With public, via KTVU(TV) San Francisco phone-in telecast, starting at 8 p.m., Nov. 20; with licensees, 1:30 p.m., Nov. 21. Fairmont hotel, San Francisco.

Nov. 20-21—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau* and radio program directors' seminar. Fairmont hotel, San Francisco.

Nov. 20-21—*National Association of Broadcasters* television executives' seminar. Fairmont hotel, San Francisco.

■ **Nov. 21**—*Missouri Public Radio Association* meeting. KLUM Jefferson City is host station. Jefferson City.

Nov. 21-23—Sixth annual *Loyola National College Conference* for college radio stations and featuring technical sessions/exhibits, talent showcase and other sessions. Loyola University of Chicago's downtown campus, 820 North Michigan Avenue.

Nov. 30-Dec. 3—*Association of National Advertisers* annual meeting. Breakers hotel, Palm Beach, Fla.

Nov. 30-Dec. 4—*North American Broadcast Section, World Association for Christian Communications* sixth annual conference. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

December

■ **Dec. 1**—*FCC's* new deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Oct. 30. FCC, Washington.

Dec. 4-5—*Arizona Broadcasters Association* 24th annual winter convention. FCC Commissioner James H. Quello will be luncheon speaker. Sunburst hotel, Scottsdale.

■ **Dec. 8-9**—*Institute of Electrical and Electronics Engineers* Chicago fall conference on consumer electronics (formerly on broadcast and television receivers). O'Hare Inn, Des Plaines, Ill.

■ **Dec. 16**—*FCC's* new deadline for comments on inquiry into dropping new VHF channels into top-100 markets (Docket 20418). Deadline previously had been extended from July 11 to Oct. 15. Deadline for replies was further extended from Nov. 18 to Jan. 30. FCC, Washington.

January 1976

Jan. 11-13—*Association of Independent Television Stations (INTV)* third annual convention. Century Plaza hotel, Los Angeles.

■ **Jan. 11-13**—*Idaho State Broadcasters Association* midwinter convention. Rodeway Inn, Boise.

Jan. 16-18—*Florida Association of Broadcasters* midwinter conference. Daytona Hilton hotel, Daytona.

■ **Jan. 19-23**—*National Association of Broadcasters* board meeting. Florida Royal Biscayne Beach hotel, Key Biscayne, Fla.

■ **Jan. 22-24**—*Alabama Broadcasters Association* winter conference. Hyatt House, Birmingham.

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Who, us?

EDITOR: I write concerning your editorial, "Wrong Turn," which appeared in the Sept. 22 issue of BROADCASTING. It criticized the commission for seeking to expand its role as "prosecutor and judge" in obscenity and indecency cases through legislative proposals now under consideration.

You have correctly observed that we propose to repeal 18 U.S.C. 1464, the provision of the criminal code which proscribes the utterance of obscene, indecent or profane language, and to place a comparable proscription in the Communications Act. However, from this you incorrectly conclude that our objective is to obtain jurisdiction over criminal violations of the statute. To the contrary, we seek to retain statutory recognition of the proposition that electronic media are different from other forms of communication and should, therefore, be subject to different standards. This relocation is necessary in order that electronic media will not be consolidated with other forms of communication as is contemplated in the current draft of S-1, the bill to revise the Federal Criminal Code, now pending before the Senate Judiciary Committee. This action is not intended to, nor will it expand our role in obscenity and indecency cases as you allege.

As you know, only the Department of Justice may seek convictions for criminal violations of Section 1464. Similarly, only the Department of Justice could prosecute criminal violations of the obscenity-indecency section we propose to include in the Communications Act. The Commission could impose various administrative sanctions for broadcast of obscene or indecent material. However, we presently have such power, thus, this represents no expansion of our authority.—*Ashton R. Hardy, general counsel, FCC, Washington.*

The Reith editorial

EDITOR: The BBC hardly needs me to come to its defense, but I must write to protest the short-sightedness of your Sept. 29 editorial.

Lord Reith's views may have been cockeyed, in all good conscience, but they were a model of sanity compared to your views on the BBC. Only look to your own issue, page 19, to see those BBC-derived programs dominating our airwaves: *All in the Family*, *Sanford and Son* and *Beacon Hill*, and see pages 22 and 23 to see how far sponsors can go in influencing news programs. And what about Time/Life's expansion of importing BBC programs (pages 39 and 40, same issue)?

All this is evidence enough of the BBC's

staggering continued success. There is more to broadcasting than the selling of time.

As one who got his start and early training through the BBC's own *Third Programme*, I feel that the record should be set straight.—*Kenneth Porter, Palatine, Ill.*

Bad example

EDITOR: I have been waiting a long time for your editorial, "Radio Spoken Here" (Sept. 15). I think the reluctance of those students to learn English is influenced by the language they hear practiced on radio. If there were some recognition for illiteracy, I would award it hands down to the sportscasters. Listen to these samples:

"Those kind," "these type," "a criteria [criterion]," "upcoming [coming]." "Blink platoons [alternates] with Blank in right field." "As opposed to [contrasted with]." Nouns with tenses: "headquartered." "Blink two-hitted the Clunks yesterday." "Blink plated [scored] Blank when he skyed [hit a high fly] to center with a sacfly [sacrifice fly]."

These from college graduates? Our educators must indeed be doing a very poor job.—*N. J. Anthony, Baltimore.*

Campus correspondence

EDITOR: Our local chapter of Alpha Epsilon Rho (the national honorary broadcasting society) at Southern Illinois University at Carbondale recently held a drive to help students qualify for a group discount of your publication. The results were smashing, with 60 new readers here at SIU. When you add these to the already large number of students and faculty subscribers, you end up with a large informed group of broadcasters here at Southern Illinois who can't go a week without reading BROADCASTING.

Oh, yes, we really like the new format, too.—*William Livek, SIU chapter of AEP.*

(BROADCASTING is available to students in groups of five or more at \$20 for the full year, \$10 for two semesters [26 weeks] and \$10 for one semester [13 weeks].)

Called on call

EDITOR: The "scrabble" story on origins of call letters [BROADCASTING, Oct. 6] was great fun—but may I make one small correction. While our WIND has certainly served the "windy city" of Chicago for many years, its transmitter located in the neighboring state of Indiana actually accounts for the "IND" in that call.—*Wallace Dunlap, vice president, Westinghouse Broadcasting Co., Washington.*

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Closed Circuit.

Insider report: behind the scene, before the fact

Chill sets in

Ford administration is yielding to an fibroadcasting pressures against nomination of Robert Wells to be director of Office of Telecommunications Policy. Mr. Wells was called to White House fortnight ago for conference with Roderick Hills, deputy to counsel to President (and nominee to chairmanship of Securities and Exchange Commission) and reportedly was all but invited to step aside.

Word from usually reliable source is that Mr. Wells, former member of FCC (1969-1971) and now vice president of Harris Enterprises, group owner headquartered at Garden City, Kan., in effect was asked to commit himself never to return to broadcast field if named. This, reportedly, he has refused to do although he and Mrs. Wells are anxious to return to Washington where one of their two sons resides as aide to Senator Robert Dole (R-Kan.). Mr. Wells managed 1974 re-election campaign of Senator Dole, who strongly supports Wells OTP nomination.

Victim

Big Eddie (Friday, 8-8:30 p.m., NYT), new sitcom that CBS-TV tried to nurture to success by giving it three separate pre-season airings in timeslot following *All in the Family*, is about to be canceled. Kiss of death is CBS's sudden pre-emption of *Big Eddie* next Friday (Oct. 17) for rerun of "The White Seal," animated half-hour based on Rudyard Kipling's "Jungle Book." In its sheltered pre-season time period, *Big Eddie* got big numbers. But as soon as it went into time period opposite NBC's blockbuster comedy, *Sanford and Son*, on Sept. 19 its share figure dropped into teens (compared to 50-plus shares for *Sanford*).

Blue radio

FCC's concern with allegedly obscene or indecent broadcasts didn't end with its ruling last February that George Carlin record broadcast by WBAI(FM) New York was indecent. It's investigating other complaints. At moment staff is focusing on transcripts of radio call-in show monitored last January before WBAI ruling was issued but after court upheld earlier fine of \$2,000 levied against WGLD-FM Oak Park, Ill., in topless radio case. Some who have read transcript now under study say it's gamier than WBAI or WGLD material.

Change in strategy

John P. McGoff's long and arduous effort to break up sale of Washington Star

Communications Inc. to Joe Allbritton may end soon and in surprising fashion. Word beginning to circulate in Washington last week was that Mr. McGoff, Michigan publisher whose interest has been in acquiring WSCI's *Washington Star*, is considering abandoning that ambition in favor of acquiring company's WMAL-TV Washington.

Mr. Allbritton is pledged to comply with FCC's crossownership rules, which means he must dispose of WMAL-TV, among other broadcast properties. And Mr. McGoff reportedly is pondering request to commission that it condition approval of Mr. Allbritton's plan to acquire WSCI on Texas businessman's selling Washington television station to him. Mr. McGoff, whose Panax Corp. now owns 47 newspapers in Midwest and West, once owned number of broadcast stations.

Yesteryear

Following success of revival of black-and-white *Mickey Mouse Club*, now syndicated in 120 TV markets, SFM Media Service Corp., New York, has dipped into vault again to bring back *Adventures of Rin Tin Tin* (164 half-hour episodes) which ran on ABC-TV in 1954-61 and on CBS-TV in 1961-63. Series will be available for January 1976 start, with SFM promising to uncork production approach that will make series more contemporary.

Culture at CBS

CBS's Educational Publishing Division is exploring possibility of setting up U.S. film production unit to turn out, for example, adaptations of classic plays and instructional series like Kenneth Clark's *Civilisation*. Executive in charge is Sarge Carleton, former congressional liaison man and now director of educational technology at CBS, who says proposed production unit would gear its output basically to college students. "Right now," he adds, "I'm looking into variables like production costs, distribution mechanisms and how much participation and cooperation we could expect from the higher-education community." Among more intriguing options: broadcast by noncommercial television. But he cautions, "it's all very tentative at this stage."

Bigger things

Network watchers predict that Myron B. (Mike) Weinblatt, now executive vice president in charge of programing and sales, is headed for NBC-TV presidency. Talk of executive changes is generated by

network's third-place position in new season's prime-time ratings (see page 45). Incumbent president, Robert T. Howard, 48, moved to New York from West Coast with Herbert S. Schlosser when latter became president of NBC, parent company.

NBC has become biggest contributor to profitability of RCA, of which it is wholly owned subsidiary. RCA Chairman Robert Sarnoff came up through NBC ranks and under recent restructuring of parent has NBC reporting directly to him, while other subsidiaries report to designated staff presidents. Mr. Weinblatt, 46, joined NBC in 1957 as clerk in design shop, moving through ranks to senior vice president, sales, in 1973-75 to executive vice president last May.

PBS prospects

There's speculation aplenty on who will succeed Hartford N. Gunn Jr., who's moving from presidency to vice chairmanship of Public Broadcasting Service (see "Top of the Week"). Emphasis will be on selection of new president who would exercise even-handed control as chief executive officer to whom all department heads would be responsible. President would report to board of directors.

Among leading prospects mentioned for presidency are Robert A. Wilson, general manager of noncommercial KERA-TV Dallas; Ed Pfister, executive assistant to PBS Chairman Ralph Rogers, and Norman Sinel, PBS general counsel.

Mixed bag

Combination of multipoint distribution service and domestic satellite communications to enable pay cable or other users to transmit one program nationally, supplemented with regional inserts to meet local needs, is in early planning stage at Microband National System, New York. According to Mark Foster, president, idea goes like this: MDS station co-located with earth station could feed immediate area directly via master antenna system as well as send feeds to cable system headends in 25-30 mile radius. From there programing could be distributed and channeled farther down line along existing point-to-point microwave links for other CATV systems to pick up.

Advantage in MDS initial link over entire network linked by microwave relays would be greater flexibility with wider distribution possible (especially to noncabled core cities). Regional programing could originate at MDS hub to interface with national programing received off satellite.

The Week in Brief

BYPASSING THE CHIEF □ *One network covers Ford one night last week and the others don't, then another night two cover him and the other doesn't. What's the game?* **PAGE 23.**

ONE FLAG □ *NAB President Vincent Wasilewski assures Midwest broadcast meeting that a single trade association can represent radio and television.* **PAGE 25.**

SHADES PREFERRED □ *In letter to Hill communications committees, FCC says that open commission meetings could inhibit free discussion.* **PAGE 25.**

MOTOWN MOVES □ *WWJ-AM-FM Detroit drop long-standing affiliation with NBC Radio and sign with CBS. Move was precipitated by stations' refusal to clear minimum amount of NIS feed. WJR-AM-FM there loses CBS, may end up with NBC.* **PAGE 25.**

MISGIVINGS □ *The register of copyrights tells House subcommittee that cable should pay royalties, but she sees possibility of some abuses stemming from Baker bill.* **PAGE 26.**

READY TO FIGHT □ *Border broadcasters were at the White House last week, rattling their jamming proposals as they prepare to do battle against Canada's policy requiring cables there to delete commercials from U.S. signals.* **PAGE 29.**

END OF AN ERA □ *Senator John O. Pastore has for 20 years been the man for broadcasters to look to and look out for on Capitol Hill. But the peppery chairman of the Senate Communications Subcommittee has announced his retirement at the end of this term.* **PAGE 30.**

PROGNOSTICATIONS □ *NAB let 18 industry leaders have their say on the future of television, put it all on tape and will offer this look ahead at the fall TV-executives seminars. BROADCASTING offers capsules of each person's comments.* **PAGE 30.**

MIXED REVIEWS □ *The FCC got no real consensus in comments on its proposal to increase the allowable percentage of ownership by institutional investors in broadcast licensees.* **PAGE 32.**

HE WON'T GO □ *Joseph Coors, nominee to CPB board,*

tells Senator Pastore he won't give up his post as director of TVN. **PAGE 35.**

EEOC CRITICIZES FCC □ *Equal Employment Opportunities Commission says FCC's decision in WRC-TV and WABC-TV discrimination cases weren't up to EEO snuff.* **PAGE 36.**

NO CAN DO □ *NAB's TV code board puts flat ban on advertisement of contraceptives; restricts spots for personal feminine products to adult viewing times.* **PAGE 43.**

SHAKING LOOSE □ *Co-op dollars are increasingly finding their way into broadcast advertising, and there's plenty more where they came from, TVB workshop finds.* **PAGE 43.**

PINK SLIPS ARE SHOWING □ *Prime-time race remains close, but more new-season entries are being dropped: NBC jettisons Family Holvak and Invisible Man, and CBS dumps Kate McShane.* **PAGE 45.**

A WRAP ON IT □ *Senate Judiciary Committee marks up copyright. Cable gets minor concession; public broadcasters win compulsory license they wanted.* **PAGE 47.**

CALL OF THE NORTH □ *The FCC can't make up its mind on whether it should get involved in another Canadian controversy—prerelease of network programs. It asks for help.* **PAGE 46.**

OTHER WAYS □ *Since FCC canceled the 1977 deadline for rebuilding of cable systems it's looking for alternatives. Cable wants 'natural' replacement as gear becomes inadequate. Citizen groups fear public interest will be shortchanged. Others plump for hard deadline.* **PAGE 52.**

OTHER GUY'S PROBLEMS □ *Broadcasters aren't the only ones concerned about pay television. Theater owners look warily at the medium at a NATO convention in Atlanta.* **PAGE 53.**

BOSSPERSON □ *Kathryn Lenard isn't a showcase woman as head of RKO Representatives; she's a showcase executive.* **PAGE 73.**

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5	16,105	161,050	402,627	805,255	1,610,510
7	19,487	194,870	487,179	974,358	1,948,717
10	25,937	259,370	648,435	1,296,871	2,593,742
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Pretty startling isn't it. If you had \$100,000 of cash instead of receivables, that money at current interest rates can generate \$10,000 of income annually and will be worth almost \$260,000 in 10 years, having produced almost \$160,000 of income or 60% more than the original value of the asset itself. Compare that performance versus continually carrying those receivables on your balance sheet where they lose 10% income potential per year. After 10 years those receivables are worth only \$35,000 since inflation reduces their value by \$65,000.

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Top of the Week

Push and shove over coverage of President

On Monday, ABC decided to broadcast Ford tax-cut speech while CBS, NBC stuck to their news-judgment guns and their regular programming; then on Thursday ABC chose to pass up news conference but the other two went ahead and aired it; grumbles at the White House, troubles at the networks over equal-time factor

The White House and the networks last week seemed to be engaged in a bizarre game of chicken: Whether the networks would dare turn down offers to cover the President live, even if the offer was in the form of a request. The answer was "yes."

On Monday, it was CBS and NBC that did the unthinkable in facing up to and rejecting a request for time for the President to address the nation—an action believed to be unprecedented. The networks said they were concerned about incurring equal-time obligations, since the President is a candidate for the Republican presidential nomination—even though his only possible opponent at the moment is a man who is under federal indictment on various charges, is not taken seriously as a candidate in his home town, and whose whereabouts last week were unknown.

Then it was the White House's turn again. On Thursday, it announced that President Ford would hold a news conference at 8 p.m. that evening and that it would be available for television coverage. This time ABC did the unexpected and left the field to its two competitors.

Some of the President's men were furious over the refusal of CBS and NBC to grant time to the President for his prime-time speech on proposed major tax and spending cuts. And the President's television adviser, Bob Mead, before joining the White House staff who worked for CBS News in Washington as a producer, publicly questioned CBS's motives.

"I think it's the programming department over at Black Rock that made the decision," he said. He noted that Monday "is the only night CBS owns." And he also saw the rejection as part of an ongoing CBS "campaign to get rid of Section 315."

CBS News President Richard Salant dismissed the charges as "nonsense. . . . I don't play games like that."

While all of that was going on in the foreground, President Ford was carrying on in a more relaxed manner. "It's their choice," he said of the network's decision.

But the presidential aides apparently were not prepared to let the matter rest. To some observers, the calling of a news conference on Thursday night seemed odd in view of the considerable exposure the President had been receiving. Besides his appearance on ABC on Monday, at 8 p.m., he was to hold a locally televised news conference in Detroit on Friday afternoon, one in which members of the White House press corps were to participate, and one that would probably furnish the networks with clips for their news programs. And then in Knoxville, Tenn., on Tuesday, the President had participated in another of a series of question-and-answer sessions in which he has engaged with local broadcast and print reporters.

Thus, although News Secretary Ronald Nessen said the President had been thinking of holding a national news conference for some time (the last televised news conference in the White House was on June 25), the feeling of some within the White House was that senior aides wanted

to test the networks—particularly in view of the FCC's reinterpretation of the equal-time law to exempt live coverage of candidates' news conferences. The President himself reportedly had no interest in "testing" or "punishing" the networks; aides say he simply enjoys meeting with reporters. And Bob Mead is known to have recommended against the news conference, pointing out that it would be too close in time to the one scheduled for Detroit—many of the reporters who asked questions on Thursday would be on hand in Detroit—and that there was a risk of overexposure.

ABC's decision to stay away from the news conference, said ABC News President William Sheehan, was based on the extensive attention the President has been receiving. "We decided it wasn't worthy of coverage. We didn't think there would be much left to be explored."

Mr. Sheehan saw his decision as much less significant than that of CBS and NBC in rejecting the White House request for time on Monday. "Coverage of a presidential news conference is not all that automatic," he said. But until Monday, he said honoring presidential requests for time had been.

And Mr. Sheehan indicated he was not entirely in sympathy with what the other networks had done. ABC, along with the

Monday



ABC



CBS



NBC

Thursday



ABC



CBS



NBC

Split decisions. The President batted just .333 on commercial network television last Monday night, when only ABC carried the live broadcast of his presentation on economic affairs; CBS and NBC opted out, citing equal-time impediments. (CBS went with *Rhoda*, NBC with *The Invisible Man*, whose pictures here were furnished by those networks.) Mr. Ford did better on Thursday with a news conference that everyone agreed was exempt. But he still didn't bat 1,000; ABC stuck with *Barney Miller*, arguing that it had fulfilled its news obligation by carrying the Monday night speech.



Ceremonials. An industry and a government official were both installed in their respective positions last week in Washington. At left, Pat Hamilton, women's director of WAVA-AM-FM Arlington, Va., after her inaugural as president of the Washington chapter of American Women in Radio and Television. With her (l-r) are John W. Warner, administrator of



the American Revolution Bicentennial Administration; Richard E. Wiley, chairman of the FCC, and Walter Cronkite, CBS correspondent. At left, hand on the Bible, is Abbot Washburn, who was sworn in by FCC Administrative Law Judge Chester F. Naumowicz for a full term on the commission.

Mutual Broadcasting System and the public broadcasting stations across the country that carried the Monday speech had not experienced any concern about equal time. But he said "a larger question" than the legal one is involved.

If the networks are going to "change the rules" on granting presidential requests for time, they should carefully consider the matter first, Mr. Sheehan said. If time were requested, he said, he personally would feel it "presumptuous" to ask to review the presidential address before deciding whether to grant the request.

"We should also realize what we're talking about," he said. "Presidents do not ask for time often." Have there been abuses of the power to obtain time on request from the networks? Only in Kansas City last year, Mr. Sheehan said. "And President Ford apologized for that. I consider that a dead issue."

But a new era in relations between the White House and the networks seems to have developed since Kansas City. The networks, offered an opportunity to cover live a presidential address to the Future Farmers of America, turned it down. They would cover it for the new shows, they said, but they did not regard the speech—an effort to exhort the nation to fight inflation—as meriting live coverage. But the White House did; the press office made a formal request for time, in prime time, and the networks fell into line, amid charges that the White House was engaging in heavy-handed media manipulation (BROADCASTING, Oct. 21, 1974).

Last week there was no backing down at CBS and NBC. Even after advance copies of the speech were made available late Monday afternoon, CBS News's Mr. Salant and his opposite number at NBC, Richard Wald, held to the view they said their lawyers had impressed on them—that live coverage would subject the networks to demands for equal time. And both cited the existence of one declared candidate, John Jacob Gordon, of Wor-

cester, Mass.

The network's statements led to a debate over the fine points of the equal-time law, though to some it appeared that the participants were overlooking a major point. Mr. Nessen said the speech did not trigger the obligations under the law, since the commission "exempts from so-called equal-time regulations "on-the-spot coverage of bona-fide news events." And he said the White House felt the President's speech "was such an event."

Mr. Salant and Mr. Wald said, no, their lawyers had told them an address by a President who is also a candidate would be exempt only if the speech dealt with matters of overriding national concern—as in the case of President Johnson's 1964 speech on changes in the Kremlin leadership and the explosion of an atom bomb by Communist China.

Commission officials familiar with the agency's practices in that area feel the networks have the best of the argument, as far as it goes. But there would appear to be some question as to whether there is another candidate for the Republican nomination on the scene who is entitled to ask for equal time.

According to the criteria laid down by the commission, Mr. Gordon would have to demonstrate his bona fides in order to assert his equal-time rights.

Mr. Gordon could not have entered a primary, since the date for registering in the New Hampshire contest, the first in the nation, is not yet set. However, he did run in New Hampshire in 1972, and CBS and NBC lawyers apparently feel Mr. Gordon has established enough of a record of soliciting support to warrant concern that the commission might consider him a bona-fide candidate in 1976.

In Mr. Gordon's hometown of Worcester, however, Richard Hafey, city editor of the *Evening Gazette*, said he was not aware of any solicitation for support on Mr. Gordon's part. Mr. Gordon has "no support other than himself," Mr. Hafey said. He noted that Mr. Gordon two weeks

ago ran in a preliminary election for candidates for the city council, and failed to place among the top 18 finishers who will compete in the election. He finished far down in a list of some 40 candidates.

But if the *Gazette* does not consider Mr. Gordon a serious candidate, he has been a source of news. He has been indicted on five counts of federal income tax fraud, and in addition faces charges of assaulting Internal Revenue Service Officers. He has also filed a large number of suits of his own—against President Ford and former President Nixon, among other prominent personalities—as well as against the networks, the *Gazette* and other media, charging them with blacking out news coverage of him.

Reporters attempting to reach Mr. Gordon last week had no luck: Mr. Hafey said, "We don't know where he is. We think he's out of the country. Our best information is that he is in Canada."

The appearance of the President on only one network on Monday and on two on Thursday afforded an opportunity to measure his drawing power against entertainment programming. He found the competition tough.

CBS's research specialist, Arnold Becker, said the speech probably was in the 10 to 12 rating range, and the audience share in the mid to high teens. That would factor out to about 10 or 11 million viewers.

The CBS competition, *Rhoda*, received a 24.9 rating and 40 share; the NBC competition, the first half of *The Invisible Man*, a 16.3 rating and 27 share. If all three networks had carried the speech, Mr. Becker said, the national audience would probably have been about 55 million.

A week earlier, ABC's *Barbary Coast* received a 12.3 rating and 21 share in the 8-8:30 p.m. time period, while CBS's *Rhoda* rating was slightly higher and NBC's *The Invisible Man* rating, somewhat lower, than they were a week later when President Ford was the competition.

With two networks carrying the news conference, Mr. Becker estimates that the President had an audience of some 30 million, an estimate based on Nielsen's New York overnights. WNBC-TV New York scored a 12.2 rating with a 19 share for the 8-8:30 p.m., while WCBS-TV New York was scoring an 8.5 rating and 13 share. (WNBC-TV scored so much higher because its lead-in show, *Hollywood Squares*, is much stronger than WCBS-TV's *the \$25,000 Pyramid*.) But the most-watched station in New York between 8 and 8:30 p.m. Thursday was WABC-TV, whose *Barney Miller* achieved a 27.2 rating and 42 share, scores somewhat higher than it normally gets.

But, again, whatever the audience, whatever the gains and losses his aides may have totted up from their dealings with the networks, President Ford appeared as undisturbed by ABC's absence Thursday night as he had been by CBS's and NBC's absence on Monday. An ABC reporter who crowded around him after the news conference Thursday asked if he thought all the networks should cover his news conferences. "I'm delighted if they do," he said, "and I understand if they don't."

Divided house cannot stand, says Wasilewski

NAB president urges radio and TV to keep a solid front, says his association serves radio well

"Can a single trade association adequately represent both radio and television? My emphatically affirmative answer is that it can," National Association of Broadcasters President Vincent Wasilewski said, then added, "and NAB is set up to do just that."

In a speech delivered Oct. 4 to the combined fall meeting of the Missouri and Illinois broadcasters associations in St. Louis, Mr. Wasilewski extolled the virtues of maintaining a unified industry front before Congress and the FCC. He said, "There comes a time when the maverick, who refuses to make any concessions and who believes that only he is right, becomes a liability. Things get done when people subordinate some of their own preferences to the common good."

His remarks were directed at the National Radio Broadcasters Association, although he never mentioned it by name, (formerly National Association of FM Broadcasters) which has signaled its intention to introduce a radio-only license renewal revision proposal and generally to stir up greater awareness of radio's problems in the legislative and regulatory community (BROADCASTING, Sept. 22 and 29).

The NRBA move to become an all-radio organization was prompted partially by the feeling, long held in some quarters



Wasilewski

of the radio industry, that radio is forever walking in TV's shadow at NAB.

In his speech, Mr. Wasilewski defended his association: "When radio's problems are unique, they are separately handled at NAB. We have a radio re-regulation committee, a small market radio committee, a radio information office committee and a cable radio committee, a radio code board and, of course, we have a 29-member radio board of directors."

"Among bodies serving TV," he said, "are the 100-Plus Markets Committee, a special committee on pay television, the Television Information Office, a television code review board and a 15-member television board."

Mr. Wasilewski said because radio and TV use the electronic spectrum and are covered by the same act of Congress, they are "inextricably entwined" on many matters. He said he recognizes there are "real differences," not just between radio and TV, but between AM and FM, between UHF and VHF, between small and large radio, and between TV stations and networks, all of which can contribute to disunity within the industry.

"The real task is to draw people together and develop a position in the common interest which a majority can support," he said. "If the industry is divided, then a trade association goes into battle with a squabbling, disorganized army, and it is inevitably fated to lose."

Old Detroit alliances end

CBS Radio will terminate its long-standing affiliation with WJR-AM-FM Detroit and take on WWJ-AM-FM there as of Jan. 1, 1976.

With this move to CBS, WWJ ends its charter 50-year affiliation with NBC Radio. Both Marion Stephenson, vice president and general manager of NBC Radio, and Nat Sibbold, WWJ station manager, agreed in separate conversations last week that WWJ's unwillingness to accept the NBC News and Information Service's minimum requirement of 30 minutes out of each 50-minute-per-hour network feed was the direct cause of the break.

On the CBS side, Sherril W. Taylor, vice president for network-affiliate relations of CBS Radio, said, "We'd been shopping around for another Detroit affiliate for years now because WJR was not clearing enough of our network feed. WJR has its own news programming, and it's strong on local personalities and local sports." As an

example of the network's clearance problems, Mr. Taylor said, WJR signed up for the *CBS Radio Mystery Theater* but kept pre-empting it so much that CBS finally moved the show over to WWJ. Peter Kizer, WWJ general manager, said he was prepared to clear CBS broadcasts "on a continuing, regular basis."

CBS actually had been talking to WWJ about becoming its Detroit affiliate "on and off for a couple of years now," Mr. Taylor added. Local sources say that WWJ hasn't been happy with NBC since it began its all-out effort to put NIS on the map. "Since the advent of NIS," a source close to the situation said, "NBC has been giving short shrift to its non-NIS affiliates."

Ms. Stephenson said NBC is on the prowl for a new Detroit affiliate. Negotiations, she added, have already begun with WJR, among other Detroit stations.

FCC prefers to keep its shades drawn

'Government in the sunshine' will have to come on Congress's order; majority votes down proposal to voluntarily open meeting doors

The FCC has formally decided that "government in the sunshine" is not for it, at least for the time being. It is concerned that open meetings would have an inhibiting effect on the "free and candid discussion which has traditionally characterized" agenda meetings ("Closed Circuit," Oct. 6).

The commission stated its position on Thursday in letters to Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, and Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, after resolving the issue in a special meeting.

The meeting itself, staff members noted, was less open than most of those the commission holds. The commissioners gathered in Chairman Richard E. Wiley's office with only one member of the staff—an assistant to the chairman—in attendance. Previously, the commission had rejected a request by Common Cause that the meeting be open, and one by Representative Macdonald that a member of his subcommittee staff attend.

The commission told Representative Macdonald and Senator Pastore that it believes the free exchanges of views that now go on in commission meetings are essential to informed and intelligent decision-making. But it also says that if Congress adopts legislation requiring open meetings—and such legislation is moving forward now—it would fully comply with the letter and spirit of the law.

The commission expresses some reservations, however. It hopes that any legislation requiring open meetings would ap-

ply to all multimember regulatory agencies, not only the FCC. Representative Macdonald has drafted a bill providing for reorganization of the FCC which would require the commission to hold open meetings.

And the commission expresses the hope that a sunshine legislation would not shut out nonpublic meetings entirely—that it would provide for brainstorming or exploratory discussions prior to debate and decision.

The commission said that it has already taken steps to improve and encourage public input into its actions. It cited the regional meetings it has been holding around the country; the full, en banc meetings with groups in Washington and the "Action Alert" letters it is dispatching to citizen groups soliciting comment on issues.

The letter was not adopted unanimously. Commissioners Glen O. Robinson, who had urged the commission to adopt government-in-the-sunshine procedures, and Benjamin L. Hooks did not join their five colleagues in the matter.

Representative Macdonald's response was prompt. He issued a statement on Friday calling the commission's decision "a major setback to the growing trend toward open government," and adding: "If the commission feels that open meetings would inhibit the decision-making process, then it suggests that the commission is trying to hide something from members of the public."

White House moving ahead on de-regulation

OTP nearly has ready bill for experiment in dropping fairness doctrine and other rules in top radio markets; cable meets with executive department for input on its federal problems

Last week, communications matters were on the agenda as the White House sought to prepare proposals to implement President Ford's policy of de-regulation. On Wednesday, a representative of the Office of Telecommunications Policy met with the Domestic Council's group on regulatory reform to brief it on OTP's plan for experimental de-regulation of radio in the top-10 markets. And on Thursday, 14 cable industry representatives met with the group and with OTP officials to discuss alternative proposals to de-regulate their industry.

Of the two, it seemed that plans for experimental de-regulation of radio may be farther along. OTP's acting general counsel, Tom Keller, told the group OTP expects to complete this week or next work on a draft bill that would explicitly authorize the FCC to undertake the experiment, which would include the deletion of the fairness doctrine and program-

format, programing-percentage and commercial-percentage oversight (BROADCASTING, Oct. 6).

The draft would be subject to review by the council and probably executive agencies. But Mr. Keller felt the proposal met with a favorable response last week. And OTP is confident the bill will sail through Congress. OTP officials note that Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, has supported the concept of an experimental de-regulation of radio.

The FCC, however, does not share that view. Officials there do not believe that Senator John O. Pastore (D-R.I.), a major fan of the fairness doctrine, would bless such legislation. And Chairman Richard E. Wiley, who had not been informed of OTP's plan until reporters talked to him about it on Oct. 3, is pressing ahead with plans to issue a notice of inquiry on his proposal for a test suspension of the fairness doctrine as it applies to radio in major markets.

The White House group, in its meeting on Thursday, wanted to hear the cable industry's views—as it will the broadcasting industry's this week, on Thursday, and the motion picture industry's, on Oct. 20—on whether the White House should seek regulatory relief in specific areas—signal-retransmission limitations and payable restrictions—or legislation providing a comprehensive framework for de-regulation.

The cable industry representatives seemed to say yes to both. If legislation were enacted affording relief only in specific areas, they said, a regulatory void would be left which state and local governments could fill with regulations of their own. And when the question was asked which areas should be regulated by government to protect the public interest and which should be left to regulation by the marketplace, they said pay cable operations and signal retransmission, as well as rates, should be left to the play of the markets. One candidate for government regulation they advanced was technical standards, to assure systems' "interoperability."

The cable industry representatives also indicated they would welcome legislation to limit or prohibit state and local regulation in some areas, to govern access to telephone and power-companies' poles and ducts, and to bar "discriminatory taxes" in the form of licensing or franchise fees.

Administration officials who attended the meeting thought it provided a "good change of views" between the cable industry group and the government officials—representatives of the Justice Department's antitrust division, the Council of Economic Advisers, the Office of Management and Budget, who constitute the regulatory reform group.

The industry members who attended were Robert Schmidt, president of the National Cable Television Association; Rex Bradley, NCTA chairman; Edward Allen, Western Communications; George Barco,

Meadville, (Pa.) Master Antenna; Ralph Baruch, Viacom International; Richard Brown, general counsel of the Community Antenna Television Association; Robert Cooper, executive director of CATA; John Gwinn, Cox Cable Communications; Gus Hauser, Warner Cable Corp.; Amos Hostetter Jr., Continental Cablevision Corp.; Gerald M. Levin, Home Box Office; Monroe M. Rifkin, American Television and Communications Corp.; Robert Weary, Communications Services Inc., and Barry Zorthian, Time Inc.

OTP officials will meet again with the regulatory reform group this week to discuss a number of other de-regulatory proposals involving communications matters. There was no indication of what the specifics of the discussion would be but it was understood they would go beyond OTP's proposals for de-regulating cable and radio and would include common-carrier matters.

Ringer says provision in copyright bill for TV-news archives is open to abuses

In wrap-up testimony in House, register of copyrights says cable should pay royalties, but she objects to tribunal; sees difficulties with FCC's exclusivity rules for programs

Barbara Ringer, register of copyrights, said last week the U.S. Copyright Office is opposed to the wording of a provision of the copyright bill giving libraries and archives the right to copy television news shows.

The section, added to the copyright bill by the Senate last year, was introduced by Senator Howard Baker (R-Tenn.) and is intended to exempt Vanderbilt University from copyright liability for the network evening news and documentary programs its Television News Archives has been taping and cataloguing since 1968.

Testifying before Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice last Thursday, Miss Ringer said the Copyright Office does not oppose the intent of the Baker amendment, only the language, which she said "could open the door to completely unjustified abuses." Miss Ringer said the bill should instead create a national repository of television films in the Library of Congress and the National Archives and grant the repository exclusive right to copy news programs. She said Vanderbilt should be permitted to continue its operation, however, and suggested the inclusion of a "grandfather clause" protecting Vanderbilt.

In prepared testimony yet to be completed before the subcommittee, Miss Ringer raised few objections to the provi-

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In Brief

■ Concluding that "better communication between the Congress and the people" it represents is required for our representative democracy to remain viable," Joint Committee on Congressional Operations has reaffirmed recommendation of year ago for live broadcast coverage of House and Senate chambers. Among other recommendations: in-house closed circuit TV system for transmitting running printed summaries of floor debate, committee meeting schedules and status of bills. Senator (and ex-broadcaster) **Jesse Helms** (R-N.C.), who dissented from report, wrote in separate views that it is "naive" to think broadcasting floor proceedings is best way to improve public understanding. He said they are more "pro forma condensations" of decision-making and compromising that goes on before legislation reaches floor. ■ Early warning of **opposition to FCC's ruling** exempting political debates and presidential news conferences from requirements of equal-time law comes in request by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) for all documents that led to decision. In letter to FCC Chairman Richard E. Wiley he said: "The prerogatives of the Congress and of this committee, as well as the public interest, require that the closest scrutiny be given to any action of the FCC which may usurp the power of the legislative branch." Next step may be hearings. ■ **United Cable Television**, ninth largest multiple system operator, has signed with **Home Box Office** for pay programming. Only two systems have been specified: Tulsa, Okla., to be served by satellite earth station, and New Britain, Conn., to join terrestrial microwave network in Northeast. It would take 11 earth stations to serve all United's 180,000 subscribers; orders for four have been placed with Andrew Corp., Orland Park, Ill. ■ **Procter & Gamble**, sponsor of *Andy Williams* syndicated program for 1976-77 prime-time access season, has placed half-hour on 32 stations, including five NBC O&O's. ■ RCA Board Chairman **Robert W. Sarnoff** will receive 1976 medal of honor of Electronic Industries Association at annual government-industry dinner, March 24, in Washington's Mayflower hotel. ■ Conservative Republican **Ronald Reagan's** five-minute, five-days-weekly *Viewpoint* radio commentary, syndicated by O'Connor Creative Services to over 300 stations, will be carried by Mutual Broadcasting System beginning Oct. 20. ■ Massachusetts Cable TV Commission has advised state's congressmen—and House subcommittee scheduled to mark up copyright bill later this month—that it believes any obligations placed on cable should be matched by quid pro quo (for example, greater distant signal opportunities). Must-carry local signals should be exempt from copyright, it says, as well as distant signals in areas where no real local signals exist. ■ House Communications Subcommittee Chairman Macdonald (item above) was moved to another comment last week: one he entered in *Congressional Record* concerning TV programming. "I am particularly concerned about the **image of teen-agers** as portrayed by television," he said. "Although some quality programming involving teen-agers exists, the overwhelming number of programs show our youth either as perpetrators or victims of crime . . . I am not making a case here today for censorship of the media, but I am emphasizing a need for providing our children with a more positive mirror of themselves." ■ Senator **Charles Mathias** (R-Md.) will meet with TV station executives at informal luncheon during National Association of Broadcasters seminar in Boston this Friday (Oct. 17). ■ **ABC-TV** will try to improve showings of *Barbary Coast* and *Mobile One*, its weakest prime-time shows, by switching time periods. As of Oct. 27, *Mobile* moves from Friday to Monday at 8, *Barbary* goes other way. In addition, Dan Rowan and Dick Martin, being groomed as hosts of possible second-season replacement, will now star in weekly 90-minute, late-night variety series (Monday, 11:30 p.m.-1 a.m., starting in January). ■ **Antoinette Rhoades**, former manager, Washington news bureau, CBS Television Stations, and before that editorial assistant, BROADCASTING magazine, named press secretary for Democratic national convention, effective Oct. 20. ■ Chairman Wiley got favorable reception, but no commitment, when he made **1976 FCC budget presentation** to Office of Management and Budget officer Friday. Commission is seeking increases of \$8 million (to \$58 million), enabling it to add 305 positions. ■ House Communications Subcommittee is sending one of its staff counsels, **Alan Pierce**, to Hollywood this week to record feelings of program production community about family viewing—looking toward hearings on subject late this year or early next. He'll meet with representatives of Writers Guild of America, West, of Screen Actors Guild and with such producers as Grant Tinker (MTM Productions). ■ It's not yet fait accompli, but CBS-TV may move **60 Minutes**—now in annual football season siesta—into *Three for the Road* time period (7-8 p.m. Sundays) when latter program has run its course, reportedly in early December.

sions in the bill (H.R. 2223) treating cable (see also page 47). She said the Copyright Office remains convinced that a cable system, when importing distant signals, "is adversely affecting the market for and value of copyrighted works and should pay a reasonable royalty."

Among specific recommendations, she urged that the subcommittee not give the proposed copyright royalty tribunal the power to change the base on which cable fees are computed. In the present bill cable is granted a compulsory license and fees are based on subscription revenues. She said the initial time period after which the tribunal can be called to review the fees (10 to 18 months after enactment of the bill) is "much too short," and indicated she feels the same about the length of the intervals between each subsequent review (five years).

