


ABC's giant strides shift balance of local ratings  
Wiley proposes radical rewrite of license renewal rules

# Broadcasting Mar 29

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER



Hour Leader.  
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**His 18-49 audience is the largest in all of television!**  
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<sup>\*</sup>Or another appropriate title.  
Source: NTL Averages. full-season programming, Sept. 14, 1975-Mar. 14, 1976. (Subject to survey limitations).

# WHEN IT COMES TO NEWS, THE CRITICS GIVE US GREAT REVIEWS.



"As a stockbroker, I need to know what's going on across the world and across the city. And WTMJ-TV

gives me more news, more special reports and more information."  
Tom Mulvanny, Milwaukee, Wis.



"I'm a pilot. So of course, I'm interested in the weather. And Channel Four's meteorologist, Paul Joseph, doesn't just

report the weather, he teaches it."  
Charlie Christenson,  
North Prairie, Wis.



"I pay special attention to TV sports-casts because I'm a high school coach, and WTMJ's coverage is very comprehensive. They give me the best film reports, gutsy interviews and lots of scores."

Bob Gansler, Glendale, Wis.



"As a working mother, I want my kids to be aware of current events as well as being informed myself, on

the job. I depend on Television Four for news."  
Janice O'Neil, Wauwatosa, Wis.

The way we see it at WTMJ Television Four, Milwaukee viewers are our most important critics. So when they're happy, we're happy.

And recently, some of our viewers have been telling us just what they think of our news programming.

Their comments show why, when it comes to news, we're turned on by more Milwaukeeans than any other local station.\*

Next time you have a product that's making news, turn to the leaders at WTMJ-TV in Milwaukee.

You'll get the best reception.



Represented by  
Harrington, Righter & Parsons, Inc.

\*Source: Arbitron for Milwaukee, Jan. '76, Program Audience Figures, Total Adults, 5, 6 and 10 P.M. Subject to the limitations of the survey.

**ST. LOUIS  
HAS A NEW SYMBOL  
FOR  
LEADERSHIP  
IN TELEVISION NEWS**



**IT'S GIVING A NEW DIMENSION TO  
NEWS COVERAGE ABOUT AND FOR THE  
PEOPLE OF ST. LOUIS . . .**

**THE CHANNEL 2 NEWS . . .**

*The Best and the Brightest*



Represented by MMT Sales, Inc.

go in and out from the front as it should—as the speedometer and gauges do. Instead of poking the controls through holes in the dash from behind, put a flange on the radio case and slip it in from the front. A simple cover to fit around the knobs and dial would hide the mounting.

As broadcasters, we should be concerned. For every time a car radio goes out, we lose listeners in our most sought-after time slot, drive time. And as long as Detroit builds radios in such a manner that the labor bill for simply removing it from the dash is as much as the price of the radio, who is going to have them repaired?

Isn't there some way we can influence Detroit to correct this piece of very bad engineering?—*Dale Brooks, owner, WLAB(AM) Lumberton-St. Pauls N.C.*

### Things have changed

EDITOR: Re: the David Schoenbrun quote in your March 8 issue; it appears that when broadcast newsmen get into hot water they are quick to refer to "freedom of the press" and the "press .. policing ourselves."

I can remember from my days in the business when broadcast news people wanted no identification as members of the "press." Curious, isn't it?—*James M. Firmin, Nosadico Newspapers, Escondido, Calif.*

### Help

EDITOR: Several recent letter writers to your magazine have expressed their exasperation in attempting to secure broadcast employment after graduation from college. That problem is not a new one; more and more schools are turning out media graduates, and the supply greatly outweighs the need. To compound the problem, many broadcasters complain of the inexperience of the newly indoctrinated communicators they do hire.

That being the case, one hopes that the financial plight befallen WNYU-FM New York is not indicative of things to come as more and more universities discover huge budgetary deficit. WNYU-FM is the student-run station of New York University. Because of NYU's money problems, the station has had its operating budget cut in half. If the staff cannot replace the missing funds by private contribution, the outlet will have to be shut down, and the equipment will be auctioned off. This would be tragic.

WNYU-FM is a support facility for one of the finest broadcast schools in the nation. It gives student broadcasters an opportunity to provide services and forums for many community needs; it also helps in the monumental task of facilitating communications within the nation's largest private university. The survival of WNYU-FM and stations like it is essential in producing the polished applicant broadcasters are looking for.—*Mark A. Guttman, Alumni Committee to Save WNYU, 566 La Guardia Place, New York.*

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# Broadcasting TELEVISION®

The newswEEKly of broadcasting and allied arts  
Executive and publication headquarters  
Broadcasting-Telecasting building  
1735 DeSales Street, N.W., Washington, D.C. 20036.  
Phone: 202-638-1022.

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Broadcasting\* magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932, Broadcast Reporter in 1933, Telecast\* in 1953 and Television in 1961. Broadcasting-Telecasting\* was introduced in 1946.



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Dayton, Ohio—Channel 2/NBC  
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# WHEN A \$32 MILLION DOLLAR COMPUTER BEGAN PUSHING PEOPLE OUT OF THEIR HOMES, WE REPROGRAMMED IT.

**W**e discovered a hundred Mexican-American families living in absolute squalor. On 9½ acres that broke every health law in Los Angeles.

But that was only the beginning.

When we asked our City officials "why?", we got answers we didn't want to hear.

If they enforced health laws, either the tenements would be torn down, or the landlord would raise rents so high that the people would be forced out.

With nowhere to go.

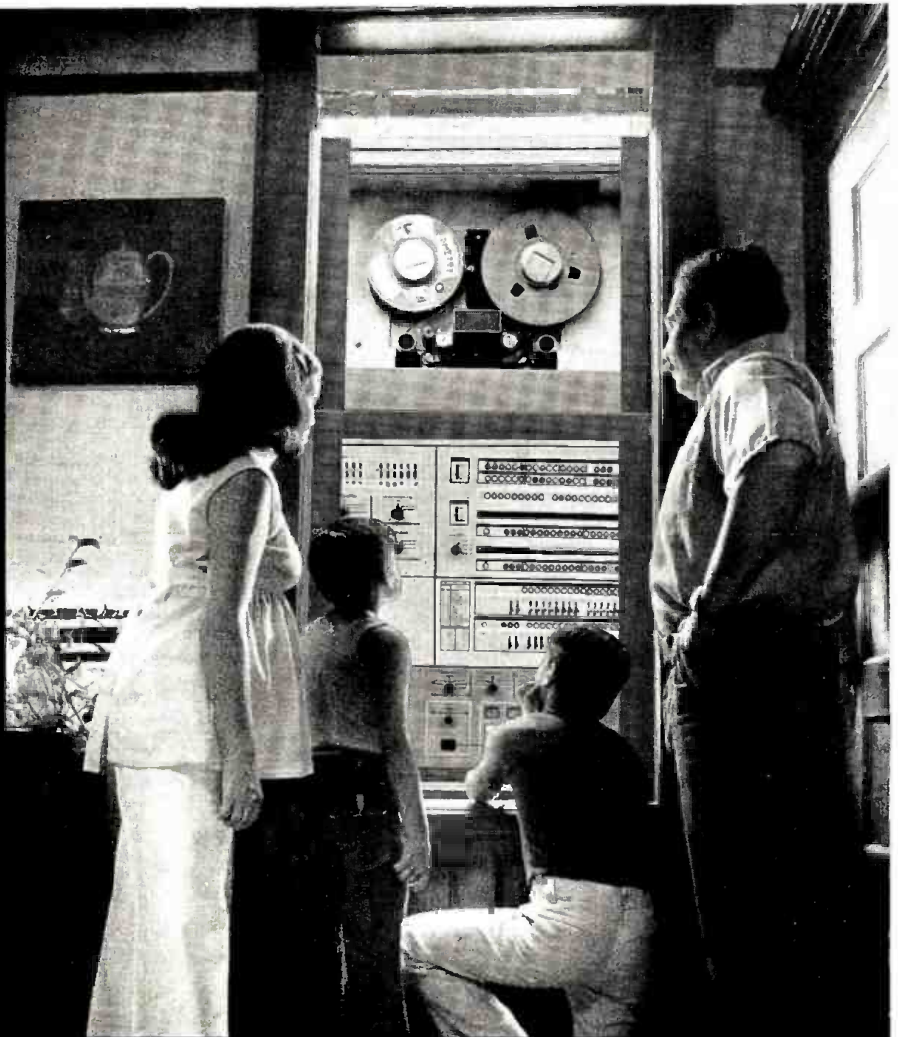
To make matters more deplorable, a major bank decided to rezone the land, clear out the people, and put a 32 million dollar computer and data processing center in their place.

Unfortunately, the bank's computer wasn't programmed to care about the people. And their struggle to survive.

People vs. machines. We decided to fight for the people.

Our newscaster, Mary Helen Barro went on the air with a commentary that forced the city to listen.

Next, she gathered an arsenal of data. By interviewing Latino leaders, terrified tenants, landlord's representatives, bank officials, members of the city planning commission, and the



deputy mayor:

Then she took her findings to the top. To the Mayor.

The result: A precedent setting agreement in which the bank intervened to see that the people were provided with cash and relocation assistance from their landlord.

We like to think that if this situation ever happens again, it won't happen again. Maybe someday, people will get as much respect as machines.

## KPOL

Los Angeles

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.

**RATINGS UPHEAVAL.**  *Arbitron's February-March measurements change the traditional network-affiliate rankings. ABC stations increase audiences dramatically, vault to lead in market after market. PAGE 19.*

**NCTA'S TURN NEXT**  *Annual convention opens April 4 in Dallas with pay cable expected to get the major attention. PAGE 21.*

**WILEY'S PACKAGE**  *FCC chairman offers new order for licensing to NAB audience. It includes proposals for a five-year term, end to comparative renewal hearings and some use of a lottery. PAGE 24.*

**WASILEWSKI'S DECLARATION**  *NAB president calls for shift to wartime footing to combat regulatory threats to radio and the inroads of cable on TV. PAGE 26.*

**HARTKE WARNING SIGNALS**  *Heir apparent to Senate Communications Subcommittee chairmanship spells out his convictions on key broadcast issues to NAB audience. PAGE 31.*

**PAY CABLE RERUN**  *Panelists Ford and Karp see the service as a supplement to conventional TV. Erlick and Koehler call it a death threat to television. PAGE 32.*

**RENEWAL REFORM PROSPECTS**  *NAB delegates get encouragement on legislative prospects from Torbert Macdonald, but discouragement from Lionel Van Deerlin. PAGE 33.*

**RADIO'S COMPLICATED FUTURE**  *Five 'million-dollar' consultants say tomorrow's broadcasters will face more sophisticated marketing, increased competition and a tougher job getting talent and profits. PAGE 34.*

**FCC PANEL**  *Chicago session hears Commissioner Hooks denounce NAB for lacking affirmative action program on minority employment; Wiley and Lee back plea for dialogue. Session also touches bases on satellites, UHF and family viewing. PAGE 39.*

**RACISM CHARGE**  *PUSH's Jackson denounces networks from NAB convention floor, condemns news staffing in political campaign. PAGE 39.*

**HAZARDS IN CAMPAIGN YEAR**  *Broadcasters cautioned to be prepared on Section 315 and to keep the NAB catechism ever handy. PAGE 44.*

**TV'S REVENUE BOOM**  *There will be an 11% increase in 1976, TVB's Rice tells Chicago session that also gets impressive statistics on how much the medium has grown and will grow. PAGE 48.*

**SPOT TV'S BIG '75**  *TVB releases data on top-100 buyers who came up with an all-time high of \$1.7 billion last year. PAGE 52.*

**PROGRAMING TRENDS**  *Contemporaries tell how format has expanded and what the problems are. PAGE 54. Chicago session discusses how to steer down the middle of the road. PAGE 54. The wide, wide, widening world of country radio. PAGE 56. Minority programing workshop fails to draw big audience. PAGE 56. Shapiro and Weinberger are nose-to-nose on how permissive TV should be. PAGE 57.*

**THE WINNER'S WARNING**  *NBC Chairman Julian Goodman, recipient of NAB's Distinguished Service Award, sounds the alarm on what he considers an erosion of press freedom. PAGE 58.*

**PLUG PULLED ON HOUSE BROADCASTING**  *Rules Committee sends resolution to permit live coverage of floor proceedings back to subcommittee for further study. That may be the death blow. PAGE 58.*

**HIGH HONORS**  *Twenty-seven Peabody award winners are announced, the largest number ever given in a single year. PAGE 61.*

**BIG BUSINESS ON THE FLOOR**  *The largest NAB equipment exhibition brought steady sales traffic and lots of smiles. PAGE 63.*

**BE PREPARED**  *AMST members approve increased spending, if necessary, to protect their position. They're briefed on threats from VHF drop-in proposal and from land-mobile industry. PAGE 66.*

**TAKING THE INITIATIVE**  *Council for UHF Broadcasting plans to guide use of ultra high frequencies up to its full potential. PAGE 67.*

**WALWORTH'S WAY**  *The president of NBC's TV stations division describes his entry into broadcasting as accidental. But once he did get in, it was the start of 30 years of hard work that put a gilt edge on his credentials. PAGE 89.*

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Broadcasting is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington. Single issue \$1 except yearend issue \$2.50. Subscriptions, U.S. and possessions: one year \$25, two years \$45, three years \$60. Canada add \$4 per year, all other countries add \$6 per year. U.S. and possessions add \$52 yearly for special delivery, \$65 for first class. Subscriber's occupation required. Annually: Broadcasting Yearbook \$23 Cable Sourcebook \$10.

And the  
nominees are:  
BEST ORIGINAL SCORE:  
COMPOSERS

Jaws  
John Williams  
One Flew Over The Cuckoo's Nest  
Jack Nitzsche  
The Wind And The Lion  
Jerry Goldsmith

BEST ORIGINAL SONG:  
How Lucky Can You Get from Lucky Lady  
Fred Ebb/John Kander  
Richard's Window from The Other Side Of The Mountain  
Charles Fox/Norman Gimbel

BEST ORIGINAL SONG SCORE AND ADAPTATION:  
Theme From Mahogany from Mahogany  
Gerry Goffin  
Barry Lyndon  
Leonard Rosenman  
Funny Lady  
Peter Matz  
Tommy  
Peter Townshend



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# Closed Circuit®

Insider report: behind the scene, before the fact

## Morning line

ABC-TV programing executives are maintaining tight security on their 1976-77 prime-time schedule, which is expected to be released tomorrow (March 30), but industry sources say ABC will cancel seven shows: MCA Universal's *Marcus Welby, M.D.* (after seven years); Spelling-Goldberg's *The Rookies* (after four years); Spelling-Goldberg's *S.W.A.T.* (after year and a half); and four freshman shows, John Rich Productions' *On the Rocks*, 20th Century-Fox's *Swiss Family Robinson*, Banner/Stigwood's *Almost Anything Goes* and Quinn Martin's *Burt D'Angelo Superstar*.

Leading replacement candidates, according to these sources, include two sitcoms, *The Nancy Walker Show* (Norman Lear) and *The Tony Randall Show* (MTM Productions), and four 60-minute shows: Spelling-Goldberg's *Charlie's Angels*, Ed Friendly Productions' *The Young Pioneers*, Danny Wilson Productions' *The Quinns* and MGM Television's *How the West Was Won*. CBS and NBC are not expected to have their schedules ready before next week.

## Spitting out the bullet

White House is apparently no more interested in initiating debate on cable regulation in politicized atmosphere of election year than Representative Torbert H. Macdonald (D-Mass.). With congressmen indicating hearings his Communications Subcommittee had planned on cable legislation are fading into indefinite future ("Closed Circuit," March 22), White House group working on administration proposals no longer feels pressure to complete draft bill or white paper by date certain. Instead it is continuing analyses of various aspects of problem, including impact of cable's importation of distant signals on broadcast television.

Group would also like to see final outcome of congressional action on copyright legislation as well as court decision on appeals from FCC's pay-cable rules before formulating administration policy.

## Lose some, win some

April 1 effective date for National Association of Broadcasters rule requiring TV members to subscribe to TV code will find Westinghouse TV's still refusing to play along. NAB Chairman Wilson Wearn of Multimedia Inc., Greenville, S.C., plans to go to New York to make one last try at persuading Westinghouse chairman

and president, Donald McGannon, to change his mind, but Mr. McGannon maintains that mandatory code subscription rule is offensive because code is too weak. Mr. McGannon pulled his five TV's out of association last July in protest to rule, thereby depriving NAB of \$36,000 in membership dues.