Miss Ringer posed several alternatives the subcommittee might consider for adjusting the cable fees set out in the bill, including (1) a one-time review by the tribunal "after a long enough period for the study to be meaningful," (2) a percentage limit on the amount fees can be increased at one time and (3) a provision requiring the tribunal to report its recommendations for fee changes to Congress rather than making a decision itself.

Miss Ringer said she sees a big problem with the FCC's 1972 exclusivity rules, which granted broadcast stations exclusive rights to certain programs and which she relates to copyright protection. She said protection of exclusive rights should be left to Congress and the courts and urged that the FCC reconsider its 1972 rules as soon as the copyright bill is passed.

Miss Ringer will testify again before the Subcommittee on Oct. 23.

More room at the top at PBS; Gunn to take vice-chairmanship; search on for president

Two new jobs at the Public Broadcasting Service were created by its executive committee last week. The action, in effect, divides responsibilities now residing in the president's job.

Hartford N. Gunn Jr., the incumbent PBS president, will be named vice chairman. In this new, salaried position he will be a voting member of the Board of Governors (he now is not) and will report directly to the chairman, Ralph B. Rogers.

According to Mr. Gunn, this will let him devote all his time to long-range planning, national affairs and development—all areas that take up the majority of his time.

The other half of his present job, overseeing the day-to-day operations of PBS, will be designated to the other new position—president and chief operating officer. This job, created last April under the title of executive vice president, is unfilled. PBS says it will take no action on filling it for 30 days, so that applicants may come forward.

War of words over Canada's ad-deletion policy may escalate soon

Broadcasters meet at White House to push their side and urge Kissinger to include problem in coming talks in Ottawa; some stations are planning possible 'jamming' of signals

Some 30 broadcasters and their attorneys crowded into a room in the Executive Office Building next door to the White House last week, and, as one of them put it, "expressed their outrage" at the Canadian government's decision to proceed with the plan to require cable television systems carrying American broadcast signals to delete the commercials (BROADCASTING, Sept. 29).

They were not talking to one another but to the White House, State Department, and Foreign Trade Representatives Office officials, and they were requesting government help in persuading the Canadians to reverse what the broadcasters consider an "immoral" policy. Representatives of three Buffalo stations, moreover, indicated they were ready to attempt electronic retaliation: They said they planned to seek FCC permission to jam their signals in the Toronto area—"selective interference," it was called.

But the principal point made by the broadcasters—whose 22 stations range across eight northern states—was that the problem is a diplomatic one, and Secretary of State Henry Kissinger should discuss it with Canadian officials during his visit to Ottawa this week. Secretary Kissinger has a long list of bilateral and international matters to discuss, but the broadcasters' problem is one that State Department officials have said is a possible subject for the talks. "It's in the papers we have prepared for him," one official said last week.

But the broadcasters in their meeting at the EOB that was presided over by William Gorog, a deputy assistant to the President for economic affairs, pressed the point. And they drew from David Blakemore, of the State Department's Canadian desk, what one of those in attendance of the meeting took as an assurance that Secretary Kissinger would discuss the matter and that "it would not be a passing gesture." Mr. Blakemore was quoted as saying that "it will be on the agenda, and it will not be a small thing."

Mr. Gorog after the meeting expressed sympathy for the broadcasters' position, although without indicating what action the administration might take. "It's obvious they have a problem," he said. "They're getting ripped off."

The broadcasters and their attorneys

would like Secretary Kissinger to persuade Canada to withdraw its order to systems to engage in commercial deletions until the matter can be discussed in "high level negotiations." "We didn't offer any kind of compromise suggestion," one of those at the meeting said afterward. "But these are things reasonable men ought to be able to agree on if they try to work them out."

The broadcasters are not alone in requesting help from the executive branch. A number of members of Congress have taken their side in letters to the State Department. Two weeks ago, Washington state's two Democratic senators, Henry Jackson and Warren G. Magnuson, wrote Senator Kissinger to urge him to discuss the commercial-deletion problem in his talks in Ottawa (BROADCASTING, Oct. 6).

Another aspect of the Canadian government's effort to erect a barrier against Canadian advertising in American media was also discussed. This is the proposal to deny tax exemptions for advertising on American broadcasting stations and in the American press.

But this point was not pushed as hard in the meeting last week. As one lawyer at the meeting put it, "We all recognize a sovereign nation can set up its taxes as it wishes." Another reason is that the issue does not have, as the same lawyer said, "the moral overtones" of the commercial deletion order the Canadian Radio Television Commission is imposing on Canadian cable systems that import American signals.

An editorial in the *Toronto Globe* was as harsh on the CRTC because of that order as any American broadcaster has been. It called the order "shabby, sleazy" and "dishonest," and "beneath contempt but not beneath the CRTC."

The Buffalo stations that were preparing a request to the commission for permission to engage in jamming their signals to prevent Toronto residents from receiving them are WBEN-TV, WGR-TV and WKBW-TV. The pleading, which attorneys hoped to file by Friday (Oct. 10), would request authority to establish an "experimental service facility" on the shores of Lake Ontario.

The meeting in the Executive Office Building was a direct response to the decision of the CRTC two weeks ago to condition the renewal of licenses for cable systems in Toronto and Hamilton, Ont.,

Beats all. FCC cases have been known to drag on for years, but in a commission press release last week, it announced it had rejected a petition that was filed on "Dec. 18, 1874." The release went on to note, with remarkable foresight, that the commission turned down the pleading—from Citizens of Newton for Community Effective Radio to intervene in the WNTN/MI Newton, Mass. transfer of control proceeding—on Sept. 23, 2975." The commission also rejected CON-CERN's petition to deny against the station, which alleged programing inadequacies, and renewed WNTN's license.

on their deleting commercials from the American signals they carry and substitute "suitable" material. The action was seen as the CRTC's answer to requests by FCC Chairman Richard E. Wiley and the State Department for reconsideration of the commercial-deletion policy. Indeed, CRTC said in the order it had reviewed the policy and concluded it remains an appropriate means of implementing national policy of advancing the well-being of Canadian television. The Canadians say their television stations are losing \$20 million to American television stations annually.

Capital Cities Communications Inc., licensee of WKBW-TV, was the principal force behind the organization of the meeting. It retained as special counsel Dean Burch, former FCC chairman who later served in the White House as presidential counselor, first to President Nixon and then President Ford, before entering private law practice. And he initiated plans for the meeting. "The feeling was that the time had come to interest the White House in this," he said. "The FCC could not do anything. This is a diplomatic problem."

After the group expressed its views to the White House and State Department officials, a smaller delegation called on the Canadian embassy. The "courtesy call," as one of the group later described it, was to brief officials there on the meeting in the Executive Office Building, and on the Buffalo stations' jamming plan.

Those who attended the meeting at the Executive Office Building were Mr. Thomas S. Murphy, Capcities president Philip Beuth, and four attorneys—Mr. Burch, Joel Rosenbloom, Alexander Lankler and former New York Senator Charles Goodell—representing WKBW-TV; Charles S. Mechem Jr. and Earl Beall, and two attorneys—Bernard Koteen and Alan Naftalin—representing WGR-TV; Edward Righter and Leslie G. Arries, and attorney James P. Reilly representing WBEN-TV; Robert Lundquist, and attorney Herbert Schulkind representing WICU-TV, John English and attorney Michael Mead, representing WSEE-TV, and Myron Jones representing WJET-TV, all Erie, Pa.; Mr. Schulkind was also present as a representative of WABI-TV Bangor and WAGM-TV Presque Isle, both Maine; Peter Martin representing WCAX-TV Burlington, Vt.; John Fierini representing WPTZ(TV) Plattsburgh, N.Y.; Tony Malara and attorney John Southmayd representing WNY-TV Watertown, N.Y. (Mr. Southmayd also represented KCFW-TV Kalispell, Mont.) Jack Lester and attorney Robert Marmet, representing WDAY-TV Fargo and WDAZ-TV Devils Lake, both North Dakota; John Boler representing KXJB-TV Fargo; attorney Martin R. Leader representing KXMC-TV Minot, N.D.; Richard Wolfson and attorney Paul Dobin representing KVOS-TV Bellingham, Wash.; Harry Lipson representing WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan, and Gordon Anderson representing WWTV(TV) Cadillac and WWUP-TV Sault Ste. Marie, both Michigan.

Pastore to call it quits in '77

Key figure in communications and related legislation on Hill announces he will not run again; Hartke, Cannon, Long, Moss next in line for subcommittee chair

Senator John O. Pastore (D-R.I.), who has deeply influenced broadcast and other communications legislation during 20 years as chairman of the Communications Subcommittee, announced last week that he is retiring at the end of his term in January 1977.

The 68-year-old senator told BROADCASTING last week, "I've been here 26 years. There are a lot of other things I'd like to do—spend more time with my family, lead life at a slower pace." "I work about 12 hours a day," he said. "When I go home (to Rhode Island) on the weekend, I have to make five or six speeches. I like to think that I've earned the time to have fun for myself."

After leaving the Senate, he said, "I may practice law—selectively of course. But at least I'll be home for supper at 6 o'clock at night."

He said he made the announcement a year in advance "to clear the air. There has been a lot of speculation as to whether I would run or would not run." Two other Rhode Island Democrats, Governor Philip W. Noel and Representative Edward Beard, have said they would consider running for the Senate if Mr. Pastore did not run again.

"I felt what's the difference whether I do it now or three months from now," Senator Pastore said. "My mind's been made up for two years."

Senator Pastore's diminutive physical stature (he stands five feet, four inches) does not mask his larger stature as a legislator. He is recognized by his peers as a voice of common sense. A flamboyant speaker, he is one of a few senators who do not need a microphone on the Senate floor. And he has been known to explode with shouting in the face of more than one FCC commissioner.

During his term as Communications Subcommittee chairman, Senator Pastore said "there have been many proud moments," including "the work we did on violence on television, satellites and Comsat. I think the one thing that stands out most of all, though, is public broadcasting."

The senator said public broadcasters "have done a spectacular job," given the limited funds they have. He said they need long-term government funding to undertake long-range program production. Although a strong supporter of the five-year funding bill for the Corporation for Public Broadcasting, Senator Pastore indicated he is willing to compromise with the House Appropriations Committee on the length of the term (BROADCASTING, July 21). "If they don't want five years, then

make it three years," he said. "I don't care what they do, but they've got to make it more than one year."

Asked what he hopes still to accomplish, he said "there's the question of the fairness doctrine." He noted bills offered by Senators William Proxmire (D-Wis.) and Roman Hruska (R-Neb.) to abolish the doctrine. He opposes them, but they have been left hanging following hearings before the subcommittee earlier this year (BROADCASTING, May 5).

He still backs legislation he has been pushing for years to repeal the equal-time law for candidates for President and Vice President, but says that he is losing enthusiasm for it. He said last week, "there's been no push for it. I've brought it up two or three times. The last time I wanted to report it out of committee, I was getting a little flak from the Republicans" (BROADCASTING, March 24).

The senator strongly opposes the FCC's latest ruling reinterpreting Section 315 of the Communications Act so that live on-the-spot coverage of news conferences and of political debates would not be subject to equal-time requirements. "I don't want it to be the key to the elimination of the fairness doctrine," he said last week. He also said he told that FCC Chairman Richard Wiley over the telephone Wednesday. He indicated that there may be hearings to examine the FCC action before his subcommittee if the members agree, but that "I'll have to fit in as best I can." Senator Pastore is also chairman of the Joint Committee on Atomic Energy and of the Appropriations Subcommittee on State, Justice, Commerce and the Judiciary.

Senator Pastore began his political career by winning a seat in the Rhode Island General Assembly in 1934. He has won every election he has entered ever since. He rose from state legislator to state assistant attorney general to lieutenant governor, then to governor in 1946. He was elected to fill an expired Senate term in 1950 then elected to his first full term in 1952.

He is married to the former Elena Caito of Providence and has three children, two daughters and a son.

Speculation about who will replace Mr. Pastore as chairman of the Communications Subcommittee has already begun.

The name mentioned most often is that of Senator Vance Hartke (D-Ind.), who is next in seniority on the full Commerce Committee behind Senator Pastore. But Senator Hartke is expected to have a tough race when he runs for re-election in 1976. Behind him in seniority are Senators Howard Cannon (D-Nev.), Russell Long (D-La.) and Frank Moss (D-Utah).

NAB offers food for thought about future of television

Eighteen industry experts put on tape their feelings about the directions of the medium

Eighteen prominent figures in communications have conjured up visions of television's future and have in recent weeks recorded the images they saw. No two saw the same thing. But most saw TV's future inextricably bound to that of cable TV.

Their impressions are contained on tapes collected by the National Association of Broadcasters for presentation at seminars for TV station executives, beginning in Atlanta today (Oct. 13) and continuing in five other cities during October and November (BROADCASTING, Sept. 1).

Excerpts:

Robert Adler, vice president, Zenith Radio Corp.: "The next important development in receiver technology will probably be the widespread use of recorded video ... likely in the form of disks."

James W. Blackburn Sr., Blackburn & Co., a Washington brokerage firm: "Cable is not going to put existing television stations out of business. I believe that values of television properties will be higher five to 15 years from now, largely due to continued growth of television and inflation."

Richard C. Block, chairman, Counsel for UHF Broadcasting, Washington, speaking on a plan the council presented to the FCC for achieving parity for UHF with VHF (BROADCASTING, July 28):



Senator Pastore (Senator Howard Baker [R-Tenn.] in background).

"It'll bring new local stations. There's over 800 allocations still out there. It'll bring minorities into television . . . It's certainly going to bring a fourth television network . . . And it's also going to bring a much stronger public television system."

Kenneth A. Cox, former FCC member now with Haley, Bader & Potts, a Washington communications law firm: "I think television will still be the dominant telecommunications medium [in 1990] . . . If the public wanted all the things cable potentially can offer—20, 30 or 40 channels of specialized entertainment and information and a range of a marvelous new electronic services for meter reading to facsimile newspapers to communication centers assessing computers, teaching machines, etc.—people would now be paying for these services, or supporting advertisers who pay for them."

Everett H. Erlick, senior vice president and general counsel, ABC: "In my 25 years experience in various phases of this business, I have seen only one issue whose resolution could undermine the economic foundation of our industry. That is pay television generally and, particularly, pay cable."

David Foster, former president, National Cable Television Association: "To put it bluntly, I believe that the kind of communications potential offered by cable television is indeed inevitable, but frankly I don't see the mechanism by which the inevitable will happen. No, that's not quite true. I do see some possible mechanisms, but I am more than a little frightened by some of these, and I question the wisdom, in terms of national policy, of some others . . . I hope the country will resist the temptation to utilize either the telephone monopoly or the resources of government to solve cable's problems"

Leo George, Daly, Joyce, Borsari & George, a Washington communications law firm, speaking on multipoint distribution services (MDS): "Before the end of 1976, it is estimated that at least 23 of the top 25 cities in the United States will be providing some sort of pay television via MDS to hotels, motels and major apartment units . . . What are you going to do in 1984 when your audience is polled and you find that at prime time they are all watching pay television? Obviously, as an advocate of the MDS industry, I am concerned and I hope that we may work in harmony . . . Isn't it better to have one pay television channel available in a metropolitan area than a wired CATV system with 20 potential competitive channels?"

Henry W. Harris, president, Cox Cable Inc., "I would fully expect that cable TV subscribers' monthly service fees will escalate to \$20 to \$25 per month. For this fee, the subscriber will receive a tremendous amount of services, perhaps 40 channels or more. And yet, even in 1990, I would expect that four out of five television sets at any given time would be tuned to one of the local television channels. . . . [Television] will always be a far more effi-

cient [advertising] medium."

Paul Kagan, publisher and communications analyst of Paul Kagan Associates Inc., New York: "I'm estimating that the high side for the pay-cable potential 10 years from now is about six million CATV subscribers. . . . Come 1985, the three television networks alone will have nearly three times the program-buying power that pay-cable will have."

Irving Kahn, president and chairman, Broadband Communications Inc.: "Something new and big is going on out there beyond the walls of your TV stations . . . If you acknowledge today that broadband is not just a pipedream but rather a pipeline

to the future, then you will start right now to plan your new role as a local medium, devising the kinds of local video material which you and only you, as custodian of a unique local outlet, can provide."

Gerald Levin, president, Home Box Office Inc., New York: "The satellite pay TV network and the many other services yet to come are not likely to put broadcast television out of existence . . . However, they are going to change broadcasting's role in the ways that it operates."

Clair R. McCollough, retired president, Steinman Stations, Lancaster, Pa.: "Unless the possibility of pay cable and pay TV are eliminated now, television as

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we know it today has had it, and so has the general public."

Newton Minow, former FCC chairman, now with the Sidley & Austin law firm, Chicago: "We will have the equivalent of Xerox machines for television, where people will be able to record and play back programs that they missed, and as a result the television set, which is now a place where people can see a program when it is sent to them by a broadcaster, which may or may not be the most convenient time for the viewer, will become a different kind of instrument where people will recall and be able to see programs at their convenience."

Herbert Schlosser, president and chief operating officer, NBC: "Television will have new technological competition in cablevision and video disks . . . But, unless the government interferes with the normal forces of competition by force-feeding cable, I do not see these new media supplanting free TV as the nation's primary medium for viewers and advertisers."

Joseph Stern, president, Stern Communications Corp., New York: "Sets will be available to tune to all channels, that is, all of the off-the-air channels as well as all of the CATV channels . . . In 15 years we are going to have a great deal of fiber wiring in major cities" . . . "This would be a broadband system, which is comparable to the present telephone system where a control is available to send each subscriber or

to receive from that subscriber exactly the service that's been called for and not overload the system."

Sol Taishoff, chairman and editor, BROADCASTING: "If the ordinary pace of human progress continues, television broadcasting will still be the dominant medium in 1990 . . . The cable plant will have grown large enough to compete with free television for box-office attractions. But it will have fallen far short of the wired-nation vision that some pay promoters still entertain . . . In the half century during which I have covered what is now called telecommunications, no new medium has ever replaced an existing one."

Arthur Taylor, president, CBS: "What I foresee happening in the next decade is . . . a gradual but nevertheless very real decrease in our ability to produce programs as we see fit, and also to carry out our responsibilities as it appears to us they ought to be carried out. The consensus for free broadcasting in the United States is decreasing . . . The people on both the left and on the right find much to be disturbed about in that which we do."

Jack Valenti, president, Motion Pictures Association of America: "The principal innovation of the next 15 years will be technology whose result will be an enlarging beyond any current imaginings of the viewing choices for the American family."

Raised limits for ownership by investment entities called necessary to insure funding

FCC's proposed change elicits approval from most, but some of the strings attached to it are called too restrictive

An FCC proposal to allow banks, insurance companies and mutual funds to own up to 5% of broadcast and cable corporations has met with mixed reviews from those filing comments at the FCC.

While most parties approved of an increase, they disagreed with some of the provisions attached to it. Others, however, argued that any increase would be premature and discourage diversification of ownership.

Currently, insurance companies are allowed to own 1% of widely held corporations; mutual funds can own 3%. The limit for banks was raised from 1 to 5% three years ago.

General Electric Broadcasting Co. sounded a common theme among broadcasters when it said that the "future development of competitive communications services . . . requires full access to the public financial market."

RKO General Inc. and others claimed a 10% benchmark would be more beneficial as did the National Cable Television Association which said that "the low ownership percentages permitted in a crossownership investment situation definitely retard investment in cable television."

Senator Lee Metcalf (D-Mont.), however, asked that action be deferred until the commission resolves the issue of uniform corporation reporting and disclosure (BROADCASTING, Oct. 6). Senator Metcalf worked closely with an interagency committee which proposed new guidelines in that area. And he said the information gathered from new disclosure and reporting rules would allow the commission to act "intelligently on ownership benchmarks."

Senator Metcalf alleged there are several violations of current ownership rules and urged the commission to crack down. He also asked for a policy of weighted voting whereby voting power of large investors would be proportionately reduced as a portfolio increases.

Like the Citizens for Cable Awareness in Pennsylvania, he questioned just how passive institutional investors actually are. CCAP said the increased benchmark would "compound the problems of concentration of media control."

Citing a 1971 Securities and Exchange Commission study, CCAP said that institutions held 53.3% of CBS stock, 65.9%

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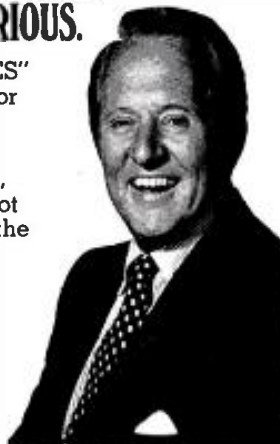
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of ABC and 52.1% of Capital Cities Communications Corp. and that over-all institutional ownership is increasing.

The National Citizens Committee for Broadcasting also opposed the changes and said that they signify "a retrenchment of the commission's mandate under the Communications Act" and "general policy of encouraging diversification of ownership."

NCCB said that the rulemaking "flouts" commission policy encouraging diversity of news and opinion sources. By increasing the benchmark, NCCB argued, opportunities for blacks to gain control over broadcast stations would be foreclosed.

ABC, CBS and others supported a commission proposal to eliminate the filing of disclaimers by institutional investors. The commission has suggested that, instead, there should be a proviso in the rules that all institutional investments must be passive.

Metromedia Inc., however, was in agreement with CCAP that disclaimers should continue to be filed. "It seems only prudent, and certainly not unreasonable, to require an affirmation, on the record, of the passive nature of those investments," Metromedia said.

What especially upset smaller broadcasters was a proposal to define widely held corporations as those with 500 or more stockholders. The commission proposed that definition in its rulemaking regarding ownership and disclosure requirements.

Poole Broadcasting Co., which has more than 50 but less than 500 stockholders, asked why smaller corporations should not obtain the benefits from existing and proposed stock ownership percentages. Doubleday Broadcasting Co. and its parent, Doubleday & Co., also claimed the 500 stockholder cut-off point was unfair.

As for cable interests, NCTA said that "cable companies with between 50 and 500 stockholders should not be arbitrarily deprived of access to institutional investors."

Insurance companies favored the increase in the amount they could invest, but argued against a proposal that would limit their investments to stockholdings in separate segregated accounts.

Allstate Insurance Co. claimed that qualification would "perpetuate the existing discrimination" by excluding companies which invest through their general fund. The National Association of Independent Insurers also objected and said casualty and property insurers would not qualify because their investments are made from general accounts.

Aetna Life and Casualty Co. said that the type of insurance a corporation writes should not determine how much it can invest.

The American Life Insurance Association—which said its membership accounts for 95% of the total assets of all United States life insurance companies and U.S. branches of Canadian firms—said \$51.9 billion were in general accounts

of pension reserve plans by U.S. insurance companies by the end of 1974. And it said broadcast stations would lose general accounts as capital sources if the segregated-accounts proposal is enacted. Prudential Insurance Co. of America said it would not be able to invest from its general fund which supports pension and other employee benefit plans.

The Teachers Insurance and Annuity Association of America and College Retirement Equities Fund said specific provisions of the proposal would disqualify it from the benchmark. They urged the commission to change the proposal so it could qualify. Otherwise, TIAA/CREF said, it would be at a competitive disadvantage.

KWGN-TV-citizen deal passes FCC muster

Petition to deny is withdrawn; commission spokesman says agreement is in accordance with agency's proposed policy

An agreement reached by the Colorado Coalition of Women and Minorities and KWGN-TV Denver, and filed with the FCC as an amendment to the station's license-renewal application, has sprung the station from the grip of a petition to deny that the coalition had filed.

The coalition had asked the commission for permission to withdraw its petition as the result of the agreement. And the commission's renewal branch chief, James R. Hobson, notified the parties that the commission's examination of the petition revealed no questions of fact as to the qualifications of the licensee, WGN of Colorado, and that, in addition, the agreement accords with the commission's proposed policy statement on broadcaster-citizen group agreements. Accordingly, the request to withdraw the petition was granted.

The key point in the proposed policy statement is that licensees may not delegate to anyone their responsibility for operating their stations.

And although the KWGN-TV agreement commits the station to various actions regarding the employment of women and minority group members and in programming—among other things, one program a week of a locally produced series will be under the coalition's responsibility, and the station will air at least 150 public service announcements involving the National Organization for Women and other such community groups—Mr. Hobson noted the "coalition's explicit recognition that the ultimate responsibility in both programming and employment must rest on the licensee."

"We believe that the provisions concerning programming and employment do not constitute an abdication of licensee responsibility inconsistent with the Communications Act and our rules and regulations," Mr. Hobson added.

Another provision of the agreement

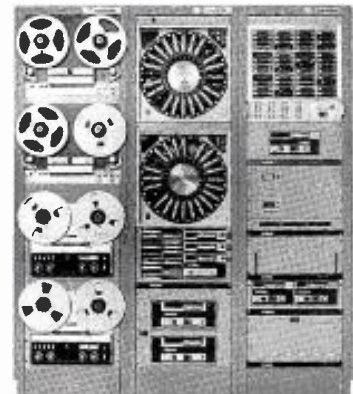
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that was studied permits either party that believes there has been a breach of the agreement to seek relief from the commission. But Mr. Hobson said this is not regarded as requiring the licensee to engage in compulsory and binding arbitration. He said that removing discretion from a license and vesting it with any other party "is clearly contrary to our policy" and that the commission has specifically declined to be placed in the role of a mediator, resolving disputes affecting each aspect of station operations.

The station's license will be routinely renewed by staff action.

WMCA cut short on license renewal for logging violations

Case also involved possible conflict of interest, says FCC

The FCC has granted WMCA(AM) New York a short-term license and notified the station it is liable for a \$5,000 fine because of alleged violations of logging rules in connection with commercials for Olympia Airways and other advertisers. But it was not only the alleged violation that disturbed the commission; it also cited a conflict of interest.

The commission said that during the

week of Feb. 3, air personality Barry Gray devoted up to three minutes more time to Olympic commercials than was recorded in the log, and up to two minutes more to commercials for other sponsors than was indicated in the log.

What's more, the commission said, about one month earlier, Olympic Airways' advertising agency opened talks with Mr. Gray about a job as tour guide to the Aegean Islands and Greece—the tour that was the subject of the commercials he later broadcast. The commission said it appeared that the licensee was aware of the negotiations that led to Mr. Gray serving as a tour guide in return for \$5,000 in cash and four first-class tours for himself and his wife, and for Paul Zeldin (Mr. Gray's producer) and Mrs. Zeldin, for a total value of \$5,600.

The commission acknowledged that a station might allow an air personality to increase the scheduled time for announcements. "Nevertheless, in a situation where a conflict of interest exists," it added, "close supervision of the employee's use of that discretion should be exercised to avoid abuses."

Since it appeared that Straus failed to exercise adequate control over the station's broadcasts, the commission said, it could not determine that a three-year renewal of license would be in the public interest. Accordingly, the commission granted renewal for a term ending Oct. 1, 1976, to provide an early opportunity for

review of the station's operation

The station was also asked to furnish within 20 days a statement detailing the steps it had taken to assure better control over the duration of commercial announcements in the *Barry Gray Show* and to prevent erroneous commercial logging.

Changing Hands

Announced

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

■ WKBZ(AM) Muskegon, Mich.: Sold by Reams Communications Corp. to Reams Broadcasting Corp. for about \$542,000 and assumption of about \$158,000 in liabilities. Frazier Reams Jr., Toledo, Ohio, communications attorney, owns 95% of seller and 34% of buyer which also is licensee of WCWA(AM)-WIOT(FM) Toledo. Other buying partners are Toledo Trust Co. as trustee for Mr. Reams's mother, Crystal (34%), Morton Niepp, Toledo attorney (18%), and John R. Linn (14%). Messrs. Reams and Linn are equal partners in corporation that recently received FCC approval to purchase WCBZ(AM)-WVCK(FM) Flint, Mich., (see approved item, page 35), and also owns Oregon, Ohio, building and radio tower rental firm. WKBZ is full time on 850 khz with 1 kw.

■ WFBS(AM) Spring Lake, N.C.: 90.9% of Radio Smiles Inc. sold by Norman J. Suttles, Derwood H. Godwin and John E. Ingraham to Traid Communications Inc. (James W. Oakley, 100%) for \$590,850. Mr. Oakley, WFBS general manager, owns remaining 9.1% of station and, like Mr. Ingraham, also has minority interests in WSMY(AM) Weldon, N.C., and WLPM(AM)-WFOG(FM) Suffolk, Va. Messrs. Suttles and Godwin have larger interests in those stations as well as in WSML(AM) Graham and WRNC(AM) Raleigh, both North Carolina. Messrs. Suttles, Godwin and Ingraham also are among sellers of WISP(AM) Kinston, N.C., subject to FCC approval (see below). WFBS is on 1450 khz with 1 kw day and 250 w night.

■ WISP(AM) Kinston, N.C.: 90.5% of Smiles of Kinston Inc. sold by Norman J. Suttles, Derwood H. Godwin, James C. Davis, John T. Minges and Martin L. Street to WISP Broadcasting Co. Inc. (Richard V. Surles, 100%) for \$450,000. Mr. Surles, WISP general manager, owns remaining 9.5% and has minority interests in WSMY(AM) Weldon, N.C., WLPM(AM)-WFOG(FM) Suffolk, Va., and in applicant for Kinston FM construction permit. Messrs. Suttles and Godwin have sold their interests in WFBS(AM) Spring Lake, N.C., subject to FCC approval (see above). Mr. Davis has various interests in WSML(AM) Graham and WRNC(AM) Raleigh, both North Carolina, and WLPM-WFOG. Mr. Street has interests in WRNC and WSMY, and Mr. Minges has interest in WSML. WISP is on 1230 khz with 1 kw day and 250 w night.

■ WFR(AM) Reidsville, N.C.: Sold by WFR Inc. to Charles and Jessica Travis



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for \$350,000. Seller is owned by Gene Smith, WFRC president and general manager, and Gene Edward Camp, Frederick, Md., dentist. Mr. Travis is former WRDU-TV Raleigh-Durham, N.C., news director; his wife is University of North Carolina faculty member. WFRC is full time on 1600 khz with 1 kw. Co-brokers: Reggie Martin and Richard A. Shaheen Inc.

■ KFDO-TV (satellite) Sayre, Okla.: Sold by Bass Broadcasting Co. to Marsh Media Ltd. for \$300,000. Seller is owned by Perry R. Bass (51.56%) and sons, Robert M., Sid R., Edward P. and through trust, Lee M. (48.42% together). Seller still is seeking buyer for KFDO-TV's parent, KFDA-TV Amarillo, Tex., and other satellite, KFDW-TV Clovis, N.M. Bass sons also own WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT-AM-FM Denton, Tex. Bass family primarily is involved in oil and gas exploration, development and production. Buyer is owned by brothers, Stanley Marsh (37.5%), Michael (25%), Tom (12.5%) and sister, Estelle Marsh Watlington (25%). They plan to use KFDO-TV as satellite of their KVII-TV Amarillo. Marsh family also is principal in KFWD(FM) Fort Worth which was sold to Southern Broadcasting Co. (John G. Johnson, James W. Coan, Earl F. Slick and Albert L. Butler Jr., principals) for \$1,750,000, subject to FCC approval (BROADCASTING, June 30), has interest in Total Television of Amarillo, cable system there and owns Texas oil and cattle companies. KFDO-TV is on channel 8 with 26.3 kw visual, 5.25 kw aural and antenna 580 feet above average terrain.

■ KEOS(AM) Flagstaff, Ariz.: Sold by Thunderbird Broadcasting Co. to CFK Broadcasting Co. for \$200,000, assumption of \$50,000 land mortgage and \$50,000 covenant not to compete. Jack P. Bird owns buyer and has no other broadcast interests. Buyer is owned equally by Jay William Jennings, Paul G. Knutson and sister, Constance Fay Knutson, who also are equal partners in Knutson, Knutson & Jennings Inc., San Francisco advertising agency. Paul Knutson also owns 50% of Negaunee, Mich., nursing home, and with Constance Knutson, owns Ishpeming, Mich., real estate development firm. KEOS is on 690 khz with 1 kw day and 500 w night.

■ Other sales reported at the FCC last week include: WOGO(AM) New Smyrna Beach, Fla.; WGFT(AM) Youngstown, Ohio, and KKUB(AM) Brownfield, Tex. (see page 60).

Approved

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

■ WMMN(AM) Fairmont, W.Va.: Sold by Marja Broadcasting Corp. to Marion Broadcast Corp. for \$850,000. Seller, John Carr, also owns WDNE(AM) Elkins, W.Va. Principals in buyer are Robert Levine (45%), Paul M. Friedberg (22%) and Jack Goldfarb (22%). Mr. Levine has interest in scrap processing business; Mr. Friedberg is partner in Charleston, W.Va., law

firm, and Mr. Goldfarb owns electric supply company and has real estate interests. WMMN is on 920 khz fulltime with 5 kw.

■ WCNZ(AM)-WWCK(FM) Flint, Mich.: Sold by Heritage Broadcasting Co. to Realin Corp. for \$638,000. Sellers, John Nogaj, L. James Hicks, William J. Bishop and Bernard C. Norko, have no other broadcast interests, though Mr. Nogaj is general manager of WCNZ-wwck. Buyer is owned equally by Frazier Reams Jr. and John R. Linn, who with others, are involved in WKBZ(AM) Muskegon, Mich., transaction, subject to FCC approval (see WKBZ announcement, page 34). WCNZ is daytime on 1570 khz with 1 kw. WWCK is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other sales approved by the FCC last week include: KPLY(AM) Crescent City and KARM(AM) Fresno, both California; KADE(AM) Boulder, Colo.; WNTN(AM) Newton, Mass.; WCSV(AM)-WSLE(FM) Peterborough, N.H.; WNOS-AM-FM High Point, N.C.; WFNL(AM) North Augusta, S.C.; KANN(AM) Ogden, Utah, and WRDS(AM) South Charleston, W.Va. (see page 60).

FCC issues warning on fraudulent billing

The FCC, disturbed by recent fraudulent billing cases, has issued a general warning to licensees reminding them of their

responsibility to verify the accuracy of station bills, invoices, affidavits and the like. The commission said relevant program logs or station records must be checked and failure to do so could raise questions of a licensee's qualifications and result in sanctions.

A commission staff member said the FCC is particularly disturbed about those licenses who unintentionally are committing fraudulent billing by being "loose" with their record-keeping.

Coors won't quit TVN

Pastore expresses disappointment at CPB nominee's decision; fate should be decided by month's end

Joseph Coors, head of the Colorado-based Coors brewery and nominee to the board of the Corporation for Public Broadcasting, has told the Senate Commerce Committee he definitely will not quit his post as director of Television News Inc. His position on the TVN board represented a conflict of interest with a seat on the board of CPB in the minds of some members of the Commerce Committee, and although Mr. Coors steadfastly maintained during hearings last month that he saw no conflict, he followed their urging to take the matter up with the TVN board.

In a letter to Senator John Pastore (D-R.I.) last week, Mr. Coors said, "While

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my decision turns out to be a negative one, it may be that the whole question is somewhat academic now." He noted that the TVN board has decided to discontinue its daily news feed business (BROADCASTING, Oct. 6).

"What the future of the company will be, or whether there will be economic justification for carrying on any further activity for long, I just don't know at this writing," he said. But he emphasized, "We're now out of the news business at TVN and I see no basis on which we might get back in."

He added, "I just can't escape the conclusion, Mr. Chairman, that my responsibilities to my associates on the TVN board—and to the Adolph Coors company board as well (Adolph Coors owns 90% of TVN)—outweigh other considerations now and compel me to remain on duty on TVN's board in the time ahead when perhaps the most important decisions of that company's life will need to be made."

Mr. Coors said the TVN board also rejected a proposal by him to prohibit all contact with TVN and CPB should he be confirmed to the board of CPB.

Senate Communications Subcommittee Chairman John Pastore (D-R.I.) said last week he is "disappointed" by the letter from Mr. Coors, particularly by the latter revelation. Senator Pastore, who during the hearings said he would vote against confirming Mr. Coors because of the alleged conflict (BROADCASTING, Sept. 15), said he hoped Mr. Coors's fate would be resolved in the Commerce Committee's next executive session in late October.

Mexican TV sales robust, still expanding—Aleman

Television sales in Mexico have been growing 8% to 10% a year and will reach an estimated \$100 million in 1975.

That glimpse into the economic picture of Mexican TV was given in New York by Miguel Aleman Velasco, executive vice president of Televisa, S.A., Mexico City. Mr. Aleman and other Televisa executives were in New York where their organization was honored by the International Council of the National Academy of Television Arts and Sciences for its contributions to the medium.

Mr. Aleman explained that Televisa consists of four commercial channels—2 and 5 that are national and 4 and 8 that are regional. He estimated that these channels obtain about 98% of the commercial revenue in Mexico, with the remainder going to the government's channel 13. Mexico also has a channel 11, which is strictly educational and noncommercial.

He estimated that from 28% to 30% of TV advertising in Mexico comes from U.S. advertisers. Series imported from the U.S. include *Planet of the Apes*, *World of Disney* and *Six Million Dollar Man*, which are among the top/20-rated programs there, and *Emergency*, *Hawaii Five-O*,

Gunsmoke, *Bonanza*, *Streets of San Francisco* and the *Carol Burnett Show*.

Televisa was formed by Emilio Azcarraga Milmo in January 1973. It evolved out of several mergers involving channels 2, 4, 5 and 8. Mr. Azcarraga now serves as president of Televisa.

EEOC contends FCC erred in rejecting two station challenges

Friend-of-courts briefs filed in WRC-TV, WABC-TV cases; commission's implementation of employment rules criticized

The U.S. Equal Employment Opportunity Commission is emerging as a major obstacle to the renewal of licenses of stations that have been accused of discrimination in employment. It says a prima facie violation of Title VII of the Civil Rights Act of 1964 is sufficient to warrant a license-renewal hearing; and it says, too, the FCC's performance in implementing its own EEO rules "has fallen short of promise."

The EEOC expressed its views in friend-of-the-court briefs filed in the U.S. Court of Appeals in cases in which the National Organization for Women and various other women's groups are appealing the commission's rejection of their petitions to deny the license renewal applications of two major market stations—ABC's WABC-TV New York and NBC's WRC-TV Washington. The groups accused both stations of discriminating against women in their employment practices.

The EEOC also said the commission need not and should not wait until the EEOC finally disposes of a complaint against a broadcaster before deciding on its own course. The EEOC, in response to a complaint by NOW, had found "reasonable cause" to believe that WRC-TV was guilty of discriminating against women, but was attempting to conciliate the differences between the parties. And the commission had said it should not interfere with Title VII processes; it conditioned its renewal of WRC-TV's license on whatever action might be appropriate after a final determination by the EEOC. But EEOC said that its fact-finding had been completed and that, in any event, the commission has a mandate to act in discrimination matters independent of the EEOC.

The commission, in rejecting the petitions to deny, said that it did not require employment of women in direct proportion to their numbers in the work force, and held that the female employment levels at both stations was within a "zone of reasonableness"—a court-created test for determining whether discrimination

exists. It also said there was evidence the picture of female employment at both stations was improving.

But the EEOC said the factual allegations of discrimination against women that are contained in the petitions demonstrate a prima facie case of violation of Title VII. And, if a broadcaster's employment practices indicate such violations, EEOC added, they cannot be considered "within a zone of reasonableness." Accordingly, it said, the commission acted improperly in failing to set the WRC-TV and WABC-TV renewal applications for hearing. The EEOC also noted that in the WRC-TV proceeding the commission not only had NOW's allegations but the EEOC finding of "reasonable cause" as a basis for concluding that a prima facie case of discrimination existed.

The EEOC said the facts before the FCC showed that at both stations women were generally concentrated in one, low-level job category—office and clerical workers—with the employment of women in higher-paying jobs either minimal or nonexistent. One result at WRC-TV, EEOC said, was that women earned over-all, substantially lower salaries than men—"even within the same job categories," women earned "considerably" less than men. And at WABC-TV, the EEOC said, 23.3% of the work force was women, while women accounted for 40.3% of the labor force throughout the New York metropolitan area.

The EEOC did not limit itself to the contention that the prima facie case of Title VII violations against WRC-TV and WABC-TV warranted hearings on their renewal applications. It took the occasion, in its WABC-TV brief, to criticize the commission's implementation of its EEO rules.

The commission, it said, "has maintained an impossibly high standard of proof which any challenger of a license-renewal application alleging pervasive employment discrimination must meet in order even to be heard, or—viewed from another perspective—has maintained an alarmingly low standard which a licensee can easily meet in order to avoid having to explain its employment practices at any level beyond the pleading stage."

In practice, the EEOC added, "anything short of almost total exclusion of minorities and women from the work force has been held [by the commission] to be within a 'zone of reasonableness.'"

The commission's response to the EEOC brief was to ask the court to send the WRC-TV case back so that it might issue a supplementary opinion in that proceeding. The commission said the EEOC's brief contained representations "for the first time" regarding "the finality of the EEOC proceeding involving NOW and WRC-TV." Its supplementary opinion, the commission said, would take into consideration matters raised in the petition to deny but not treated because of the pendency of the EEOC proceeding. The commission said it would issue a supplementary opinion by Nov. 14, if the request for a remand is granted.

NOW was expected to oppose the request. It feels it would result in unnecessary delay; the renewal applications being opposed were filed in 1972.

CBS heads for record year

CBS Inc. has reported new highs in third-quarter sales and earnings.

"Sales improved in all four of the company's operating groups during the third quarter, with the company's earnings improvement reflecting principally the excellent performances of our recorded-music and publishing businesses," according to a statement issued jointly by Chairman William S. Paley and President

Arthur R. Taylor.