NAB also lost Rust Craft Broadcasting's six medium-market TV's and Heftel Broadcasting's KGMV-TV Honolulu, and possibly others. But it gained Metromedia's five independents and RKO's two independents. Those stations were NAB members but not code subscribers. And it gained Taft Broadcasting's six TV's, all of which were code subscribers but not NAB members. NAB maintains it gained more stations than it lost in wake of mandatory code rule.

## 714,000 to 1

Network rating points are going up in value. A.C. Nielsen Co. reportedly has given clients preliminary estimate that there'll be 71.4 million U.S. TV homes by time 1976-77 season opens next fall. That represents 2.6% gain from current season. If it holds, network rating point will be worth 714,000 homes, as compared with 696,000 now.

Nielsen preliminary estimates also are said to anticipate total population in U.S. TV homes will be 202,250,000 by September, for increase of about 2 million persons or approximately 1%.

## Second generation

Name from out of FCC's past has emerged as candidate to succeed Commissioner Glen O. Robinson, who is ticketed for professorship at University of Virginia law school after his term expires on June 30. New candidate is Wayne Coy Jr., whose late father served as chairman of commission from 1947 until 1952. Mr. Coy, 38, has been with noncommercial WETA-TV Washington for 12 years, and now serves station and National Public Affairs Center for Television as house counsel. He is registered Democrat, but is being supported by Senator Barry Goldwater (R-Ariz.). Mr. Coy's wife is granddaughter of man who served in Congress with Senator Goldwater—late Senator Dennis Chavez (D-N.M.).

## Drawing the line

Four CBS-TV affiliates reportedly have refused to clear four-hour "Helter Skelter," made-for-TV movie about Charles Manson murder cases that CBS is

running in two parts this week (Thursday and Friday). Reason given in at least some cases is that film is offensively violent. Two turn-downs are from Westinghouse's KPIX-TV San Francisco and KDKA-TV Pittsburgh. Others: KVOS-TV Bellingham, Wash., and WGAN-TV Portland, Me. CBS's own KNXT-TV Los Angeles won't be carrying film this week because Vincent Bugliosi, co-author of best-seller on which film was based, is local candidate for district attorney, but will schedule it immediately after election.

## Tainted pickups?

FCC may be asked to decide whether public-television coverage of such "underwritten" events as Virginia Slims and Volvo tennis tournaments violates noncommercial charter of public system, not to mention—in case of Virginia Slims—law against cigarette advertising on air. Question was raised during call-in show featuring FCC Chairman Richard E. Wiley and FCC staffers on WGN(AM) Chicago Sunday, March 21.

## Orchestration

J. Leonard Reinsch, retired president of Cox Broadcasting, is running one-man campaign for gavel-to-gavel coverage of upcoming political conventions from his Georgia Baptist hospital room in Atlanta where he's under treatment for respiratory disorder. Last week he urged Larry Grossman, new president of Public Broadcasting Service, to take advantage of pooled pickup at Democratic and Republican conventions this summer, particularly since commercial networks will be selective in their coverage.

In message relayed to Mr. Grossman last week, Mr. Reinsch, now president of Cox Cable Communications and long identified with quadrennial Democratic political convention affairs, contended both public and Congress expect complete platform coverage of "running story" of democracy in action. Mr. Reinsch has been hospitalized since March 16.

## Fallout

Upheavals in local-market television ratings caused by ABC-TV's booming popularity (see page 19) are also causing some upheavals in ratings of network affiliates' 11 p.m. (10 p.m., central time) local news. In some markets decline of CBS and NBC audiences in programs leading into local news is eroding audience of news shows that formerly were powerhouses. It's troubling more than few station managers.



# ODDS ARE 2 TO 1 HE'LL NEVER SPEND A DAY IN JAIL.

## **Storer stations are concerned and are doing something about it.**

Robbery up 14% . Burglary up 17% . Forcible rape up 9% . Aggravated assault up 9% . Murder up 5% .

According to figures released by the FBI in 1975, crime took the biggest jump in 45 years. And every indication is that the trend is continuing.

Especially frustrating to law enforcement officials is the number of handguns and their easy availability.

Also infuriating is the fact that 65% of all people convicted of a felony are placed on probation. Many never set foot in a jail. This, in spite of the fact that nearly two-thirds of all those arrested for crimes are repeat offenders.

Storer Stations feel that this frightening rise in crime in America must be fought at every turn. So, daily, they lend their

support editorially and in programming to crime-fighting efforts.

One case in point was WJBK-TV, Detroit, this past January. Legislation was introduced in the Michigan Senate calling for mandatory two-year prison terms for anyone convicted of using a handgun in the commission of a felony.

The bill was overwhelmingly passed by the State House, but faced serious roadblocks in the Senate. An attempt to bury the bill in committee was barely beaten down by an 18-13 vote.

Knowing a final decision was near, WJBK-TV devoted a series of editorials and guest viewpoints on 5 consecutive days that urged viewers to call or write their State Senator, demanding approval of House Bill 5073.

Just four days after the series, the bill was passed 28-7!

Representative Denis Hertel who introduced the bill credits WJBK-TV *exclusively* with getting

the measure passed. In a letter to WJBK-TV, he stated:

*"I want to thank you for the tremendous combined effort you put forth to insure the passage of H.B. 5073. Your efforts aroused the citizens to call and write their legislators in unprecedented numbers. Hopefully, this taste of success will cause people to increase their efforts to contact their representatives."*

And this is typical of the deep involvement in the affairs of their communities by all Storer Stations.

As we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

**Broadcasting that serves.**

THE  
**STORER  
STATIONS**  
STORER BROADCASTING COMPANY

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





**ITT** □ For its new corporate TV campaign, ITT makes use of special effects a la "Towering Inferno" to make point that our cities are being choked by underground congestion of cables and conduits. Suggested solution for expanding communications systems: ITT's space-saving optical fiber cable. Complete model of skyscraper was built and filmed at studios of Pacific Title, Burbank, Calif., and through special "matting" techniques, footage of giant hand sequences was combined with shots of actual site to create special effects. Commercial is to be used on various network prime-time and sports and early evening news shows. Needham, Harper & Steers, New York, is handling campaign.

#### Mutual Benefit Life Insurance

□ Newark, N.J., company will take full sponsorship of *The Glorious Fourth*, NBC-TV's 8 a.m. to 6 p.m. Bicentennial splurge on July 4 (BROADCASTING, Jan. 5). Mutual Benefit will spend approximately \$2.5 million, using four or five two-and-one-half-minute spots (about one per hour) featuring former astronaut James Lovell (company spokesman) and key executives. Emphasis is on Bicentennial, less on corporate themes. Gaynor & Ducas, New York, is agency.

**Mobil Oil** □ Approximately \$6 million has been allocated for multi-media campaign to introduce Mobil 1 synthesized engine lubricant. It will be company's first product advertising since 1973. Extensive campaign has begun on network TV and in newspapers, and first of several flights in spot TV will begin April 5 for four weeks in 47 markets. For almost three years Mobil has been concentrating on corporate advertising rather than on products. Doyle Dane Bernbach, New York, is aiming for men, Bernbach, New York, is aiming for men, 18 to 49.

**Polaroid** □ Camera company, through

Doyle Dane Bernbach New York, will introduce its new camera, The Pronto, in multi-week, 20-market TV-spot campaign to kick off early next month. Markets include Los Angeles, San Francisco, Dallas and Miami. Agency will go after adults, 18 to 49, by purchasing prime-time adjacencies and late-fringe programming (mainly news). This spot campaign supplements Polaroid's quarter sponsorship of tonight's (March 29) Academy Awards (ABC-TV, 10 p.m.-conclusion, NYT) and next month's Tony Awards (ABC-TV, April 18, 9-11 p.m.).

**Hanes Corp.** □ For its Underalls pantyhose, company will touch off spot TV campaign in 10 major markets on April 19 as part of expansion leading to national distribution at some future date. Four-week splurge is directed toward women, 18 to 24, with Case & McGrath, New York, seeking slots in daytime and fringe periods.

**American Can Co.** □ On behalf of Dixie Cup products, company is putting together spot TV schedule to begin in April, May and June to run two to three weeks in long list of markets. advertiser is seeking spots in daytime and fringe periods to zero in on women, 18 to 49, and women, 25 to 49.

**Armour Food.** □ For various food products, Armour is preparing series of spot TV flights, with different start dates in April, May and June and to run two to three weeks, in long list of markets. Young & Rubicam International, New York, is buying daytime and fringe periods to reach women, 18 to 49 and 25 to 54.

**Simmons Co.** □ Beautyrest mattresses will be spotlighted in extensive spot radio-TV spread, starting in mid-May for 15 weeks. Television will be used in 75 markets and radio in 57 markets. Young & Rubicam International, New York, is seeking fringe periods to reach men and women, 18 to 34.

**Block Drugs** □ Company, through BBDO, New York, which has bought time on *The Lawrence Welk Show* for two decades, will sign on for one minute per week during another season of 32 originals and 20 repeats. Block will advertise Polident and Polygrip. Other national sponsors that syndicator Don Fedderson Productions, Los Angeles, says it expects will return to *Welk* for

another season are Nabisco (through Parkson Advertising) for two minutes per week, American Home Products (Anacin and Dristan, through John Murray Advertising) for 30 seconds per week and Kellogg's cereals (through Leo Burnett, Chicago) for 30 seconds per week. That adds up to four national minutes, with stations' getting five minutes to sell to local advertisers. Fedderson barter Welk to 227 stations in U.S.

**Swift & Co.** □ Chicago firm is featuring "Ham in the Round" in new TV campaign, April 26 to June 6. Daytime, late fringe and primetime 30's in number of markets are targeted to total women. Leo Burnett, Chicago, is agency.

**Wm. Wrigley Jr. Co.** □ In its first sponsorship of TV special, Wrigley is investing \$600,000 in one-hour *The Olympic Champions and Challengers* on ABC-TV, April 17, 8-9 p.m. Sponsorship supplements Wrigley's on-going campaign in spot TV. Two 90-second commercials with theme, "The Whole World's A Friend of Mine," were produced especially for telecast, which focuses on personal stories of 10 Gold Medal winners and 14 world record holders. Arthur Meyerhoff Co., Chicago, is agency.

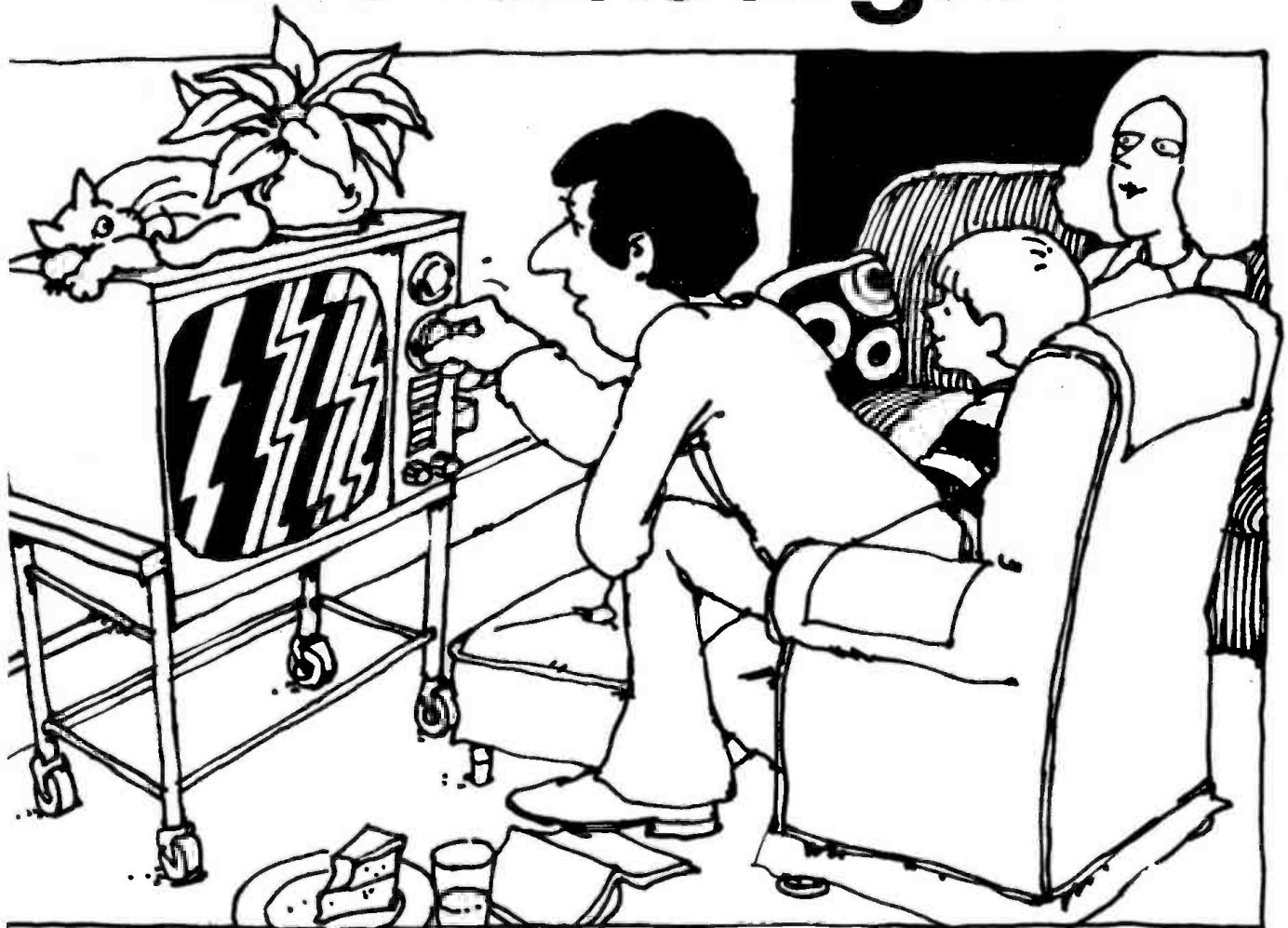
**Skol Beer** □ Import from Sweden will be featured in test campaigns on TV stations in Buffalo and Rochester, both New York, for six weeks starting on May 3. Creamer-Colarossi Besford, New York, is aiming for fringe, prime and sports periods to reach men, 18 to 49.

**Chrysler** □ Auto company, through Ross Roy Advertising, Detroit, and Champion Spark Plugs (J. Walter Thompson) will return as national sponsors of Syndicast Services' *Waterworld*, documentary half-hour barter series starring James Franciscus. Series has already begun filming new





# Someone's fooling with the T.V. picture in Pittsburgh



It's WPGH-TV, only we're not fooling.

The January NSI figures show us beating at least one local and two network news shows in 'early fringe'. In fact, we lead one of the established big-three VHF stations in every half-hour from 6:00 to 8:00 P.M., including the average of all their prime time access shows at 7:30.

On March 22, we began carrying the much-heralded "Mary Hartman! Mary Hartman!" at 11:00 P.M. We know that's going to change a lot of 'late fringe' viewing habits, too.

The NSI Survey also shows we've made significant gains throughout the broadcast day, especially among viewers in the 18 to 49 age group.

This indicates programming designed for family viewing is hitting right on target. Check the ratings yourself. The figures not only prove we're not fooling; they also prove our efforts are getting results.

Innovative programming backed by intelligent and aggressive promotion; some of the reasons why WPGH-TV is America's fastest growing independent TV station.

Represented by:  
BOLTON/BURCHILL INT'L., LTD.  
New York/Chicago/Los Angeles/Atlanta/Detroit/San Francisco

**WPGH-TV** 

batch of 13 episodes (39 are in can from previous seasons).

**American Express** □ Traveler's checks will be focused in new TV spots using familiar theme, "Don't leave home without them." in campaign beginning May 3 through summer. Primer-time 30's are geared to adult men. Also, beginning April 5 through first week of October, 10-second spots (alternating with Chrysler) will be used during *NBC News Update* for traveler's checks. Ogilvy & Mather, New York, is agency.

**Shell Oil Co.** □ Shell Oil, Houston, begins six to 10-week flights in about 10 markets April 12 for gasoline. TV 30's in various dayparts are geared to adult men. Ogilvy & Mather, New York, is agency.