The third-quarter net income of \$29.1 million represented a 13% increase over last year's \$25.8 million for the comparable period. And the third quarter's net sales of \$460.1 million were 11% more than the \$415.5 million total in third quarter 1974. This year's third-quarter earnings per share clocked in at \$1.02 compared to 1974's 90 cents per share.

Nine-month figures also set a record, with 1975's \$87.2 million net-income total a 15% gain on last year's \$76.1 million figure, and 1975's nine-month net sales of \$1.36 billion a 9% leap over last year's \$1.25 billion in net sales. The comparable nine-month earned per share figures: \$3.05 in 1975 and \$2.66 in 1974.

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Help wanted for WARC-79

FCC asks for input from industry in formulating U.S. positions for upcoming world conference on telecommunications; OTP's Eger is concerned about a lack of experienced spectrum managers

The U.S. is looking for assistance in spectrum-management matters, particularly in connection with the preparations to be made for the World Administrative Radio Conference to be held in 1979. The FCC last week put out a call for volunteers to aid in the development of proposed U.S. positions to be taken at the conference. And John Eger, acting director of the Office of Telecommunications Policy says that a "state of emergency" results from a developing shortage of career spectrum-management specialists, and he has instituted a government-wide career-development program to fill the growing gap.

The commission's concern, as outlined in a public notice centers on that portion of the spectrum set aside for non-government users, particularly that assigned to broadcasting. The WARC-79 will review existing international agreements involving use of the spectrum from 10 khz to 275 khz and will be empowered to change existing International Telecommunication Union regulations, including those of the broadcast services.

The commission plans to establish six broadcast service groups and a steering committee in an effort to obtain expert help in formulating U.S. policy for the WARC-79. The steering committee will consist of FCC personnel, but the service groups will be headed by industry representatives, with commission personnel serving as liaison between the groups and the steering committee. The broadcast steering committee, in turn, will be responsive to the main 1979 WARC Steering Committee, whose work will include all FCC-regulated services.

The broadcast service groups to be es-



New owners in Indianapolis. It was all smiles at the Oct. 1 signing of final papers for the sale of WLWI-TV channel 13 Indianapolis from Avco Broadcasting Co. to Videolndiana Inc., subsidiary of the Edgar T. Wolfe family's Dispatch Printing Co. of Columbus, Ohio, for \$17,650,000 (BROADCASTING, Aug. 25). Seated (l to r) are Clyde Haehnle, vice president, technical assistant to the president of Avco Broadcasting, and Richard M. Wolfe, president of Videolndiana; standing (l to r) are Robert Mace, vice president, secretary and general counsel for Avco Broadcasting, Dan Toohey and William Sims of the Washington communications law firm of Dow, Lohnes & Albertson, counsel for Videolndiana. Blair Television has been named rep.

established and the schedule of their initial meetings in Washington, "each of which is open to any interested party," follow:

Television broadcasting, Oct. 20, 9 a.m., room 752, 1919 M Street, NW.

Satellite broadcasting, Oct. 21, 9 a.m., room 8210, 2025 M Street, NW.

Auxiliary broadcasting, Oct. 20, 1 p.m., room 752, 1919 M Street, NW.

International broadcasting, Oct. 21, 1 p.m., room 8210, 2025 M Street, NW.

AM broadcasting, Oct. 22, 9 a.m., room 752, 1919 M Street, NW.

FM broadcasting, Oct. 22, 1 p.m., room 752, 1919 M Street, NW.

Mr. Eger says his main concern is that the U.S. might be lacking in high-level and experienced spectrum managers to serve it in the WARC-79. A survey conducted by the Civil Service Commission last fall showed that of a total of 194 individuals involved in national-level agency activities for spectrum management, only 35 senior

executives were charged by their agencies with national negotiations. Most of those people entered federal service following World War II, with 20 of the executives expected to retire before Jan. 1, 1970. A high attrition rate is anticipated for mid-level spectrum management as well.

The career development system, set up by OTP and involving the Civil Service Commission and the Office of Management and Budget identifies career paths for spectrum managers, provides a training program to coordinate individual agency needs and to recruit people specifically for spectrum management positions.

OTP has urged all other federal agencies that use the radio spectrum to participate in the program. Implementation and overall direction will be OTP's responsibility.

OPT's Eger to Japanese: Let's make standing date

John Eger, acting director of the Office of Telecommunications Policy, who was in Japan last month returning a visit Japanese government and business officials in telecommunications had made to the U.S. last spring, has called for putting such exchanges on a regular basis.

He had noted "the special capabilities of Japan and the U.S. in many areas of telecommunications," he said in a speech to the Research Institute of Telecommunications and Economics, in Tokyo, and believes the time has come for the two countries to recognize their "mutuality of interest by regularizing our exchanges."

The "frequent" consultations he suggested would cover a broad range of com-

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munications matters—cable and satellite-facility planning, views on communications policy planning, cable television, direct broadcast satellites, assistance to developing countries lacking expertise in telecommunications, among them.

The advantages of such a continuing dialogue would be many, he said. "We might contribute to setting the world telecommunications agenda; participate in discussions of the future of telecommunications; anticipate problems and consider them in a thoughtful way rather than react to specific situations after the fact; discuss the realities of standardization and consider in a more programmed fashion, how best to fulfill our obligation to share the benefits of advanced telecommunications technology with those nations having a need for and an interest in such assistance."

Two actions reveal FCC direction for exclusivity waivers

Rockford TV is turned down in its bid for greater protection, while Hagerstown, Md., station wins plea based on money losses

The first challenges from broadcasters under the new network exclusivity protection rules have been answered by the FCC—one negatively and one affirmatively. The distinction appeared to be the broadcaster's ability to show financial harm if protection that was afforded under the old rules was not continued. WCEE-TV Inc., licensee of WCEE-TV Freeport, Ill., had requested that its 35-mile specified zone for purposes of the network program exclusivity rule be measured from the city of Rockford, Ill. (Freeport is part of the Rockford-Freeport television market.) That way, the station could continue to receive the same protection it had before the commission revised its rules.

WCEE-TV argued that the new rules put it at a competitive disadvantage; it would not be entitled to equal priority for non-duplication protection with all other CBS affiliates carried on the cable systems at DeKalb, Sycamore and Rochelle, all Ill., and might be blocked out altogether on the Janesville, Ill., system.

However, the commission held that the fixed mileage zones for determining what stations are entitled to exclusivity protection are based on the city of license and not the location of a transmitter or the other city in cases of hyphenated markets. It also noted that while WCEE-TV would lose protection against those stations mentioned, it would gain full network non-duplication protection on cable systems serving Dixon, Rock Falls and Stirling, all Ill., where it previously was of equal priority with WHBF-TV Rock Island, Ill.

However a similar request by WHAG-TV Inc., licensee of WHAG-TV Hagerstown, Md., was granted by the FCC. The station contended if it were forced to share part of its Cumberland (Md.) area cable audience

with another NBC affiliate, its network compensation would be in "grave jeopardy."

The combination of possible revenue losses and the present bad financial position of the station, the commission said, persuaded it to continue protection provided under the old exclusivity rules.

Media Briefs

Short term. FCC has renewed license of WCSW(AM) Shell Lake, Wis., for remainder of term ending Dec. 1, 1976. Commission, however, admonished its licensee, Charles R. Lutz, for what it construed an unintentional violation of ex parte rules in proceeding which denied him Shell Lake FM construction permit.

Objection. Community Coalition for Media Change has petitioned FCC to deny \$2.8-million transfer of KRON-FM San Francisco from Chronicle Broadcasting Co. to subsidiary of Bonneville International Corp., broadcast arm of Mormon Church (BROADCASTING, May 12). CCMC claimed tenets and doctrines of church prevented it from assuring equal opportunity for blacks and females.

Relaxation stands. FCC has denied requests for reconsideration of its ruling which relaxed assignment standards for new AM stations and for major changes in existing stations (BROADCASTING, June 30).

Auto accounts step on gas to introduce new models

Pick-up in billings now confirms year-long effort by Detroit to counter sagging sales with radio and TV advertising

There's no depression in Autoland—as far as broadcast advertising is concerned.

This past weekend a heavy concentration of advertising for the 1976 models crowded the television screens. And from now until the end of the year, the commercials caravan is scheduled to continue.

Though car sales, production and employment have tumbled sharply in the past year, television and radio advertising have not fallen off at all. And the prognosis for the fourth quarter of this year is that TV-radio spending will be at least as substantial as it was in last year's final period and may be slightly heavier.

Detroit and other marketers of autos see shafts of light beginning to illuminate

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consoles



Introducing ... Carmakers are heaving up their television investments to push the new 1976 models. Two of the TV spots: (1) a 30-second commercial for AMC's Gremlin, produced by Cunningham & Walsh; another 30, this for Dodge's Charger, created by BBDO.



the drab sales picture in the fourth quarter. Broadcast industry sources say that if the final period this year manages to turn up a rising sales curve, there is every expectation for an accelerated TV-radio advertising tempo in the first quarter of 1976. But they are confident that even if car sales do not quicken significantly, advertising will not be trimmed.

One veteran car executive explained auto advertising practices this way: "If sales are off, we have to keep advertising to move as many cars as possible before the model year ends. If business is good, we keep advertising to maintain the momentum."

For example, though the fourth quarter of last year and the first six months of 1976 were "dog days" in Detroit and other auto environs, broadcast expenditures ran slightly ahead. Television Bureau of Advertising figures show that national auto advertising on TV (including both domestic and foreign makes) amounted to \$65 million in the fourth quarter of 1973 and \$64 million in the 1974 period. For the first half of 1975, spurred by the rebate program, auto marketers spent more in TV than in the comparable period of 1974—\$83.5 million as against \$80 million. For radio, the fourth quarter spending was approximately \$20 million for both 1974 and 1973 (first-half 1975 figures are not available for comparison with 1974).

The mood in Detroit, as pieced together from interviews with network and spot broadcast officials and from auto advertising executives, can be summed up in the cliché: cautious optimism. The word from network TV and spot TV circles is that spending is expected to be slightly higher than last year's final quarter. And radio—both network and spot—are expected to keep to 1974 levels.

Warren J. Boorum, vice president and general manager, sales, ABC-TV, placed network spending by auto firms at about the same levels as in the fourth quarter of 1974. Advertisers in the final quarter, he noted, will be American Motors, Cadillac, Chrysler, Chevrolet, Fiat, Ford, Honda, Mercedes-Benz, Oldsmobile, Pontiac and Toyota.

Frank M. Smith Jr., vice president, sales, CBS-TV, reported that auto investment on the network in the fourth quarter would be "about the same" as last year.

Among the car sponsors already in the fold, he said, are Toyota, Chrysler, Mercedes-Benz, American Honda, General Motors, Nissan and Volkswagen.

Bob Blackmore, vice president of sales, anticipates a modest increase in auto billings on NBC-TV for the fourth quarter, with the gain derived from domestic models. He expects foreign cars to invest "about the same" as last year. Set for NBC-TV in the final quarter, he said, are Chevrolet, Chrysler, Ford, American Motors, Toyota, Datsun, Honda, Volkswagen, Mercedes-Benz and British Leyland.

Network sources estimated that spending on ABC-TV, CBS-TV and NBC-TV would be in the \$45-million range for the final quarter of the year.

Several national representatives felt that spot television would be used more extensively in 1975 than in the past four or five years. Among the campaigns cited were Chevrolet Motor Division, which is pushing particularly its new Chevette in a five-week spot TV blitz in a large number of markets; Lincoln Continental, which is concentrating in the top 25 markets; Pontiac, which is blanketing 40 markets; Cadillac, limiting itself to the top 10 or 12 markets; Oldsmobile, which is active in the top 30 markets and American Motors, in the top 25 markets.

In radio, spending will be about the same, according to network and representatives sources. Chevrolet this month has begun in 80 markets a blitz that will last two to four weeks; Ford has launched a three-week campaign in the top 50 markets and another on the radio networks for a month; Oldsmobile is using selected markets on the West Coast during October and November; Buick is represented on the *CBS Radio Mystery Theater*; American Motors is using radio extensively from September through December in about 100 markets.

The advertising thrust this year is to accentuate gasoline mileage and price. Supporting the network and national spot efforts in radio and television will be various dealer association campaigns in various parts of the country.

Marketers of foreign cars normally do not concentrate their advertising fire in the final quarter of the year, though some makers are represented on TV and radio this fall. They find it more advantageous

to schedule their broadcast emphasis during January and February when the competition from domestic companies is less rugged.

Broadcast observers noted that because of later announcement dates, there was a delay in the start of major spending that had been traditional at announcement time. They said the first two or three weeks of September were used by some car manufacturers to clean up inventories at lower TV-radio spending levels than those for announcement dates. The notable exceptions, they said, were the normal starting dates of football franchises.

Projections for the first quarter of 1976 were not easy to come by. Auto and broadcast industry specialists pointed out that the first quarter 1975 was somewhat atypical. Faced with falling sales, manufacturers opted for rebates and poured millions of extra dollars into advertising. It could not be learned whether auto makers will take the same road if car sales do not live up to hopes this time or whether they will allocate more funds to maximize momentum if autos begin to move in large numbers out of dealer showrooms.

Mobil hits networks on idea-ad ban

"The American people will see and hear on commercial television what two or three people at each of two or three networks decide the public will see and hear." This criticism of network television was expressed by Herbert Schmertz, Mobil Oil's vice president for public affairs, in a talk at the annual meeting of the American Gas Association in Houston.

Mobil tried to buy time on the networks to broadcast "idea" commercials presenting Mobil's views on energy issues since, Mr. Schmertz claimed, much of the information broadcast on the networks about the oil crisis was "superficial and misleading, and much of it was simply inaccurate."

CBS and ABC refused to run the spots as being against their general policy "to sell time only for the promotion of goods and services," said Mr. Schmertz. He said Mobil views this action as a real problem for the country "if we are to remain a democratic society."

Radio outranks TV as college ad medium

Magazines and radio are the advertising media with the greatest amount of exposure on college campuses, according to a national survey conducted by Yankelovich, Skelly & White Inc., New York.

Magazines came out on top with 94% of the surveyed students indicating regular readership; radio drew 93% regular listeners; TV, 88%, and newspapers, 82%. The broadcast media, in a breakdown of weekend-weekday exposure, showed: weekend radio, 89%, weekday radio, 92%; weekend TV, 84%, weekday TV, 77%.

Other patterns emerging from the

study, co-sponsored by Publishers Clearing House, direct-mail sales outfit, Port Washington, N.Y., and the National Association of College Stores, Oberlin, Ohio: College students base a significant percentage of their buying decisions on product trial and are "remarkably responsive" to "special offers"; college students are increasingly important purchasers of "big-ticket items such as automobiles and audio equipment"; the college-student market is becoming increasingly like the "young singles" market as more students live off campus.

Code board says no to contraceptives

Self-regulatory body also puts time restrictions on personal product ads and incorporates children's ad guidelines into single standard; firework ads are banned along with live models for foundation garments

The National Association of Broadcasters television code review board, meeting three days in Washington last week, voted to restrict advertising of personal products such as tampons, sanitary napkins and douches to specific time periods and to ban advertising of contraceptives on TV code-member stations.

The board voted to caution stations to permit scheduling of personal product ads only from 9 a.m. to 4 p.m. on weekdays and after 10 p.m. daily. In other words, the ads would be prohibited from 4 p.m. to 10 p.m. on weekdays and all day Saturdays and Sundays until 10 p.m. The new guideline is effective Jan. 1.

The vote on the personal products ads followed presentations to the board by representatives of the Organization for Femininity, who argued that advertising of feminine personal hygiene products is an affront to the viewers' intelligence and good taste. They asked for a total ban on such ads.

In voting to prohibit contraceptive ads, the board rejected the arguments of a contingent from the Population Center, whose members included representatives from the National Council of Churches, the American Civil Liberties Union and the Ortho Pharmaceutical Corp., among others. "It's a matter of TV gauging what the public acceptance would be at this point," TV code board Chairman Wayne Kearl of Harte-Hanks TV, San Antonio, Tex., said last week.

Representatives of the National Organization for Women voiced their objections to portrayals of women on TV as "vain, empty-headed sex objects" and asked for stronger guidelines than already exist in the code to upgrade women's image.

The board responded with a guideline exhorting "all parties involved in the preparation of broadcast material" to "pro-

mote concepts of self-pride, dignity and individual worth" in depicting all people, and to "be sensitive to the need for balance in the portrayals of men and women in all aspects of society, both inside and outside of the home."

The TV code board spent some time discussing the progress of family viewing in its maiden season and concluded, according to Mr. Kearl, that "the networks are making a real and we think successful attempt to carry out family viewing." Stockton Helffrich, director of the NAB Code Authority, said the authority has been monitoring all of the shows that fall into the family viewing time period and "did find certain situations on the networks where we had questions." But no specifics were discussed last week by the code board, he said.

The board approved a set of guidelines for children's advertising which in the main incorporate all the standing guidelines under a single umbrella. The guide specifies that it applies to "advertising designed primarily for children, to advertising which is telecast during programs designed primarily for children or within station breaks between such consecutive programs."

A new section was added to the children's advertising guidelines, cautioning that only feature films suitable for family audiences can be promoted during or adjacent to shows aimed at children under 12. The new guide becomes effective Sept. 1, 1976.

Also approved last week were changes in the guidelines for alcoholic beverage advertising designed among other things to make it clear that beer and wine ads should not portray or encourage use of beer and wine by people too young to drink.

The board also voted to ban advertising of fireworks, effective Feb. 1, 1976.

And it upheld its ban on the use of live models in advertising for foundation garments. Representatives of International Playtex Co. appeared to pitch for lifting that ban.

Also the board redesignated prime time from three and one-half hours to three hours and dropped the exemption for news, effective Feb. 1, 1976.

All of the code changes made by the code board last week are subject to the TV board's approval.

Subscription in the TV code now stands at 423 members, which represents about 60% of all TV stations.

Something about an Aqua-Velva person?

A complaint filed with the Federal Trade Commission by Truth in Advertising Inc., New Orleans, purports to offer federal regulators the chance to get involved in the area of "puffery" in advertising.

As defined by Hugh Exnicios, national director of the consumer group, "puffery" relates to those claims "not absolutely false or unsubstantiated," but those suggested "by innuendo, conveying

social values." His complaint cites commercials for Aqua Velva after-shave lotion as instances of "the unsupported use of masculinity in relation to a product as a selling tool in advertising." The J.B. Williams Co., New York, a subsidiary of Nabisco Inc. and the maker of Aqua Velva, and Parkson Advertising, New York, the agency responsible for the commercials, are named in the petition.

While Truth in Advertising charges that the TV commercials reinforce "a harmful, stereotyped image of masculinity and manhood to exploit vulnerable groups within our society," and claims they have been used to sponsor programing disagree. The 30-second prime-time spots, still airing on a network basis, are disagree. The 30-second prime-time spots, still airing on a network basis, are "definitely targeted to men 18 and over," the agency says. No formal response has been made to the commission and a J.B. Williams legal spokesman had not seen the complaint and could not comment.

The ice is starting to thaw for TV in co-op advertising

Shared dollars between manufacturer and retailer are beginning to trickle onto the air; TVB workshop details some of the successes and problems

Television has made inroads in the cooperative-advertising sector, but there are expanded opportunities ahead if manufacturers, retailers and local TV stations cooperate fully to iron out problems in the co-op areas. This message rang out clearly during a two-day Television Bureau of Advertising workshop on co-op television in New York last Thursday and Friday (Oct. 9 and 10), at which manufacturer, retailer and television executives spoke.

At stake is the estimated \$3 billion in co-op advertising, of which only about \$2 billion is used. The disparity between availability and usage, it was indicated at the workshop, emerges from disagreement between retailer and manufacturer on advertising control, strategy and creative approach. The challenge facing the TV station owner, it was stressed, was to learn in advance of co-op advertising programs and to work more closely with retailers and manufacturers in developing mutually beneficial advertising projects.

In his introduction, Roger Rice, president of the TVB, said the workshop represented what he believed to be the first time that the three elements of co-op television have been brought together. He realized that retailers and manufacturers often have differed sharply on approaches to co-op advertising, but urged them to concentrate "in the co-operation part of co-op."

Thomas Campbell, national advertising manager, Carrier Air Conditioning Division, Carrier Corp., Syracuse, N.Y., traced the problems his company has had in having its national advertising programs ac-

cepted by local dealers and distributors. He acknowledged that many of Carrier's efforts were ignored as dealers veered toward their own advertising programs.

What Carrier decided on a few years ago was an aggressive selling effort directed toward its dealers and distributors, he said. He paid tribute to TVB and its member stations in this campaign and said improvement in co-op advertising resulted. Mr. Campbell reported that although newspapers are "still the stronghold of dealer advertising," radio has made steady advances and is up from 10% to 25% at his company. Carrier's use of television, he added, has risen more than 500% in the past five years.

"There is still a great deal of room for improvement, but I think progress that we've made in convincing the field to accept our programs and our marketing thrust without holding their feet to the fire is beginning to pay off," Mr. Campbell said.

In contrast with Mr. Campbell's accent on use of national spots created for co-op by manufacturers, Tim Finnegan, president of Finnegan & Agee, Richmond, Va., plumped for the retention of local control in creation of co-op commercials. Mr. Finnegan, whose agency handles Thalhimers Department Stores in Richmond, showed two commercials—one locally created and one from the manufacturer—and asserted the need for local control is evident.

"To the manufacturer the vendor-pro-

duced spot is much more desirable," he acknowledged. "Why not—90% of his spot was of his product. But, to the retailer, especially since there are few exclusive products in his store, the vendor-controlled spot sells the product for the store across the street just as well as it does for him. And 50% of it was the participating merchants' nickels."

Mr. Finnegan said the retailer, in his expanded use of TV, "is feeling greater pressure each day by the vendor to utilize the national produced spots." He commented: "The well advised retailer is not bending to these pressures because he realizes that his precious dollars must work harder to institutionalize his place of business, not just the product he is selling."

From the station side, Donald J. Bauman, sales development manager of WITI(TV) Milwaukee, touched on the rivalry between retailers and manufacturers as contributing to the reduced level of spending in co-op advertising. He suggested that the manufacturer and retailer might agree to a compromise in the portion of a commercial allocated to the vendor and the store.

Holding back co-op advertising for TV stations, he indicated, is finding the source of these revenues and finding them 60 to 90 days before a campaign is to begin. He contended "it would be of mutual benefit if more sales reps, district managers and manufacturers would let us know of their plans so that we could work

with retailers and get things organized."

George L. Hill, vice president, advertising, Arrow Co., New York, told the meeting that a few years ago only about 1% or 2% of co-op dollars available was used by retailers, but they are now using TV heavily to sell Arrow shirts. He estimated that current use of funds for TV is "10 times what it used to be and we believe it will go to as much as 30%." He pointed out Arrow has changed the terms of participation from 50%/50% to 75% paid by the company. And Arrow's agency, Young & Rubicam, New York, now places both the manufacturer's and the store schedules, though the decision on the actual schedule remains with the stores.

Don Love, vice president, sales promotion, Richway Stores, Atlanta, provided details of the store's first major TV endeavor in mid-September, which used co-op funds from four vendors. He reported that after the first week, CB radios were "completely sold out" and leisure suits racked up 2,500 sales, an 88% sell-out.

But Mr. Love made it plain that the retailer must not sacrifice local control.

"No doubt about its working," Mr. Love said, "for us, for our participating vendors. We will continue to seek vendor support—on our terms, for mutual sales and profits. We now have proof of the effectiveness of a commercial produced our way. We will make very effort to meet vendor requirements by sharing only our actual costs for media and production, furnishing station affidavits and sample buys prior to execution. Even though many vendors have only a print-related co-op plan, an increasing number are trying to find effective ways to adapt their co-op plans to include television."

William Savage, director of dealer communications, Eastman Kodak Co., Rochester, N.Y., said TV has not obtained "a very fair or substantial piece" of the company's co-op advertising budget, but suggested TV should, because "our products lend themselves to a live demonstration." He urged stations to call on dealers, educating them not only to the values of TV but to its comparatively low cost. Mr. Savage said that Eastman Kodak and its regional sales promotion specialists can provide names of retailers who have earned sufficient co-op dollars to be good prospects for TV advertising.

TVB said 170 paid registrants attended the workshop.

EEO Announcement: PROTECT YOUR LICENSE!

FCC proposals concerning EEO programs clearly state that broadcasters must affirmatively seek out minorities to satisfy licensee obligations. The model program requires each licensee to demonstrate ongoing communications with employment sources.

As recruiting consultants to the broadcast industry, Ron Curtis & Company has helped broadcasters for over 10 years in recruiting minorities for their key management, sales and on-air positions.

Call or write Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, (312) 693-6171, for further details.

A&P confesses on the air

Supermarket chain tries different tack in latest ad campaign: It admits wrongdoing, promises better

"Things weren't always so great at the great A&P. . . . Price without pride is no bargain." Such humble-pie talk is part of an elaborate media campaign started by the Great Atlantic and Pacific Tea Co. (A&P) that is designed to restore public confidence in the grocery chain.

A&P launched the campaign with print



Mr. Price and Mr. Pride

only in mid-September; phase two of the effort began late in the month with 30- and 60-second "Mr. Price and Mr. Pride" TV spots prepared by McCann-Erickson, A&P's agency. The TV spots are running in 88 markets; similarly themed radio spots are on the air in 157 markets. Phase three will begin in January in the same markets with different, but still undetermined, themes.

The thinking behind the humble attitude conveyed in the ads is basically this: "Nobody can hate you for admitting you weren't entirely right in the past. We hope to win people back by admitting past failings and saying it's time to start anew." So says Jack Thomas, national advertising manager for A&P, who adds that the company closed 1,200 stores because it couldn't adequately serve customers. Mr. Thomas says, "We're cleaning up our stores,"—the 2,300 remaining—and are hoping to start with a clean slate by telling viewers and listeners "the time has come to put Price and Pride together again." The current campaign replaces the A&P WEO ("where economy originates") commercials, which were discount-price oriented.

McCann, New York, is getting help from its Atlanta and Chicago offices, involving over 40 people on the account. The budget for broadcast in the second stage is estimated at \$4 million, AP could not specify the amount.

Advertising Briefs

TVB adds three. Three station representatives have been added to board of directors of Television Bureau of Advertising: Alfred Masini, president of TeleRep Inc., New York (named vice president of board and member of executive committee); James Marino, vice president-general manager of RKO Television Representatives Inc., New York, and James P. McCann, president of TopMarket Television, New York. Already on TVB's board as representative members: Robert Dudley, president of Meeker Co., New York, and William G. Walters, president of Peters, Griffin and Woodward, New York.

Arbitron expansion. Arbitron, New York, will begin new telephone measurement survey for radio, previously available only in nonsyndicated markets. Overnight surveys will be expanded to all markets—except in syndicated metros during survey periods for Arbitron Radio Market Report service.

Programing

Casualty list lengthens in new season's tight race

NBC scrubs two, CBS one as three networks are bunched four weeks after opening

NBC-TV canceled *The Family Holvak* and *The Invisible Man* last week and CBS pinkslipped *Kate McShane* as the networks begin the process of winnowing out the clear losers of the new prime-time season.

The season-to-date National Niensens (for the four-week period Sept. 8 through Oct. 5) show a gap of only 1.3 rating points between CBS in first place and NBC in third. CBS's rating is 18.7, ABC's is 17.9 and NBC's 17.4. For last year's comparable period, CBS had a huge 3.3 rating-point lead over the then third-place ABC. (CBS had a 20.2 rating for the first month of 1974; NBC, 19.9, ABC, 16.9.) The four-week Nielsen comparison, 1975 vs. 1974, gives ABC a 6% improvement, CBS a 7% decline and NBC a precipitous 13% fall-off.

For this season's fourth week alone (Sept. 29-Oct. 5), CBS finished first, with

a 19.1 rating, ABC logged an 18.1 to come in second, and NBC was third, with 17.1.

Universal Television's *The Family Holvak* (Sunday, 8-9 p.m., NYT) is to go off the air later this month; the replacement will be announced later. From Oct. 19 through Dec. 14, NBC will run a batch of fill-ins, with the focus mainly on a series of two-hour Walt Disney theatrical movies. (*The Wonderful World of Disney* leads into the Sunday-at-8 time slot.)

Paramount Television's *Kate McShane* (Wednesday, 10-11 p.m.) bows out on Nov. 19 and, although it's not yet official, the betting is that Lorimar Television's *The Blue Knight*, a police series starring George Kennedy, will be the replacement.

Universal Television's *The Invisible Man* (Monday, 8-9 p.m.) will continue through December to be replaced early in January by a variety hour, probably featuring the impressionist, Rich Little, although NBC's programmers are also looking at musical-comedy hours starring Dick Van Dyke, McLean Stevenson and Mac Davis.

NBC also announced one time-slot shift: *Police Woman* (Friday, 10-11 p.m.) and *Police Story* (Tuesday, 9-10 p.m.), both produced by Columbia Pictures Television, swap time periods permanently as of the first week of November.

Holvak vanishes because the show failed to hold *Disney's* lead-in audience and thus hurt the series that followed it, *The NBC Sunday Mystery Movie*, which

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from
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has fallen below a 30 share in each of the past three weeks.

The Invisible Man has never risen above a 28 share in its five weeks on the air. NBC officials hope a variety hour will prove to be better counterprogramming to CBS's powerhouse *Rhoda* and *Phyllis*.

Two weeks ago, CBS announced that it was going to give *Kate McShane* a reprieve by putting it on Tuesdays in a time-period switch with *Beacon Hill*. But when *Beacon Hill*'s Sept. 30 telecast (10-11 p.m.) jumped from the previous week's 22 share to a 25 share, CBS programmers rescinded the switch announcement in the hope that the share jump was not a fluke and that the series might edge its way into the high-20's before the year is out (On Oct. 7, however, against ABC's *Marcus Welby* and baseball on NBC, *Beacon Hill* plummeted to a new-low 21 share and cast further clouds over its already uncertain future.). *McShane* has declined in share every week it has been on. The last time out (Oct. 1) it lost 11 share points from the private-eye series that precedes it, *Cannon*.

About the *Police Woman*-*Police Story* switch: NBC programmers said *Police Woman* proved it could make it at 9 o'clock in a just-concluded Los Angeles experiment, where it swapped time periods with *Ellery Queen*. And *Police Story*, which has been managing only marginal ratings Tuesdays at 9, figures to do better with James Garner's *The Rockford Files* as lead-in on Friday.

ABC is going slow on announcing programming changes, although four of its series are languishing at or near the bottom of Nielsen's ratings barrel. They are: *Barbary Coast* (Monday, 8-9 p.m.), *Mobile One* (Friday, 8-9 p.m.), *Matt Helm* (Saturday, 10-11 p.m.) and *That's My Mama* (Wednesday, 8:30-9 p.m.). In addition, *Saturday Night Live With Howard Cosell* (Saturday, 8-9 p.m.), after two 25-share weeks, plunged to a 10.5 rating and 20 share on Oct. 4.

Cancellation is also looming over at least three other CBS series: *Three for the Road* (Sunday, 7-8 p.m.), *Big Eddie* (Friday, 8-8:30 p.m.) and *Joe and Sons* (Tuesday, 8:30-9 p.m.).

And at NBC the jury is still out on *Ellery Queen* (Thursday, 9-10 p.m.), *Movin' On* (Tuesday, 8-9 p.m.) and *Doctors Hospital* (Wednesday, 9-10 p.m.).

Can FCC stop Canadian TV's from jumping gun on U.S. shows?

It launches inquiry on effects of prerelease of network series amid doubts it has power to act

The FCC will ask for help from all interested parties—at least on this side of the Canadian border—in dealing with the problem created for northern U.S. television stations by the sale of some U.S. programs to Canadian stations for release before they are shown on American networks.

But in announcing that it had instructed its staff to draft a notice of inquiry on the matter, the commission last week indicated it was not satisfied—at least not yet—that the prerelease of programs to Canadian television should concern it. It said the inquiry would seek comments on the question of whether prerelease practices “are harmful to the public interests or to private economic interests.”

And some commission officials, including commissioners, hope that the results of the inquiry will help lead to a private resolution of the problem—by agreements reached between the producers and their American customers, the networks.

The commission's lack of enthusiasm in moving ahead of the issue is indicated by its plans to issue only a notice of inquiry. The staff had originally proposed that the document also be labeled a notice of proposed rulemaking; that would have enabled the commission to adopt rules without any further proceeding.

The commission, which is acting in response to a petition from ABC seeking the adoption of a rule to restrict or eliminate the transmission of U.S.-produced programs to foreign stations for broadcast back into this country before they are shown on American networks, believes it has the necessary authority—a point disputed by the program suppliers. They say the kind of regulation sought by ABC was repudiated by the courts in the 1930's;

they also say it would violate their First Amendment rights.

The problem involves not only broadcast signals received in the U.S. but also the retransmission of those signals by cable television systems in the U.S.

The commission, in its announcement last week, said that although the prerelease matter had been described as one of legitimate concern, “the nature and extent of that question remains undefined.” The inquiry will be designed to help provide the necessary definition.

It will seek information from:

- Licensees, as to which markets are exposed to the prerelease practices, the amount of U.S.-produced programming involved in those practices, and the extent to which broadcasters have suffered actual and quantifiable reduction in U.S. audiences.

- Program producers and suppliers, as to the amount of programming produced for U.S. networks and distributed to Canadian television with prerelease rights, the means by which programming to Canadian licensees is distributed, including the role of “middle men”, and the economic consequences for the production industry that would be expected to result from curtailment or elimination of the prerelease practice.

- Cable system operators, as to the effect on domestic systems of a curtailment on program suppliers' participation in the prerelease practice.

- Networks, as to the impact of the prerelease practice on them, and the benefits and disadvantages that would be expected to accrue to them if restrictions on the prerelease of U.S.-produced programs were adopted.

The commission will also ask for comments from members of the public and public-interest groups. Does the existence of the prerelease practice afford the public diversity of viewing opportunities? The commission would like to know. And if it does, is the advantage of such diversity outweighed by other consequences adverse to the public interest?

The prerelease matter is one of two problems involving Canada confronting broadcasters in the northern part of the U.S. The other is the Canadian government's campaign to discourage Canadian advertisers from buying commercial time on the U.S. stations whose signals are received in Canada. The Canadian Radio-Television Commission is directing cable television systems carrying American signals to delete the commercials. And the Canadian parliament is working on legislation that would deny tax exemptions for advertising placed in American media—broadcast or print.

Officials said there was virtually no discussion in the commission meeting on the pre-release matter and about attempting to use it as a lever in obtaining relief for broadcasters affected by the Canadian policy to discourage advertising on American stations.

A group of affected broadcasters journeyed to Washington last Wednesday to confer with White House and State

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Department officials in their continuing effort to obtain government help in changing what they consider Canada's anti-American policy (see page 29).

Senate unit sticks cable with liability on copyright

But committee stretches time between rate reviews by tribunal that cables wanted scrapped; noncommercial broadcasters get break on nondramatic works

Cable television operators won only minor changes, but public broadcasters gained a victory as the Senate Judiciary Committee completed its markup of the copyright bill (S. 22) last week.

The basic schedule for copyright fees to be paid by CATV operators remained the same as that passed by the full Senate last year. The copyright tribunal, which is to review the rates of Cable payment and which cable operators wanted eliminated, was retained. The time between its rate reviews, however, was extended.

Public broadcasters won a compulsory license for books, records, photographs and other nondramatic copyrighted works used in educational programs. The burden of negotiating separate clearance with each copyright holder was removed.

Broadcasters' fears that Senator Hugh Scott (R-Pa.) might move to amend the copyright bill with his bill (S. 1111) to create a performers' royalty that broadcasters would pay to record artists and manufacturers proved unjustifiable. The attempt was not made and S. 1111 is still pending following hearings before the Copyright Subcommittee (BROADCASTING, July 28).

Senator Strom Thurmond (R-S.C.) offered the amendment to set back the copyright tribunal's initial review of cable payments to three years and reviews afterward at 10-year intervals. He had originally offered an amendment that would have set the initial rate review back even further to five years. That was defeated 7-6. Senator Scott switched his vote to put the second amendment over the top. (The original bill called for review after 18 months and every five years thereafter.)

The National Cable Television Association counted the change as "a very small improvement."

Another amendment offered by Senator Thurmond and adopted by the committee altered the language that gives broadcasters the right to sue cable operators for not complying with the copyright rules. The new wording says broadcasters may sue only for "willful or repeated" infringement, a situation NCTA feels is a compromise. NCTA wanted that section deleted. Cable operators are concerned

that without the added wording, broadcasters could harass them with law suits for unintentional violations. Both changes in the bill were expected (BROADCASTING, Oct. 6).

"Perfecting amendments" were also adopted to relieve cable operators of copyright liability for carrying the signal of an over-the-air pay TV station or for leased channels.

An NCTA spokesman said last week that the cable industry hopes for significant changes on the House side. A House Judiciary Subcommittee headed by Representative Robert Kastenmeier (D-Wis.) is scheduled to begin markup Oct. 30.

The National Association of Broadcasters was generally pleased by the Senate markup, except for the stretch-out of the tribunal's review periods. NAB is particularly disturbed at the 10-year period between reviews without the provision that NAB has been advocating to make cable liable for every additional signal it picks up. Under the bill as written, said Donald Zeifang, NAB executive vice president for government relations, after the first rate revision a cable system can pick up additional signals "without paying a nickel" in copyright royalties for the next 10 years.

The amendment that gave public broadcasters the protection of a compulsory license to nondramatic works was offered by Senator Charles Mathias (R-Md.). The amendment specifies that in the absence of a private agreement between public broadcasters and copyright holders, the copyright royalty tribunal will arbitrate compulsory license fees. Thomas Brennan, counsel for the Senate Copyright Subcommittee who has participated in staff efforts to mediate the interests of public broadcasters and rights societies, said last week prospects for a private agreement between the two are "nonexistent." Senator Mathias had offered, then withdrawn, the same amendment last year when the copyright bill was being considered on the Senate floor (BROADCASTING, Sept. 16, 1974).

Black-college sports ignored by stations, ABC and NCAA, says petition to the FCC

Colleges' deal with network is discriminatory to members of Southwestern Athletic Conference, says filing; hearings are sought

Representatives of seven black Southern media groups who are concerned about the lack of television coverage of athletic events of the predominantly black Southwestern Athletic Conference, have turned to the FCC for help. They say that the National Collegiate Athletic Association, ABC Sports, which televises NCAA football games, and six ABC affiliates in the South are guilty of racial discrimination in their failure to cover the black schools'

sports events.

They want an FCC hearing on the complaint. In a petition filed with the commission, they request the agency either to designate the licenses of the stations for revocation or early license-renewal hearings.

The petition also asks the commission to declare that the stations have ignored black college sports activities without "adequate justification" and to initiate inquiries into the licensees' "discriminatory practices" and the conduct of ABC Sports and its impact on black colleges.

The stations named in the petition are WABG-TV Greenville, Miss., WAPT Jackson, Miss., WVUE New Orleans, WRBT Baton Rouge, WHBQ-TV Memphis and KTRK-TV Houston.

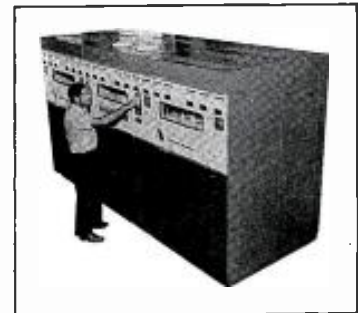
The petitioners' concern is not merely about the lack of attention being paid to the schools. "The financial aspect of the discriminatory decisions of NCAA and ABC Sports," the petition says, "has genocidal overtones." For if the black schools do not share in the television revenues now being received by other NCAA schools, the petition says, they will not survive.

The petition says that since 1969, "white colleges" have received \$82,514,000 under the NCAA television plan, while "black colleges" have received \$1,030,000. Most of the money paid to the black schools has gone for football games involving Grambling College.


The groups represented in the petition

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are the Delta Coalition for Better Broadcasting, of Greenville; the St. Bernard Community Center, of New Orleans, the East Feliciano Black Action Organization of Louisiana, the Concerned Citizens of Baton Rouge, Black Citizens for Media Access of Houston, the Memphis Coalition for Better Broadcasting, and the Columbia Media Coalition of Mississippi.

Packager says KTLA has unfair lock on Angels and Trojans

A Los Angeles packager and producer of sports events for television has complained to the FCC that he has been denied an opportunity to compete equally with Golden West Broadcasters' KTLA-TV Los Angeles for television rights to the games of the California Angels baseball team and various University of Southern California athletic events. The reason, Bob Speck of Bob Speck Sports Co., says through his attorney, Robert Cahill, is Golden West's connections with the Angels and USC—Golden West owns or is under common ownership with the baseball team, and a Golden West officer and director, Forrest N. Shumway, is a regent of the university.

Mr. Cahill, in his complaint, contends his client, a former KTLA employe, has been denied the opportunity to bid on the Angels and USC events "because of unlawful collaborative activities by commonly controlled entities," including a commission licensee. Mr. Speck's efforts to obtain television rights have been rejected by the Angels and USC despite offers "substantially more favorable" to them than those ultimately made by KTLA, according to Mr. Cahill.