**Scholl Inc.** □ Dr. Scholl's Foot Care Products, Chicago, will be promoted in 24 TV markets in fringe and prime-time 30's, beginning April 19 and running through May 16. Separate campaign is planned May 17 through June for Dr. Scholl's Exercise Sandals on network TV. N.W. Ayer, Chicago, is agency.

**Ethan Allen Inc.** □ Marketer of furniture and home furnishings is making entry into

**Rep appointments** □ WBRZ(TV) Baton Rouge, La., and WDAU-TV Scranton-Wilkes Barre, Pa.: Blair Television, New York. WYUR-TV Huntsville, Ala.: Avery-Knodel, New York. WMTQ(FM) Mount Washington, N.H.; WGNY(AM)-WFMN(FM) Newburgh, N.Y.; WEZF(FM) Burlington, Vt., and KWIZ-AM-FM Santa Ana, Calif.: newly formed P/W Radio Representatives, 15 West 44 Street, New York. WQXR-AM-FM New York: Bill Dahlsten & Associates, Los Angeles, for Southern California area representation. WEEX(AM)-WQQQ(FM) Easton, Pa.: McGavren-Guild, New York.

network television via 10-week campaign to begin this month on ABC, CBS and ABC, represented on daytime shows and on ABC's *Wide World of Entertainment*. Network effort is expansion of local TV splurge that has been carried in more than 80 markets, with new cycle of retail advertising expected to begin in late May and early June. Network campaign focuses on service rather than merchandise while local TV concentrates on benefits of shopping in Ethan Allen Galleries. Agency for advertiser is Dancer-Fitzgerald-Sample, New York,

which is zeroing in on women, 18 to 39.

**Olin Corp.** □ Stamford, Conn., firm's pool chemical will be featured in TV 30's for nine weeks, beginning April 12. Schedule includes limited number of markets. Norman, Craig & Kummel, New York, is agency.

**Chesebrough-Pond's** □ Vaseline petroleum jelly is subject of campaign in number of markets to begin April 19 for five weeks. TV fringe 30's are geared to adults, 18-49, primarily women. William Esty, New York, is agency for Greenwich, Conn., firm.

**S.C. Johnson** □ Drug company, through Foote, Cone & Belding, Chicago, and Block Drug Corp. (through Grey Advertising) have signed up as national sponsors of returning syndication barter series, *Sports Challenge*. Johnson and Block will each take one minute in half-hour series, with three-and-a-half minutes returned to stations, which get show free, to sell to local advertisers. Twenty-six stations have already accepted *Sports Challenge*, which is being bartered by Syndicast Services Inc., New York. Stations will play series mainly in weekend afternoon time periods adjacent to sports coverage. First three half-hours, with Dick Engberg as host, have already been taped for airing next month.

**Simplicity Manufacturing** □ Lawn and garden tractors will be featured in spot-TV drive that begins April 12 in about 45 markets, with flights lasting from two to four weeks, depending on market. Hoffman York Baker & Johnson, Milwaukee, is targeting men, 35 and over, via news and sports programs.

**E. & J. Gallo Winery** □ Spot-TV effort is scheduled to break in early April and continue for four weeks in long list of markets. Young & Rubicam, Los Angeles, is seeking fringe, daytime and prime periods to reach men and women, 25 to 54.

**Sunshine Biscuits** □ In its first full sponsorship of single television program, Sunshine Biscuits Inc., New York, will be sponsor of *The First Easter Rabbit*, animated musical special, over NBC-TV on April 9 (8-8:30 p.m.). Special is narrated by Burl Ives; features voices of Robert Morse and Stan Freberg and was produced by Arthur Rankin Jr. and Jules Bass. Agency for Sunshine is SSC&B Inc., New York.

**Chesebrough-Pond's** □ Adolph's meat tenderizer will be centerpiece of spot-TV spread in 115 markets, starting on April 5 for six weeks. Waring & LaRosa Inc., New York, is accentuating daytime buys to reach total women and women, 25 to 54.

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## Broadcast salesmen must become partners in retail marketing

Most broadcasters have been singularly ineffective in getting their hands on what is probably the most plentiful source of retail dollars, co-op advertising funds.

In my opinion, the reason is that we too often approach this type of advertising as broadcast salesmen, not as partners in retail marketing. And, unless and until we change our approach, co-op dollars will continue to elude us.

As part of the Katz PROBE (Programmed Research to Optimize Broadcast Effectiveness) team working with client stations to help develop retail co-op business, let me offer some advice on a realistic approach for the broadcast salesman.

First, take some time to learn the retailing business. You'll find that most stores have well-defined long-range goals. Within these goals are the calendared special promotions (January white sales, Washington's Birthday, back-to-school, etc.). Acquaint yourself with the timing, goals and relative advertising weight of those promotions.

Learn something about the structure of retail marketing. In most cases, the key person in the set-up is the sales promotion manager. He is in charge of all promotion that is necessary to achieve the sales goals. This includes everything from advertising and point-of-sale to picnics and parades.

Merchandise managers are other key operatives. They are generally in charge of the purchase, pricing and sales strategy for departments or lines. For instance, there might be a merchandise manager for children's wear. He would be responsible for all clothing items in that field. Since he is in over-all charge of buying for his department, he supervises negotiations with vendors about co-op dollars.

Then, of course, there is the vendor himself—the person whose company manufactures and/or distributes the product that the store eventually sells. He is concerned that an item is properly merchandised and sold after it leaves his warehouse. The maximum effective use of co-op funds is clearly a factor in achieving his goal.

The broadcast salesman should educate himself about the particular goals of product promotions, seasonal promotions, and over-all store-image promotions. He should work with the sales promotion manager, the merchandise managers and the vendors in assimilating this information.

Only then can he come up with a precise, specific schedule that can be an intelligent and effective part of the retailer's



Gordon Zellner joined The Katz Agency in 1957 as a sales representative in television. In 1970 he was named sales manager of the Midwest Team at Katz Television and in 1972 he became director of retail sales. He joined PROBE (Programmed Research to Optimize Broadcast Effectiveness) when it was formed in 1975. Mr. Zellner earned a BA in business from the University of Maine and continued post graduate studies in finance at New York University.

media mix. Believe me, this kind of approach pays off with all three of the key persons in planning and executing co-op.

We on the Katz PROBE retail development team go a step further and conduct numerous mini-seminars for the key store operatives with very positive results. The senior merchandise managers, merchandise managers, sales promotion and advertising staff and key ad agency people attend. The store president often comes, too. Besides updating them on the values of media mix in achieving their promotion and store traffic goals, we also delve into the basic commercial production efficiencies you can generate through a local station's own facilities.

More importantly, we show them our vendor sales kit for broadcast advertising, and show them how to get results with it. The kit organizes and simplifies—it shows the vendor just what he's getting for his money by detailing how many target customers he reaches.

When a major Southwest agency for instance, asked us to define the market segments within one television coverage area for a retailer client, our PROBE computer system delivered the details . . . and helped clinch the decision to recommend a media mix concept weighted toward broadcast. The evolution at the agency was intriguing: their problem for the Katz PROBE team was to define the retailers' marketing

area and, thus, his target advertising area. There were six individually owned retail chain stores in six different counties, yet they were all part of the same ADI. So they had routinely dismissed the use of broadcast as there seemed to be no equitable way to assign fair shares of any proposed TV or radio ad budget to each of the six stores. Every merchant was interested only in generating business in his own county sales territory.

Using our PROBE computer system and the county-by-county penetration studies from our data bank of tape-stored research, we could indeed show six retailers how to use one broadcast schedule in the total ADI and what's more, we easily demonstrated how it would be to each individual merchant's advantage.

Store-by-store, we defined the reach of existing newspaper schedules, proposed TV and radio schedules and a medix mix combination of the three, all within the scope of the existing budget. And in every instance the media mix schedule, with its inherent synergistic effect, beat the newspaper-only schedule in each individual retailer's county by more than 25%!

Were these retailers converts to a new media mix strategy? You bet! And none thought he was being shortchanged for paying his documented share of the schedule. Indeed, each was reaching 25% more potential customers for the very same money.

Remember that most retailers and vendors are newspaper-oriented. The production of broadcast commercials, because it is often unknown territory, can be inhibiting. The broadcast salesman should become intimately involved in the production of these commercials. He should know the availability of "canned" broadcast material already produced by the vendor which can be integrated in the store commercial. And he should help set up short-cuts, such as batch-production of spots, that can cut costs and make broadcast that much more attractive a medium.

The broadcast-salesman-turned-marketer will also assume responsibility for adequate follow-up, seeing that all store personnel know about the campaign, making sure that the merchandise is properly displayed, arranging for broadcast point-of-sale materials to be on hand, etc. And, of course, he should make a complete report to the vendor.

This is just a bare outline of what is needed to cash in on those millions of co-op dollars. Circumstances will dictate the specific approach in a particular market. But unless you stop being just a broadcast salesman and become a partner in retail marketing, these co-op bucks will continue to elude you.



# FUJINON BCTV LENSES\*



	1 1/4"	1"
	22x25	22x18
	f:2.2	f:1.8
<b>1. Complete Field Zoom</b> (Pictured above) With 1.5x and 2.5x servo operated built-in extenders.		
<b>2. Wide Angle Lens</b> Compact and shortest M.O.D. with built-in 2x extender.	10x15 f:2.8	10x11 f:2.1
<b>3. Studio Standard</b> High transmission, aberration free, short M.O.D. multi-range lens.	16x17 f:2.1	16x13 f:1.6
<b>4. Low Cost Field Zoom</b> Available with 1.5x and 2.5x add-on extenders.	14x37.5 f:2.2	14x29.5 f:1.8
<b>5. Low Cost Studio Standard</b> High quality, compact lens with normal range.		K10x16 f:2.0
	1"	3/4"
	K7x11 f:2.0	A10x10 f:1.9 A7x9 f:1.4 A6x12.5 f:2.0
Extreme Width Angle Fixed Focus Lens.	KF9A f:1.8/9mm	AF6A f:1.4/6mm

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system.
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3pbo 1 1/4" color  
camera and zoom  
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\*All Fujinon BCTV Lenses have Electron Beam Coating, the world's most advanced lens coating process. EBC makes our lenses the almost perfect transmitters of light. Thus, our zoom lenses' ability to transmit light remains remarkably constant from wide angle to telephoto.

## FUJINON

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New York, N.Y. 10024 Phone: (212) 724-9834

# Datebook<sup>®</sup>

■ indicates new or revised listing

## This week

**March 26-29**—Eighth annual international conference of the *International Industrial Television Association*. Sheraton-Anaheim hotel, Anaheim, Calif.

**March 29**—Kickoff banquet for *The Personal Communications Two-Way Radio Show* (March 30-April 1). FCC Commissioner Robert E. Lee will be keynote speaker. Las Vegas Convention Center, Las Vegas.

**March 31**—Sixth annual Communications Day of *Graham Junior College*. Boston.

**March 31**—*Council of Churches of the City of New York* 12th annual broadcast awards luncheon. Americana hotel, New York.

**April 1**—FCC's new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are due April 16. FCC, Washington.

**April 1**—Deadline for applications for fellowships in the humanities for journalists for the 1976-77 academic year, sponsored by the *National Endowment for the Humanities*. Twelve will be at the University of Michigan, 12 at Stanford University. For applications or information: Director, Fellowships in the Humanities for Journalists, 3564 LSA building, University of Michigan, Ann Arbor 48109, or C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305.

**April 2**—FCC's deadline for comments on proposed relaxation of TV tuning accuracy standard for channels 70-83 (Docket 20719). Replies due April 16. FCC, Washington.

**April 2-3**—Region 7 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in South Dakota, Nebraska, Kansas, Iowa, Missouri and at Southern Illinois University-Edwardsville, Wichita, Kan.

**April 2-3**—Region 10 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Washington, Oregon, Idaho, Montana and Alaska. Alderbrook, Wash.

**April 2-4**—Region 11 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in California, Nevada, Arizona and Hawaii. Nugget hotel, Reno.

**April 2-4**—Great Lakes region meeting of *Women in Communications*. Myrna Oliver, *Los Angeles Times* reporter, will speak. Indiana Memorial Union, Indiana University campus, Bloomington.

**April 3**—*Dallas Women in Communications Inc.* matrix dinner. Marlene Sanders, ABC vice president, will be speaker. The Registry hotel, Dallas.

**April 3**—*Fort Worth Women in Communications Inc.* celebrity breakfast. Phyllis George, CBS, will be guest speaker. Tarrant County Convention Center, Fort Worth.

**April 4-7**—*National Cable Television Association* annual convention. Convention Center, Dallas.

**April 4-7**—*Association of National Advertisers* sales promotion conference, Hyatt hotel, Winston-Salem, N.C.

## Also in April

**April 5**—FCC's new deadline for comments on commission's inquiry as to its role in format changes at radio stations (Docket 20682). Previous date was Feb. 19. Replies are now due May 5. FCC, Washington.

**April 5-8**—*Washington Journalism Center* conference on "The Crisis of the Cities" to provide perspective on such key issues as the future of the central cities, urban problems and race relations, the role of government employe unions in cities today and proposals for federal aid to cities. Fifteen speakers in and outside of government will lead discussions. 2401

Virginia Avenue, N.W., Washington.

**April 7-8**—*Kentucky Broadcasters Association's* spring convention. Stouffers Inn, Louisville.

**April 9-10**—New England chapter of *American Women in Radio and Television* 24th annual meeting. Sheraton Tara Hotel, Framingham, Mass. Contact: Joan Sanborn, WCVB-TV Boston; (617) 449-0400.

**April 9-10**—*Women in Communications Inc.* South-west region meeting. Holiday Inn, Denton, Tex.

**April 9-10**—Region 2 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Maryland, District of Columbia, North Carolina, Virginia. University of Maryland, College Park.

**April 9-10**—Region 5 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Illinois, Indiana and Kentucky. Ball State University, Muncie, Ind.

**April 9-10**—Region 6 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in North Dakota, Minnesota and Wisconsin. University of Wisconsin-Madison.

**April 9-10**—Region 9 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Wyoming, Utah, Colorado and New Mexico. Little America motel Cheyenne, Wyo.

■ **April 9-11**—*NBC News's* annual conference of news directors from TV and radio networks and News and Information Service. Drake hotel, Chicago.

**April 10**—*Iowa Broadcast News Association* annual seminar. Iowa Memorial Union, Iowa City, and Carousel Inn, Coralville. Information: Thomas Bauer, School of Journalism, University of Iowa, Iowa City 52242.

**April 10-11**—Region 4 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Michigan, Ohio, western Pennsylvania and West Virginia. Ramada Inn, Morgantown, W. Va.

**April 12**—Presentation of *Janus Awards*, designed to recognize excellence in financial news programing, at Mortgage Bankers Association of America national conference. Washington.

**April 12**—*Florida Association of Broadcasters* and *University of Florida College of Journalism & Communications* 18th annual Broadcasting Day J. Wayne Reitz Union, campus of UF, Gainesville.

**April 13**—*New England Cable Television Association* annual meeting. Holiday Inn-Downtown, Portland, Me.

**April 15-18**—*American Advertising Federation* fourth district convention. Speakers will include Dr. Mortimer Fineberg, Psychological Associates Inc.; William Sharp, advertising manager, Coca-Cola Co.; Mark Tully, vice president and advertising manager of Maison Blanche, New Orleans. Hilton hotel, Tallahassee.

**April 16-17**—Region 12 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Arkansas, Louisiana, Mississippi and western Tennessee. University of Arkansas, Little Rock.

**April 16-17**—*Georgia UPI Broadcasters* conference. Royal Coach Inn, Atlanta.

**April 20-24**—Annual TV Newsfilm Workshop, sponsored by *National Press Photographers Association* and *University of Oklahoma*. OU, Norman, Okla.

**April 21-23**—*Indiana Broadcasters Association* spring meeting. Rodeway Inn Airport, Indianapolis.

**April 21-23**—*International Radio and Television Society* 13th annual college conference. Richard Pinkham Jr., CBS Television Sales, chairman. Biltmore hotel, New York. Contact: IRTS, 420 Lexington Avenue, New York, N.Y. 10017; (212) 532-4546.

**April 22-23**—*Institute of Broadcasting Financial Management-Broadcast Credit Association* quarterly board of directors meeting. Sheraton-Boston hotel, Boston.