The complaint asks for various types of relief, including an order requiring Golden West to bid publicly and competitively for the rights to broadcast events of affiliated entities and to stop "the existing unlawful and anticompetitive exclusive dealing arrangements exacted by licensee through improper exercise of control over its owned and affiliated enterprises."

A representative of KTLA said he did not think the complaint had any merit and that Golden West would show that in a formal response.

Family hour not a favorite at AWRT conference

FCC Commissioner James H. Quello added his views to the family-viewing hour hopper at the northeast area conference of American Women in Radio and Television in Rye, N.Y., Oct. 3-5. "The FCC began as an engineering agency, but is being looked to as a vice and morals squad . . . (It is) not censoring now, but if there is any correlation coming out of studies between violence and network viewing, there will be legislation that will force net-

works to things they don't want," he said. On the same panel entitled "What is the Public Interest, Convenience and Necessity?," Mae Helms, director of program clearances, CBS Television Network, New York, said "Family-viewing hour is the networks' own self-regulation . . . but language, for instance is real life. In the interest of bringing realism to TV, it is important to show realistic situations." And Peter Orne, vice president-general manager, WTNH-TV New Haven, Conn., said "As far as I'm concerned, the family viewing time is a colossal failure. The networks cannot take over the responsibility of being parents and those children who watched *The Rookies* last year will now stay up an hour later to continue watching it this year."

WBTB-TV returns flying a new flag

Newark UHF concedes time is not ripe for pay TV, reactivates with wide-ranging type of format

WBTB-TV Newark, N.J., which had visions of being a pay-television outlet in the New York area (BROADCASTING, Jan. 20), has been reactivated after being dark nine months. But this time the channel 68 outlet is offering regular free service with programming that ranges from business/financial information to shows designed to appeal to various religious groups and ethnic communities.

This switch was decided upon, according to Eugene Inger, general manager of the station, because "It was felt it was not economically feasible to launch a pay-TV operation at this time." He said the station's board believes the new approach is workable, but added this does not mean that pay TV has been ruled out completely for the future.

WBTB-TV returned to the air on Sept. 28. It had been dark nine months after only three months of operations because of "transmitter problems," which apparently have been corrected.

Victor Longtin, program director, reported that the station produces a block of time called *Stock Market Today* (Mon.-Fri. 10 a.m.-5:30 p.m.) It sells time to producers of religious and ethnic programming, but according to Mr. Longtin, this does not violate FCC rules governing a brokerage of time because the producers operate as employees of the station.

In addition to Bulgarian, Japanese, Italian, Greek and Romanian shows, the station carries Turkish and Yugoslavian programs and shortly will add an Israeli presentation. In the religious sector there are programs catering to Baptist, Pentecostal and interdenominational communicants, and other faiths are being solicited. To indicate the format is flexible, WBTB-TV also presents a country-and-western music program and several sports shows.

Mr. Longtin said that a number of sponsors already have been signed, including

several New York brokerage firms.

The station is owned and operated by Blonder-Tongue Broadcasting, of which Blonder-Tongue Corp., Newark, is 50% owner. The rest of the ownership is split among Mr. Inger, James Chladek, station manager, and Mr. Longtin. Mr. Inger was said to have had experience in California, Illinois and Florida in programming TV stations with the format WBTB-TV has adopted. Mr. Chladek was a former sales executive with ABC-TV. Mr. Longtin has been active in cable TV programming. He said the station has 22 employees.

The station is on the air from 10 a.m. to midnight on weekdays; from 2:45 p.m. to midnight on Saturdays and from 7:45 a.m. on Sunday to 1 a.m. Monday.

Program Briefs

Mutual affiliates. Eight more stations have joined Mutual Radio Network. They are WLIQ(AM) Mobile, Ala.; KOOO-FM Omaha, Neb.; KREO(AM) Indio, Calif.; WJOE(AM) Port St. Joe, Fla.; KFLO(AM) Shreveport, La.; KTAR(AM) Phoenix; KNJO(AM) Thousand Oaks, Calif., and KBAM(AM) Longview, Wash.

Sunlighting. Dallas Mayor Wes Wise has started four daily morning sportscasts on KVIL-AM-FM there. Mayor, who was in sports broadcasting before entering politics, said salary from KVIL-AM-FM would be used to satisfy debts incurred while he has been in mayor's office.

Daddy to Doctor. Danny Thomas and MGM-TV have agreed on pilot that may eventuate as half-hour comedy series, starring Mr. Thomas, called *The Practice* for NBC with production scheduled to begin Oct. 22 for possible debut in January. Show deals with father-son physicians, with Junger Witt as executive director, Tony Thomas as co-producer, and Steve Gordon as writer. New program marks Mr. Thomas's return to TV after 11 years on ABC and later CBS in *Make Room for Daddy*.

Mini Kennedy-chronicle. Newstalgia, Hollywood, announces availability of latest five-minute featurette, *The Parable of President Kennedy*. Program is narrated by newsman Ted Hilgenstuhler, who has also done same type of featurette on Marilyn Monroe and Jayne Mansfield. Upcoming are similar mini-mini specials on Robert F. Kennedy and Clark Gable. *1622 North Gower Street, Hollywood, 90028; (213) 469-7307.*

More time. AT&T has extended expiration date for present television program rate schedules from Dec. 31 to Sept. 30, 1976, and plans to put new rates into effect no later than Oct. 1, 1976, following 60 days' notice. Present rates were set as part of two-year trial period to precede establishment of "permanent" rates.

Concert and commentary. Live concerts of classical music with commentary by American and European artists are being offered by new company, *Glenwood Audio, Box 297, Somerville, Mass., 02143.*

Business Briefly

MORNINGSIDE COLLEGE LIBRARY SIOUX CITY, IOWA

International Harvester Co. □ Chicago-based company will be supporting introduction of three lines of light vehicles with spot TV drive in 70 markets for three weeks, starting Nov. 1. Through Ketchum, MacLeod & Grove, Pittsburgh, International Harvester is aiming its message at men, 25 to 54, and will be seeking news, sports and fringe periods beamed at target audience.

BASF Wyandotte Corp. □ Manufacturer of agricultural chemicals is set to begin spot TV effort in four markets and spot radio splurge in 20 markets for its new Basagram soy bean herbicide. Campaign will continue until early December and advertising will be limited until mid-1976 while new plant being built in Louisiana is completed. Brewer Advertising Inc., Kansas City, Mo., is buying time slots appealing to men, 25 to 54, primarily farmers.

Colgate-Palmolive □ North Castle Partners, Greenwich, Conn., is handling TV campaign for Colgate-Palmolive's (New York) roasted soy bean snack, Bambeanos. It's currently being tested in all New England states (nine markets). Thirty-second spots—in daytime, fringe and prime time—are aimed at women 18-49. Four-week flights to begin today (Oct. 13) and Nov. 24 use another version of "vendor" theme and note product has "half the fat, 22% fewer calories" than peanuts. Agency hopes to go national with this, Colgate's entry into snack market. S.F.M. Media Corp., New York, is buyer.

American Dairy Association □ D'Arcy-MacManus & Masius, Chicago, is placing four-week radio and TV campaigns concentrated in peak holiday baking season for American Dairy Association of United Dairies Industry Association, Chicago. Daytime and fringe 30's will run in 30-plus markets, geared to women 18-49 with theme, "you can only make butter cookies with real butter." Radio 30's in same number of markets will run piggyback to milk commercials—"from the goodness of milk comes butter..." Campaigns begin Nov. 17.

Rockwell International □ Campbell-Ewald, New York, is handling four-week

campaign for Rockwell International Inc., Pittsburgh, in corporate vein. E.G. Marshall is spokesman in two new TV commercials to run with four existing ones, emphasizing industrial and consumer products. Late evening news 60's are aimed at men 25-49, to begin Nov. 24.

Youngs Drug Products Corp. □ TV commercials for Trojan condoms were carried on TV for first time this past summer (BROADCASTING, Aug. 4) and now campaign is being launched on radio. Seven-week effort will start soon on KGB(AM) San Diego; XPRS(AM) Tijuana, Mexico; WNJR(AM) Newark, N.J., and WBUF(AM) Buffalo. Atwood Richards Inc., New York, is handling media buy and is seeking other TV and radio outlets to carry advertising aimed at adult audience. Poppe Tyson Inc., New York, will handle creative portion with commercials stressing importance of family planning.



Borden's □ Ross Roy, New York, is creating spots for new Skim-American Slices, cheese product with "50% less fat than process American cheese," by Borden's Foods, division of Borden's Inc., Columbus, Ohio. Chris Evert, tennis star, "serves a new slice" in fringe and primetime 30's scheduled in 12 major markets for the new product. TV campaign will run six weeks beginning Nov. 10 and flights, not yet confirmed, will continue through next year.

Sumark Enterprises □ Company that produced and is now marketing soundtrack album consisting of only transcription of original Will Rogers radio shows, is sole national sponsor of *Will Rogers Today*, radio barter series that runs two-and-a-half minutes per day, five days a week. Each Rogers episode has break for local station to insert 30- or 60-second spot. The Register and Tribune

Syndicate has already bartered series in 14 markets, including WNEK(AM) Kansas City, KUDY(AM) Spokane, KLIQ(AM) Portland and WNUF(AM) Pittsburgh.

Anheuser-Busch Inc. □ Michelob beer will be pushed in various flights of spot TV to begin in late October in long list of markets, with some limited to three weeks and others longer, ranging up to 11 weeks in major centers. D'Arcy Advertising is concentrating its messages toward adults, 18 to 49 and men, 18 to 49.

Corporation for Public Broadcasting □ To call attention to *Realidades* series on public TV, CPB has scheduled 13 week campaign on Spanish-language radio stations in 18 markets, with announcements beginning in some areas this week and in others over next few weeks. Bi-lingual series about cultural development is being promoted to adults, 18-49, with agency, Hispano Americano Advertising, New York, placing spots in major cities with high concentration of Spanish-speaking population.

Pet Inc. □ Pet-Ritz Pie Shells will be advertised extensively via spot TV splurge starting in late October for four weeks. Media/Marketing Service Centers Inc., Western Springs, Ill., is seeking time slots to reach women, 25 to 49.

Eureka □ Young & Rubicam, Chicago, is placing daytime and fringe 30's for National Union Electric Corp.'s Eureka vacuum cleaners in 77 markets to begin Nov. 13. Five-week schedule for Eureka (Bloomington, Ill.) is geared to women 18-49.

Polaroid Corp. □ Doyle, Dane, Bernbach, New York, is handling eight weeks of radio, two weeks of TV spots for Polaroid Corp., Cambridge, Mass.'s electric Zip camera. Youth-oriented song carries theme, "Jack the Zipper," in-both media. Evening fringe and primetime 30's are being sold in barter effort to 25 radio markets. Target audience is teens 12-17.

GAF Corp. □ Daniel & Charles, New York, is agency for GAF Corp., New York, which will begin four-week campaign

Nov. 24 for Viewmaster and other photographic products. Fringe and primetime 30's, some old, some new, feature Henry Fonda endorsing product geared to children 6-11. Media Corp., New York, is buyer.

Rockwell International □ In pre-Christmas push for its calculators, Rockwell is planning spot TV spree in top 20 markets for two weeks, starting Dec. 8. Buys on news, sports and other male-oriented programs are being made by Campbell-Ewald, Detroit, to reach principal target, men, 18 to 49.

Kimberly-Clark Corp. □ Neenah, Wis.-based maker of paper products has terminated its 52-year relationship with Foote, Cone & Belding, Chicago, dating back to days when agency was Lord & Thomas. Kimberly-Clark notified FC&B it is withdrawing its last product assignment from agency, Kimbies disposable diapers, with billings of about \$8 million, \$6 million in broadcast. During past year Kimberly-Clark has assigned its household products (including Kleenex) to Leo Burnett Co., Chicago, and its feminine hygiene products (including Kotex) to Kelly, Nason Inc., New York.

Air Canada □ Through Warwick, Welsh & Miller, Air Canada will launch multi-week radio splurge in seven major markets. In New York, Los Angeles and Chicago, 30-second spots will play through Oct. 26 and then run again from Nov. 10 to Nov.

BAR reports television-network sales as of Sept. 21

ABC \$479,445,900 (29.8%) □ CBS \$583,210,500 (36.2%) □ NBC \$547,331,100 (34.0%)

Day parts	Total minutes week ended Sept. 21	Total dollars week ended Sept. 21	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	148	\$ 763,100	4,245	\$ 24,028,500	\$ 16,918,100	42.0
Monday-Friday 10 a.m.-6 p.m.	1,006	9,167,700	36,629	361,848,200	322,648,700	12.1
Saturday-Sunday Sign-on-6 p.m.	312	6,755,500	10,804	156,440,500	142,647,200	9.7
Monday-Saturday 6 p.m.-7:30 p.m.	98	2,569,700	3,761	85,899,100	76,415,700	12.4
Sunday 6 p.m.-7:30 p.m.	17	629,900	583	13,206,400	11,009,700	20.0
Monday-Sunday 7:30 p.m.-11 p.m.	411	25,675,000	15,022	859,696,400	814,591,800	4.4
Monday-Sunday 11 p.m.-Sign-off	190	3,137,200	7,087	117,868,400	107,381,700	9.8
Total	2,182	\$48,698,100	78,131	\$1,609,987,500	\$1,491,612,900	7.9

Source: Broadcast Advertisers Reports

30. In Dallas, Houston, San Francisco and Cleveland, spots will run from Oct. 20 to Nov. 2 and then again from Nov. 10 to Nov. 23. Spots will focus on increased number of flights' making travel to Canada more convenient for businessmen, and new, low, FAA-approved fares, which in some cases, allow passengers to deduct 35% off regular economy prices. Spots are geared

to men 25 to 49 and will mainly run on all-news stations and MOR music stations.

Jean Patou □ Amour Amour, one of Jean Patou's expensive perfumes (it retails at \$55 an ounce), will budget \$100,000 to go after upper-income adults in top-15 markets for two-week pre-Christmas radio blitz beginning Dec. 5. Al Paul Lefton, ad agency that produced 60-second spot, will buy classical-music and beautiful-music stations in such cities as New York, Los Angeles and Chicago.

Oscar Meyer □ J. Walter Thompson, Chicago, is handling two-year program of TV spots for Oscar Meyer, Madison, Wis., Clausen Pickles. Third flight is due to begin Nov. 3 for six weeks. Daytime, fringe 30's will air in some 30 markets, aimed at women 25-49.

Black & Decker □ Power-tool maker begins 20 or so market TV-spot splurge, to run from Oct. 18 through Dec. 18, to announce its new one-piece workbench. Markets include New York, Los Angeles, Chicago and St. Louis. BBDO is agency. Target audience is adult male.

Rep appointments □ WBRE(AM) Wilkes-Barre, Pa. and KRYS(AM) Corpus Christi, Tex., to Jack Masta & Co., New York; WLWITV Indianapolis to Blair Television Stations Division, New York.

SFM lands another one □ After hiring Murray and Chaney Inc., Hudson, Ohio, has retained SFM Media Services Corp. to handle entire media function for agency, which bills about \$17 million (estimated \$10 million in broadcast). Murray and Chaney is agency for Firestone Tire & Rubber Co., White Motor Corp., Grumman American Aviation and other Midwest advertisers.

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The film cart system has "... definitely helped the overall technical operation," according to Chief Engineer George Andresky. "For one thing, we don't have to assemble and break down a daily spot reel. That saves us one man's full working time. And we have no dubbing to do. We load and catalog each film segment once—and it's ready for use any time."



Other equipment freed.

"A saturation campaign used to tie up one TP-66 projector," Andresky continued. "Now, we put the saturation spot on the cart, and program all our multiple playbacks ahead—automatically."

The TCP-1624 averages 70 to 80 film cart plays a day, while the companion TCR-100 plays about 100 tape spots. A 40-event automatic programming system directs the action, to achieve fully automated station breaks. The advantages are most noticeable during the spot-heavy afternoons.



A video source.

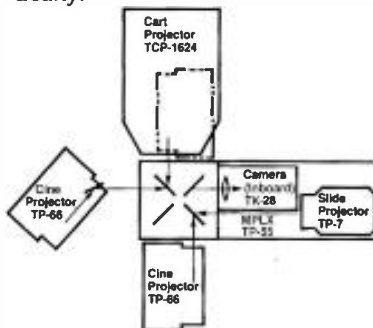
The TCR-100 is also used as a production aid at WBRE-TV. Programs and commercials are taped and stored for playback. So are excerpts from NBC Electronic News, which are screened, then dubbed onto video cartridges. The TCR-100 becomes another video source; in effect, a third camera.

At WBRE-TV, both carts carry their weight—and then some!

How to add value with a TCP-1624.

Here's an advantageous way to add a TCP-1624 to your existing Telecine System where the TK-28 film island is internally-mounted. A third input facility is available to fully utilize two reel-to-reel projectors.

The diagram shows this concept clearly.



RCA

YOU CAN'T BEAT THE SYSTEM: TKP-45.

The one camera camera system.

The only thing the RCA TKP-45 has in common with other portable TV color cameras is portability. From there on, it's an almost total departure from anything else.

For one thing, the TKP-45 has every studio camera feature. It has been slimmed down to 19.4 pounds, including viewfinder (less lens) by designing new lightweight circuitry, not by eliminating big camera features. So it performs like the finest studio camera, wherever it's needed, inside or out. Imagine the cost-effectiveness of having one camera for every use.



How portable can you get?

As portable as you want to be.

Consider:

With the TKP-45, the cameraman has up to 1500 feet of small-diameter, lightweight cable leading to the CCU. It has just half the weight of other minicable. There's no backpack to add weight, no tangles to avoid. Your cameraman can concentrate on picture-getting.

If that isn't enough portability, then pipe the TKP-45 into our "Minipack" CCU. This 35-pound option has a self-contained, rechargeable DC battery unit and AC power adapter. The camera can rove up to 300 feet from a Minipack, or a crewman can easily move this lightweight CCU to the action.

A lightweight junction box is belt-worn, for two-way intercom and audio pickup. And portability imposes no restrictions on lens selection, automatic video control, or any of the TKP-45's studio camera features.



Case for ENG weighed at SMPTE convention

Improved film equipment, union situation cited as film pluses, but cost figures speak for electronic news gathering;

Electronic newsgathering may be the wave of the future, but there are still some engineers who swear by film—at least for now. This was evident at the session on newsgathering for television at the annual technical conference of the Society of Motion Picture and Television Engineers in Los Angeles where Earl Stevens of KABC-TV and Stan L. Zieve of KNBC(TV), both Los Angeles, acknowledged that ENG was the coming thing but noted the significant improvements that have been made in news cameras, lenses and film in recent months.

Mr. Stevens warned of the possible union jurisdictional squabble with the increasing use of electronic cameras in place of movie cameras. Mr. Zieve said there is no doubt that electronic journalism saves money; 20 minutes of 16mm raw film stock costs \$117.52; the same length of video tape, that can be used over and over again, costs \$15.

But it was Joseph Flaherty, CBS, New York, who cut the mustard with figures, that showed major savings for ENG. Using a three-camera film crew as the criterion and including editing and other gear needed at the studio, Mr. Flaherty said the capital cost of the film equipment would be \$87,000 and of the ENG gear, \$200,400. But he noted, the labor cost for the film operation would be \$234,804 annually, vs. ENG's \$181,054; with yearly operating cost for film \$114,754, vs. ENG's \$32,936. On an hourly basis, Mr. Flaherty said, film costs \$285, while tape is \$28.06. Total cost annually, including amortization, Mr. Flaherty said, is \$366,958 for film; \$253,670 for ENG.

The SMPTE audience also heard Jack Valenti, president of the Motion Picture Association of America, call for the networks to "reshape their own thinking to become more realistic in their pricing and option strategies." He noted that the average costs of TV series episodes are mounting rapidly—approximately \$170,000 for a half-hour segment, and \$350,000 for an hour segment. The TV production companies, he said, "can little endure or long survive the malignancies of deficit financing."

DNC appeals FCC action on equal-time law

The Democratic National Committee will appeal the FCC action exempting live, on-the-spot coverage of political debates between candidates and news conferences by candidates from the reach of the equal-time law. The notice of appeal was filed in

Economic facts. Joint Council on Economic Education is offering public-service announcements explaining need for economic education. Record contains 25- and 55-second spots with 15-minute special report on flip side. *Dirk vanden Heuvel, JCEA, 1212 Avenue of The Americas, New York 10036; (212) 582-5150.*

Buckley bucks. Less than choice placement on Public Broadcasting Service schedule has led William F. Buckley Jr. to end his contract with PBS for *Firing Line* as of next July. Program will return to RKO General Television, where it began in 1966 and ran until switching to PBS in 1971. *Firing Line* has been fed to 240 subscribing stations Saturdays at 7 p.m. since last July. Show's producer, Warren Steibel, claims program has been subject to "eccentric scheduling," and frequently pre-empted. Four RKO General stations are committed and syndication in other markets, including public TV stations, is planned.

Bicentennial broadcasts. Series of 36 half-hour radio programs tied to theme of Bicentennial have been produced by United Church of Christ, National Parent Teachers Association and Educational Commission of the States. Titled *Our Heritage, Our Hopes*, series explores such issues as First Amendment freedoms, working in America, private enterprise and "rugged individualism." Series is free to stations, and information and study material are available from Grant Spradling, 287 Park Avenue South, New York 10010.

Gambling. WFSB-TV Hartford began live telecasts of Connecticut's state lottery on Oct. 9. *Double Play* has game-show format with seven finalists trying for weekly prize of \$100,000 or \$200,000. Show originates from station's Hartford studio.

Writer residuals. Residual payments to writers have declined 12.5% for television and 27% for films for television. Writers Guild of America, West, reports for eight months of year ended Aug. 31.

	1975	1974
Television	\$5,947,803	\$6,794,518
Films to TV	892,379	1,222,849
Supplemental markets	14,473	11,861
Total	\$6,854,655	\$8,029,228

Pins and needles. Entertainment Corp. of America, Los Angeles, announces sale of new half-hour, daytime strip, *Sew, What's New*, with George Trippon as host, in 15 markets, including KTVT(TV) Dallas, KHTV(TV) Houston, KTLA(TV) Los Angeles, KCST(TV) San Diego.

CTW under fire from HEW

An audit of the Children's Television Workshop's 1973 salary and wage budget allocations by the Department of Health, Education and Welfare says CTW charged unallowable expenses to federal grants. The HEW audit was not comprehensive—only six cost centers were checked—but

HEW said apparently the "total amount of unallowable costs . . . was substantial."

CTW claims that the audit used HEW standards for fund allocation for all monies received by CTW, regardless of their source. CTW also said they accounted for \$8 million of expenditures in accordance with detailed HEW standards, even though they were only required by their HEW contract to justify \$6 million.

According to HEW audit procedures CTW now must respond to the charges, and show that its funds were spent properly.

HEW gave \$11.5 million to CTW in 1973 for production of *Sesame Street* and the *Electric Company*.

Worldvision to handle all Brut productions

Brut Productions Inc., New York, has named Worldvision Enterprises Inc., New York, as exclusive worldwide TV distributor of all Brut's past, current and future theatrical and television feature films as well as specials and series.

In announcing the agreement last Thursday (Oct. 9), George Barrie, of Faberge Inc. and Brut Productions, and Kevin O'Sullivan, president of Worldvision, said the output will include "A Touch of Class," starring George Segal and Glenda Jackson. Other features to be handled by Worldvision for domestic and international sale are "Thieves," currently in production in New York and starring Marlo Thomas, John Cassavetes and Charles Grodin; "Whiffs," starring Elliott Gould and Jennifer O'Neil (just released), and "Hedda," starring Glenda Jackson and going into theatrical release in December.

Features already in theatrical distribution and headed for the TV route are "Night Watch, with Elizabeth Taylor and Laurence Harvey; "Welcome to Arrow Beach," with Laurence Harvey and Joanna Pettit, and "Face to The Wind." Eleven other movies in various stages of productions also are included in the agreement, as well as a made-for-TV film, "Sweet Hostage," starring Martin Sheen and Linda Blair, which was set for telecast on ABC-TV last Friday (Oct. 10).

WGAW wants hyphenates

Writers Guild of America West has filed suit in Los Angeles superior court against the Producers Guild of America, seeking a declaratory ruling that any negotiations between the producers guild and the Association of Motion Picture and Television Producers are illegal. WGAW contends that it should be the principal union to negotiate on behalf of writer-producers or so-called "hyphenates," many of whom as members of WGAW have voted to have that guild represent them in their writing and nonwriting capacities. The WGAW claims the producers guild has refused to poll its members on that point.

Shop talk. CBS News President Richard Salant last week struck back at allegations that extensive news coverage of the assassination attempts against President Ford would prompt more attempts. Mr. Salant, one of several CBS newsmen and executives speaking at Arizona State University last Monday, said "you could carry [the issue] to the logical extreme and you wouldn't allow any hanging of underthings on the clothes line because the psychiatrists say that gives people ideas." But "it is a very perplexing and a very difficult issue," he said, and in rare cases—for which he could not produce an example—CBS might suppress a story to protect the national interest or save lives.



Photo: Cornelius Keyes

Mr. Salant (pictured with CBS News Senior Vice President Bill Small in background) also commented that he erred in paying former presidential aide H.R. Haldeman for an interview last March (BROADCASTING, March 10). "It was a stupid thing for me to do," he said. "I was just wrong." He said it was CBS policy to pay for memoirs and that he had concluded wrongly that the Haldeman interviews fell into that category.

Veteran CBS News correspondent Daniel Schorr, responding to the stir in the White House over how much of the President's travel itinerary should be made public, said that the decision must be made by the White House, not by the news media. "We will not act as a censor on what the White House chooses to disclose," Mr. Schorr said. "It is up to the White House to decide what it will say or not say."

Mr. Schorr said that the White House makes the travel announcements "because they want the crowds. They want the visit to appear to be a success and they want to have people along the way to show that the President is popular." The question now, Mr. Schorr said, is whether to publish "the detailed itinerary, the minute-by-minute itinerary of street corners the President will pass at any given moment. It is the specific itinerary which is the most valuable information for some assassin, and it is that which the White House is now reconsidering."

Mr. Schorr also said that the media will play an increasingly powerful role in national events in the next 10 years. "We used to be in the woodwork covering the news, and not part of it in any way but willy-nilly, against our wishes, our communications have come to have enormous impact in themselves," he said.

Appearing with Messrs. Salant, Schorr and Small at ASU's annual broadcast day were news executive Peter Herford, economics specialist Mitchell Krauss and correspondent Betty Ann Bowser. They were in Phoenix to attend a regional CBS affiliates news meeting.

the U.S. Court of Appeals in Washington by attorney Marcus Cohn, who has been named counsel to the committee on broadcast matters. The DNC notice of appeal is the second to be filed in the matter. Attorneys for the National Organization for Women and Representative Shirley Chisholm (D-N.Y.) were the first to file (BROADCASTING, Oct. 6).

CBS Radio shuffles news assignments, adds programs

Changes in assignments and the addition of nine radio broadcasts are planned by the CBS Radio Network, New York. Charles Collingwood, CBS News correspondent who has reported mostly from abroad for the past 11 years, returns for the four-minute, five-a-week *Newsbreak PM*, beginning Monday, Oct. 20.

CBS News correspondents Morley Safer, Lesley Stahl, Bruce Morton and Nelson Benton get their first regular four-minute series with, respectively, *Morley*

Safer's Journal, *Reporter at Large*, *Washington Watch*, and *It's Your Earth*.

A women's series, *It's Happening*, will run Monday through Saturday with CBS News's Stephani Shelton, beginning Oct. 20, *News Profile*, with CBS News correspondent Dallas Townsend will run Sunday; *Barnestorming* and *In the Spotlight*, featuring weatherman Gordon Barnes and entertainment critic Lee Jordan, respectively, will run Saturdays; *Today in Business*, will continue on weekdays with financial expert Ray Brady; and *Predictions* and *Sports Profile*, with sportscaster Pat Summerall will be aired on weekends.

Producers for the new programs are Jonathan Ward, and Frank Miller.

AIM raises its sights

Accuracy in Media is playing its last card in an effort to win reversal of a U.S. Court of Appeals ruling that the FCC had erred in holding that NBC had violated the fairness doctrine in connection with its pro-

gram, *Pensions: The Broken Promise*. AIM's lawyers plan within the next week or two to ask the U.S. Supreme Court to review the case. The petition would be AIM's response to the U.S. Court of Appeals' refusal to grant AIM's second request for rehearing by the full nine-court bench. The court had granted AIM's original grant for rehearing, but after the commission suggested the case had become moot, the full court sent the case back to the original panel that ruled in the proceeding to consider the issue of mootness. The panel, however, did not decide that question; two of the three judges said the case was not moot. But the commission was directed to vacate its order and to dismiss AIM's complaint. AIM's attorney, Alvin B. Davis, said last week the panel's opinion did not resolve the issues.

WHIO-TV prods judge, gets trial ban lifted

A Logan county, Ohio, judge lifted his restriction on photographers covering a murder trial before a Dayton television station took threatened legal action.

When the trial was first scheduled Common Pleas Court Judge Richard Finefrock ordered a ban on filming the defendant, witnesses and jurors in and near the courthouse or at the scene of the crime. The judge said: "I'm concerned about security . . . I don't want bright lights in the hallways. We have to avoid a carnival atmosphere."

WHIO-TV Dayton, Ohio, answered in a broadcast editorial in which it said it "believed the courts . . . are clearly and grossly exceeding their authority and we intend to challenge what we consider to be a patently illegal order."

The station's editorial and news directors, also advised the judge that the station was "prepared to test the order in court." As a result, Judge Finefrock modified his stand to permit filming everywhere except in the courtroom and to present newsmen to talk to anyone who was willing to be interviewed.

Planning ahead. The first scheduled debate series between presidential candidates to take advantage of the FCC's new equal-time exemption could grow out of a plan being developed by Jim Karayn, ex-president of National Public Affairs Center for Television (NPACT). He's working with the League of Women Voters and the William Benton Foundation on a 1976 *Presidential Forum* that would feature regional debates prior to primaries in New Hampshire, Florida, New York, California and (jointly) Pennsylvania, Michigan and Indiana, plus two others before the Democratic and Republican conventions. The forum would be open to coverage by all comers, although it's anticipated that public TV stations would be most likely to clear schedules for the hours-long, prime-time events.

The Broadcasting Playlist™ Oct 13

These are the top songs in air-play popularity in two categories on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations. 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. A (▲) indicates an upward movement of 10 or more chart positions over the previous Playlist week.

Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
5	1 Dance with Me (2:59) Orleans—Asylum	2	1	3	1
2	2 Fame (3:30) David Bowie—RCA	1	4	2	2
1	3 Get Down Tonight (3:06) K.C. & Sunshine Band—TK Records	3	2	1	4
8	4 I'm Sorry (3:29) John Denver—RCA	4	3	4	3
3	5 Rhinestone Cowboy (3:18) Glen Campbell—Capitol	5	5	5	5
10	6 Bad Blood (3:12) Neil Sedaka—Rocket	7	6	6	7
6	7 At Seventeen (3:56) Janis Ian—Columbia	6	11	7	10
4	8 Fallin' in Love (3:13) Hamilton, Joe Frank & Reynolds—Playboy	8	10	10	8
11	9 Brazil (3:14) Ritchie Family—20th Century	9	8	12	9
7	10 Mr. Jaws (2:03) Dickie Goodman—Private Stock	10	20	9	6
9	11 Jive Talkin' (3:43) Bee Gees—RSO	11	12	13	11
24	▲ 12 Lyn' Eyes (3:58) Eagles—Asylum	16	9	11	14
15	13 Ain't No Way to Treat a Lady (3:26) Helen Reddy—Capitol	13	7	14	12
13	14 It Only Takes a Minute (3:13) Tavares—Capitol	12	14	8	16
12	15 Could It Be Magic (3:37) Barry Manilow—Arista	14	13	19	15
16	16 Ballroom Blitz (3:17) Sweet—Capitol	17	18	15	19
18	17 Games People Play (3:29) Spinners—Atlantic	15	16	17	20
19	18 Do It Any Way You Wanna (3:15) Peoples Choice—TSOP	19	21	21	18
17	19 Run Joey Run (3:52) David Geddes—Big Tree	22	23	18	13
—	▲ 20 Island Girl (3:48) Elton John—MCA	24	19	16	17
21	21 Miracles (3:25) Jefferson Starship—Grunt	20	15	20	21
14	22 Feelings (3:27) Morris Alpert—ABC	21	17	22	22
22	23 Rocky (3:34) Austin Roberts—Private Stock	18	24	23	24
26	24 Who Loves You (4:04) Four Seasons—Curb/Warner	23	22	24	23
25	25 How Long (Bet You Got a Chick on the Side) (3:30) Pointer Sisters—ABC	25	25	25	25
32	26 S.O.S. (3:22) Abba—Atlantic	27	26	27	28
30	27 Feel Like Making Love (3:03) Bad Co.—Swan Song	34	29	26	26
44	▲ 28 Heat Wave (2:46) Linda Ronstadt—Asylum	26	30	28	32
27	29 Love Will Keep Us Together (3:15) Captain & Tennille—A&M	30	31	29	27
20	30 Wasted Days & Wasted Nights (2:41) Freddie Fender—ABC	28	27	33	34
43	▲ 31 Low Rider (3:11) War—United Artists	32	28	30	30
28	32 Daisy Jane (3:07) America—Warner Bros.	29	33	32	33
36	33 Lady Blue (3:28) Leon Russell—Shelter	31	32	31	31
31	34 Third Rate Romance (3:22) Amazing Rhythm Aces—ABC	39	38	34	29
48	▲ 35 Calypso (2:38) John Denver—RCA	35	36	35	35
37	36 The Way I Want to Touch You (2:35) Captain & Tennille—A&M	33	35	36	41

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
—	▲ 37 This Will Be (3:10) Natalie Cole—Capitol	37	37	37	36
—	▲ 38 Something Better to Do (3:16) Olivia Newton-John—MCA	36	34	38	39
49	▲ 39 I Only Have Eyes for You (3:30) Art Garfunkel—Columbia	38	39	39	38
38	40 Born to Run (4:25) Bruce Springsteen—Columbia	46	40	41	37
34	41 There's Nothing Stronger Than Our Love (2:52) Paul Anka—United Artists	41	41	44	46
45	42 You (3:40) George Harrison—Apple	45	42	43	40
23	43 Someone Saved My Life Tonight (6:45) Elton John—MCA	43	46	40	47
—	44 Gone at Last (3:45) Paul Simon & Phoebe Snow—Columbia	40	43	47	*
46	45 Tush (2:14) Z.Z. Top—London	*	45	42	43
33	46 What a Difference a Day Makes (3:12) Esther Phillips—Kudu	47	50	45	44
—	47 Nights on Broadway (2:52) Bee Gees—RSO	49	47	46	49
—	48 Change with the Times (3:16) Van McCoy—Avco	44	*	50	48
—	49 Carolina in the Pines (3:05) Michael Murphy—Columbia	42	44	*	*
—	50 I Want to Do Something Freaky to You (3:35) Leon Haywood—20th Century	*	48	*	45

Country

3	1 San Antonio Stroll (2:45) Tanya Tucker—MCA	1	2	1	1
1	2 Daydreams about Night Things (2:21) Ronnie Milsap—RCA	2	1	2	6
6	3 I'm Sorry (3:29) John Denver—RCA	5	3	7	2
5	4 (Turn Out the Light and) Love Me Tonight (2:18) Don Williams—Dot	4	5	3	4
2	5 Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	3	4	6	5
—	▲ 6 Are You Sure Hank Done It This Way (2:53) Waylon Jennings—RCA	6	7	8	7
9	7 Rocky (3:38) Dickie Lee—RCA	7	9	10	3
—	▲ 8 I Like Beer (2:52) Tom T. Hall—Mercury	9	8	5	11
12	9 Funny How Time Slips Away (3:02) Narvel Felts—ABC/Dot	8	11	4	13
4	10 Don't Cry Joni (2:10) Conway Twitty—MCA	10	13	9	8
7	11 All Over Me (2:50) Charlie Rich—Epic	11	10	12	10
10	12 I Hope You're Feelin' Me (2:59) Charlie Pride—RCA	12	6	11	14
11	13 If I Could Only Win Your Love (2:36) Emmylou Harris—Reprise	14	14	13	12
8	14 What's Happened to Blue Eyes (2:17) Jessi Colter—Capitol	15	12	17	9
22	15 Say Forever You'll Be Mine (2:45) Dolly Parton & Porter Wagoner—RCA	16	16	14	16
13	16 Another Woman (3:07) T.G. Shepard—Melodyland	13	20	15	17
14	17 I'll Go to My Grave (Loving You) (2:46) Stattler Bros.—Mercury	19	15	16	15
19	18 I Should Have Married You (3:10) Eddie Rabbit—Elektra	18	19	19	18
16	19 What in the World's Come Over You (2:30) Sonny James—Columbia	20	18	20	22
23	20 Heart to Heart (2:45) Roy Clark—ABC/Dot	17	21	18	19
18	21 Bringing It Back (3:07) Brenda Lee—MCA	22	17	25	20
25	22 Rhinestone Cowboy (3:18) Glen Campbell—Capitol	21	25	21	23
17	23 Home (2:10) Loretta Lynn—MCA	25	22	22	25
21	24 Thanks (2:26) Bill Anderson—MCA	23	*	24	*
24	25 This Is My Year for Mexico (2:45) Crystal Gayle—United Artists	*	24	*	21

Cable systems press for flexibility in rebuild rules

CATV associations join them in telling FCC that 'natural' replacement is the only way; citizen groups express concern

Comments flooded the FCC last week suggesting alternatives to the 1977 cable-TV rebuild deadline, which the commission canceled three months ago (BROADCASTING, July 14). Cable operators expressed support for a "natural rebuild" scheme, wherein each system would outline its own plan to rebuild for 20-channel capacity and access requirements based on the natural obsolescence of its physical plant. They opposed single access channels for local government, educational, public and for lease use, suggesting there was no indication the public would use or want such service. Two-way capability and one-to-one provisions (one nonbroadcast channel for each broadcast channel) were also opposed by the cable groups.

Citizens groups and educators expressed concern that public-interest provisions were being reduced or eliminated in an attempt to give the cable industry a capital footing. Now is the time to insure that cable lives up to its technological promise to become more than just an adjunct broadcast service, they declared.

And broadcasters questioned the FCC's approach to cable-TV regulation on a general basis. Relaxed signal-carriage rules supposedly were made to allow cable to gain the financial momentum to fulfill its public-service responsibilities, they said. However, now the commission is proposing to relax or eliminate those same public-service requirements, broadcasters claimed, questioning what happened to the quid pro quo for permitting greater cable carriage of broadcast signals.

The National Cable Television Association claimed any uniform rebuild date, such as 1977, "artificially mandates obsolescence." As it is, local franchise authorities are reluctant to grant rate increases, NCTA said, and to think they will be more receptive to increases to finance a rebuild that is neither technically required or demanded by the marketplace is the "height of idle speculation."

The alternative, said NCTA, is a natural rebuild where cable systems reaching natural obsolescence of their physical plants or systems faced with the marketplace need for additional channels would have to rebuild. The Florida CATV Association predicted such a rebuild scheme would involve almost all the cable systems in the country within the next 10-15 years.

Teleprompter Corp. noted that such a

rebuild scheme would allow it to use some \$13 million of reuseable equipment to outfit smaller systems once the large systems outgrew the equipment. Specific FCC rules calling for total rebuild by a set date would deny that option to Teleprompter.

The Community Antenna Television Association claimed more than half of all existing cable systems were begun prior to the FCC's first entry into CATV regulation in 1966. A definitive rebuild for these systems would be "unfair", CATA argued, other than a natural rebuild scheme.

Citizens for Cable Awareness in Pennsylvania, the National Black Media Coalition and the Philadelphia Community Cable Coalition also felt a natural rebuild had some "merit," but were concerned that it should be defined in a manner that would not allow cable operators to get entirely around the rebuild requirement. One "easily administrative" possibility, they offered, would be to require rebuild 10 years from the time each system began operations.

ABC claimed a natural rebuild is unworkable and suggested no more than a two-year extension beyond 1977 be permitted before cable systems be required to comply. Pay-cable subscribers have "quadrupled in the past 12 months," ABC claimed, suggesting that CATV is becoming something entirely different

that what was once foreseen.

The National Association of Broadcasters figured that if cable operators could not come up with the \$6.7 million in copyright fees that they testified would be a hardship, then the FCC cannot realistically expect them to rebuild at a cost estimated anywhere from \$185 to \$430 million. Based on that, NAB urged the FCC to discontinue the benefits of relaxed signal carriage rules aimed at developing ancillary service. Metromedia Inc., was even more severe. It suggested the FCC reimpose the 1977 rebuild deadline as originally postulated with the exception of the one-for-one provision.

The National Education Association felt neither the natural rebuild or a further postponement was the answer. Rebuild should be handled on a case-by-case basis, with each cable system meeting the requirements of the local franchising agency. NEA urged that CATV operators be required to undertake community ascertainment surveys to guide them in responding to local franchise demands.

Ted Dixon, superintendent of San Diego Schools—where cable TV is available to 26% of the county's 460 schools—suggested that CATV be given an incentive to rebuild to 20- and 35-channel capacity by having the FCC grant improved signal-carriage provisions as new channels are opened up.