**April 22-24**—Kansas Association of Broadcasters spring convention. New Hilton Inn, Wichita.

**April 23-24**—SDX Distinguished Service In Journalism Awards and Region 1 conference. *The Society of Professional Journalists, Sigma Delta Chi*, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware and all of New England, Rochester, N.Y.

**April 23-24**—Region 8 conference. *The Society of Professional Journalists, Sigma Delta Chi*, for members in Oklahoma and Texas. Austin, Tex.

**April 23-24**—New Mexico Broadcasters Association annual meeting. Hilton Inn, Albuquerque.

**April 23-24**—Annual meeting of *International Broadcasters Idea Bank*. Host: WPOC-FM Baltimore. Cross Keys Inn, Baltimore.

**April 23-25**—Women in Communications Inc. Northeast region meeting. Chatham Center, Pittsburgh.

**April 24**—Georgia AP Broadcasters Association annual meeting and awards luncheon. Midnight Sun Restaurant, Peachtree Center, Atlanta.

**April 24**—Special meeting of *Chicago section of Society of Motion Picture and Television Engineers*. Topics: Newsgathering, by Raymond J. Smith, WKYC-TV Cleveland; digital communications, Frank Davidoff, CBS-TV, New York; filmstrips and slides, Si Becker, Allied Film Lab, Detroit; technical and production panel; 16 mm color film production, Robert Swanson, Swanson Productions, Milwaukee; film scratch remedies, Walter Hrastrnik, Bell & Howell, Chicago; video tape and motion picture distribution, Ed Swanson, Modern Talking Pictures, Chicago; animation production, Donald Shoemaker, Hanna Barbera Productions, Chicago-Hollywood, O'Hare Inn, Chicago.

**April 24**—Sigma Delta Chi annual Distinguished Service Awards banquet. Rochester, N.Y.

**April 24-25**—Ohio AP Broadcasters spring meeting. Carrousel Inn, Columbus.

**April 25**—International Broadcasters Idea Bank sales seminar. Cross Keys Inn, Baltimore.

**April 25-27**—Chamber of Commerce of the United States 64th annual meeting. Theme will be "200 Years of Prologue." 1615 H Street, N.W., Washington.

**April 25-27**—Canadian Association of Broadcasters annual meeting. Chateau Laurier, Ottawa.

**April 25-30**—Annual Broadcast Industry Conference, sponsored by *San Francisco State University*. SFSU campus, San Francisco.

**April 29-30**—Minnesota Broadcasters Association spring meeting. L'hotel Sofitel, Minneapolis.

**April 30**—FCC's deadline for comments on possible expanded uses for FM multiplex channels of noncommercial educational stations (Docket 19079). Replies are due May 28, FCC, Washington.

■ **April 30**—Association of Broadcasting Executives of Texas workshop and seminar. Marriott hotel, Dallas. Information and registration: Steve Hapeman, P.O. Box 5975, Dallas 75222; (214) 638-8100.

■ **April 30**—FCC's new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies now due May 21, FCC, Washington.

## May

**May 1**—White House Correspondents' Association annual dinner to honor the President. Washington Hilton hotel, Washington.

**May 1-2**—Illinois News Broadcasters Association spring convention. Ramada Inn, Carbondale.

**May 3-5**—National Association of Broadcasters annual conference for state broadcast association presidents and executive directors. Mayflower hotel, Washington.

**May 3-7**—Annual meeting and symposium co-sponsored by the *Society for Information Display* and the *University of California at Los Angeles*. Keynote speaker will be Dr. James Hillier, executive vice president, RCA Corp. Among topics: advantages and limitations of contemporary color picture tubes; flat panel displays for TV and color broadcasting and video disk systems. Beverly Hilton hotel, Beverly Hills, Calif.

## Major meetings

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

**May 5-9**—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.

**May 12-15**—Annual meeting, *American Association of Advertising Agencies*. Greenbriar hotel, White Sulphur Springs, W. Va.

**June 3-5**—Associated Press Broadcasters annual meeting. Marquette Inn, Minneapolis. 1977 meeting will be held in St. Louis; site and date to be announced.

**June 13-17**—National Association of Broadcasters board meeting. Washington.

**June 16-18**—Broadcasters Promotion Association 21st annual seminar, Statler-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

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

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

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

**Oct. 24-27**—National Association of Educational Broadcasters 52d annual convention. Conrad Hilton hotel, Chicago.

**Nov. 9-11**—Television Bureau of Advertising annual meeting. Shoreham Americana hotel, Washington.

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

**Dec. 11-16**—Radio Television News Directors Association international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

**Jan. 23-26, 1977**—National Religious Broadcasters 34th annual convention. Washington Hilton hotel, Washington.

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

**March 27-30, 1977**—National Association of Broadcasters annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2.

**May 4-5**—Annual convention. CBS-TV affiliates. Century Plaza hotel, Los Angeles.

■ **May 4-6**—Video Expo Chicago '76, second annual video users show. Included in agenda is one-day seminar on "ENG for the Broadcast Professional," presented by the International Industrial Television Association. In conjunction with Bell & Howell, Holiday Inn—O'Hare/Kennedy, Chicago.

**May 5-9**—American Women in Radio and Television 25th annual national convention. Helen Thomas, chief of UPI's White House bureau, will be keynote speaker. Marriott hotel, Philadelphia.

**May 7-8**—Conference on "Communications Policy in the Public Interest," sponsored by *City of Boulder, Colo., Boulder Public Library and Community Free School of Boulder*. Purpose is to inform/involve citizens in the media. Principal speakers include FCC Commissioner James H. Quello, Representative Timothy Wirth (D-Colo.), Charles B. Howe, state representative, and James Richards, Office of Communications

# AGAIN NUMBER ONE IN SAN FRANCISCO: OAKLAND KRON-TV M-F 4:00-5:30 PM MERV

#1 METRO RATING AND SHARE  
DMA RATING AND SHARE  
TOTAL ADULTS  
TOTAL WOMEN  
WOMEN 18-49  
WOMEN 25-54  
IN HEAD-TO-HEAD COMPETITION  
AGAINST COMPETING TALK  
VARIETY SHOW (4:30-5:30 PM),  
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NSI, January 1976

for United Church of Christ. Panelists will include representatives of various government and state agencies, broadcast organizations, citizen groups, trade press, universities and research and motivation companies. Boulder Public Library and Boulder City Council chambers. Contact: Tom Cross, project director, P.O. Box 791, Boulder 80302; (303) 441-3009.

**May 10—FCC's** deadline for comments on commission's review of rules regulating network radio broadcasting (Docket 20721). Replies due June 7. FCC, Washington.

**May 10—FCC's** new deadline for filing comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20693). Replies are now due May 25. FCC, Washington.

**May 11—Connecticut Broadcasters Association** spring convention. Western Connecticut State College, Danbury.

**May 12-14—Washington State Association of Broadcasters** spring meeting. Red Lyon Motor Inn, Pasco.

**May 12-15—Annual meeting, American Association of Advertising Agencies.** Greenbriar hotel, White Sulphur Springs, W. Va.

**May 12-16—Pennsylvania Association of Broadcasters** annual convention. Britannia Beach hotel, Paradise Island, Nassau.

**May 13-14—Ohio Association of Broadcasters** spring convention. Speakers include John Eger, acting director of Office of Telecommunications Policy; Ray Seddon, FCC chief of Emergency Broadcast System; Paul Peterson, Federal Trade Commission, and Carl Stevens of Personnel Management Workshops, Sawmill Creek, Huron.

**May 13-16—Western Advertising Conference,** sponsored by *Western States Advertising Agencies Association*. Friday luncheon speaker will be Erwin D. Canham, editor emeritus, *The Christian Science Monitor*; and past president of U.S. Chamber of Commerce, Canyon hotel, Palm Springs, Calif.

**May 16-18—Illinois-Indiana Cable Television Association** 12th annual convention. Forum 30 hotel, Springfield, Ill.

**May 17—Eighth World Telecommunications Day** developed by the *International Telecommunications Union* in co-operation with the *United Nations Educational, Scientific and Cultural Organization*. Theme this year is "Telecommunications and the Mass Media."

**May 17—Emmy Awards** presentation, carried live on ABC-TV (9-11 p.m.). From Century Plaza hotel, Los Angeles.

**May 17-18—Virginia Cable Television Association** spring conference. Holiday Inn, Alton Mountain, Waynesboro. Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804) 797-4131.