The Community Antenna Television Association expressed a similar view in that channel capacity should be geared to over-the-air signal availability. For a system with access to only nine broadcast stations, said CATA, a 12-channel system is sufficient to accommodate access and local-origination needs.

Access requirements, apart from overall channel capacity, was another part of the rebuild question. NCTA contended that outlets for local expression are already being provided in many communities on a voluntary basis. The marketplace is the best determinant of how access channels should be provided, NCTA said. Cable systems are responding where demand for local origination is being presented, claimed NCTA, pointing to 462 systems reaching 40% of the total cable subscribing audience as having begun local origination voluntarily. On the other hand, NCTA reported that surveys of systems mandated to provide access show supply far exceeds demand. With 92% of the potential time available on dedicated access channels unused, said NCTA, the FCC is forcing cable to subsidize excessive channel capacity.

Access requirements are now slated to apply to cable systems located in the top-100 television markets. Any expansion of that provision would be "unsupportable," said NCTA, unless the commission is also willing to extend signal-carriage rights of top-100 market systems to smaller cable systems as well. Accordingly, NCTA urged a total exemption from access and channel-capacity requirements for systems with less than 3,500 subscribers based on a headend count.

Cablecom General Inc., joined NCTA



The man who. Pennsylvania Governor (and announced Democratic presidential candidate) Milton Shapp congratulates George Barco (l) at surprise testimonial dinner given in Mr. Barce's honor at Pennsylvania Cable TV Association's fall meeting (BROADCASTING, Oct. 6). Mr. Barco, who owns Meadville Master Antenna Co., has served as PCTA's general counsel for 20 years. He is credited with initiating and working with the National Cable Television Association in the landmark federal excise-tax case that resulted in nearly \$25 million in refunds to cable subscribers. He is also a leading activist in cable's fight with utility companies over pole attachments and helped formulate the Pennsylvania copyright position, which advocated no payments for basic signal carriage. As featured speaker for the tribute banquet, Governor Shapp reminisced about his old days with Jerrold Electronics, lightheartedly suggesting, "When I leave the White House, I plan to return to the cable business, if Muriel [his wife] will permit it."

in urging a 3,500-subscriber cutoff and suggested that only one composite access channel be required until natural rebuild is completed. If converters are required to provide that one channel, however, Cablecom was against the requirement as the installation of converters could double the cost of rebuilding.

The Florida CATV Association urged a composite access channel in place of the four separate channel scheme. Citing a Rand Corp. study, the association noted that "total public-access-viewing time for all persons was two-tenths of one percent of the total TV viewing time for a sample week."

Some 20 cable operators, including Cox Cable Communications, and Sammons Communications Inc., felt that provisions for systems with over 3,500 subscribers to provide access equipment to local groups was enough and no specific channel allocation need be required. The Electronic Industries Association's broadband communications section recommended that all cable systems should provide excess channel capacity of at least one channel to be shared for various purposes including access.

Individual members of the Cable Television Information Center suggested access requirements be determined on subscriber counts, rather than the location of a cable system in a particular market. Systems with less than 1,000 subscribers should be free of access obligations; those with 1,000-3,500 subscribers should provide one composite channel and larger systems should provide the four separate channels. Immediate access should be required in systems with delivered capacity in medium and large markets. All systems should achieve compliance via natural rebuild within 10 years, said the CTIC staffers.

The National Association of Educational Broadcasters said that the four access channel requirement should be retained. Systems that cannot meet those requirements should have to file for temporary relief, NAEB contended.

Several community groups claimed that the elimination of access requirements due to small public demand was not a good argument. Demand is created to some extent by the public's awareness of what services are available, the groups claimed. One-for-one channel capacity and two-way communications capability should also be retained, the groups said, since they hold potential for the future. If the requirements are not made now, the cost involved in another rebuild would be no less appealing to the cable industry, they said. While all cable groups opposed both provisions, the EIA recommended that all cable systems at least plan and design for future bi-directional capability.

Midwest Video Corp., took a rather unusual approach in its claim that the FCC repeal its rebuild rules entirely or alternatively not extend the rules to systems outside the top-100 broadcast markets. According to Midwest, the FCC is without

the authority to impose access or channel-capacity requirements since they would violate the First Amendment guarantee of free speech and the Fifth Amendment with respect to due process and just compensation.

The other people worried about pay television

Theater owners listen to Kahn propose an alliance, if not a merger, between movie houses and cable or MDS; hollywood tells NATO it's first on list

Movie-theater owners were told at their convention to get a piece of the "in-the-home" action. Theater owners will collect both ways, said Irving Kahn, cable TV entrepreneur and one-time head of Teleprompter Corp., by tapping the theater-going market as well as those that stay home to view first-run films on pay cable or subscription TV delivered via multipoint distribution service.

According to Mr. Kahn's scenario, presented at the National Association of Theatre Owners' convention in New Orleans, movie exhibitors could become operators of a local MDS station and play pictures in the theater and simultaneously shoot the film out over MDS to subscribers. "One service won't knock the other out of the box," claimed Mr. Kahn, because there are always going to be times that people prefer to go out to the theater.

Movie exhibitors should also consider the possibility of using cable TV—in combination with satellites and microwave—to deliver programming to the movie screen, said Mr. Kahn. Technology will be able to deliver electronically a quality picture from satellite or microwave transmissions that can be blown up to full-size movie-screen dimensions, said Mr. Kahn.

Gerold Levin, president of Home Box Office Inc., also saw pay cable as a "complement" to theater distribution. Both share many of the same problems, he said, especially the quest for new and diverse film product. Theater owners and pay cable operators can both benefit from shared promotion, he said, with uncut TV presentations whetting the appetite for movie going.

Jack Valenti, president of the Motion Picture Association, emphasized that theaters are the primary source of revenue for the motion picture industry and should get first shot at movies. That view was supported by Allen Adler, vice president of corporate development for Columbia Pictures Industries Inc., who said pay TV will not kill the theater business. Three reasons were cited by Mr. Adler: a sequential marketing program to maximize a program supplier's own revenues, the fact that many pay cable subscribers are already not theater-goers and the prediction that there will be more product

specifically produced for pay TV.

Mr. Adler expressed unhappiness over the share a film supplier gets from pay cable. Rather than receiving a percentage of the pay fee, said Mr. Adler, film suppliers should be getting a percentage of the total monthly subscriber fee—regular cable service included.

But despite talk of complementary service, theater owners were not all convinced. Paul Roth, president of a Washington-based theater chain, suggested there was disparity between pay cable talk and reality. Theater owners are told pay cable will offer many types of programming, he said, but "all we see is movies, movies, movies and sports." In the meantime, pay cable operators continue to run full-page ads pointing to the high cost of theater tickets, he added. Mr. Roth also questioned statements by the film industry that theater release is primary. There is concern, he said, that the film industry may use theaters as a marketing device for selling their product to secondary customers such as pay TV.

Despite his apprehension, Mr. Roth suggested that his colleagues analyze the pay TV industry and not take an adversary role. It is still too early, he feels, to appraise accurately the pay TV industry. He urged pay TV operators and film suppliers to demonstrate, not just talk about, their beneficial relationship to theater owners.

Reuters plans system for home access of news and information via one-way cable

It hopes to have low-cost terminal ready by next year; modified service is running now on New York CATV's

Reuters, the international news service, expects to offer its Information Dissemination and Retrieval System to home subscribers of cable television by the end of 1976. The new software package will offer subscribers a continuous flow of news and feature information that can be called up on the home television screen by using a special keyboard and control box provided by Reuters.

The IDR system is currently being used by Manhattan Cable in New York to serve some 20 specific business locations. Specialized reports are offered to bankers, brokers, commodity traders and other businessmen. Each service (an index to the metals commodity market, for example) is offered at \$650 per month.

The service has not yet been extended to the rest of Manhattan's 70,000 subscribers because the home terminal is currently too expensive for home use. The present equipment, which includes a control box hooked to a keyboard and TV monitor, costs approximately \$2,500 per unit. Reuters hopes to design a home-terminal set that would cost under \$150 before introducing the IDR system to the home market. Monthly subscriber rates

could fall to \$3 a month, a Reuters spokesman said.

The system is based on the one-way transmission of alphanumeric data from Reuters' central computer in New York. The entire information file is retransmitted every few seconds, so that retrieval time remains constant. Coding and indexing permits the user to select items of interest using a keyboard device, and capture the information on his TV screen using the control box.

The IDR system is also being installed at Charles Dolan's cable systems serving parts of Long Island, N.Y. Activation is expected by next month. There, the "grabber" terminals will be placed at the headend rather than individual subscriber homes. Information will be selected for the broadcast appeal at the headend. The Long Island cable systems will also plug nine channels of local interest and origin—including comparative shopping information, children's news and local news—into the Reuters computer. From the headend, the terminals will direct the various Reuters offerings, which range from stock market statistics to racing form updates, along with the local programs to different unused channels. A different combination of services will be offered to subscribers on their unused channels depending on what type of service they are paying for. Monthly subscription rates range from \$5 to \$14 for the Long Island cable system.

Cable Briefs

Construction contracts. Cablevision Construction Corp., Houston, has been awarded construction contracts by Scientific-Atlanta Inc. to install earth stations SA is providing for Teleprompter Corp. and UA-Columbia Cablevision. Contracts call for 24 earth stations for Teleprompter and six for UA-Columbia including all on-site work. More than 20,000 pay program traps will also be installed on systems owned by United Cable TV Corp., Tulsa, Okla. Three contracts total more than \$650,000.

Group effort. Community Antenna Television Association has urged FCC to permit unrestricted cable TV carriage of programming aimed primarily at children, women, religious groups, ethnic and racial minorities and consumers along with unrestricted carriage of commercial instructional programming. CATA's remarks were filed as comments in FCC's rulemaking looking into special provisions for CATV carriage of specialty stations (BROADCASTING, Oct. 6). CATA's remarks were co-sponsored by such non-cable groups as National Organization for Women.

Landlord-tenant law. Massachusetts has adopted into law provision that enables cable operator to offer service on tenant request without interference from landlord in apartment building situations. CATV operator must indemnify building owner for any damage from cable connection, but building owner cannot penalize tenants who subscribe to cable TV.

Equipment & Engineering

Technical Briefs

Powerful. Continental Electronics Manufacturing Co., Dallas, has delivered first half of two-million-watt broadcast transmitter built for Radiotelevizija, Beograd, Yugoslavia. According to Continental, transmitter is most powerful in existence. Radiotelevizija plans to operate two one-million-watt transmitters into two-million RF combiner which will provide two-million watts to antenna with up to 100% audio modulation for three-million watts average power. Second one-million-watt transmitter is due for installation this December. Total cost is approximately \$3 million.

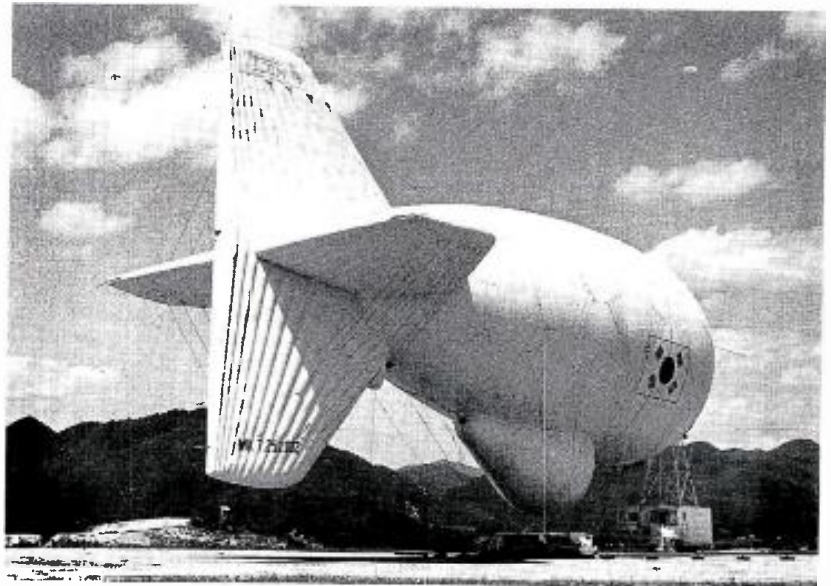
On its way. National AM Stereophonic Radio Committee, sponsored by Electronic Industries Association, National Association of Broadcasters, National Radio Broadcasters Association and Institute of Electrical and Electronics Engineers, held organizational meeting to commence its task of testing and evaluating AM stereophonic broadcasting system to report results to FCC for possible rulemaking. Harold L. Kassens, A.D. Ring & Associates, was selected chairman. Mr. Kassens made following appointments to head up working groups: Ed Tingley, EIA, secretary; Carl Eilers, Zenith, and Norman Parker, Motorola, system specifications; Granville Klink, WTOP(AM) Washington and Emil Torick

CBS Technology Center, transmission systems; Thomas Prewitt, Delco Electronics division of General Motors, Albert Kelsch, Magnavox Co., receiving systems; George Bartlett, NAB and John Bowman, WMAL(AM) Washington, field test.

EBS hardware. Bramco, division of Ledox Inc., Piqua, Ohio, has introduced EBS-1226 combination encoder-decoder designed to meet FCC two-tone emergency broadcast signaling requirements. Built-in test feature allows full system test while isolating unit from input and output lines. New FCC emergency broadcast system rules become effective Jan. 15, 1976.

Down link receiver. Varian Associates, Beverly, Mass., has introduced FM microwave color-TV receiver for use by ground stations to receive broadcasting satellite services programming. Designated VSX-9951, unit is modularly built, allowing selection of any of most widely used down-link frequencies of 2.5, 4.0 and 12.0 ghz. Unit is contained in two separate housings—outdoor frequency converter and indoor receiver. Converter reduces frequencies broadcast from satellite to 120 or 70 mhz. Receiver converts these frequencies to audio and video baseband output with appropriate de-emphasis for input with dynamic range of 25 db to TV monitor. Conversion of IF frequencies, according to Varian, eliminates expense of RF waveguide run by utilizing coaxial cable.

Carryall color. Among newest electronic



Up, Up and away. Transmitting equipment and antennas for the Korean Educational Development Institute are housed in 250,000 cubic foot, helium-filled balloons, developed by the T-Com division of Westinghouse Electric Co. Each balloon rides at 10,000 feet, tethered to ground support systems, and contains its own generating equipment, telemetry links to ground control stations, and microwave receiving dishes. The KEDI facility, supplied with \$2 million in video receiving equipment and technical supervision by Ampex Corp., Redwood City, Calif., will originate two simultaneous educational TV programs and a stereo FM program at the main studios in Seoul. These will be beamed 70 miles to the transmitting facility at Chech-On near the geographical center of Korea. The Ampex contract calls for the delivery of AVR-2 videotape recorders, BC-230B color broadcast cameras, AG 440-C, AG-500 and AG-600 audio recorders, plus Ampex 175 and 631 magnetic tape.

equipment introduced at Society of Motion Picture and Television Engineers conference in Los Angeles was lightweight, portable color production console by Television Research International, Palo Alto, Calif. The PPC-1 system, the size of a three-suitcase sized suitcase (16½x16½x3½), includes a 5-inch trinitron monitor, two 5-inch monitors for preview monitoring, six-input vertical interval switcher; a five input audio mixer and related devices including a sync generator, intercom amplifiers, pulse distribution amplifiers, etc. Price is \$11,000; deliveries scheduled for December.

Multi-deck. Broadcast Electronics Inc., Silver Spring, Md., has introduced Spotmaster multiple-deck tape-cartridge machines for radio. Series 5000 machines are available in three-and five-deck configurations, monaural or stereo, with options including record function, secondary and tertiary cue tones and remote control

panels. All machines accept size A or B cartridges. Series features fold-down front panel, slide-out decks, ribbon cable in place of conventional wire harnesses and removable electronic package.

Worldly view. Scientific-Atlanta Inc., held its first worldwide sales conference with representatives and distributors from U.S. and 14 foreign countries at its company headquarters in Atlanta. Company has sales distributors in England, France and Canada with independent distributors from as far away as Australia and Taiwan. According to Howard Crispin, marketing vice president, 16% of S-A's 1975 business is coming from markets outside U.S., accounting for \$4.7 million.

Mid-range. Sparta division of Cetec Corp., Sacramento, Calif., has come out with mid-range audio console mixer: model 3410 for stereo and model 3310 for monaural. Ten-mixer console features remote turn on, to be activated by audio

source and can mix 22 sources with noiseless DC-controlled switching. Multiple bridging allows several cartridge playbacks to connect to single mixer without interaction. Sparta has already made available five and eight mixer series and larger eight to 12 mixer group.

Patents sold. Sarkes Tarzian Inc., Bloomington, Ind., has sold all its patents for TV special effects to Vital Industries Inc., Gainesville, Fla. Patents cover digital and analog special effects and ancillary equipment.

The big screen. Projection Systems Inc., Passaic, N.J., has demonstrated its Cinevision CVS, large screen, TV projector that can present pictures from four-and-half feet by six feet to six feet by eight feet. Unit costs \$4,995 and is intended for use in hotels, restaurants, cocktail lounges, business offices and government and military installations.

Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Oct. 8	Closing Wed. Oct. 1	Net change in week	% change in week	1974-75		PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
Broadcasting											
ABC	ABC	N	20 1/8	17 3/4	+ 2 3/8	+ 13.38	28 3/8	12 3/8	7	17,187	345,888
CAPITAL CITIES	CCB	N	39	36 1/2	+ 2 1/2	+ 6.84	43 1/2	19 1/2	13	7,208	281,112
CBS	CBS	N	48 1/4	45	+ 3 1/4	+ 7.22	53 1/8	20 1/8	12	28,313	1,366,102
CONCERT NETWORK*	O		1/4	1/4		.00	7/8	1/8		2,200	550
COX	COX	N	22	21 1/4	+ 3/4	+ 3.52	26 1/2	9 3/8	11	5,812	127,864
GROSS TELECASTING	GGG	A	9 1/8	9 1/8		.00	13 5/8	6 3/8	6	800	7,300
LIN	LINB	O	6 3/4	6 1/4	+ 1/2	+ 8.00	9 1/8	2	7	2,373	16,017
MOONEY	MDDN	O	1 7/8	1 3/4	+ 1/8	+ 7.14	3 5/8	1	5	385	721
RAHALL	RAHL	D	5 7/8	5 7/8		.00	6 1/4	1 3/4	12	1,297	7,619
SCRIPPS-HOWARD	SCRP	O	18	18		.00	22	13 1/2	6	2,589	46,602
STARR	SBG	M	3 3/4	3 3/4		.00	9	3 1/4	4	1,091	4,091
STORER	SBK	N	15 1/4	14 3/8	+ 7/8	+ 6.08	20 5/8	10 7/8	8	4,571	69,707
TAFT	TFB	N	17 3/8	17 5/8	- 1/4	- 1.41	27 1/4	10 3/4	6	4,045	70,281
WOODS COMM.*	O		1/2	1/2		.00	1 1/4	1/4	4	292	146
TOTAL										78,163	2,344,000
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	2	2		.00	2 1/2	3/4	12	1,248	2,496
AVCO	AV	N	5 1/4	5 3/8	- 1/8	- 2.32	8 7/8	2 1/8	1	11,481	60,275
BARTELL MEDIA	BMC	A	3/4	3/4		.00	2 3/8	5/8	1	2,257	1,692
JOHN BLAIR	BJ	N	4 1/4	4 1/8	+ 1/8	+ 3.03	7 1/2	3 1/2	20	2,403	10,212
CAMPTOWN IND.*	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5 1/4	5 5/8	- 3/8	- 6.66	6 1/2	1 1/2	19	4,164	21,861
COMBINED COMM.	CCA	N	9 5/8	9 1/8	+ 1/2	+ 5.47	16 1/8	5 1/8	6	4,673	44,977
COWLES	CWL	N	7 3/8	7 1/2	- 1/8	- 1.66	8 7/8	3 7/8	7	3,969	29,271
DUN & BRADSTREET	DNB	N	26 3/4	25 5/8	+ 1 1/8	+ 4.39	36	14 5/8	18	26,514	709,249
FAIRCHILD IND.	FEN	N	6 1/2	6 3/8	+ 1/8	+ 1.96	8 3/4	3 3/4	6	4,550	29,575
FUQUA	FOA	N	4 5/8	4 3/4	- 1/8	- 2.63	10 3/4	3 1/8	8	8,086	37,397
GANNETT CO.	GCI	N	32 3/4	32 3/4		.00	38 1/2	20 1/2	20	21,108	691,287
GENERAL TIRE	GY	N	16 1/8	15 1/8	+ 1	+ 6.61	18 1/4	10 1/4	5	21,523	347,058
GLOBETROTTER	GLBTA	O	1 5/8	1 5/8		.00	4 3/4	7/8	8	2,783	4,522
GRAY COMMUN.	O		7	7		.00	8 1/2	5	5	475	3,325
HARTE-HANKS	MHN	N	18	17 1/2	+ 1/2	+ 2.85	19 3/8	6	12	4,369	78,642
JEFFERSON-PILOT	JP	N	27 1/8	27 1/4	- 1/8	- .45	38 1/4	20 1/2	11	24,066	652,790
KAISER INDUSTRIES	KI	A	8 1/4	7 7/8	+ 3/8	+ 4.76	11 3/8	4 1/4	5	27,575	227,493
KANSAS STATE NET.	KSN	O	3 5/8	3 5/8		.00	4 1/8	2 3/4	6	1,815	6,579
KINGSTIP	KTP	A	5 1/2	5 1/2		.00	6 3/4	1 1/2	10	1,154	6,347
KNIGHT-RIDDER	KRN	N	24 1/8	24	+ 1/8	+ .52	32 3/4	9 1/4	16	8,305	200,358
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 1/4	+ 1/4	+ 1.36	19 3/8	10 3/4	10	3,352	62,012
LIBERTY	LC	N	10 1/8	9 3/4	+ 3/8	+ 3.84	15 5/8	7 1/8	5	6,762	68,465
MCGRAW-HILL	MHP	N	11	10 1/2	+ 1/2	+ 4.76	13 1/2	5 1/2	9	24,569	270,259
MEDIA GENERAL	MEG	A	14 3/8	14 3/8		.00	32 3/4	13 1/2	5	3,604	51,807
MEREDITH	MDP	N	9 1/2	9 1/2		.00	13 3/8	8	4	3,003	28,528
METROMEDIA	MET	N	14	12 7/8	+ 1 1/8	+ 8.73	15	4 1/2	11	6,553	91,742
MULTIMEDIA	MMED	O	12	12		.00	14 1/4	8 3/4	8	4,389	52,668
NEW YORK TIMES CO.	NYKA	A	11 5/8	12 1/8	- 1/2	- 4.12	14 1/2	6 3/4	7	10,938	127,154
OUTLET CO.	OTU	N	12 1/8	12	+ 1/8	+ 1.04	62	7	4	1,387	16,817
POST CORP.	POST	O	6 1/4	6 1/4		.00	16 1/2	4 3/4	25	870	5,437
PSA	PSA	N	4	4		.00	10	1 1/2	8	3,181	12,724
REEVES TELECOM	RBT	A	1 3/8	1 3/8		.00	3	5/8	6	2,376	3,267
ROLLINS	ROL	N	19 5/8	18 7/8	+ 3/4	+ 3.97	22	6 1/2	14	13,404	263,053

	Stock Symbol	Exch.	Closing Wed. Oct. 8	Closing Wed. Oct. 1	Net change in week	% change in week	1974-75 High	1974-75 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
RUST CRAFT	RUS	A	5 3/4	5 7/8	-	1/8	-	2.12	10 1/4	5 1/8	4	2,328	13,386
SAN JUAN RACING	SJR	N	8 3/4	9	-	1/4	-	2.77	13 3/8	5 1/2	6	2,509	21,953
SCHERING-PLOUGH	SGP	N	54	48 1/4	+ 5 3/4		+ 11.91	74 3/8	44 3/4	23	53,938	2,912,652	
SONDERLING	SDB	A	6 1/8	6 1/8	-		.00	10	3 1/2	4		727	4,452
TECHNICAL OPERATIONS	TO	A	3	3 3/8	-	3/8	-	11.11	6 3/4	2 3/8	3	1,344	4,032
TIMES MIRROR CO.	TMC	N	16 3/8	15 1/4	+ 1 1/8		+ 7.37	19 1/2	9 1/4	10	33,814	553,704	
WASHINGTON POST CO.	WPC	A	21 1/2	22 1/8	-	5/8	-	2.82	28 3/4	14 3/4	7	4,751	102,146
WDMETCO	WDM	N	13 3/4	13 7/8	-	1/8	-	.90	16 7/8	6 1/4	9	5,775	79,406
TOTAL											373,705	7,911,805	

Cablecasting

AMECO**	ACO	O		1/4				.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	1 1/8	1 1/4	-	1/8	-	10.00	2 1/8	1/2	9	1,672	1,881
AMERICAN TV & COMM.	AMTV	O	14	11 3/4	+ 2 1/4		+ 19.14	19 1/4	5 1/2	25	3,304	46,256	
ATHENA COMM.** *		O		1/4				.00	3 1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O	3 3/4	4	-	1/4	-	6.25	24 1/8	2 1/2	7	8,390	31,462
CABLECOM-GENERAL	CCG	A	6	5 3/4	+ 1/4		+ 4.34	7 1/4	1 1/2	11	2,560	15,360	
CABLE FUNDING	CFUN	O	5	5 1/4	-	1/4	-	4.76	7 3/8	3 7/8	125	1,121	5,605
CABLE INFO.		O		3/4				.00	1 1/4	1/8	2	663	497
COMCAST		O	2 1/4	2 1/4				.00	3 1/4	3/4	9	1,708	3,843
COMMUNICATIONS PROP.	COMU	O	2	2				.00	3 1/2	1	13	4,761	9,522
COX CABLE	CXC	A	12	11 1/2	+ 1/2		+ 4.34	15 7/8	3 3/4	19	3,560	42,720	
ENTRON	ENT	O		3/4				.00	1 1/2	3/8	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	9 5/8	8 7/8	+ 3/4		+ 8.45	17 1/8	5/8	7	7,201	69,309	
GENERAL TV**		O		5/8				.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	18 3/8	17 5/8	+ 3/4		+ 4.25	18 1/2	4	16	966	17,750	
TELE-COMMUNICATION	TCOM	O	3 1/4	3 3/8	-	1/8	-	3.70	6 3/8	7/8	2	5,181	16,838
TELEPROMPTER	TP	N	5 3/4	5 3/8	+ 3/8		+ 6.97	9	1 3/8	13	16,604	95,473	
TIME INC.	TL	N	54 1/4	53 3/4	+ 1/2		+ .93	59 1/4	24 7/8	11	9,960	540,330	
TOCOM	TOCM	O	2 1/2	2 1/2				.00	4 7/8	1 3/4	6	634	1,585
UA-COLUMBIA CABLE	UACC	O	9	8 1/2	+ 1/2		+ 5.88	12 3/4	3 3/4	13	1,714	15,426	
UNITED CABLE TV	UCTV	O	2 1/2	2 1/2				.00	4 5/8	1/4	5	1,879	4,697
VIACOM	VIA	N	8 7/8	8 1/4	+ 5/8		+ 7.57	9 1/4	2 5/8	12	3,665	32,526	
VIKOA**	VIK	A	1 3/8	1 3/8				.00	4	1/2	1	2,534	3,484
TOTAL											83,760	957,038	

Programing

COLUMBIA PICTURES	CPS	N	5 7/8	5 3/4	+ 1/8		+ 2.17	9 1/2	1 5/8	23	6,748	39,644	
DISNEY	DIS	N	46 1/2	42 3/8	+ 4 1/8		+ 9.73	54 3/4	18 3/4	25	29,755	1,383,607	
FILMWAYS	FWY	A	5 5/8	5 1/4	+ 3/8		+ 7.14	6 1/8	2 1/8	7	1,792	10,080	
FOUR STAR		N		1/4				.00	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	21 7/8	19 5/8	+ 2 1/4		+ 11.46	42 1/2	18 3/8	3	14,470	316,531	
MCA	MCA	N	86 7/8	80 1/4	+ 6 5/8		+ 8.25	86 7/8	19 1/4	12	8,478	736,526	
MGM	MGM	N	15 3/8	15	+ 3/8		+ 2.50	32 1/2	9 1/4	6	12,180	187,267	
TELE-TAPE** *		O		1/4				.00	3/4	1/8		2,190	547
TELETRONICS INTL.		O	4 1/2	4 5/8	-	1/8	-	2.70	5	1 1/4	9	943	4,243
TRANSAMERICA	TA	N	7 7/8	7 1/2	+ 3/8		+ 5.00	10 3/8	5 1/2	12	64,945	511,441	
20TH CENTURY-FOX	TF	N	13 3/4	12 1/2	+ 1 1/4		+ 10.00	14 7/8	4 1/2	14	7,547	103,771	
WALTER READE**	WALT	O		1/2				.00	1/2	1/8		4,296	2,148
WARNER	WCI	N	19 7/8	18	+ 1 7/8		+ 10.41	20 7/8	6 7/8	8	16,718	332,270	
WRATHER	WCO	A	3 1/2	4	-	1/2	-	12.50	8 1/8	1 1/4	6	2,229	7,801
TOTAL											172,957	3,636,042	

Service

8800 INC.	BBDO	O	15 3/4	15 3/4				.00	17 1/2	9 7/8	7	2,513	39,579
COMSAT	CO	N	37 1/2	35 5/8	+ 1 7/8		+ 5.26	46	23 3/4	8	10,000	375,000	
DOYLE DAANE BERNBACH	DOYL	O	8 1/4	8	+ 1/4		+ 3.12	11 7/8	5 5/8	5	1,816	14,982	
ELKINS INSTITUTE** *	ELKN	O		1/8				.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	9 1/2	9 1/4	+ 1/4		+ 2.70	11 1/4	5 3/8	6	2,121	20,149	
GREY ADVERTISING	GREY	O	6 3/8	6 3/8				.00	8 3/8	1	4	1,213	7,732
INTERPUBLIC GROUP	IPG	N	16	15 1/2	+ 1/2		+ 3.22	19	8 1/8	5	2,249	35,984	
MARVIN JOSEPHSON	MVRN	O	7	6	+ 1		+ 16.66	9 3/4	3 1/4	5	1,800	12,600	
MCI COMMUNICATIONS	MCI	D	2	2 1/4	-	1/4	-	11.11	6 1/2	1	13,339	26,678	
MOVIELAB*	MOV	A	1 1/4	1 1/4				.00	1 3/4	1 1/2	7	1,407	1,758
MPO VIDEOTRONICS	MPO	A	3 7/8	3 3/8	+ 1/2		+ 14.81	4	1	22	537	2,080	
NEEDHAM, HARPER	NDHMA	O	5	5				.00	7 1/2	3 5/8	7	853	4,265
A. C. NIELSEN	NIELB	O	19	17 5/8	+ 1 3/8		+ 7.80	28	7 3/8	18	10,598	201,362	
OGILVY & MATHER	OGIL	O	17 3/4	17 3/4				.00	23 1/2	10	6	1,805	32,038
J. WALTER THOMPSON	JWT	N	7	6 1/2	+ 1/2		+ 7.69	12	4 1/4	9	2,649	18,543	
UNIVERSAL COMM.*		O		1/4				.00	3/4	1/8		715	178
TOTAL											55,512	793,165	

Electronics/Manufacturing

AMPEX	APX	N	5 3/4	5 3/8	+ 3/8		+ 6.97	8 3/8	2 1/4	6	10,885	62,588	
CCA ELECTRONICS*	CCAE	O		1/8				.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 5/8	1 5/8				.00	2 1/8	1	8	2,319	3,768
COHU, INC.	COH	A	2 3/8	2 3/4	-	3/8	-	13.63	3 7/8	1 1/4	26	1,617	3,840
CONRAC	CAX	N	21	18	+ 3		+ 16.66	21 3/4	10	9	1,271	26,691	
EASTMAN KODAK	EASKD	N	99	89 1/4	+ 9 3/4		+ 10.92	108 3/4	63	25	161,347	15,973,353	
GENERAL ELECTRIC	GE	N	47 1/8	42 1/2	+ 4 5/8		+ 10.88	65	30	15	182,885	8,618,455	
HARRIS CORP.	HRS	N	23 7/8	22 1/4	+ 1 5/8		+ 7.30	33 1/2	13 1/8	16	6,160	147,070	
HARVEL INDUSTRIES*	HARV	O		3				.00	9	2 1/2	19	480	1,440
INTERNATIONAL VIDEO	IWV	O	1 3/4	1 7/8	-	1/8	-	6.66	7 1/2	1 1/4	3	2,730	4,777
MICROWAVE ASSOC. INC	MAI	N	16 1/2	15 1/4	+ 1 1/4		+ 8.19	26 7/8	9 3/4	8	1,320	21,780	
3M	MMM	N	55 3/8	49 5/8	+ 5 3/4		+ 11.58	80 1/2	7 5/8	28	114,240	6,326,040	
MOTOROLA	MDT	N	47 7/8	44 1/4	+ 3 5/8		+ 8.19	61 7/8	34 1/8	22	28,198	1,349,979	
N. AMERICAN PHILIPS	NPH	N	13 1/2	18 5/8	-	5 1/8	-	27.51	24 1/4	11 1/4	7	12,033	162,445
OAK INDUSTRIES	DEN	N	7 3/4	7 3/4				.00	12 7/8	5 1/4	3	1,639	12,702
RCA	RCA	N	18 7/8	16 3/4	+ 2 1/8		+ 12.68	21 1/2	9 7/8	15	74,547	1,407,074	
ROCKWELL INTL.	ROK	N	22 1/4	22 1/4				.00	28 3/8	18 3/8	7	30,913	687,814
RSC INDUSTRIES	RSC	A	1 1/2	1 5/8	-	1/8	-	7.69	2 1/4	1/2	5	3,440	5,160

Stock symbol	Exch.	Closing Wed. Oct. 8	Closing Wed. Oct. 1	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
						High	Low			
SONY CORP.	SNE	N 8 3/4	7 7/8	+ 7/8	+ 11.11	29 7/8	4 3/4	23	172,500	1,509,375
TEKTRONIX	TEK	N 39 3/4	37 5/8	+ 2 1/8	+ 5.64	47 3/4	18 1/2	14	8,671	344,672
TELEMATION	TIMT	O 1 3/4	1 3/4		.00	2 3/4	1	10	1,050	1,837
VARIAN ASSOCIATES	VAR	N 14 3/4	13 3/8	+ 1 3/8	+ 10.28	17 3/4	6	14	6,838	100,860
WESTINGHOUSE	WX	N 12 3/4	12 7/8	- 1/8	- .97	26	8 1/2	35	87,024	1,109,556
ZENITH	ZE	N 24 5/8	22 1/8	+ 2 1/2	+ 11.29	31 5/8	10	103	18,797	462,876
TOTAL									931,785	38,344,262
GRAND TOTAL									1,695,882	53,986,312
Standard & Poor's Industrial Average		98.7	93.4	+5.3						

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. Earning figures are exclusive of ex-
traordinary 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; com-
pany registered net losses.

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
Avco Corp.....	9 mo. 8/31	440,418,000	+ 3.9%	28,175,000	+35%	1.38	423,538,000	20,853,000	.74
Cablecom-General.....	9 mo. 8/31	17,887,402	+ 6.9%	2,073,658	+185%	.81	16,719,020	726,640	.28
Columbia Pictures Industries.....	year 6/28	332,064,000	+29.3%	10,511,000		1.37	256,629,000	(2,301,000)	(.30)
Wometco Enterprises.....	9 mo. 9/6	121,594,000	+10.8%	7,658,000	+30.4%	1.33	109,678,000	5,872,000	.98

Fates & Fortunes®

Media

Nicholas D. Trigony, general sales manager, WLS(AM) Chicago, named VP/general manager, KXYZ(AM) Houston, succeeding **Ron Sack** who resigned. Both are ABC-owned stations.

Eleanor O'Hara, associate, Wilmer, Cutler & Pickering, Washington law firm, named assistant general attorney, NBC, New York. **Stanley S. Kaufman**, **Carl F. Trunk Jr.**, senior counsels, NBC, named assistant general attorneys, New York. **Arthur Badavas**, promotion manager, NBC, New York, named promotion/merchandising manager.

Edward H. Clark, executive VP, Booth American Co., Detroit, group owner, retires after 36 years with company.

L. William White, VP/general manager, WFLD-TV Chicago, named to same position, KBHK-TV San Francisco. Both are Kaiser Broadcasting stations. Mr. White succeeds **Herb Victor** (BROADCASTING, Sept. 1).

Jim Elrod, assistant director, operations, WMAZ-TV Macon, Ga., named operations director, succeeding **Bob Savage**, deceased.

Lori Marvin, promotion/programming, KMST(TV) Monterey, Calif., named promotion department producer/writer, KOVR(TV) Stockton-Sacramento, Calif.

John A. Loftus, assistant to acting director of Office of Telecommunications Policy in congressional and media relations, Washington,

named information services director, CBS, Washington.

Hamilton Shea, executive VP, Gilmore Broadcasting Group, named executive VP, administration/corporate development. He will continue to be based in Harrisonburg, Va. **Richard**



Shea



Reed

E. Reed, operations VP, named executive VP, operations, Gilmore headquarters, Kalamazoo, Mich.

Jack W. Lee, president, Rahall Communications Corp., St. Petersburg, Fla., resigns to join Hayden Publishing Co., Rochelle Park, N.J. Mr. Lee will continue to be based in St. Petersburg and will explore possible TV-station acquisitions for Hayden.

Denis N. Stork, assistant general manager, Alabama Educational Television Network, Birmingham, named general manager.

Newly elected officers of Public Radio in Mid-America: **Richard Wright**, KANU(FM) Lawrence, Kan., president; **Dale K. Ouzts**, WSSR(FM) Springfield, Ill., VP; **Ted Eldredge**, KBIA(FM) Columbia, Mo., secretary-treasurer.

Julian Goodman, chairman, NBC, will receive Kentucky Broadcasters Association's Distinguished Kentuckian Award at KBA meeting in Bowling Green Oct. 23.

Broadcast Advertising

Arthur L. Kriemelman, account executive, ABC Radio, Chicago, named sales manager there.

Len Spagnoletti, account executive, ABC Spot Sales, Chicago, named national sales manager of ABC's KGO-TV San Francisco.

Martin H. Ozer, VP/general sales manager, Metro TV Sales, New York, named VP, sales, Metromedia Television, New York.

Robert S. Marker, president, Dallas Times Herald Co. until last July and formerly chairman of board, McCann-Erickson, New York, named chairman of executive committee and head of New York office, Needham, Harper & Steers, New York.

Patrick J. Gmitter, television sales director, Cox Broadcasting, Atlanta, named television/radio sales director.

Barry Lisee, **Walter-Tannenbaum**, **Ed Yuhas**, producers, Ted Bates, New York, named VP/s.

Jeffrey L. White, account representative, J.

Walter Thompson, Chicago, named account supervisor.

Susan Hahn, media planner, SSC&B, New York, joins Kenyon & Eckhardt, there, in same capacity.

Arthur J. Shulman, research director, Benton & Bowles, Los Angeles, named VP.

Herbert D. Condle III, account executive, D'Arcy-MacManus & Masius, St. Louis, named creative services manager.

Lynda Parets, broadcast buyer on Toyota account, Clinton E. Frank, Los Angeles, has joined media department of Foote, Cone & Belding/Honig, same city.

Jeffrey Nemerovski, account executive, KSNF(FM) San Francisco, named sales manager.

B. Wayne Fowler, sales manager, WDJQ(FM) Baltimore, named general sales manager, WITH Inc., Baltimore, licensee of WITH(AM) and WDJQ(FM).

Charles F. Verell, managing partner, Hiebing, Hiebing & Others Advertising, Madison, Wis., named national sales manager, WBNS-TV Columbus, Ohio.

James Shields, salesman, WEDO(AM) McKeesport, Pa., named general sales manager, WIXZ(AM) same city.

Programing

Joseph Stuart, producer/director, NBC's *The Doctors*, named director of daytime programs, East Coast, ABC, New York; **Evelyn Barron**, VP, Verite Productions, New York, named manager of children's programs, East Coast, ABC; **Bridget Potter**, television development executive, Palomar Production, New York, named director of program development, East Coast, ABC; **Linda Finson**, late-night program supervisor, ABC, New York, named late-night program manager, East Coast.

Kim Reed, senior publicist, Columbia Pictures Television, Los Angeles, promoted to manager of publicity and promotion. **Abbie Chapman**, media director, A&W International, Santa Monica, Calif. (root beer, restaurants), named manager of research, Columbia Pictures Industries, handling research services for Columbia Pictures Television.

Tom Seaver, New York Mets pitcher, named weekend sportscaster for WCBS-TV New York during off-season.

Wallace Westfeldt, executive documentary producer, NBC News, New York, named executive producer, public-affairs programing, National Public Affairs Center for Television, WETA-TV Washington.

Jim Henderson, sports director, WDTB(TV) Panama City, Fla., named noon sports anchor, WSB-TV Atlanta.

Michael S. Hurdelbrink, producer/director, WLWT(TV) Cincinnati, named special program executive producer; **Lee Ferguson**, operations manager/set-up supervisor, WLWT named producer/director; **Myrna L. Shields**, secretary to program director, WLWT named operations manager/set-up person.

Doug Murphy, assistant sports director, WBNS-TV Columbus, Ohio, named to same position, KTRK-TV Houston.

Suzanne B. McMillan, associate producer,

KNXT(TV) Los Angeles, named producer.

Broadcast Journalism



Cassells

Andrew M. Cassells, news director, Cox Broadcasting, Washington, named Washington bureau chief (BROADCASTING, Oct. 6). Mr. Cassells started with Cox at WHIO-AM-FM-TV Dayton, Ohio, went to Washington in 1971 as correspondent, became news director in 1973.

Donald C. Hamilton, business affairs director, CBS News, New York, named VP, business affairs, CBS News. **Philip Chin**, news writer at CBS-owned WCBS(AM) New York, named producer, special events unit, CBS Radio News, New York.

Avrom Zaritsky, producer/director/writer, NBC News documentaries, New York, named bureau manager, Israel.

Dave H. Daughtry, news director, WSM-TV Nashville, named an assistant news director, WTOP-TV Washington.

Wes Sims, news director/special projects director, WPTA-TV Fort Wayne, Ind., named reporter, KTRK-TV Houston.

Barbara Hamilton, reporter, WPRO(AM) Providence, R., named to same position, WPRI-TV same city. She is succeeded by **Aviva Freudmann**, reporter, from WORC(AM) Worcester, Mass.

Dave Cureton, news director, WCBS-AM-FM Greenwood, S.C., named reporter/anchor, WSOC(AM) Charlotte, N.C.

James C. Lehrer, NPACT correspondent, WETA-TV Washington, named to additional position of Washington correspondent, *Robert MacNeil Report*, WNET-TV, New York. Both are noncommercial stations.

Penny Lee Nelson, producer/reporter, KEZI-TV Eugene, Ore., named production assistant, news, KOMO-TV Seattle.

Lowell Thomas and **Charles Kuralt**, both CBS; **Lewis Young**, *Businessweek*, **Helen Thomas**, UPI, will receive University of Southern California Journalism School alumni awards for 1975 at Nov. 6 banquet in Los Angeles.

Larry Spivak, *Meet The Press* originator, to be honored Oct. 14 at National Press Club lunch in Washington.

Marjorie Sue Margolies, reporter, NBC News, Washington, and **Representative Edward Mezvinsky** (D-Iowa) were married Oct. 5 in Trappe, Md.

Cable

Robert Locke, VP, Nassau Broadcasting Co., Princeton, N.J., named VP, firm's cable division, Cable Haven TV Inc., same city.

Newly elected officers, Kentucky CATV Association: **George Wolford**, Liberty, president; **Thomas S. Glass**, Somerset, first VP; **Jerry Aske**, Paris, second VP; **Bill Martin**, Paintsville, secretary-treasurer.

Newly elected officers, of Pennsylvania Cable

Television Association: **Robert C. Stout Jr.**, Pennsylvania CATV Inc., Rochester, president; **Milton Schmidt**, Blue Ridge Cable, Palmerton, VP; **Yolanda Barco**, Meadville Master Antenna, Meadville, secretary; **Samuel Altdorffer**, Cable Associates Inc., Lancaster, treasurer.

Joan M. Peterson, national pay-TV coordinator, Cinemera Inc., Beverly Hills, Calif., based pay-TV programing and marketing specialist, named VP.

Equipment & Engineering

Arie H. Landum, Western regional manager, and **Richard J. Reilly**, sales engineer, Western region, International Video Corp., Sunnyvale, Calif., named national sales manager, broadcast products, and Western regional manager, broadcast products, IVC, respectively.

Fred W. Morris, president, Tele-Sciences Corp., Washington, named VP, corporate development/director, Comsat General Corp. same city.

Russ W. Johnson, VP, consumer affairs, Matsushita Electric Corp. of America (Panasonic), Secaucus, N.J., named to board of directors.

Lawrence M. Ryan, general manager, Conrac Division, Conrac Corp., New York, named information group manager.

Ralph L. Berg, president, Autotrol Corp., Crystal Lake, Ill., named new product development director, Oak Industries Inc., same city.

Charles Shepherd, engineering VP, Rust Craft Broadcasting, Steubenville, Ohio, retires.

Allied Fields

Fred J. (Skip) Sawyer, manager, broadcast services, Data Communications Corp., Memphis, named BIAS division general sales manager. **Carol McInnis**, assistant manager, broadcast services, succeeds him. **Claude Morris**, Western sales manager, BIAS, named station relations manager.

Hugh Feltis has retired from Hugh Feltis and Associates, Seattle, station representative firm, to become broadcast management consultant based at his home, 3909 51st Avenue, N.E., Seattle; (206) 523-1283. He has operated rep firm since 1951, before that was manager, KING-AM-FM-TV Seattle. He has been in broadcasting since 1929.

Maurie Webster, executive VP of Compu/Net Inc., New York, has resigned primarily because of decision to delay its computer system for TV stations. Mr. Webster is considering several business opportunities and will make announcement within several weeks.

Mark S. Fowler, **David Meyers**, with Washington communications law firm, Smith & Pepper, have formed **Fowler & Meyers** specializing in communications law. Suite 200, Mercury Building, 1015 20th Street, N.W., Washington.

John W. Kluge, chairman, Metromedia Inc., New York, presented Golden Medallion Award "for distinguished service in the field of family entertainment" by Ohio Sports Center Inc. at Cleveland Coliseum.

Robert T. Howard, president of NBC-TV, elected president of International Council, National Academy of Television Arts and Sciences.

Ward H. White, former minority counsel to

Senate Communications Subcommittee who moved with Senator Howard Baker (R-Tenn.) to Foreign Relations Committee, has returned to Communications Subcommittee now that Senator Baker is again ranking minority member (BROADCASTING, Sept. 29). Mr. White is again minority counsel.

Thomas Decair, assistant press secretary at White House, is resigning Dec. 1 to join staff of Michigan Governor William Milliken. Mr. Decair will not be replaced, according to news secretary Ron Nessen, who, as part of economy drive, is cutting his staff from about 40 to 35 through attrition.

Herb Altman, VP, entertainment and communication research, Marketing Evaluations, Port Washington, N.Y., has formed Herb Altman Communications Research Inc., Port Washington, N.Y.

Owen M. Johnson Jr., partner, Washington law firm, Hogan & Hartson, named director, Federal Trade Commission's Bureau of Competition.

Richard C. Wald, president, NBC News; **Robert Manning**, editor-in-chief, *Atlantic Magazine*; **Eileen Shanahan**, Washington reporter, *New York Times*, named to Nieman Foundation's Advisory Committee, Harvard University.

Burton Benjamin, executive producer, CBS News; **Harry S. Ashmore**, senior fellow, Center for the Study of Democratic Institutions, Santa Barbara, Calif.; **Marquis W. Childs**, syndicated Washington columnist, named to Howard R.

Marsh Professorship for 1975-76, University of Michigan.

Deaths

Peggy Stone, 69, chairman of board, H-R Stone representatives, died Oct. 8 in Huntington, N.Y., of cancer. Survivors include two sons and a daughter.

Fred A. Morrison, 69, Washington broadcaster, newsman and public affairs officer, died there Oct. 8 after long illness. Mr. Morrison was in broadcasting for 30 years as reporter, bureau chief with Transradio Press Service, managing editor, NBC Radio's *Three Star Extra* and was one of founders of radio-TV correspondents gallery on Capitol Hill. He is survived by his wife, Marilyn, and three daughters.

Basil P. Cooper, 71, former FCC administrative law judge, died Oct. 3 in Arlington, Va. nursing home. Mr. Cooper joined FCC in 1935, went into military service in 1941 and returned to commission in 1947 and served until his retirement two years ago. He is survived by his wife, Dorothy, two sons and one daughter.

Basil Brewer, 92, former newspaper publisher and radio-TV executive, died Oct. 5 in Chatham, Mass. Mr. Brewer was president of E. Anthony & Sons, at one time principal owner of WNBH-AM-FM and WTEV-TV New Bedford and WOGB-AM-FM West Yarmouth as well as several Massachusetts' newspapers. He is survived by his wife, Mary, and three children.

Samuel Polk Walker, 61, former J. Walter

Thompson VP, died Oct. 1 in Roosevelt hospital, New York. Mr. Walker worked for the *New York Times*, Young & Rubicam and McCann-Erickson before joining JWT in 1955. Survivors include his wife, Eleanor, two daughters and one son.

John Spottswood, 55, former National Cable Television Association director, died Sept. 27 in Miami following open heart surgery. Mr. Spottswood, owner of Cable-Vision Inc., Key West, was also charter member of CATV Pioneers. He is survived by his wife, Mary, three sons and one daughter.

Foley Vaughn Smartt, 67, Voice of America news editor, died Oct. 4 of apparent heart attack in his Washington office. Mr. Smartt, former Chattanooga newspaper reporter, joined VOA as senior writer 20 years ago. He is survived by his wife, Lucy, two sons and two daughters.

Wade Crosby, 65, film sales executive with Bing Crosby Corp. and Four Star as well as actor, died in Newport Beach, Calif., Oct. 1 after grand mal seizure.

Robert C. Connelly, 54, sales executive, Plattsburgh Broadcasting Corp., licensee of WEAV(AM)-WGFB(FM) Plattsburgh, N.Y., died Sept. 19. He is survived by his wife, Bernadean, five daughters and one son.

Randy Archer, 46, sales manager, KSHA(AM) Medford, Ore., died there Sept. 24 of blood poisoning following a knee injury last June. He is survived by his wife, Pat, one son and one daughter.

For the Record®

As compiled by BROADCASTING, Sept. 29 through Oct. 3 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. Doc.—Docket. 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.

Wynne Jr., John P. Thompson and David B. Burton Jr. (each 16-2/3%) and United Cable Television Corp. (50%). Messrs. Wynne, Thompson and Burton are Texas investors. United Cable owns cable systems throughout the United States. Ann. Oct. 3.

■ Fort Worth—Channel 21 Inc. seeks ch. 21 (512-518 mhz); ERP 1803 kw vis., 951 kw aur., HAAT 1,668 ft.; ant. height above ground 1,569 ft. P.O. address: 777 W. Glencoe Place, Milwaukee, Wis. 53217. Estimated construction cost \$1,958,401; first-year operating cost \$581,551; revenue \$550,000. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Raymond E. Rohrer. Principals: Robert S. Block (100%) owns advertising agencies, market research and product development firms and subscrip-

tion television operations in Wisconsin, California, Florida, Michigan, District of Columbia, Minnesota, Kansas City and Philadelphia. He is also applicant for TV stations in Milwaukee and Philadelphia. Channel 21 also requests authority to install subscription television equipment in Fort Worth. Ann. Oct. 3.

AM applications

■ Jacksonville, Ala.—H-M-S Broadcasting Co. seeks 810 khz, 50 kw-DA-2. P.O. address: Station WCPC, Houston, Miss. 38851. Estimated construction cost \$315,850; first-year operating cost \$86,410; revenue \$125,000. Format: country, popular. Principals: Robin H. Mathis, Ralph C. Mathis, John B. Skelton and Ricky J. Huffman (each 25%) together own WDXE-

New stations

TV applications

■ San Jose, Calif.—National Group Television seeks ch. 48 (674-680 mhz); ERP 450 kw vis., 264 kw aur., HAAT 2,614 ft.; ant. height above ground 4,079 ft. P.O. address: 1666 The Alameda, San Jose 95126. Estimated construction cost \$1,039,000; first-year operating cost \$680,690; revenue \$1,032,800. Legal counsel Mullin, Connor & Rhyne, Washington; consulting engineer Silliman, Moffet & Kowalski. Principals: Nathaniel J. Douglas Jr. et al. Mr. Douglas is financial analyst. There are nine other stockholders. Ann. Oct. 3.

■ Dallas—United Television Broadcasting Corp. seeks ch. 27 (548-554 mhz); ERP 1,122 kw vis., 224 kw aur., HAAT 1668 ft.; ant. height above ground 1,553 ft. P.O. address: 4100 1st National Bank Bldg., Dallas 75201. Estimated construction cost \$893,500; first-year operating cost \$480,000; revenue \$750,000. Legal counsel Cole, Zylstra & Raywid, Washington; consulting engineer Robert L. Purcell. Principals: T.L.

**NOTE
NEW
ADDRESS**

**EDWIN TORNERG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

**Washington—5530 Wisconsin Avenue,
Washington, D.C. 20015
301—652-3766**

AM-FM Lawrenceburg and WTPR-AM-FM Paris, both Tennessee. Messrs. Mathis and Skelton also own WCPC-AM-FM Houston, WXTN(AM) Lexington, WSAO(AM) Senatobia and WSJC-AM-FM Magee, all Mississippi. Ann. Oct. 1.

■ Grass Valley, Calif.—Nevada County Broadcasters seeks 1250 khz, 500 w-D. P.O. address: 3350 Watt Ave., Sacramento, Calif. 95821. Estimated construction cost \$78,950; first-year operating cost \$61,116; revenue \$65,000. Format: MOR. Principal: Carroll E. Brock (100%) is vice president of contracting and development company, escrow company and mortgage company and has interests in ice skating arenas in Sacramento. Ann. Oct. 3.

AM actions

■ Burbank, Calif.—Application by Royce International Broadcasting Co. for new AM on 1500 khz returned. Ann. Oct. 1.

■ Reidsville, Ga.—Reidsville Broadcasting Corp. Broadcast Bureau granted 1390 khz, 500 w-D. P.O. address: Box 500, Reidsville 30453. Estimated construction cost \$62,804; first-year operating cost \$46,858; revenue \$75,000. Format: C&W. Principals: E. Lloyd Kilday Jr. (50%), salesman-announcer at WMAC(AM)-WHCG(FM) Metter, Ga.; Ernest R. Collins, E. Bert Register Jr. and Robert E. Ritchie (16.7% each), all Georgia businessmen (BP-19830). Action Sept. 22.

FM applications

■ Prattville, Ala.—Fountain City Broadcasting seeks 95.3 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 1245, Tuskegee Institute, Ala. 36088. Estimated construction cost \$38,720; first-year operating cost \$44,111; revenue \$92,340. Format: classical, jazz. Principals: William A. Gordon Jr. (99%) et al. Mr. Gordon is 83% stockholder in WVNS(FM) Tuskegee and is assistant professor at Tuskegee institute. Ann. Oct. 2.

■ Paradise, Calif.—North Valley Radio seeks 96.7 mhz, 2 kw., HAAT 342 ft. P.O. address: 5907 Skyway, Paradise, Calif. 95969. Estimated construction cost \$16,045; first-year operating cost \$24,610; revenue \$6,552. Format: contemporary, standard popular. Principals: Steven Fuss and Frank David Townsend (each 50%). Mr. Fuss is business consultant and Mr. Townsend owns and operates restaurant. Ann. Oct. 3.

■ Bardstown, Ky.—Earl Lamar Clark seeks 96.7 mhz, 3 kw., HAAT 236 ft. P.O. address: 9000 E. Jefferson, Apt. 19-11, Detroit 48215. Estimated construction cost \$55,267; first-year operating cost \$40,000; revenue \$100,000. Format: MOR. Principal: Mr. Clark has 49% interest and is general manager of WWWS(FM) Saginaw, Mich. He is also sales representative for audio equipment firm. Ann. Oct. 2.

■ Cottage Grove, Minn.—Independent School District No. 833 seeks 88.1 mhz, 10 w. P.O. address: 8040 S. 80th St., Cottage Grove 55016. Estimated construction cost \$3,500; first-year operating cost \$1,000. Principal: Luther Fjelstad, superintendent. Ann. Sept. 30.

■ San Antonio, Tex.—Yanaguana Radio Station seeks 89.1 mhz, 78.3 kw., HAAT 421 ft. P.O. address: 3627 Windgap Dr., San Antonio 78230. Estimated construction cost \$57,520; first-year operating cost \$80,720. Principal: Carlos Garcia, president and chairman of board of nonprofit corporation. Ann. Oct. 2.

FM actions

■ Hope, Ark.—FCC denied request by Hope Broadcasting Co. for reconsideration, and affirmed June 20 action of chief of its Broadcast Bureau dismissing application for new FM on 104.9 mhz. A.H. Washburn, owner of KXAR(AM), only broadcast facility in Hope, is majority stockholder of applicant and of Star Publishing Co. which publishes *Hope Star*, only daily newspaper in Hope. He also is editor of paper. Action Oct. 1.

■ San Diego, Calif.—Application by New Horizons Broadcasting Co. for new FM on 91.3 mhz returned. Ann. Oct. 1.

■ San Antonio, Tex.—Trinity University Broadcast Bureau granted 91.7 mhz, 18 kw., P.O. address: 715 Stadium Dr. San Antonio 78284. Estimated construction cost \$21,364; first-year operating cost \$15,000. Principal: Bill Hays, chairman, department of journalism, broadcast and film (BPED-2084). Action Sept. 22.

FM starts

■ KFMU Oak Creek, Colo.—Authorized program operation on 103.9 mhz, ERP 165 w, HAAT 1,030 ft. Action Sept. 18.

■ WLRB Rehoboth Beach, Del.—Authorized pro-

gram operation on 92.7 mhz, ERP 3 kw, HAAT 300 ft. Action Sept. 18.

■ WRCC Cape Coral, Fla.—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 300 ft. Action Sept. 18.

■ *WHCJ Savannah, Ga.—Authorized program operation on 88.5 mhz, TPO 10 w. Action Sept. 19.

■ *KNWD Natchitoches, La.—Authorized program operation on 91.7 mhz, TPO 10 w. Action Sept. 19.

■ *KRNB-FM Neah Bay, Wash.—Authorized program operation on 90.1 mhz, TPO 10 w. Action Sept. 19.

■ WVHF-FM Clarksburg, W. Va.—Authorized program operation on 92.7 mhz, ERP 460 w, HAAT 670 ft. Action Sept. 18.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ *WGAO Franklin, Mass., Dean Junior College (BLED-1433). Action Sept. 29.

■ KPAS El Paso, El Paso Broadcasting Corp. (BLH-6733). Action Sept. 24.

Ownership changes

Applications

■ KEOS(AM) Flagstaff, Ariz. (690 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Thunderbird Broadcasting Co. to CFK Broadcasting Co. for \$250,000 plus assumption of land mortgage. Seller: Jack E. Bird, president, has no other broadcast interests. Buyers: Paul G. Knutson, Jay W. Jennings and Constance F. Knutson (33-1/3% each). Knutsons own nursing home and real estate development company and with Mr. Jennings, own advertising agency. Ann. Oct. 2.

■ WOGO(AM) New Smyrna Beach, Fla. (1550 khz, 250 w-D)—Seeks assignment of license from Astro Enterprises to Tolun Advertising and Public Relations for \$74,000. Seller: Astro Enterprises (Arthur Fox, William H. Brown et al.) is also selling its other station WWBC(AM) Cocoa, Fla. Buyers: Brian Tolby (51%) is manager of WKXX(AM) Deland, Fla. Regis C. Kohring is physician. Ann. Oct. 2.

■ WIIN(AM) Atlanta (970 khz, 5 kw-D, DA-D)—Seeks assignment of license from Georgia Network to Sudbrink Broadcasting of Georgia for \$25,000 and assumption of liabilities of \$575,000. Seller: Donald C. Kennedy, president, has interest in permittee of WATL-TV Atlanta. Buyers: Robert W. Sudbrink (55%), Margaretta Sudbrink, trustee (37%). The Sudbrinks have controlling interest in WLYF(FM) Miami, WLIF(FM) Baltimore, WWEZ(FM) Cincinnati, WEZW(FM) Wauwatosa, Wis., WLAK(FM) Chicago, WAVO(AM) Decatur and WPCH(FM) Atlanta, both Georgia. Ann. Oct. 2.

■ KSMB(FM) Lafayette, La. (94.5 mhz, 29.5 kw)—Seeks transfer of control of Sugarland Broadcasting from John Walton et al. (12% each before; none after) to Thomas Galloway, Barry D. Thompson et al. (12% each before; 39.5% each after). Consideration: \$92,974. Principals: Mr. Galloway and Mr. Thompson are among original stockholders. Ann. Oct. 2.

■ WKBZ(AM) Muskegan, Mich. (850 khz, 1 kw-D)—Seeks assignment of license from Reams Communications Corp. to Reams Broadcasting Corp. from. for \$700,000. Seller: Frazier Reams Jr. is 95% stockholder of Reams Communications and 34% stockholder of Reams Broadcasting. Other major stockholders of Reams Broadcasting are John R. Lin (14%) Morton Neipp (18%) and Toledo Trust Company (34%). They own WCWA(AM)-WIOT(FM) Toledo, Ohio. Ann. Oct. 2.

■ KMRS(AM) Morris, Minn. (1230 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Western Minnesota Broadcasting Co. from Clifford L. Hedberg, Revocable Trust (51% before; none after) to Florence E. Hedberg, Paul C. Hedberg and Northwestern National Bank, trustees (none before; 57% after). No consideration. Principals: Mrs. Hedberg owns 13% of KMRS in her own name. Mr. Hedberg owns 25% in his own name and also owns KBEW-AM-FM Blue Earth, Minn. and 75% of KQAD-AM-FM Luverne, Minn. Ann. Oct. 2.

■ KXTR(FM) Kansas City, Mo. (96.5 mhz, 90 kw)—Seeks assignment of license from Sentesound Broad-

casting Association to Robert P. Ingram for \$375,000 plus broadcast time to Church of Jesus Christ of Latter Day Saints. Seller: Gerald L. Daugherty, president. Buyers: Mr. Ingram, doing business as KXTR Inc., owns KBEA(AM) Mission, Kan. and has extensive real estate interests in Kansas City. Ann. Oct. 2.

■ WVOT-AM-FM Wilson, N.C. (AM: 1420 khz, 1 kw-D, 500 w-N; FM: 106.1 mhz, 23 kw)—Seeks assignment of license from Wilson Radio Co. to Century Communications for \$235,000. Seller: H.W. Severance, vice president, has no other broadcast interests. Buyers: Wade H. Hargrove (32.5%), Wade M. Smith, Roger W. Smith and J. Harold Tharrington (each 22.5%) are partners in law firm. Ann. Oct. 2.

■ WGFT(AM) Youngstown, Ohio—Seeks assignment of permit from Media Inc. to WGFT Inc. for \$39,918. Sellers: Myron J. Nadler and Bert Udell (50% each) have no other broadcast interests. Buyers: Emil Koledin et al. Mr. Koledin has contracting corporation, engraving company and real estate interests in Youngstown. Ann. Oct. 2.

■ KFDO-TV Sayre, Okla. (ch. 8)—Seeks assignment of license from Bass Broadcasting Co. to Marsh Media for \$300,000. Seller: Bass Broadcasting owns KFDA-TV Amarillo, Tex., of which KFDO-TV and KFDW-TV Clovis, N.M. are satellites. It also owns WSLC(AM)-WSLQ(FM) Roanoke, Va. and KDNT-AM-FM Denton, Tex. Robert M., Sid R., Edward P. and Lee M. Bass are its stockholders. Buyers: Stanley Marsh III (37%), Michael C. Marsh (25%), Estelle Marsh Watlington (25%) and Tom F. March (12%). Marsh Media is licensee of KV11-TV Amarillo and is in process of selling KFW(FM) Fort Worth. The Marshes have various oil, real estate and business interests. Ann. Oct. 1.

■ KKUB(AM) Brownfield, Tex. (1300 khz, 1 kw-D)—Seeks transfer of control of Brownfield Radio from D.M. Wiggins and Frank Junell (80% before; none after) to James D. Farr Jr. (20% before; 100% after). Consideration: \$126,000. Principals: Mr. Wiggins and Mr. Junell wish to divest all broadcasting interests. They have recently sold KILE(AM) Galveston and KNIT(AM) Abilene, both Texas. Mr. Farr, secretary-treasurer of corporation, is in charge of day-to-day operations of KKUB. Ann. Oct. 2.

■ KOUL(FM) Sinton, Tex. (103.3 mhz, 100 kw)—Seeks assignment of license from Broadcasting Corp. of Southwest to J.W. Brauer for \$150,000. Seller: Broadcasting Corp., W.D. York, president, owns KCTA(AM) Corpus Christi, Tex. Buyer: Mr. Brauer is former owner of KOKL(AM) Okmulgee and night club in Tulsa, both Oklahoma. Ann. Oct. 2.

Actions

■ KPLY(AM) Crescent City, Calif. (1240 khz, 250 w-U)—Broadcast Bureau granted assignment of license from Summit Broadcasters to William E. Stamps for \$5,000 plus employment contract of \$63,600. Sellers: Mason and Virginia Beaver are retiring from broadcasting. Buyer: William E. Stamps (100%) has been sole owner of KPOD(AM) Crescent City, Calif. (BAL-8464). Action Sept. 23.

■ KARM(AM) Fresno, Calif. (1430 khz, 5 kw-D, 1)—Broadcast Bureau granted assignment of license from KARM, The George Harm Station to KACY Inc. for \$450,000. Sellers: George Robert Harm and Floyd H. Hyde, executor of will of Hattie Harm. Buyers: Lincoln and Sylvia Dellar (42.7% each) own KMEN(AM) San Bernardino. Ronald C. Thompson (14.6%) is general manager of KMEN (BAPL-462). Action Sept. 29.

■ KLVE(FM) Los Angeles (107.5 mhz, 34 kw)—Broadcast Bureau granted assignment of license from PSA Broadcasting Inc. to K-Love Broadcasting Inc. for \$2,000,000. Seller: PSA has recently sold KEZL(FM) San Diego to Combined Communications Corp. and KEZS(FM) Sacramento, Calif., to Cleveland Broadcasting Co. It also owns KEZR(FM) San Jose, Calif. Buyer: Lieberman family (Elias, Julio, Adolpho and Jose). Jose Lieberman, Mexican national, is part owner of XEGM(AM) Tijuana, Mexico (BALH-2164). Action Sept. 23.

■ KWG(AM) Stockton, Calif.—FCC denied request of McLean Communications Corp. for reconsideration of June 25 grant of application for voluntary relinquishment of negative control of Barnes Enterprises, licensee of KWG. Commission said McLean's arguments were totally without merit and that Barnes' use of Form 316 was entirely consistent with rules. Action Sept. 23.

■ KADE(AM) Boulder, Colo. (1190 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from

Brokade Broadcasting to Centennial Wireless for \$220,000. Sellers: Dona B. and Ivan M. West (99%) have no other broadcast interests. Buyers: Robert D. and Diane M. Greenlee (25.5% each) and Daniel and Marie S. Gawne (24.5% each). Mr. Greenlee has interest in advertising agency and publishing company; Mrs. Greenlee is housewife. Mr. Gawne has interest in metal fabricating company and with his wife, has interest in cemetery (BAL-8456, BALRE-2890). Action Sept. 25.

■ **WGKA (AM)-WZGC (FM)** Atlanta—Broadcast Bureau granted pro forma transfer of control of GCC Communications of Atlanta (Alexander M. Tanger and General Cinema Corp.) to GCC Communications of Philadelphia (BTC-7843). Action Sept. 23.

■ **WANN (AM)** Annapolis, Md.—Broadcast Bureau granted transfer of control of Annapolis Broadcasting Corp. from Morris H. and Margery C. Blum, voting trustees to Morris H. Blum (BTC-7849). Action Sept. 29.

■ **WNTN (AM)** Newton, Mass. (1550 khz, 10 kw-D)—Broadcast Bureau granted transfer of control of Newton Broadcasting Corp. from Charles A. Bell (100% before; none after) to Orestes T. Demetriades and John A. Booras et al. (both none before; 49% each after) for \$290,000. Principals: Messrs. Demetriades and Booras are Greek language program directors for WNTN and WLYN (AM) Lynn, Mass. (BTC-7648). Action Sept. 25.

■ **WCZN (AM)-WWCK (FM)** Flint, Mich. (AM: 1570 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Heritage Broadcasting Co. from John W. Nogaj, William Bishop, Bernard Norko and L. James Hicks (100% before; none after) to Realin Corp. (none before; 100% after). Consideration: \$638,000. Principals: Mr. Nogaj is president and general manager of WCZN (AM)-WWCK (FM). Frazier Reams Jr. and John R. Linn each own 50% of Realin Corp. Mr. Reams owns WKBZ (AM) Muskegon, Mich. and has interest in WCWA (AM)-WIOT (FM) Toledo, Ohio, real estate and auto muffler franchises. Mr. Linn also has interest in WCWA (AM)-WIOT (FM) and real estate (BTC-7810). Action Sept. 25.

■ **WCSV (AM)-WSLE (FM)** Peterborough, N.H. (AM: 1050 khz, 1 kw-D; FM: 92.1 mhz, 140 w)—Broadcast Bureau granted transfer of control of Contocook Valley Broadcasting Corp. from Francis H. Harms and John E. Leary (100% before; none after) to Shannon Communications Corp. (none before; 100% after). Consideration: \$225,000. Principals: Sellers own WSOQ (AM)-WEZG (FM) North Syracuse, N.Y., and Dealy Jr. most recently was senior VP in Chicago office of Needham, Harper & Steers Advertising Inc. (BTC-7825-6). Action Sept. 29.

■ **WNOS-AM-FM** High Point, N.C. (AM: 1590 khz, 1 kw-D; FM: 100.3 mhz, 2.7 kw)—Broadcast Bureau granted transfer of control of Doss Broadcasting of North Carolina from Robert I. Smith (100% before; none after) to Radio Station WNOS Inc. (none before; 100% after). Consideration: \$400,000. Principals: Mr. Smith plans to retire. Mann Media, 100% stockholder of Radio Station WNOS, is controlled by Bernard Mann and Gilbert Gans. Mann Media also owns KALO (AM)-KEZQ (FM) Little Rock, Ark. (BTC-7802). Action Sept. 23.

■ **WGSE** New Bern, N.C.—Broadcast Bureau granted assignment of CP from J.D. Conner and G.C. Parker (P&C Broadcasting) to J.D. (55%) and Vera N. Conner, doing business as P&C Broadcasting (BAP-834). Action Sept. 29.

■ **WGCL (FM)** Cleveland—Broadcast Bureau granted pro forma transfer of control of GCC Communications of Cleveland (Alexander M. Tanger and General Cinema Corp.) to GCC Communications of Philadelphia (BTC-7843). Action Sept. 23.

■ **WFNL (AM)** North Augusta, S.C.—Broadcast Bureau granted relinquishment of positive control of The Warner Group Inc. by Richard Warner through sale of stock to Farley W. Warner. Consideration: \$3,340 (BTC-7829). Action Sept. 25.

■ **KRBE (FM)** Houston—Broadcast Bureau granted pro forma transfer of control of GCC Communications of Houston (Alexander M. Tanger and General Cinema Corp.) to GCC Communications of Philadelphia (BTC-7843). Action Sept. 23.

■ **KLLL-AM-FM** Lubbock, Tex.—Broadcast Bureau granted pro forma assignment of license from H.E. and Larry W. Corbin to Corbin Broadcasting Co. (BAL-8482, BALH-2173). Action Sept. 23.

■ **KPAC-AM-FM** Port Arthur, Tex.—Broadcast

Bureau granted pro forma assignment of license from Port Arthur College to Port Arthur College Foundation (BAL-8483, BALH-2174). Action Sept. 24.

■ **KCOR (AM)-KQXT (FM)** San Antonio, Tex.—Broadcast Bureau granted pro forma assignment of license from KCOR-KQXT Radio to Harbenito Radio Corp. Both corporations are controlled by McHenry Tichenor family (BAL-8503, BALH-2181). Action Sept. 29.

■ **KANN (AM)** Ogden, Utah (1090 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Golden Spike Broadcasting Corp. to Southern Nevada Communications Corp. for \$151,450. Seller: Michael R. Mickelson, vice president. Buyer: Jack G. French is president of nonstock corporation and general manager of *KILA (FM) Henderson, Nev. (BAL-8400). Action Sept. 29.

■ **WMMN (AM)** Fairmont, W.Va. (920 khz, 5 kw, DA-N)—Broadcast Bureau granted assignment of license from Marja Broadcasting Corp. to Marion Broadcast Corp. for \$850,000. Seller: Marja Broadcasting, Frank J. Lee, vice president, owns WDNE (AM) Elkins, W. Va. Buyers: Robert Levine (40%), Jack Goldfarb and Paul M. Friedberg (both 20%), et al. Mr. Levine is major stockholder of West Virginia scrap processing company, Mr. Goldfarb is major stockholder of electric supply company and Mr. Friedberg is Charlestown, W. Va., attorney (BAL-8348). Action Sept. 29.

■ **WRDS (AM)** South Charleston, W.Va. (1410 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WRDS Radio to CLW Broadcasters for \$125,000. Seller: William D. Stone, president, wishes to divest interest due to illness. Buyer: CLW is subsidiary of AMG International, religious, nonprofit organization. Spiros Zodihiates is president (BAL-8454). Action Sept. 29.

TV actions

■ ***WTHS-TV** Miami—Broadcast Bureau granted CP to change ERP to 85.1 kw vis.; 17 kw aur.; change trans. location; change type of trans. and ant.; ant. height 920 ft. (BPET-531). Action Sept. 24.

■ ***WMEG-TV** Biddeford, Me.—Broadcast Bureau granted request for authority to operate trans. by remote control from 45 Exeter St., Portland, Me. (BRCETV-83). Action Sept. 24.

■ **WGPR-TV** Detroit—Broadcast Bureau granted authority to operate trans. by remote control from 3140 East Jefferson, Detroit (BRCTV-286). Action Sept. 25.

■ **WPVI-TV** Philadelphia—Broadcast Bureau granted request for authority to operate aux. trans. by remote control from 4100 City Line Ave., Philadelphia (BRCTV-274). Action Sept. 24.

■ ***WJWJ-TV** Beaufort, S.C.—Broadcast Bureau granted mod. of CP to change ERP to (vis.) 847 kw (max); 406 kw (H); (aur.) 169 kw; change type of trans. and ant.; make changes in ant. structure, and decrease ant. height to 1277 ft. (BMPET-855). Action Sept. 18.

■ **WRJA-TV** Sumter, S.C.—Broadcast Bureau granted mod. of CP to change ERP to vis. 787 kw max., 339 kw (H), aur. 157 kw; type trans.; type ant.; make changes in ant. structure (decrease height); and ant. height 1163 ft. (BMPET-854). Action Sept. 24.

AM applications

■ **WOKB** Winter Garden, Fla.—Seeks CP to add 5 kw nighttime DA; change hours of operation to U and change ant.-trans. location. Ann. Oct. 3.

■ **WKNG** Tallapoosa, Ga.—Seeks mod. of CP to increase daytime power to 2.5 kw. Ann. Oct. 3.

■ **WBRB** Mr. Clemens, Mich.—Seeks CP to add 500 w nighttime operation; change hours of operation to U, DA-2. Ann. Oct. 3.

AM actions

■ **KPCO** Quincy, Calif.—Broadcast Bureau granted CP to change ant.-trans. location to 2/3 miles north of Quincy; change studio location to 173 Lawrence St., Quincy (BP-19986). Action Sept. 29.

■ **KIUP** Durango, Colo.—Broadcast Bureau granted CP to make changes in monitor points (BP-20008). Action Sept. 29.

■ **WIRK** West Palm Beach, Fla.—Broadcast Bureau granted mod. of CP to change MEOV's for nighttime radiation pattern (BMP-14041). Action Sept. 29.

■ **WLBH** Mattoon, Ill.—Broadcast Bureau granted CP to make changes in ant. system; conditions

(BP-20005). Action Sept. 29.

■ **WHOU** Houlton, Me.—Broadcast Bureau granted CP to redescribe trans. location 1340 North Rd., Houlton and change ant. system (increase height); conditions (BP-20074). Action Sept. 25.

■ **WVOY** Charlevoix, Mich.—Broadcast Bureau granted CP to change hours of operation to U with DA-N operation; req. 1270 khz, 5 kw DA-N U (BP-19872). Action Sept. 29.

■ **WAMM** Flint, Mich.—Broadcast Bureau granted CP to specify changes in MEOV's (BP-20015). Action Sept. 29.

■ **KPCR** Bowling Green, Mo.—Broadcast Bureau granted CP to increase ant. efficiency during non-critical hours; conditions (BP-20046). Action Sept. 29.

■ **KUVR** Holdrege, Neb.—Broadcast Bureau granted CP to make changes in ant. system and coordinates; conditions (BP-20047). Action Sept. 24.

■ **WEVD** New York—Broadcast Bureau granted CP to change ant.-trans. location to 1111 Woodrow Rd., Staten Island; change pattern to DA-1; conditions (BP-19985). Action Sept. 29.

■ **WHVN** Charlotte, N.C.—Broadcast Bureau granted CP to change ant.-trans. location to 3110 Peony Dr., Charlotte and operate trans. by remote control from main studio location; conditions (BP-19993). Action Sept. 29.

■ **WFNC** Fayetteville, N.C.—Broadcast Bureau granted CP to make changes in ant. system, increase height of northeast tower; conditions (BP-20007). Action Sept. 29.

■ **WNOS** High Point, N.C.—Broadcast Bureau granted CP to make changes in ant. system; conditions (BP-20048). Action Sept. 29.

■ **WKAP** Allentown, Pa.—Broadcast Bureau granted CP to add MEOV's to day horizontal plane pattern; conditions (BP-19964). Action Sept. 29.

■ **WHYL** Carlisle, Pa.—Broadcast Bureau granted CP to make changes in MEOV's; conditions (BP-20016). Action Sept. 29.

■ **WTJS** Jackson, Tenn.—Broadcast Bureau granted CP to change daytime ant.-trans. location to 122 Radio Rd., Jackson, conditions (BP-20014). Action Sept. 29.

■ **KLO** Ogden, Utah—Broadcast Bureau granted CP to correct physical parameters and design of KLO array (BP-19984). Action Sept. 29.

■ **WAVA** Arlington, Va.—Broadcast Bureau granted CP to add television translator ant. to top of tower; conditions (BP-20053). Action Sept. 29.

■ **WEET** Richmond, Va.—CP to change trans. site; increase power to 5 kw, forfeited. Grant fee not paid and CP expired (BP-19,516). Ann. Oct. 1.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KTOP** Topeka, Kan. (BP-19,709), Sept. 19; **WHAR** Clarksburg, W.Va. (BP-19,874), Sept. 19; **WHJO** Dayton, Ohio (BP-19,748), Sept. 18 and **WKJB** Mayaguez, Puerto Rico (BP-19,579), Sept. 17.

FM actions

■ **WENN-FM** Birmingham, Ala.—Broadcast Bureau granted CP to change trans. location to 1 mile south of Vulcan Park, Birmingham; install new trans. install new ant.; make changes in ant. system (decrease height); change ERP 69 kw (H&V); change ant. height 660 ft. (H&V); remote control from main studio to 1428 5th Ave. North, Birmingham (BPH-9605). Action Sept. 29.

■ ***KCPR** San Luis, Calif.—Broadcast Bureau granted CP to install new trans.; ERP 2 kw (H); ant. height 350 ft. (H); remote control from main studio at Graphic Arts Bldg., South Perimeter Rd., California Polytechnical University Campus, San Luis Obispo (BPED-2106). Action Sept. 29.

■ **KZOZ** San Luis Obispo, Calif.—Broadcast Bureau granted CP to install new trans.; new ant.; make changes in ant. system (increase height); change TPO (add vertical polarization); change ERP 29.5 kw (H&V); ant. height 1430 ft (H&V); remote control from main studio 341 Higuera St., San Luis Obispo (BPH-9604). Action Sept. 29.

■ **KDZA-FM** Pueblo, Colo.—Broadcast Bureau granted mod. of CP to change trans. location to approx. 7.5 miles north-northeast of Pueblo; change trans.; change ant.; make changes in ant. system (decrease

Summary of broadcasting

FCC tabulations as of July 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,423	3	26	4,450	46	4,496
Commercial FM	2,669	0	46	2,715	145	2,860
Educational FM	739	0	24	763	86	849
Total Radio	7,831	3	96	7,928	277	8,205
Commercial TV	700	1	6	707	53	760
VHF	509	1	2	512	9	521
UHF	191	0	4	195	44	239
Educational TV	224	9	11	244	16	260
VHF	89	3	4	96	5	101
UHF	135	6	7	148	11	159
Total TV	924	10	17	951	69	1,020

*Special temporary authorization

**Includes off-air licenses

height); change TPO; change ERP 100 kw (H&V); ant. height 640 ft. (H&V); remote control from main studio at 200 East Abriendo St., Pueblo (BMPH-14616). Action Sept. 29.

■ KPUB-FM Pueblo, Colo.—Broadcast Bureau granted mod. of CP to change trans. location—on Cheyenne Mt., Pueblo; change trans.; change ant.; change TPO; change ERP 68 kw (H&V); ant. height 2,000 ft. (H&V); remote control from main studio at 4211 North Elizabeth St., Pueblo (BMPH-14620). Action Sept. 29.

■ KMBQ Shreveport, La.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location, to be operated on 93.7 mhz; TPO; ERP 6.4 kw (H&V); ant. height 265 ft. (H&V); for aux. purposes only; remote control from main studio at 710 Spring St., Shreveport (BPH-9607). Action Sept. 29.

■ KTKC Springhill, La.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ERP 3 kw (H&V); ant. height 175 ft. (H&V); remote control permitted; condition (BMPH-14623). Action Sept. 25.

■ WLYN-FM Lynn, Mass.—Broadcast Bureau granted CP to install new trans.; make changes in ant. system (decrease height) make changes in modulation monitor; change TPO; ERP 3 kw(H); ant. height 180 ft. (H&V); remote control from main studio at 156 Broad St., Lynn (BPH-9611). Action Sept. 29.

■ WDRQ Detroit—Broadcast Bureau granted CP to change studio location and remote control to 15,933 West 8 Mile Rd., Detroit; install new ant.; ERP 20 kw (H&V); ant. height 500 ft. (H&V) (BPH-9613). Action Sept. 29.

■ KAOH-FM Duluth, Minn.—Broadcast Bureau granted mod. of CP to change studio location and remote control to 27 N. 21st Ave. West, Duluth; change trans.; change ant.; change TPO; change ERP 25 kw (H); ant. height 400 ft. (H); condition (BMPH-14624). Action Sept. 29.

■ WAYL Minneapolis—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw (H&V); ant. height 430 ft. (H&V); remote control permitted (BPH-9606). Action Sept. 24.

■ *WETD Alfred, N.Y.—Broadcast Bureau granted CP to change ant.-trans. location to 2000 ft. north of Engineering Technologies Bldg., Alfred; make changes in ant. system (increase height); remote control from main studio at Engineering Technologies Bldg., Alfred State College (BPED-2107). Action Sept. 29.

■ *WAIF Cincinnati, Ohio—Broadcast Bureau granted mod. of CP to change trans. location to 2525 Victory Parkway, Cincinnati; specify studio and remote control location as 2525 Victory Parkway; change trans. and ant.; make changes in ant. system; ERP 1.6 kw; ant. height 390 ft.; remote control permitted; condition (BMPED-1301). Action Sept. 24.

■ WIYQ Ebensburg, Pa.—Broadcast Bureau granted CP to install new ant. change TPO; change ERP 50 kw (H&V); ant. height 500 ft. (H&V); remote control from 120 South Center St., Ebensburg (BPH-9610). Action Sept. 29.

■ KAMA-FM El Paso—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 30 kw (H&V); ant. height 1190 ft. (H&V); remote control permitted (BMPH-14608). Action Sept. 24.

FM starts

■ Following stations were authorized program operat-

ing authority for changed facilities on date shown: KGOY Bethany, Okla. (BPH-9426), Sept. 19; KLEB-FM Golden Meadow, La. (BPH-9458), Sept. 19; KTOP-FM Topeka, Kan. (BPH-9028), Sept. 18; KLUDE-FM Oceanside, Calif. (BPH-9180), Sept. 19; WAFT Valdosta, Ga. (BPH-9082), Sept. 15; WIOK Hempstead, N.Y. (BPH-9273), Sept. 19; WPBS Philadelphia (BPH-9399), Sept. 19; WRHY Starview, Pa. (BPH-9554), Sept. 19; WTLB-FM Utica, N.Y. (BPH-9232), Sept. 19; WVNA-FM Tusculumbia, Ala. (BPH-8910), Sept. 18 and WWOG Boca Raton, Fla. (BPH-8649), Sept. 19.

In contest

Designated for hearing

■ WLTH(AM) Gary, Ind., **renewal proceeding:** Northwestern Indiana Broadcasting Corp. (Doc. 20604)—FCC set for hearing application of Northwestern Indiana Broadcasting Corp. for renewal of WLTH Gary. Action was in response to petition by Gary Human Relations Commission alleging WLTH misrepresented ascertainment efforts and list of station personnel in 1973 application. Commission said WLTH conducted inadequate survey of community problems, engaged in news distortion, intimidated its audience on its phone-in talk shows, and had not performed as promised in 1970 renewal application by failing to abide by agreement entered into with petitioners. Action Sept. 24.

Case assignments

Acting Chief Administrative Law Judge Chester F. Naumowicz made following assignments on date shown:

■ KTXL-TV Sacramento, Calif., **renewal and facilities change proceeding:** Camellia City Telecasters (Doc. 20125)—ALJ Chester F. Naumowicz Jr. recused himself from proceeding and assigned ALJ Reuben Lozner to serve as presiding judge. Action Oct. 1.

■ KJOG-TV San Diego, **assignment proceeding:** Gross Broadcasting Co. to University Television (Doc. 20589)—Designated ALJ David I. Kraushaar to serve as presiding judge; scheduled hearing for Dec. 19. Action Sept. 29.

■ Avon Park, Fla., **FM proceeding:** Tri-County Stereo and Morison Enterprises of Polk County, competing for 106.3 mhz (Docs. 20179-80)—Assigned ALJ Frederick W. Denniston to preside over proceeding. Action Sept. 29.

■ Princess Anne and Pocomoke City, Md., **FM proceeding:** Maranatha Inc., Leisure Time Communications and Peter and John Radio Fellowship, competing for 102.5 mhz (Doc. 20388-90)—Assigned ALJ Frederick W. Denniston to preside over proceeding. Action Sept. 29.

■ KXXL Bozeman, Mont., **combined proceeding:** Empire Broadcasting Corp. (Docs. 20424-6)—Assigned ALJ Frederick W. Denniston Jr. to preside over proceeding. Action Sept. 29.

■ WLIR(FM) Garden City, N.J., **renewal proceeding:** Stereo Broadcasters (Doc. 20590)—Designated ALJ James F. Tierney as presiding judge and scheduled hearing for Dec. 18, in Garden City, N.Y. Action Sept. 25.

■ KMCM(AM) McMinnville, Ore., **renewal proceeding:** Norjud Broadcasting (Doc. 20543)—

Assigned ALJ Frederick W. Denniston to preside over proceeding. Action Sept. 29.

■ Lakewood, Wash., **AM proceeding:** Dale A. Owens and Clay Frank Huntington, competing for 1480 khz (Doc. 20454-5)—Assigned ALJ Frederick W. Denniston to preside over proceeding. Action Sept. 29.

Procedural rulings

■ WJAM(AM) Marion, Ala., **renewal proceeding:** Radio Marion (Doc. 20383)—ALJ Reuben Lozner canceled hearing of Oct. 15, subject to being rescheduled, in view of motion for summary decision. Action Sept. 24.

■ Sault Ste. Marie, Mich., **TV proceeding:** Sault St. Marie Broadcasting Co. and Northern Entertainment, competing for ch. 8 (Doc. 20541-2)—ALJ David I. Kraushaar scheduled hearing for Nov. 11. Action Sept. 30.

■ WCTF-TV Cleveland, **extension proceeding:** Community Telecasters of Cleveland (Doc. 20585)—Review Board scheduled oral argument for Oct. 23 on application of Community Telecasters of Cleveland, for extension of time to complete construction of WCTF-TV. Action Sept. 26.

Dismissed

■ Soddy-Daisy, Tenn., **FM proceeding:** Ra-Ad of Soddy, C. Alfred Dick, Community North Broadcasters and Teeter-Taylor Enterprises, competing for 102.3 mhz (Docs. 20503-6)—ALJ Joseph Stimer dismissed application of C. Alfred Dick with prejudice at his request. Action Oct. 1.

Initial decision

■ Perry, Fla., **AM proceeding:** H.S. Hagan Jr. and His Radio, competing for 1400 khz (Docs. 20131-2)—ALJ Reuben Lozner granted application of H.S. Hagan Jr., for CP for new AM in Perry. Ann. Oct. 2.

Fines

■ KJNO(AM) Juneau, Alaska—Broadcast Bureau notified South Eastern Alaska Broadcasters that it incurred apparent liability for forfeiture of \$750 for violation of rules by operating with ant. input power in excess of 105% of authorized power and failing to change power levels at times specified in station's authorization. Action Sept. 23.

■ KKUA(AM) Honolulu—Broadcast Bureau ordered KKUA Radio One Corp. to forfeit \$2,000 for repeated violation of rules by failing to make sponsorship identification and by broadcasting spot announcements. Action Sept. 23.

■ WDDD(FM) Marion, Ill.—Broadcast Bureau notified 3-D Communications Corp. that it incurred an apparent liability for forfeiture of \$500 for failure to operate station substantially as set forth in license. Action Sept. 23.

■ KBJR(AM) Burlington, Iowa—Broadcast Bureau notified RB Inc. that it incurred apparent liability for forfeiture of \$2,000 for violation of rules by failing to maintain ant. input power between 90 and 105% of authorized input power or by failing to have competent employe keep station's log. Action Sept. 23.

■ WLLS-FM Hartford, Ky.—Broadcast Bureau ordered Hayward F. Spinks to forfeit \$250 for repeated violation of rules by failing to maintain operating power as near as practicable to authorized power, not less than 90% and not more than 105% of authorized power. Action Sept. 23.

■ KANA(AM) Anaconda, Mont.—Broadcast Bureau denied application by Radio Station KANA for mitigation or remission of \$2000 forfeiture. Action Sept. 25.

■ WWDJ(AM) Hackensack, N.J.—Broadcast Bureau notified Pacific & Southern Co. that it had incurred apparent liability for forfeiture of \$700 for violation of rules by failing to take frequency measurements at least once each calendar month. Action Sept. 5.

■ WKCL(AM) Catskill, N.Y.—Broadcast Bureau notified Caranje Broadcasting Co. that it incurred apparent liability for forfeiture of \$1000 for violation of rules by operating during presunrise periods in excess of authorized power. Action Sept. 23.

■ WRCN(AM) Riverhead, N.Y.—Broadcast Bureau notified East Shore Broadcasting Corp. that it was apparently liable for \$300 forfeiture for willful or repeated failure to observe requirements of rules by not having equipment performance measurements made every calendar year. Action Sept. 29.

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■ WIAN-FM Williamston, N.Y.—Broadcast Bureau ordered Fargay Broadcasters to forfeit \$200 for failure to observe requirements of rules by failing to enter in operating log time of daily check of tower lights. Action Sept. 23.

■ WBNO(AM) Bryan, Ohio—FCC denied request of Williams County Broadcasting System, licensee of WBNO, for remission or mitigation of \$4,500 forfeiture assessed against it. WBNO was fined for repeated violation of rules which states that no broadcast station may operate at times, or with modes of powers, other than those specified in its authorization. WBNO contended that unauthorized presunrise operations were unintentional and caused by its misunderstanding of Emergency Daylight Saving Time Act of Dec. 1973, and related FCC notices pertaining to presunrise operations. Action Sept. 25.

■ WDOH(FM) Delphos, Ohio—Broadcast Bureau ordered Tri-County Broadcasting to forfeit \$100 for repeated failure to observe requirements of rules by failing to make entries in station's operating log concerning daily observations of tower lights. Action Sept. 23.

■ WKBN-TV Youngstown, Ohio—Broadcast Bureau notified WKBN Broadcasting Corp. that it incurred apparent liability for forfeiture of \$300 for violation of rules by failing to enter meter readings in station's operating log at commencement of operation and by failing to make entries in log concerning daily tower light observations. Action Sept. 23.

■ WPAM(AM) Pottsville, Pa.—Broadcast Bureau notified Miners Broadcasting Service that it incurred apparent liability for forfeiture of \$1,000 for violation of rules by operating at times or with modes of powers, other than those specified in basic instrument of authorization. Action Sept. 23.

■ WKBJ(AM) Milan, Tenn.—Broadcast Bureau notified West Tennessee Broadcasting Co. that it incurred apparent liability for forfeiture of \$1,500 for violation of rules by failing to have responsible operators sign operating log when starting duty and again when going off duty, by failing to indicate time entries in operating log as advanced or non-advanced time, by failing to enter ant. current in operating log at successive intervals not exceeding three hours and by operating in excess of PSA power. Action Sept. 23.

■ KSTA(AM) Coleman, Tex.—Broadcast Bureau denied application by Coleman County Broadcasting for remission or mitigation of \$2000 forfeiture. Action Sept. 23.

■ WABH(AM) Deerfield, Va.—Broadcast Bureau notified Deerfield Broadcasting Co. that it incurred apparent liability for forfeiture of \$2000 for violation of rules by failing to make weekly calibration of remote ammeter made for operation under PSA by operating at times or with modes or power other than those specified in basic instrument of authorization, by commencing program tests with new facilities although program test authority was not received from commission and by failing to sign operating log when going off duty. Action Sept. 23.

Other action

■ KWIC(FM) Beaumont, Tex.—Broadcast Bureau denied request for waiver of rules to identify as Beaumont-Port Arthur. Action Aug. 22.

Allocations

Action

FCC took following action on FM allocations:

■ Jefferson City, Mo.—FCC terminated rulemaking for assignment of ch. 269A to Jefferson City because comments were filed late and no party gave intention to apply for CP, as required (Doc. 20401). Action Sept. 24.

Translators

Applications

■ City of Hoxie, Kan.—Seeks ch. 5, rebroadcasting KWNB-TV Hayes Center, Neb. via BPTTV-5319, Selden, Kan. (BPTTV-5398). Ann. Oct. 1.

■ City of Quinter, Kan.—Seeks ch. 12, rebroadcasting

KWNB-TV Hayes Center, Neb. via BPTTV-5398, Hoxie, Kan. (BPTTV-5404). Ann. Oct. 1.

■ Allagash Plantation, Allagash, Me.—Seeks ch. 12, rebroadcasting WAGM-TV Presque Isle, Me. via W02AZ Allagash, Me. (BPTTV-5405). Ann. Oct. 1.

■ K04GE, K07HW, K08EV and K10AA Baker, Mont.—Seeks CP to change frequency from ch. 4 to ch. 8, ch. 7 to ch. 6, ch. 10 to ch. 10 and ch. 10 to ch. 4, respectively (BPTTV 5399-402). Ann. Oct. 1.

■ Rodeo Television Association, Rodeo, N.M.—Seeks ch. 2, rebroadcasting KOLD-TV Tucson, Ariz. (BPTTV-5409). Ann. Oct. 3.

Actions

■ K69BA Iron Mountain, Mich.—Broadcast Bureau granted CP for new translator to rebroadcast WPNE Green Bay, Wis. (BPTT-2850). Action Aug. 4.

■ K68AF, K71CD, K73CB, K77CF and K81AE St. James, Minn.—Broadcast Bureau granted CP to change frequencies from ch. 68 to ch. 46, ch. 71 to ch. 54, ch. 73 to ch. 50, ch. 77 to ch. 48 and ch. 81 to ch. 52, respectively and change call letters to K46AA, K54AC, K50AB, K48AA and K52AB, respectively (BPTT-2873-77). Action Aug. 4.

■ K13NI White Sulphur Springs, Mont.—CP authorization canceled and call letters deleted at request of licensee. Ann. Oct. 3.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Scottsboro TV Cable, Scottsboro, Ala. (CAC-05665): Add WRIP-TV Chattanooga; WTCG Atlanta.

■ Wood River CableVision, for Keichum, Idaho (CAC-05664): Requests certification of existing operations.

■ KWR Systems, 19 Court Knolle, New Hartford, N.Y. 13413, for Munnsville (CAC-05622) and Stockbridge (CAC-05623), both New York; WSYR-TV, WHEN-TV, WNYX-TV, WCNY-TV Syracuse; WKTV, WUTR Utica; WPIX, WOR-TV New York; WUTV Buffalo, all New York.

■ Blue Ridge Cable of NY, for Narrowsburg, N.Y. (CAC-05655): Add WBNB-TV, WSKG Binghamton, N.Y.; WCBS-TV, WNBC-TV New York.

■ STV Cable Television, for Niagara Falls (CAC-05667), Lewistown (town of) (CAC-05668), Niagara (town of) (CAC-05669) and Lewistown (CAC-05670), all New York; Add CKGN-TV Uxbridge, Ontario.

■ Good-Vue CATV, for Ramapo (CAC-05672), Clarkston (CAC-05673) and Spring Valley (CAC-05671), all New York; Add WPHL-TV Philadelphia and delete WSNL Patchogue, N.Y.

■ Cablevision of Alamance County, for Burlington, N.C. (CAC-05656): Add WDCA-TV Washington.

■ Carolina Beach Cable TV, 220 N. Lake Park Blvd., Kure Beach, N.C. 28428, for Kure Beach (CAC-05630); WECT, WWAY-TV, WUNJ-TV Wilmington; WNCT-TV Greenville, both North Carolina; WTTG Washington.

■ Stark County Communications, Beach City (CAC-05659), Wilmot (CAC-05660), Justus (CAC-05661), Harmon (CAC-05662) and Brewster (CAC-05663), all Ohio; Add WPGH-TV Pittsburgh and delete WKBF-TV Cleveland.

■ MBS Cable TV, for Carrolton, Ohio (CAC-05657): Add WUAB Lorain, Ohio. For Minerva, Ohio (CAC-05658): Add WPGH-TV Pittsburgh.

■ Cablevision Systems, Box 1345, Seminole, Okla. 74868, for Wewoka, Okla. (CAC-05666): KTEN Ada, WKY-TV, KOCO-TV, KWTW, KETA, KOKH-TV Oklahoma City, both Oklahoma; KTVT Fort Worth; KTEW, KOTV, KTUL-TV Tulsa, Okla., KXTX-TV Dallas.

■ Astro Cablevision Corp., for Coraopolis borough (CAC-05624), Crescent township (CAC-05625), Moon township (CAC-05626) and Neville township (CAC-05627), all Pennsylvania; Add WUAB Lorain, Ohio.

■ Chester County Broadcasting Co., Box 231, Coatesville, Pa. 19320, for West Chester borough

(CAC-05628) and West Goshen township (CAC-05629), both Pennsylvania; KYW-TV, WCAU-TV, WPVI-TV, WPHL-TV, WTAJ-TV Philadelphia; WKBS-TV Burlington, N.J.; WHY-TV Wilmington, Del.; WOR-TV, WPIX New York.

■ Teleprompter of Seattle, for Seattle (CAC-05652): Delete KTXL Sacramento, Calif. and add KTVU Oakland, Calif.; KPTX Tacoma, Wash.

■ Big Horn Televents, 1660 S. Albion St., Suite 1021 Denver 80222, for Big Horn county, (CAC-05653) Wyo.: KUTV, KSL-TV, KUED, KCPX-TV Salt Lake City; KTWO-TV Casper; KWRB-TV Riverton, both Wyoming; KULR-TV, KTVQ-TV Billings, Mont.

■ Buffalo Televents, 1660 S. Albion St., Suite 1021, Denver 80222, for Johnson county, Wyo. (CAC-05654): KUTV, KSL-TV, KUED, KCPX-TV Salt Lake City; KTWO-TV Casper, Wyo.; KHSD-TV Lead, S. D. KULR-TV, KTVQ-TV Billings, Mont.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Teleprompter of Florida, Port Richey, Fla. (CAC-02154); Lodi Cable TV, unincorporated areas of San Joaquin county, Calif. (CAC-04636); Continental Cablevision of Lansing, Delhi township, Mich. (CAC-04646); Harriman TV Cable Co., Harriman, Tenn. (CAC-04851); Cablecom-General of Modesto, unincorporated areas of Stanislaus county contiguous to Modesto, Calif. (CAC-05269); Alpine Cable TV, Alexandria, La. (CAC-05311); Cablecom-General, Hobart, Okla. (CAC-05335); Upper Potomac Television, Piedmont, W. Va. (CAC-05338); Harbor Video Cable, portions of Grays Harbor county (CAC-05441) and Montesano (CAC-05442), both Washington; Canandaigua Video Corp., Shortsville, N.Y. (CAC-05445); Georgiana Cablevision, Georgiana, Ala. (CAC-05446); Russell Cable Corp., Lebanon, Va. (CAC-05448); Russells Point Cablevision, Washington township (CAC-05449) and Stokes township (CAC-05450), both Ohio; Mickelson Media, Las Vegas, N.M. (CAC-05451); American Cablevision of Carolina, Gastonia, N.C. (CAC-05457); Tele-Media Company of Addil, Horton township (CAC-03900) and Snyder township (CAC-03901), both Pennsylvania; Glasgow T.V. Cable Co., Glasgow, Va. (CAC-05019); Massillon Cable TV, Massillon, Ohio (CAC-05163); Lexington Cable Co., Lexington, Va. (CAC-05334); Southern Oregon Cable TV, Central Point, Ore. (CAC-05336); Wyoming Televents, unincorporated areas of Campbell county, Wyo. (CAC-05356); Danville Cablevision Co., Danville, Va. (CAC-05360); Shasta Cable TV, Weed, Calif. (CAC-05388); Florida CATV of Pinellas County, West Pasco county marketing area, Fla. (CAC-05443); Warner Cable of Nashua, Nashua, N.H. (CAC-05447); Copper Belt Cablevision, Kearney, Ariz. (CAC-05453); Minnewaukan Cable TV, Minnewaukan, N.D. (CAC-05464); Great Plains Communication Systems, Lincoln, Kan. (CAC-05465); Video Cable Systems, Clarkton, Mo. (CAC-05467); Pioneer Valley Cablevision, Warren, Mass. (CAC-05468); Cable Vision, Clara, Mich. (CAC-05469); Tele-Media Corp., Greenville, Ohio (CAC-05470); Young's Community TV Corp., Springfield, Vt. (CAC-05472) and Charlestown, N.H. (CAC-05473).

■ St. Joseph township, Adams township and New Haven, Ind.—Cable Bureau dismissed application by Citizens Cable of Allen County for certificates of compliance (CAC-05430-2). Action Sept. 25.

■ Hampden, Me.—Cable Bureau dismissed application for certificate of compliance by Maine Cable Television for failure to prosecute (CAC-5033). Action Sept. 24.

■ Blythe township, Pa.—Cable Bureau dismissed application by Service Electric Cable TV for certificate of compliance at request of applicant. (CAC-5273). Action Sept. 25.

In contest

■ Sullivan, Ind., certificate of compliance proceeding, Sullivan Cable TV Co. (Doc. 20533)—ALJ Reuben Lozner scheduled hearing for Oct. 29. Action Sept. 25.

■ California, Pa., cease and desist order proceeding, Southwest Pennsylvania Cable TV (Doc. 19464)—Chief ALJ Chester F. Naumowicz Jr. designated himself as presiding judge. Action Sept. 25.

■ Hazleton, Pa., Cable TV proceeding, Service Electric Cable TV (Doc. 20218)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Frederick W. Deniston to serve as presiding judge. Action Sept. 29.

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Help Wanted Sales Continued

No. 1 in market; Contemporary FM (Midwest) seeks hard working, confident salesperson; proven sales record for top pay. Box K-78, BROADCASTING.

KCOG, Centerville, Iowa, looking for professional, aggressive, self-starting salesperson to handle good list. Announcing ability helpful, but not necessary. 515-856-3241.

Sacred music FM needs commission salesperson. Sell by phone. Make up to \$2,500 monthly. KDNO, PO Box 489, Delano, CA 93215.

If you have been working like sweat and tension, selling local advertisers radio commercials; if you are tired of "no results", or "I tried it and it didn't work"; if you would like to have your same selling effort give you personal monthly billing of \$20,000+; give a move to Southern California a thought. KEZY Anaheim needs two local salespeople KEZY's salesmen have more opportunity, more support and better money than you have now. I'll bet they don't work as hard as you do. Turn your sales ability into profit and prestige. Call me today. Barry Shainman, Sales Manager. 714-776-1191.

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Salesperson wanted for Virginia Medium market. Draw plus commission with established account list. Managerial capabilities preferred. Call or write: Dick Campbell, WYPR, Danville, VA 24541. 804-792-6022.

Salesperson wanted. Combo DJ/sales openings in Illinois, Tennessee, West Virginia. Earnings potential \$12,000+ first year. Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864.

Wanted: Sales sharks who are worth at least \$40-\$50,000 selling syndicated radio programs, specials, and concepts. Feature Communications, 3512 Bay to Bay Blvd., Tampa, FL 33609.

Need experienced salesperson with good empathy and ego drive. Must be self-starter. Good salary plus commission. Send resume. Vantage Broadcasting Co., 1505 Dundee Rd., Winter Haven, FL 33880.

Excellent opportunity for experienced sales manager. Same ownership twenty nine years. no. 1 contemporary format, prestige station. details to: R.M. McKay, Jr., PO Box 113, Columbia, TN 38401.

Help Wanted Sales Continued

Group Sales Manager; to head up and direct sales for four station chain in Virginia and N.C. 2 small and 2 medium markets. Must be an experienced sales person who can produce local, national & regional sales and sell promotions. Gray Broadcast Enterprises, PO Box 512, Altavista, VA 24517.

Help Wanted Announcers

Combo job: Announcing and selling, four hours each daily. Can you hack it. Salary, commissions, bonuses, etc. Please send resume and references. Box J-62, BROADCASTING.

Northeast AM station. Contemporary MOR, Number 1 market, very "picky," still seeks reliable/creative air personality. Good production a must, no beginners need apply. Resumes to Box K-23, BROADCASTING.

Need your first break? Maryland small community station has announcer opening. Talented beginner with 3rd class considered. Box K-60, BROADCASTING.

Wanted immediately. Announcer for small town radio. Beginner OK. Box K-100, BROADCASTING.

Good announcer with proven sales experience a must in midwestern state. Adult oriented radio station. Give phone number if available. Salary negotiable for qualified person. Send resume to Box K-110, BROADCASTING.

California multi-market-5,000 watts-Top ARB rated needs experienced Modern-Country DJ immediately. 1st phone, creative production. Mail tapes and resume, Milt Hall, KCEY, PO Box 170, Turlock, CA 95380.

1st opening, experienced announcer, news director with 1st class. Sign on shift. Send information: Jerry Hennen, KDMA, Montevideo, MN 56265.

Alaska's good music station, semi-automated top production facilities. Start \$1100 monthly, 5 days. Send tape, resume to Ken Flynn, KHAR, 3900 Seward Hwy, Anch., AK 99503. EEOP.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPQW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

KRSN AM FM Stereo in beautiful Los Alamos, New Mexico has opening for experienced announcer. Community of 14,000. Middle of Road. Lots of news. Send resume airmail, no tapes, to KRSN, Post Office Box 749, Los Alamos, NM 87544. Applicants should be from New Mexico or nearby state for interview.

KWEN, Tulsa, seeks announcer with mature voice and professional delivery for "Beautiful Music" format. Send tape & resume to R. Anson, c/o KWEN, 1502 S. Boulder, Tulsa, OK 74119.

Morning drive, country format, top rated station has opening for versatile morning personality in Huntsville, Alabama. The capable radio person must have pleasing morning shivery, be informative, and creative. Good reference and background. Please send tape and resume to: Buster Pollard, General Manager, WBHP Radio, PO Box 547, Huntsville, AL 35804.

Medium market stereo rocker needs versatile jock/production person. Work daytime hours. Interest in, and understanding of, audio equipment a necessity. WDBR, Springfield, IL 62708.

Help Wanted Announcers Continued

70,000 watt University owned public FM station needs announcer for classical and jazz format. Salary \$6504. Position available November 1. Send non-returnable tape and resume to Dick Ellis, Manager, WETS-FM, Box 2305, East Tennessee State University, Johnson City, TN. An Equal Opportunity-Affirmative Action Employer M/F.

Bright personality oriented announcer for contemporary MOR drive shift. Must have strong production ability. Send tape and resume to WFIR, PO Box 150, Roanoke, VA 24002. E.O.E.

Regional full-time AM-FM needs talented, experienced personality with production pride and know how. First phone preferred. Our standards are high. Tape and resume to WGBR, Box 207, Goldsboro, NC 27530.

All-night jock for northern New England Top-40 station. Very professional, excellent facilities. Send tape and resume to Andy Carey, Program Director, WHEB, PO Box 120, Portsmouth, NH 03801.

Experienced Personality to ramrod creative production plus bright MOR board shift. Stability, fringes, good facilities, beautiful area. Growth potential. Resume, tape (air check) to Director of Operations, WHFB, PO Box 608, Benton Harbor, MI 49022.

Communicator with good voice and ability to work well with others in a professional operation. EOE. Tapes and resume to: Ken Correll, WLVA Radio, 2320 Langhorne Road, Lynchburg, VA 24501.

Wanted, a warm, witty mature, friendly communicator for morning drive. Deejay experience required, but secondary to giving listeners everything they need to know to start their day. Male and female applicants from all races desired. Send resume, tape to Joe Kelly, WSBT Radio, 300 West Jefferson, South Bend, IN.

Maryland: WSER Elkton, has openings for bright MOR morning jock. Sales if desired. Top salary. EOE. Call Mr. Doll 301-398-3883 or write PO Box 38, Elkton, MD 21921.

Mature MOR announcer: CBS MOR/Contemporary station in 100,000 plus market seeking announcer for afternoon drive program. Two years experience preferred. Excellent benefits. Rush resume and 7-1/2 IPS tape with commercial delivery and MOR format to: Program Director, Radio Station WSOY, PO Box 2250, Decatur, IL 62526.

Immediate opening for creative morning personality. \$11,000 plus liberal paid benefit program. Pros only. Contemporary Country. Resumes and non-returnable tapes to Mike Malone, WUNI, 1257 Springhill Avenue, Mobile, AL 36604. Equal Opportunity Employer.

Announcer-Sales position open at Western Oregon station. Call 503-367-4444. Helpful if you have some engineering knowledge but not necessary. E.O.E.

DJ Wanted. Combo DJ/sales openings in Illinois, Tennessee, West Virginia. Earnings potential \$12,000+ first year. Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864.

If you think you're a midday person for N.E. contemp. send tape and resume, Box 482, Newburgh, NY 12550.

Help Wanted Technical

Major equipment manufacturer seeking field engineer for international broadcast support group. Must have high power experience, MW and SW. Project management experience helpful. Box J-247, BROADCASTING.

Wanted: Chief Engineer/Production Director for FM with new studios and in process of xmitter move. Must be strong in xmitter maintenance and problem solving. Resume to Box K-71, BROADCASTING.

1st phone/announcer, New England. Ideal for starter or active retiree. Excellent conditions. Reply to: Box K-90, BROADCASTING.

Help Wanted Technical Continued

Assistant Engineer for AM-FM Southern Connecticut. Know studio and transmitter maintenance, general engineering practice. Reply Box K-97, BROADCASTING.

Ass't Chief with first class license. Light announcing. Fine facilities. Illinois. Resume to Box K-102, BROADCASTING.

Experienced engineer, trouble shooting and general repair. Must know solid state. New modern studios Midwest AM-FM. Box K-107, BROADCASTING.

Wisconsin AM/FM seeking combo chief with first. Must be experienced directional, maintenance. Some announcing required. Send complete resume, references. WSWW, PO Box 1, Platteville, 53818.

Buffalo, wanted Chief Engineer Contemporary Am/FM. Resume to Bob Howard, WYSL, 425 Franklin Street, Buffalo, NY 14202. An Equal Opportunity Employer.

Help Wanted News

Wanted: Aggressive female/male journalism grad who knows how to find, write, voice news. Major NE station. EOE. Tell all first letter. Box J-224, BROADCASTING.

News Director. Public TV station buying commercial 5,000 watt AM to go to non-commercial "all-news" format. You will help design format and build news staff. This will be a unique radio service for this top-30 market. Strong radio news background essential, news director or "all-news" format experience a plus. Up to \$16,000, depending on experience. Equal Opportunity Employer. Send resume to Box K-85, BROADCASTING.

Wanted: Missing Reporter. Description: Aggressive, inquisitive, capable. Good air voice. Educated and experienced (at least two years) but degree not a requirement. Usually armed with typewriter and cassette, dangerous to sacred cows. Reward: reasonable pay. Experience with well-honored news staff under top News Director. Equal Opportunity Employer. If located contact 50KW station at Box K-88, BROADCASTING.

Newsperson, strong local gatherer for expanding news department northeast. Reply Box K-89, BROADCASTING.

Announcer with demonstrated local news gathering ability for easy listening station WHTG AM/FM, Eatontown, NJ 07724. Third endorsed. No beginners. Send resume and non-returnable tape.

Wanted: Newsperson to do morning news and traffic reports on WKRO and spot reporting on WKRC mid-days. Send tape, resume, to Doug Anthony, WKRC, 1906 Highland Cincinnati, 45219. No calls.

WOBM Toms River, New Jersey, is looking for experienced news people. Good writing skills and delivery required. Call Tom Kuhn, 201-269-0927. Equal Opportunity Employer.

E.O.E. Upstate New York station looking for newsperson with 1st ticket. Must have sports background. Start immediately. Send resume, reference, air check and salary requirements to PO Box 950, Utica, NY 13503. Minority applications welcome.

Help Wanted Programing, Production, Others

Program Director. Public TV station taking over 105 KW FM station to go to non-commercial all-classical music format. Unique service for this top-30 market. You will design format and program station. Classical music background a must. Up to \$14,000 depending on experience. Equal Opportunity Employer. Send resume to: Box K-86, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Department Head, Information and Agricultural Journalism and Program Director, Extension Communications and Educational Aids Program Area. Ph.D preferred with graduate or undergraduate work in mass communications or related area. Others with education and exceptional experience in communications considered. Send resume and/or request for additional information to: L.L. Boyd, Chairman, Search Committee, 220 Coffey Hall, University of Minnesota, St. Paul, MN 55108. Information by telephone at 612-373-0751. The University of Minnesota is an Equal Opportunity Employer.

Situations Wanted Management

G.M. 50KW Midwest FM seeks challenge at small market AM/FM. 17 years radio. Interview at my expense. Box K-39, BROADCASTING.

Experienced GM, presently employed. Desires management position with equity possibilities. Box K-64, BROADCASTING.

Over twenty years general manager. Sales manager small medium markets. Strong sales and administration. Top references. Box K-73, BROADCASTING.

Billing sagging?? You may need my long, successful radio sales experience, desire local/and or national sales management position, major market, strong innovator, quick-minded, creative, great references, don't pass up this opportunity. Write Box K-74, BROADCASTING.

G.M. overwhelmingly qualified in programing seeks 1st station mgr. position. Creative sales support experience. Group and single station experience. Box K-76, BROADCASTING.

GM proven ability, increase sales & listenership. Good track record. Detail man. Box K-77, BROADCASTING.

Experience? G.M., P.D., C.E., production, construction, the works! Resume, etc. available on request. Box K-92, BROADCASTING.

National Sales Rep with top company wants return to station side of business. Local sales, programing, news, and engineering background. Seek G.M. or G.M./G.S.M. job in medium market. Bachelors and Masters degrees. Track record of hard work and success. Box K-105, BROADCASTING.

Strong sales, Manager/sales manager. Bottom line oriented. 19 years solid experience all phases, small to large markets. Community minded, solvent, want upper Midwest, Wisconsin, Minnesota, Michigan. Box K-113, BROADCASTING.

Miracle-worker: Radio Sales/promotion manager (with heavy West Coast ad agency AE/Manager background) has turned major Denver daytime failure into success in only two months. How? Creative innovations in programing, promotion, and sales; efficient reorganization; and many hours of dedicated hard work. Seeking similar challenge with honest, integrity-conscious owner. 303-773-0950.

16 years experience. Strong news/public affairs (Christian radio only). 805-725-9951 before 9 am.

Situations Wanted Sales

Young experienced broadcaster wishes to move into sales. First phone & outstanding production ability. Box K-59, BROADCASTING.

Situations Wanted Announcers

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

Basketball, play-by-play. One of the nation's best. Exciting delivery. Box J-110, BROADCASTING.

Lawyer, not into it, wishes to return to first love. Experienced sportscaster, announcer, DJ. Intelligent enthusiastic. PBP, any sport. Insightful, informed sports commentary. Box J-127, BROADCASTING.

Situations Wanted Announcers Continued

11 year broadcast vet, with experience in rock & country plus 2 years on camera, desires position in Midwest, Box J-243, BROADCASTING.

Young, single announcer seeking progressive rock station only. Hard working, dependable, know music. Currently employed at Adult Contemporary station. 1½ yrs. experience. 3rd endorsed. Will relocate. Box K-1, BROADCASTING.

News oriented staff announcer now available. 19 mos. exp. MOR. 1st phone. Looking Eastern seaboard. 207-882-7395. Box K-31, BROADCASTING.

Hardworking young sportscaster looking for P-B-P opportunity in all sports, especially minor league baseball. Major college experience. Can relocate. A can't miss prospect. Box K-42, BROADCASTING.

L.A. area, jazz-MOR, young professional, 27, (8 years on air). Currently No. 1 major market 3 years, Detroit WSZZ Your station, and salary must be the best, others need not reply. Box K-46, BROADCASTING.

First phone DJ, Three years college experience. Contemporary/MOR strong production. Willing to sell. Steve 312-439-2884 or Box K-50, BROADCASTING.

Top 10 market salesman, 2 years experience, craves change to creative outlet. Air check, references, resume on request. Creative production. B.S. 3rd endorsed. East. Box K-54, BROADCASTING.

First phone, two years C.E., four years jock. Seeking Contemporary Top 40 station. Jock and Eng., Eng. and jock position. Attention all California stations. Prefer West. Reply Box K-63, BROADCASTING.

NYC surrounding small markets! Last chance to acquire 3rd with morning drive experience. B.A., production, copy, sales. 212-255-0569. Box K-66, BROADCASTING.

Midwest Sportscaster 5 years PBP, major college basketball, Big Ten football seeks eastern medium market sports or combo. Versatile. Box K-70, BROADCASTING.

Young minded, 31, man looking for jox gig to learn more. So. Cal. area to raise family. 3rd. Ticket endor, can do some joc., news., pa., pr. No stereotype station, please. Box K-72, BROADCASTING.

Kentuckiana stations Fully program for or going automation. A live robot with third endorsement. Retired disabled veteran could work part or full time. Box K-81, BROADCASTING.

DJ, tight board, good news, commercials, looking for first break, will go anywhere, "ready now." Box K-96, BROADCASTING.

Personality announcer 6 yrs experience married, stable. 1st phone desire M.D. midday afternoon drive with small market station or nite overnight in medium market. Will consider any market with up tempo MOR to adult rock format. Box K-99, BROADCASTING.

Mature, First-phone license operator, technical background, over 25 years experience, seeks position with easy-listen-music and news station west coast area. Good taste in music, excellent news delivery. Box K-104, BROADCASTING.

Experienced announcer! Authoritative newscaster. Programing and production experience also. Desire move to solid operation. Box K-112, BROADCASTING.

High energy cooker. Top ratings, experience, ticket. Seeks top station only. Philip. 212-449-8390.

Excellent hockey/basketball PBP, color. Strong knowledge of all sports. Willing to combine sports with other duties. Responsible. Will relocate. Call 516-482-1644 after 5:00 NYT, or write Apartment 3F, 20 Chapel Place, Great Neck, NY 11021

Experienced announcer. First phone. Willing to relocate. Staff or production. Bob Ronningen. 612-226-8934.

Calling Colorado: experienced country rock MOR jock wants to work for you. 303-986-0501. Bill Prenlice.

Situations Wanted Announcers Continued

1st phone 6 yrs. exp. Soul. Contact now Jimmie Wing, "Mosquito" 4907 Challengon Rd., B-1, Baltimore, 21207. 301-448-1822.

First phone announcer wishes to move into sales. Prefer situation that would allow some air work. Available immediately. Any northeast market between Maryland and Massachusetts considered. Please contact Bob Madie at 717-264-9692.

Energetic, hard-working DJ, seeking advancement, unmarried, 3rd endorsed, currently employed, relocate anywhere. 417-667-7992.

Carolinas: Charlotte-Rock Hill Area. Dependable college grad with third and experience wants permanent position but would work part-time. Available now! Tim, 1896 Overbrook, Rock Hill, SC 29730. 803-366-9081.

Jock/writer/producer, contact Don Pendergrass, PO Box 295, Dayton, OH 45401 or 513-236-9832.

Experienced exciting sports play-by-play football, basketball, baseball. Medium to major market only. Will relocate. Preter Far West. Bill Mesler, 1581 Greenwood Way, San Bruno, CA 94066. 415-873-6524.

PBP sports, 3rd phone and lots of desire. Need break. John Ehlinger, 4700 N45, Milwaukee, WI 53218. 414-463-3461.

Crazy, undisciplined, low class, top rated mumber with first, desires relocation. Simon, 212-GH9-8390.

Experienced professional sportscaster. Excellent sportscasting, commentary, PBP, radio and/or television. Jeff. 815-838-1639.

Smooth professional. Contemporary six years. Production whiz. Box 5396, Fort Wayne, IN 46805.

Situations Wanted Technical

Director of Engineering/Chief engineer seeks challenging position. BSEE, AM/FM/TV background. Heavy directional & integrated circuit design experience. Resume tells all. Box K-36, BROADCASTING.

Chief or director of engineering, 30 years, AM-FM-DA. West. Box K-57, BROADCASTING.

1st phone engineer with AM and FM experience, solid electronics and recording equipment training. Will relocate. Excellent references. Box K-67, BROADCASTING.

Good engineer, AM, directional, ham, married, reliable, good management a must. anywhere, write. Box K-80, BROADCASTING.

Engineer 1st phone. Experienced in electronics and mobile communications equipment. Some broadcasting experience. Box K-94, BROADCASTING.

lowa AM & FM stations. Contract engineer will maintain your rigs weekly and do FCC proofs. Please call 815-877-1162 anytime.

Situations Wanted News

Creative, versatile newscaster/reporter. Female, married, willing to give my all for small NYC/NJ/CT area station. Box K-5, BROADCASTING.

Newsman/News director, small, medium, major market experience, award winning M.A. Communications, strong on interviews. Box K-18, BROADCASTING.

NIS Managers: I'm ready to build an award-winning all-news operation. Five years Midwest medium market experience as reporter, assignment editor, News Director. Staff and management must be committed. Box K-45, BROADCASTING.

Attention S.E. and Florida. Fifteen years experience in all phases, radio and TV, heavy news experience. Currently employed out of industry (my choice). Would like to reenter industry. Box K-51, BROADCASTING.

Situations Wanted News Continued

Important elections ahead. Top flight political analyst and reporter available. Sample tape. Box K-62, BROADCASTING.

News Pro, 11 years, all facets of Broadcast Journalism, including network radio. TV experience. Currently free-lancing in NYC. Box K-109, BROADCASTING.

Sports Director or sports/news combo. Five years experience, Dave Shrader, 559 ½ Phoenix South Haven, MI 49090.

A good woman is hard to find. Newswoman, 3 yrs. major-medium, skilled newsgatherer and feature writer, Sue McNett, 14306 Lane, Riverdale, IL. 312-849-2303.

Sportscaster, desire to move. Five years experience small market. Seeks Sports/PBP position. Solid background in all phases of radio. Dedicated, dependable, good references. BA in Journalism. To hear details, contact Cliff Yeargin, RFD 1, Elberton, GA 30635. 404-283-3062.

Small mkt. N.D. Sign-on man with B.A. Journalism-Broadcasting seeks fulltime news. Anywhere. PBP also. 517-624-5514.

Experienced medium market news director, degree, awards, family, seeks larger market director or reporter situation. Jack Marlowe, Box 593, Dubuque, IA 52001. 319-583-9676.

College grad looking for position broadcasting sports and/or news. Four years with NBC News in non-air position. Available immediately. Call Dave Howell, 703-256-3899.

Male, 26, B.A. Journalism, M.A. Broadcasting, 1 year experience jock+news on college A.M., 1 year experience TV sports show+college basketball and baseball play-by-play, desire first position in news and/or sports. Eager to work and learn, ready to relocate. Call 412-658-8750 or 412-654-9311 or write Charles Rosen, 210 Clen Moore blvd., New Castle, PA 16105.

4 year pro. All news experience. Excellent credentials. Solid references. Know sports. No small markets please. Douglas O'Brien 1-313-534-0251.

Baseball PBP 4 years experience PAC-8. Can do other sports, can double in P.R. Sales, advertising, excellent references. Perfect for major/minor league operation. 213-477-6178.

Sportscaster with fine radio play-by-play experience in college football, hockey, basketball and baseball. Notre Dame graduate. Frank Marasco, 112 Reynolds Place. So. Orange, NJ 07079. 201-762-9460.

Situations Wanted Programing, Production, Others

I can help. Network O&O air personality consulting small market stations at nominal fee. All you need this year is a more distinctive sound in your market. Write me for more info. Box J-151, BROADCASTING.

Successful major market O&O adult contemporary programmer. Career record of supremacy in 25-49 demographics. Best references. 713-774-7242. Box J-227, BROADCASTING.

Creative copy, superb production. Good airshift. A total professional Box K-20, BROADCASTING.

Public radio/television. Oppty pub. b'cast facility acquire svcs outstanding husband/wife team. He for TV: Exec. prod/prog. dir/tchr/phd. She for radio: Producer/prog. dir. Top professionals with national PBS/NPR reputations, credits, awards. Willing relocate med. size city (E,SE) where highest standards for quality, performance, pub-service programing desired or provided. Salaries commen. with credentials/tempered by reality of local situation. Box K-61, BROADCASTING.

Copy and Production Pro wants back in 10 years in radio, currently with studio. Numerous awards, will relocate. Air shift considered. Box K-87, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

P.D. or assistant P.D. Top 50 market. Currently managing award winning Midwest small market contemporary. Top rated personality morning show, outstanding production, sales experience. Family man, degree, 7 years commercial experience, 4 years present employer. Continue air shift, contribute to established or growing operation. Box K-91, BROADCASTING.

First phone, experience, interested? Bob Wunderlich, 905 North Third, Apt. 213, Burbank, CA 91504. 213-843-5705.

First phone program director seeks position at contemporary station in Pennsylvania. Well experienced in the top fifty markets, reliable, and stable. Henry Kastell, Box 7, Highspire, PA 17034.

TELEVISION

Help Wanted Sales

Creative writer-producer of retail commercials with ideas to get results for retail accounts. Requires ability to write, collate, service commercials and clients. Top 10 market. Box K-30, BROADCASTING.

Help Wanted Technical

Chief Engineer, midwest VHF needs person strong in administrative, managerial, and technical skills and experience. Excellent benefits. Send resume. Box J-219, BROADCASTING.

Transmitter Supervisor with UHF background needed in New York City area. Maintenance experience necessary. Good salary. Fringe benefits. Box K-27, BROADCASTING.

Help Wanted News

Major southeastern number one. E.O.E. Reporter to handle spectrum of two or more stories daily. Shoots and edits own SOF stories. Also cameraperson who is fast, creative. Both need three years experience and excellent talent and attitude references. Box J-166, BROADCASTING.

Assignment/Managing Editor for active TV newsroom. MA essential. Strong background in reporting, film production, on-air work. Must be able to work with young people starting in industry. Equal Opportunity Employer. Box K-21, BROADCASTING.

News-oriented television station in top 75 markets wants anchorperson with thorough knowledge of sports. Include picture with application and references; also salary requirements. Box K-47, BROADCASTING.

Weather talent. Group owned medium market station in the midwest is looking for someone with a personal approach to the weather. A meteorology degree would be helpful, but not required. Excellent salary and benefits to the right person. Our facilities include fax, two weather wires and radar. Equal Opportunity Employer. Box K-111, BROADCASTING.

Need qualified meteorologist with television experience and ability to handle fast-developing, severe weather situations. Send resume with salary requirements to: Foster Morgan, KOCO-TV, PO Box 32325, Oklahoma City, 73132. Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Cinematographer/editor, Prime time weekly news magazine. Top ten major market station. Must be creative, motivated and able to work under deadline pressures. An Equal Opportunity Employer. Box K-68, BROADCASTING.

Photographer 3 years minimum experience shooting commercials to become part of a creative team. 16mm processor knowledge helpful. An Equal Opportunity Employer. Box K-108, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Traffic Manager, BIAS System. Must be thoroughly familiar with all TV traffic functions and capable of supervising department. Work history using BIAS system mandatory. 5-day, 40-hour week; excellent salary and fringe benefits. Send complete information, resume, salary expected, etc., in first letter to Personnel Department, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786. An Equal Opportunity Employer.

Need "Newsreel" producer, who can also handle other reporting jobs. If you don't know what "Newsreel" is, I'm probably not interested in you. Send resume and salary requirements to* Foster Morgan, KOCO-TV, PO Box 32325, Oklahoma City, OK 73132. Equal Opportunity Employer.

Program Director need person with solid background in all phases of TV operations. Good opportunity for professional with leadership qualities. Send resume to WYTV Inc., 3800 Shady Run Rd., Youngstown, OH 44502.

Situations Wanted Technical

Chief Engineer: Los Angeles area, desire challenging hands on position. Box K-2, BROADCASTING.

Engineer-first phone, 4 yrs. experience all phases of studio operations and production, age 28, will relocate, start immediately, Mike Ryan, 7741 Mohawk Drive, Prairie Village, KS 66208. 913-649-2988.

Situations Wanted News

Seeking Anchor/Reporter, 4 years experience all phases B.S. Box J-199, BROADCASTING.

Meteorologist. Young. Strong background with professional delivery. Some air experience. Personable, clear delivery will add to your newscast. Box K-37, BROADCASTING.

Wanting television news, sports. Three years radio-written news. T.V. news film, sports PBP experience. Excellent sports knowledge. Box K-79, BROADCASTING.

Hard working broadcast journalist. Seeking any newsroom position. Female, BA, experienced, strong production. Box K-82, BROADCASTING.

Meteorologist, Young with personable delivery. High on visuals. 7 years successful major market experience. Seeking station wanting to upgrade their weathercast. Box K-98, BROADCASTING.

Attractive anchorman, 30, seven years experience, available. Box K-101, BROADCASTING.

Howard Cosell I'm not. But that's my style. Young aggressive sportscaster seeks TV sports position in Top 50 market. Presently sports anchor in top Midwest medium market. Excellent film features, and commentary. Outstanding references. Call 319-377-3536.

News Photographer, currently unemployed, 10 years experience newspapers and TV. Experienced in 16mm processing and editing. Young, creative and aggressive. All offers considered. Write Jo Keener, 642 36th sw, Wyoming, MI 49509. 616-538-7744.

4 years Philadelphia TV news experience, including producer/writer, but couldn't grow. Want more of the same, but will listen to other offers. Like to travel. College grad, 25. Good references. Jim 215-356-4640.

TV Sportscaster bumped by major league jock wants to relocate. Strong with film and commentary. 401-944-1281.

Situations Wanted Programing, Production, Others

Top 20 Producer-Director with heavy film/editing background. Experienced all phases TV, variety, music commercials, documentary. National awards. Seeks TV station or production house. Box K-65, BROADCASTING.

College graduate Communications. Experienced VTR, Color camera, audio lighting. Box K-75, BROADCASTING.

Situations Wanted Programing, Productions, Others Continued

Production team: husband/wife as producer-director, writer-producer. Experienced in variety, music, news, commercials, documentaries. Background in filming and editing and all phases of promotion/PR. Degree. Emmy, other national awards. Opportunity desired to work together again. Box K-83, BROADCASTING.

Five years experience, 2 in television. Associate degree in broadcasting. Experience with cameras, broadcast and lots of air time. Currently station manager of CATV station. Married, third phone, will relocate. Box K-93, BROADCASTING.

Talented director-producer with complete experience in all phases of communications-film, television and radio. Seeks bigger market, can do many things well. A.D., Dir., T.D., field cameraman and/or reporter. Box K-106, BROADCASTING.

First phone. VTR camera operation. Production and station operation experience. No maintenance. Single, will relocate, resume available. Leonard Johnson, 3733 Calif. Long Beach, CA 90807.

CABLE

Situations Wanted Programing, Production Others

Single, twenty five. Male desires cable or pay cable experience. Master's in telecommunications from big ten university, thesis examining cable TV and sports programming, produced public access. Programming, university research and local PR for American Cancer Society. Seeks opportunity as administrative assistant in PR, marketing, or research. Will relocate. Box K-6, BROADCASTING.

BUY-SELL-TRADE

Non-commercial educational FM station desires donations of studio and technical equipment of all types. All donations are tax-deductible. Contact Paul Copeland, WJNC-FM, Northwest Junior College, Box GG, Senatobia, MS 38668.

WANTED TO BUY EQUIPMENT

We would like to purchase a used TT59A UHF General Electric transmitter with LF range klystrons. Contact: Jack H. Tudor, Chief Engineer, KHTV, PO Box 1439, Houston, TX 77001, 713-781-3930.

Late model 5 kw transmitter. Bob Joseph 404-945-9953.

We need used 250, 50 1 KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Wanted, Fernseh 5 or 10 mil air-bearing heads. Also Ampex Mark X, 10 mil head. Call 505-327-9881.

FOR SALE EQUIPMENT

Schafer Automation, Model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hiparade format, \$14,500.00 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

Gates 5 KW AM XMTR, Model BC5P2. In daily operation, well maintained, meets all factory specs. \$5,000 includes spare parts, tubes, blower, etc., available in 30 days. Call George Gray, WAAB, Worcester, MA at 617-752-5611.

140-foot guyed AM tower. Good condition partially disassembled. Best offer. WLKM, Three Rivers, MI. 616-278-1815.

Complete AM broadcast equipment package except transmitter \$2,900. Box 62, Red Hook, NY 12571.

RCA TK-27 color film chain, exc. cond., 26K; Complete Island, 36K. 205-591-4800.

For Sale Equipment Continued

Heliac-styroxflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

Teac 3340S four channel simul-sync stereo tape recorder must sell \$850 or best offer. 216-661-3171.

Remote Bus 35' Flexible Coach/Crown with equipment. IK Corkern, 960E Riveroaks Drive, Baton Rouge, LA 70815.

1-CBS Audimax and CBS FM Volumax. Clarence W. Smith, 3216 N.W. 36, Oklahoma City, OK 73112. 1-405-943-0486.

Used Equipment. FM transmitters: Gates FM-1B 1 KW 2600.00; CCA FM-1000D 1 KW, 2000.00; Collins 732 1 KW, 1300.00; RCA BTF-3B 3KW, 1200.00; Collins 737 5 KW, 1600.00; RCA BTF-5B 5 KW, 3600.00; Westinghouse FM-10 10 KW, 1900.00; RCA BTF-10D 10KW, 6000.00. Communications Systems Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Eng editing package. 1 New Tri-EA5 editor with 1 IVC 870C and 1 IVC 825C (VTR's used, but with new head and new machine warranty). Recorders have RF output for use with D.O.C. Complete package \$10,000. D.O.C. extra \$2,500. All items available separately or as a package. J.D. Ivey Corporation, 617 West Central Blvd., Orlando, FL 32801. 305-843-8982.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

PLACEMENT SERVICE

WTOP/AM-TV in Washington, D.C. has several competent Assistant Directors, writers, reporters and technicians who have completed our year-long minority training program. Resumes and training information may be obtained by writing Personnel, WTOP, 4001 Brandywine Street, N.W., Washington, D.C. 20016.

INSTRUCTION

Naked girls or free booze are not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC license updates and the lowest prices in the Midwest area are available. 312-236-8105 or 414-445-3090.

No FCC license? Tried every way but the right way? It's time for Genn Tech. Home Study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

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.)

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l. Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Nov. 10, Jan. 5, Feb. 16, REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

Instruction Continued

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!

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-649-0927. 333 East Ontario, Chicago, IL 60611.

Kiis Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: Kiis 8560 Sunset Blvd., Los Angeles.

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.-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.

San Francisco. FCC license. 6 weeks 11/3/1975. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

RADIO

Help Wanted Management

General Manager—Unusual opportunity for small or medium market **Sales Manager** or **Account Executive** to become **General Manager of AM-FM combo** in competitive Minnesota market. \$20,000 base salary with good opportunity to earn \$30,000 the first year. RAB sales training desirable. Send resume to Jim Mishler, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

WANTED:

General manager for WBAX, Wilkes-Barre, Pennsylvania Merv Griffin Group Radio an equal opportunity employer. Rush details to: Stephen B. Labunski, executive vice president, Merv Griffin Group Radio, 430 Park Avenue, New York 10022.

PRESIDENT AND GENERAL MANAGER

Southeastern radio group seeking highly motivated person to assume top management position. Must have strong financial and sales management background. Excellent salary and benefits. Call or write Jim Mishler, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. (312) 693-6171.

Group VP

Group VP position available with rapidly expanding communications company. Our client is actively seeking new properties in top 100 markets and needs ambitious Executive to be in complete charge of the Radio Division. Potential more important than experience, but you must have enough drive and confidence to move ahead quickly. Send detailed resume and salary requirements to Ron Curtis, 5725 East River Road, Chicago, IL 60631. All replies held in confidence.

Help Wanted Sales

Growth-oriented company has purchased full-power, Class "C" FM contemporary station in Little Rock. Ambitious small and medium-market account executives ready to move up will be guaranteed their present income and given opportunity for substantial bonus. Women and minority applicants encouraged. Send resume to Ron Curtis, 5725 East River Road, Chicago, IL 60631.

WANTED FOR FM!

SEVERAL ANNOUNCER/NEWS PERSONS—Our FM Division needs experienced "all-around" staff announcers, capable of sounding "warm and human." Good commercial delivery and news ability a must. Production experience desirable. These positions are for persons who are tired of being in the disc jockey "rat race" and want to work in a comfortable, yet creative format.

NO BEGINNERS, PLEASE!

Send recent audition/air check and resume to:
Bob Shipley
Group FM Program Coordinator
Susquehanna Broadcasting Co.
140 East Market Street
York, PA 17401
(An Equal Opportunity Employer)

"An ad we placed in BROADCASTING really paid off. We were swamped with applicants and...chose a BROADCASTING applicant."

The most up-to-date, complete and accurate single volume on the development of radio and television now available.

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A skillfully edited anthology of 93 selections, this unique source book provides a comprehensive description and analysis of broadcasting in America from its pre-history to 1975.

Articles by such notables as: Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few.

A must for every broadcaster's library. 723 pages, notes, tables, bibliography, index, chronological table of contents. \$26.50.

Broadcasting Book Division
1735 DeSales St., NW
Washington, DC 20036

Send me a copy of American Broadcasting. My payment of \$26.50 is enclosed.

Name _____

Address _____

City _____ State _____ ZIP _____

WANTED

EDITORIAL TALENT WITH EXECUTIVE POTENTIAL

The person we are looking for should have solid media experience ... writing ability a must, preferably with an emphasis on the spoken word ... broadcast news writing experience useful ... also requires a reporter's instinct for digging out the facts behind a story ... analytical and interpretive skill.

A rich growth opportunity as top staff assistant to the director of a new kind of industry-wide information program. Administrative and supervisory experience not essential, but we are looking for someone who can take on management responsibility in time.

Assignments will include developing position papers and fact sheets on issues confronting the food industry ... helping to administer a nation-wide program of consumer and economic research ... design and execution of seminars for corporate presidents, consumer and public affairs executives.

We want a self-starter, who needs minimal supervision ... an interest in the consumer movement would be desirable ... background in nutrition or consumer affairs could be very useful.

If this opportunity interests you, please write a letter telling us about how you think you would fill these requirements. Be sure to include your resume and salary requirements.

Box K-56, BROADCASTING.

Situations Wanted Management

Aggressive Major Market General Manager, a team leader, currently employed. Has put sales, programming and Administration Skills together, and has made a major market winner with both AM and FM. Structure of present group has no opportunity for advancement Let's Talk!! Major or Medium Market.

Box K-49, BROADCASTING.

Situations Wanted Announcers

DRIVEN INTO DEBT

travelling from my Buffalo home to my weekend-swing job at WJET, Erie, and weekend-swing at WHFM, Rochester, before that. I'd really like to live and work in the same city, like most normal people. If you're a personality Top 40-MOR station in a major-medium Northeastern market, contact me at the address-number below. Please hurry before the price of gas hits a buck a gallon!

**Mark Phillips
15 Hillside Ave.
Cheektowaga, N.Y. 14225
716-835-9265**

Situations Wanted News

BRIGHT YOUNG ATTRACTIVE NEWS LADY

Will get your audience to listen. Would like to move to a medium-large Midwest market.

Box K-11, BROADCASTING.

Professional broadcaster experienced in all phases of small and medium markets, including ten years of successful ownership, seeks to return to journalism fulltime. Age 33. Will give you 100% of experience, background, stability and talent. Looking for challenge with potential in radio/tv news. Call 303-561-9713, collect.

Situations Wanted Programing, Production, Others Continued

ENTERTAIN YOUR AUDIENCE

Entertainer with excellent knowledge of music, which people of all ages like. Experience in all phases of communication, including First Class Ticket. I feel my format can be a better form of entertainment and information. Seeking programing position, air shift-music and/or talk. Presently employed in television and radio.

Box K-103, BROADCASTING.

TELEVISION

Help Wanted Technical

TV MAINTENANCE TECHNICIAN

A major eastern market quality conscious TV operation is looking for that unique, logic minded technician to fill a vacancy in our maintenance department. This well-paid, challenging position is a rare opportunity to work in a self-fufilling job, in a people oriented atmosphere. An equal opportunity employer. Box K-55, BROADCASTING.

TELEVISION BROADCAST TECHNICIAN

With First Class License; minimum of five years experience with operation and maintenance of color film and studio cameras, switchers and other terminal equipment. Salary \$12,000 to \$17,000 depending on experience. Send resume to Assistant Chief Engineer, Box 1957, Baltimore, MD, 21203.

Help Wanted News

MAJOR MARKET ANCHORPERSON

East Coast station seeks co-anchor for ACTION NEWS format. Write:

Box K-52, BROADCASTING.

An Equal Opportunity Employer.

CBS AFFILIATE

in Sacramento, California

Needs an experienced news person to co-host morning show; co-anchor Noon News and do general reporting. Send resume and cassette audition to:

Cal Bollwinkel

P.O. Box 10

Sacramento, California 95818.

An Equal Opportunity Employer.

EXECUTIVE NEWS PRODUCER WANTED:

Experienced, aggressive person to produce early and late evening newscasts for California VHF in Top 28 market. CBS affiliate. Group owner. Salary open. Equal opportunity employer. Call Jim Drennan at (916) 441-4041. Written resume also required.

Help Wanted Programing, Production, Others

Scenic Designer

Major market network owned television station in the Midwest has key opening for a Scenic Designer. Must have had 3 years experience working for a television station in this capacity, knowledge of blueprints, plenty of talent, creativity and energy with a flair for contemporary designs.

Send resume and salary requirements only. Portfolios will be requested upon receipt of resume. Equal opportunity employer.

Box K-69, BROADCASTING.

**Help Wanted Programing,
Production, Others Continued**

WANTED:

**PROGRAM
DIRECTOR
TO REPLACE
THE GUY
WE PROMOTED.**

We're a group broadcaster, and we need a new program director for our station in a small California market. Reason: we promoted the last program director to a bigger programming job. So if your present job's a dead end (even if it's in a "glamor" market) you'd do well to talk to us. The person we want should also have promotion knowledge or experience. We're an equal opportunity employer M/F. Write to us care of Box J225, Broadcasting Magazine.

Situations Wanted News

Need major market professional talent in sports, talk, news? All three available, in one extremely versatile and talented broadcaster.

Box K-28, BROADCASTING.

MINORITY (reliable red-headed part Mongolian upper-class female Animist) **AUTHOR** (*The Daisy Book*, Acropolis Books Ltd)—Scintillating sensuous fanatically physically fit non-smoking outspoken adaptable unflappable versatile Sagittarianly sincere **TALK SHOW GUEST/HOSTPERSON**

SF: Roberta Cole for "AM Show," KGO-TV Don Chamberlain, KEST Radio

LA: Larry McCormick, KTLA-TV News Ron McCoy, KFI Radio Irwin Zucker, "Promotion in Motion"

SD: Fred Lewis Show, KFMB-TV Bill Gordon Show, KDIG Radio

WANTS PERMANENT POSITION (will work tapeless with or without heat) filling vacancy or void ("Take It or Lévy!")

SUE LEVY (SuSu) 301/986-1195
4615 North Park Ave. Chevy Chase Md 20015

Professional broadcaster experienced in all phases of small and medium markets, including ten years of successful ownership, seeks to return to journalism fulltime. Age 33. Will give you 100% of experience, background, stability and talent. Looking for challenge with potential in radio/tv news. Call 303-561-9713, collect.

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TALENT—WE HAVE THE JOBS!!!** Subscribe to:



Box 61, Lincroldale, N.Y. 10540
Number "One" in Weekly, Nationwide
Employment Listings for Radio, TV, DJ's,
PD's, Announcers, News,
Sales and Engineers

\$12.00 3 months (12 issues)

\$25.00 12 months (50 issues)

(Check Appropriate Box)

NAME _____

ADDRESS _____

Enclose Check or Money Order

Miscellaneous

FAIRNESS! If you believe in it, give Men's Rights Ass'n opportunity, via your facilities, to provide vital counterpoint to the socially dangerous side of women's lib's massive propaganda barrage. High audience—interest argument. Literature 2395 Univ. Ave. St Paul, Minn. 55114. Recorded message (612) 645-0621.

Business Opportunity

Established, nationwide, media brokerage firm has opening for additional Associate. We work on a commission basis in handling the purchase, sale and merger of radio and television stations. Applicant must have good character, a successful sales and/or management record, and be financially responsible. Chapman Associates, 5 Dunwoody Park, Atlanta, Georgia 30341.

Placement Service

**RADIO-TELEVISION-CATV
STATION OWNERS & MANAGERS**

We will recruit your personnel
at no charge to you. Call the
"PERSONNEL HOTLINE"

305-967-8838

Public Notice

**PUBLIC AUCTION SALE
WEST SPRINGFIELD, MASS.
AM RADIO STATION**

1,000 watts day, 250 watts night. Public sale of land, building, equipment. Sale to be held on premises 10:00 a.m., October 17, 1975, 34 Sylvan St., West Springfield, Mass. Terms to be announced at sale.

Contact: Robinson Donovan Madden & Barry, Attorneys for Secured Party, 127 State Street, Springfield, Mass., Tel. 413-732-2301.

Wanted To Buy Stations

**Attention Mid-America
Ready to Retire?**

Station manager, major group will manage your station on buy-out arrangement. Age 33; finest industry references; good track record. We can help each other.

Box K-95, BROADCASTING.

**Books
for
Broadcasters**

403. AM-FM BROADCAST STATION PLANNING GUIDE by Horry A. Erkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. **\$12.95**

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

405. BROADCAST STATION OPERATING GUIDE by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**

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

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

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

421. HOW TO SELL RADIO ADVERTISING by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment", and how to convert a "No" to a "Yes". 320 pages. **\$12.95**

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

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

Name _____

Address _____

City _____ State _____ Zip _____

For Sale Stations

Southwest AM Radio Station.
Single station market.
Profitable.
Principals only.
 Box J-197, BROADCASTING.

You'll say it's too good to be true. Investigate and you'll know it's a rare opportunity. Power station with best equipment & much valuable real estate in the southeast. \$700,000 for quick sale.
 Box K-58, BROADCASTING.

OWNER NEEDS CASH

Texas Daytimer. Good equipment, transmitter site real estate, continually higher billings. Priced to sell for 7 times 1974 cash flow, less than twice 1975 gross—\$245,000, 29 per cent down, balance 10 years.

George MOORE
 & ASSOCIATES

6116 No. Central Expressway Suite 712
 Dallas, TX 75206 (214) 361-8970

Southeast—50,000 watt AM fulltime station (1000 watts nights), in metro market of 400,000. By far the best facility in the area at good dial position. Beautiful physical plant.

Price to sell at about twice billings—\$890,000. For more information call 919-435-6138 and leave your name and number.

Gulf	small	profitable	\$135K	terms
SE	medium	fulltime	200K	29%
MW	metro	daytime	450K	terms
NE	metro	fulltime	625K	29%
MW	major	AM/FM	2KK	nego

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312 • 467 • 0040

For Sale Stations Continued

GROWING AGAIN!

We are pleased to announce the opening of a new office at 1100 Malden Road, Syracuse, New York 13211. The well-known veteran broadcaster, Kenneth Chapin, has joined us in America's fastest-growing media brokerage firm, and will head the new office. Much of his know-how and energy will be devoted to helping us serve buyers and sellers of mid-west properties. We're proud to have him on "the Horton team". To "meet" him—or to renew old acquaintance, write to the Syracuse office or call (315) 454-4144. Ken will be glad to hear from you.



Brokers & Consultants
 to the
 Communications Industry

THE KEITH W. HORTON COMPANY, INC.
 200 William Street • Elmira, New York 14902
 P.O. Box 948 • (607) 733-7138

For Sale Stations Continued

LARSON/WALKER & COMPANY
 Brokers, Consultants & Appraisers

Los Angeles Washington

CHOICE PROPERTIES FOR SALE
 We presently have available a number of choice properties. These offer excellent investment opportunities for qualified buyers. One AM-FM combination in an excellent market is priced at only \$700,000, with unbelievable financing. For full details on this or other listings, contact:

William L. Walker
 Suite 508, 1725 DeSales Street, N.W.
 Washington, D.C. 20036
 202/223-1553

SOVRAN ASSOCIATES, INC.
 BROKERS & CONSULTANTS
 SUITE 217
 11300 NORTH CENTRAL EXPRESSWAY
 DALLAS, TEXAS 75231 (214) 369-8545

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:
 —Help Wanted, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
 —Situations Wanted, 40c per word—\$5.00 weekly minimum.
 —All other classifications, 60c per word—\$10.00 weekly minimum.
 —Add \$2.00 for Box Number per issue.
 Rates, classified display ads:
 —Situations Wanted (Personal ads) \$25.00 per inch.
 —All other \$45.00 per inch.
 —More than 4" billed at run-of-book rate.
 —Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

No mystique; just a 'natural' for the job: RKO Reps' Kathryn Lenard

At a recent meeting of the Advertising Women of New York, Kathryn Lenard spoke on the importance of being goal-directed. Now, at a peak in the professional world of radio representatives, Ms. Lenard has trouble pinning down what her personal goals are for the next five years. She suggests teaching, career counseling, setting up a training program for women sales assistants anxious to learn the rep trade. But then she is quick to point out she has been in her present job for just four months. As vice president and general manager of RKO Radio Representatives, whose stations rank among the top three in their markets, she has unfinished business to attend to.

The future of the rep business itself is hazy, she says, having witnessed a decline in national spot radio sales and concomitant increase in local. "We're trying to turn that trend around," she says.

She anticipates hard work to bring in more radio revenue and foresees problems for those representing marginal stations. "I love radio," she says, dismissing the suggestion that TV may some day engage her talents.

Ms. Lenard took an unlikely route to the top, through research rather than sales. She feels it has paid off. Business is now more research-oriented, dependent on hard marketing data for instance, and her years as senior analyst, research director and director of research for Metromedia Radio and Metromedia Radio Sales forced her to have that kind of "organized mind."

This discipline came only after college, where she was an art design major at Brooklyn College, in her native borough. "I was a mind in search of a career," she says. She paid her dues as a secretary after attending the Katherine Gibbs School in New York (white gloves and hat included), became a junior analyst at Bryan Houston Advertising, New York, and then went on to Metromedia. When "the avenues for progress were closed" there, she moved to RKO General.

RKO Radio Reps is a short-list firm which, in the last six months, has moved away from outside representation to concentrate on RKO General's owned stations. "We've retrenched, beefed up the staff, reviewed the job we were doing and now feel we do a superior job," says Ms. Lenard. It is a limited mode, and Ms. Lenard stresses in-depth pre-sale attention to stations. She has recently added a



Kathryn Lenard—vice president and general manager, RKO Radio Representatives, New York; b. Jan. 5, 1934, Brooklyn, N.Y.; BA, Brooklyn College, 1955; Katherine Gibbs School, New York, 1956; junior analyst, Bryan Houston Advertising, New York, 1956; junior analyst, Metromedia Inc., 1957; senior analyst, 1958; research manager, 1964, Metro Radio Sales; director of research, 1966, Metromedia Radio and Metromedia Radio sales; VP for research, RKO General, 1972; VP of marketing and research, 1974; present post, May, 1975. m. Jay L. Lenard, Dec. 2, 1956; children—Jenifer, 12, and Dena, 7

second new-business person.

Also, Ms. Lenard co-authored with five other RKO executives RKO's textbook-cum-cassettes "Breakthrough Course in Radio Selling." It's an introduction to broadcast sales, including chapters on research (by Ms. Lenard), formats, engineering, etc. Some 1,000 units have been sold outside RKO to schools, stations and individuals.

As co-chairperson of the Goals Committee of the Radio Advertising Bureau, she was an original member of the ARMS II formation committee. The ARMS II (all radio marketing study) project was launched a year ago to develop more comprehensive demographics for radio audiences and to seek data on listeners' use of other media as well, to improve the tools of radio audience measurements.

She travels one week out of every month, but Ms. Lenard generally keeps the radio on all day in the office "for enjoyment and to monitor other stations."

At home, in Highstown, N.J., half-way between New York and Philadelphia, she has access to a plethora of stations. The long commute allows time for the *Wall Street Journal* and *New York Times* each morning, and sometimes a book—the one which "changed her life" was Betty Friedan's *The Feminine Mystique*, which convinced her a career was vital, not just a time-filler, and relieved her of any guilt in choosing that path. Money was among the incentives, but she has always been success-oriented and an over-achiever, she says.

She was a senior analyst at Metromedia when she became pregnant with her first child and, to please her husband, she stayed at home for six months. Five-and-a-half years later, with the birth of their second child, she missed "seven working days." She has two things she deems requisite for a working woman to complement success on the job with success at home: an understanding husband and a fantastic housekeeper.

Peter Cleary, Eastern regional sales manager for RKO Radio Reps, a friend and business associate since their Metro Radio Sales days, calls Ms. Lenard "an intelligent, tough little lady" who, besides being "one of the top research people in the business" is a "shrewd, hard-headed" business person. "Pragmatic" is the term William McClenaghan, vice president and general manager of Arbitron Radio Division, applies. "She keeps an even keel—doesn't play politics" with clients or bow to pressures of management, he says.

"As a woman, I feel good knowing she's there," says Nancy Boehmke, the one female salesperson at RKO Radio Reps. "She was instrumental in overcoming barriers to my becoming a salesperson," and has gone to bat for women as a matter of course, Ms. Boehmke says.

"I am not a spokesperson for women's lib," Ms. Lenard says, explaining that she serves the cause better by setting an example. Indeed, her actions and conduct may prove to be her greatest contribution. Currently, for instance, Ms. Lenard is arranging seminars for women at RKO, slated for January, to teach sales and marketing principles. The instructor will be David King, head of Careers for Women Inc., New York.

The fact that Ms. Lenard's promotion was unprecedented in the male-dominated organization is cited often as proof of her exceptional ability. Repeatedly, those who know her professionally express the sentiment that Kathy Lenard is "a natural" for the job, applying superior research talent to problem-solving and money managing.

Editorials

Bedtime story

As reported here a week ago, the new television season has opened to smaller audiences of adults in the 8-9 p.m. family hour of network prime time. The losses are to some extent offset by increases in the child and teen-age audiences. It is too early, of course, to conclude that the sanitization of programming in that period is turning the family hour into the children's hour. Trends may remain indistinct until well into the second season.

Final judgments must also be deferred on the 9-11 p.m. network segments which are, so to speak, the gamey preserve. It is interesting, however, to note that in the first two weeks of this season the teen-age audience at 9-11 p.m. was 14% bigger than it was at the same time last year and that the child audience was as big as ever.

If they mean nothing else, the child and teen-age ratings of this season confirm a fact of television life: There have always been large numbers of the young in the nighttime television audience. Nothing in the declaration of a so-called "family hour" will turn those numbers off at 9 p.m.

With regret

It won't be the same without Senator John O. Pastore in the catbird seat at Senate hearings on communications. If any man could lay title to being the one-man super-FCC during the past two decades, it is the fiery Democrat from Rhode Island, who has decided to retire next year.

As chairman of the Subcommittee on Communications, Senator Pastore has exercised all of the prerogatives of a chairman of a major committee. Until this session, a familiar sight at subcommittee hearings was that of the impeccably-groomed Chairman Pastore, flanked by the committee's communications counsel, Nicholas Zapple, who retired last year. In a voice that could be shrill with outrage, Senator Pastore would attack the quality of programming and threaten dire things if broadcasters, or the FCC, did not move his way. But in committee counsels he usually prevailed as a pragmatist who understood the realities of broadcasting.

It is to be hoped, if Senator Pastore isn't persuaded to run again, that Senator Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, will take over the subcommittee chair or select a senator who will resist playing to the grandstand. Trouble is that seniority must be considered.

We all wish Senator Pastore well. We regret his decision on several counts. Although he has given broadcasters fits, he is a known quantity. The same cannot be said for an unknown successor.

The gouge

It probably constitutes some kind of progress when the House of Representatives passes a defense appropriations bill based on a committee report that urged the inclusion of radio and television among media used for recruitment advertising (BROADCASTING, Oct. 6). The Defense Department used to be under orders from the Hill to spend nothing for time on the air.

But, like most habits of discrimination, this one is proving difficult to kick. The same Appropriations Committee that recommended the use of broadcast advertising added a suggestion that the Department of Defense "work out cost sharing or

matching programs" that would preserve the free exposure that broadcasters have been giving to recruitment messages. What that meant, of course, was that the Appropriations Committee would like to see recruitment advertising bought with the condition that a quota of free messages would also be aired.

It is merely another illustration of the ingrained bias against broadcasting that the committee included no suggestion that recruiters also condition their purchases in other media on the delivery of free space. If broadcasters are to carry X messages at no charge for every Y messages that are paid for, why not X lines of free newspaper space for Y lines of advertising or, for that matter, X direct-mail pieces carried free for Y pieces that bear postage?

Did the committee assume that publishers, billboard owners and the U.S. Postal Service would reject trade-outs of free and paid advertising? Patriotic fervor should run no higher among broadcasters, if they are uniquely offered the bonus-spot deal that the committee suggested.

News judgment

Another dispute has arisen over interpretation of Section 315, the political broadcasting law. ABC decided that President Ford's speech at 8 p.m. last Monday qualified as a bona fide news event and was thus exempt from equal-time requirements. CBS and NBC, judging otherwise, broadcast their regular shows.

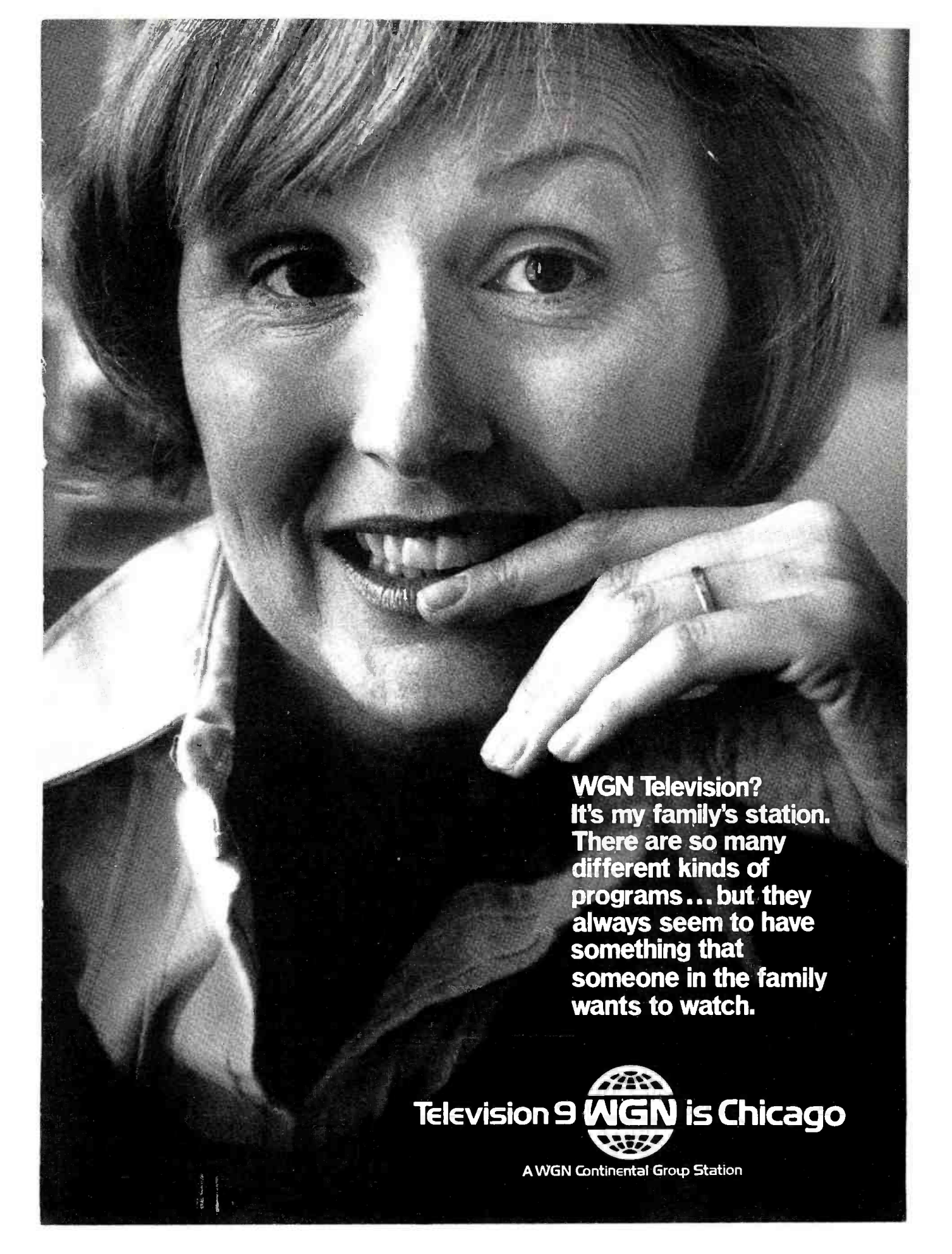
The point here is that Section 315 and the history of FCC interpretations of it invite confusion and inhibit journalistic enterprise. Indeed they may even serve to offer an excuse for escapes from news assignments.

To the FCC's credit, as observed here last week, the agency has reversed old rulings that wrongly excluded political debates and candidate news conferences from exemption as bona fide news events. More reversals and clarifications are still needed if the example of last Monday night is not to be repeated endlessly. The only permanent repair that can put candidates and broadcast journalists where both belong is, of course, the repeal of Section 315.



Drawn for BROADCASTING by Jack Schmidt

"Who's dyeing knitting yarn in the film processor?"



**WGN Television?
It's my family's station.
There are so many
different kinds of
programs... but they
always seem to have
something that
someone in the family
wants to watch.**

Television 9  is Chicago

A WGN Continental Group Station



Farm Neighbors

As a service to agriculture, the Fetzter radio station in Kalamazoo has broadcast the Spray Guide each spring and summer for the past 29 years. Farm Service Director Karl Guenther talks with fruit and vegetable specialists by phone, broadcasting the latest advice on spraying conditions for the vital fruit and vegetable industry of Southwestern Michigan.

Several generations of farmers in Southwestern Michigan have grown up learning to depend on the reliable and timely information broadcast each day by WKZO Radio Farm Service.

Helping farm neighbors is all part of the Fetzter tradition of total community involvement.



The Fetzter Stations

	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City