**May 17-18—Kentucky CATV Association** spring convention. Continental Inn, Lexington.

**May 20—Advertising Research Foundation** second mid-year conference. Hyatt Regency O'Hare, O'Hare International Airport, Chicago.

**May 20-21—FCC-Federal Trade Commission** joint panel discussions on over-the-counter drug advertising. FCC, Washington.

**May 20-21—Practicing Law Institute** program on "Legal and Business Problems of Television and Radio." St. Regis Sheraton hotel, New York. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

**May 20-22—Iowa Broadcasters Association** management conference. Des Moines.

**May 21—FCC's** new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due June 25. FCC, Washington.

**May 21-22—Public Radio in Mid-America (PRIMA)** spring convention. KIOS-FM Omaha, Neb.

**May 25-28—Annual convention, ABC-TV affiliates.** Century Plaza hotel, Los Angeles.

**May 27-28—Practicing Law Institute** program on "Legal and Business Problems of Television and Radio." Stanford Court hotel, San Francisco. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

**May 27-30—Missouri Broadcasters Association** spring meeting. Rock Lane Lodge, Table Rock Lake, Branson.

**May 27-June 5—Prix Jeunesse International,** biannual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich, West Germany.

## June

**June 3-4—Fifth annual national Publi-Cable Conference.** Campus, Kutztown State College, Kutztown, Pa. Contact: Dr. Robert P. Fina, executive director of Public-Cable, Kutztown State College.

**June 3-5—Associated Press Broadcasters** sixth annual convention. William Sheehan, ABC News president, will be keynote speaker. FCC Chairman Richard Wiley; Jack Thayer, NBC Radio president; Vincent Wasilewski, National Association of Broadcasters president, and Senator Hubert Humphrey (D-Minn.) will be featured speakers. Marquette Inn, Minneapolis.

**June 3-5—Alabama Broadcasters Association** 30th annual spring convention. Admiral Semmes hotel, Mobile.

**June 3-5—Oregon Association of Broadcasters** spring conference. Sunriver Lodge, Bend.

**June 4-5—North Dakota Broadcasters Association** spring meeting. Arctiare motel, Devils Lake.

**June 5-9—American Advertising Federation's** 71st annual convention. Statler-Hilton hotel, Washington.

**June 6-25—Eighth annual Institute for Religious Communications.** Loyola University, New Orleans. Contact: Dr. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118; (505) 866-5471.

**June 8-11—Annual convention of National Broad-**

**cast Editorial Association.** Mayflower hotel, Washington.

**June 10-12—Florida Cable Television Association** annual convention. Don-Ce-Sar Hotel, St. Petersburg Beach.

**June 10-12—Montana Broadcasters Association** annual convention. Many Glacier Lodge.

**June 10-12—South Dakota Broadcasters Association** annual meeting. Holiday Inn of Northern Black Hills, Spearfish.

**June 10-13—Mississippi Broadcasters Association** 35th annual convention. Phil Brady, WAPF(AM) McComb, is convention chairman. Sheraton hotel, Biloxi.

**June 12-15—Television Programming Conference (TVPC),** Marco Island, Fla. Contact: Tay Voye, secretary for TVPC, WTVJ(TV) Miami.

**June 13-16—1976 Summer Consumer Electronics Show,** sponsored by *Consumer Electronics Group, Electronic Industries Association.* McCormick Place, Chicago.

**June 13-16—Video Systems Exposition and Conference,** third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show. McCormick Place, Chicago.

**June 13-16—Florida Association of Broadcasters** 41st annual convention. Breakers hotel, Palm Beach.

**June 13-17—National Association of Broadcasters** board meeting. Washington.

**June 14-18—Broad/Comm '76** exhibition of broadcasting and communications equipment. Participation is limited to U.S. manufacturers. U.S. Trade Center, Mexico City. Information: Mary R. Wienen, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.

# Open Mike®

## Schorr's perspective questioned

**EDITOR:** Daniel Schorr is not a very good reporter if he can't get to the root of his problem.

The elected representatives of the citizens of this country voted by a substantial majority to keep secret a committee document because it contained classified material on our intelligence gathering agencies.

On his own initiative Schorr arrogantly decided to thwart the expressed will of Congress on an issue clearly labeled "National Security". Not only did he disclose the contents of the secret document but arranged to secure wide public distribution of the contents by selling it to the *Village Voice*.

Mr. Schorr is attempting to dignify this incident and inflate the issue by dragging in assorted "symbols" which have no bearing on it. The issue is not freedom of the press, or a contest between government and press—and Mr. Schorr's agonizing that "the role of the reporter in broadcasting has been taken for granted" has a pronounced flavor of sour grapes.

Stripped of all the red herrings and fancy phrases, the issue is relatively simple. In matters of national security, which weighs heavier in the balance—a majority vote of the elected representatives of the people or the arbitrary decision of a private in-

dividual, no matter how well intentioned?

For me the answer is simple. I suspect it is for most people.—*William H. Hylan, 706 Burr Street, Fairfield, Conn.*

(Mr. Hylan was senior vice president in charge of sales at CBS-TV until he left in 1963 to join J. Walter Thompson Co., New York. He retired in 1973 from JWT as senior vice president in charge of broadcast.)

## A different access problem

**EDITOR:** It goes without saying you can't listen to a radio that doesn't work. And an amazing number of car radios don't—and won't because of the exorbitant cost of repairing. Not the actual cost of repairs—the cost of just getting it in and out of your dash.

With the radio installed in a high position, and everything from the ash tray to the air conditioning below it, it is next to impossible to get to the radio for any purpose. The radio goes in from behind the dash, and has to go out the "back way" too. Most radio-TV repair shops won't touch a car radio unless you take it out and return it after it is repaired. Who can do that?

To get it out, you almost have to take the car to a dealer. The result is a repair bill that is nothing short of astronomical!

The answer is so simple: make the radio



Top of the Week

## ABC's gains are turning television upside down

**February-March rating books are sending shudder through NBC and CBS ranks, electrifying ABC affiliates, whose gains are both across-the-board and spectacular; next question: will momentum hold through upcoming May sweeps**

The local TV audience measurement books currently reaching agencies and broadcasters reflect what may prove to be the biggest upheaval in viewing patterns in television ratings history.

The program strength that has kept ABC-TV in first place in the national prime-time ratings for the last 10 weeks is sweeping ABC affiliates to positions of contention or dominance in market after market where they have been more used to running behind—often far behind—their CBS and NBC competitors.

First returns from Arbitron Television's February-March measurements—returns covering 72 of the top-100 markets—show that the ABC affiliates in those markets boosted their prime-time households totals by an average of 29.5% in sweeping, as a group, from third place last year to first place this year (see table).

Their shares of the three-network audience also moved from third place to first, on a gain of 24.1%.

The ABC group's advances were made at the expense of both CBS and NBC affiliates, but less the former than the latter, which declined 8.6% in prime-time households and 12.4% in network audience share to drop from second place to third in both categories.

Although the ABC group's gains and the CBS and NBC groups' declines date to the February-March sweeps of 1975, they show up most dramatically when compared with the sweeps of last November—before the "second-season" changes in December and January launched ABC on its current winning streak.

It is also apparent that the total network audience represented by the affiliates in these markets has increased in the past

year, by 4.3% over-all. That's a net gain of 1,334,000 households, after offsetting NBC affiliates' losses of 869,000 and CBS losses of 543,000.

A measure of the changes that are taking place is suggested in these calculations in the 72 top-100 markets for which information was available:

- In the 71 markets in which ABC has a primary affiliate (it has none in Lansing, Mich., the 96th), the ABC affiliate was number one in 43 markets, number two in 16 and in third place in 12. A year ago ABC had six firsts, 20 seconds and 45 thirds. (Last November, in the first half of the current season, it had 17 firsts, 21 seconds, 33 thirds.)

- ABC had a 40% or higher share of the three-network homes audience in 22 markets—including eight of the top-10 markets. Its affiliates were in first place in all of the top-10 markets except New York and had 40 or better shares in Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Washington, Cleveland and Pittsburgh, falling below the 40 mark only in New York (35.5%) and Detroit (37.8%).

- A UHF station, KCST(TV) San Diego, an ABC affiliate, took first place over two network-affiliated VHF rivals for the first known time. The channel 39 outlet had a 35.7 share as compared with a 33.2 for KFMB-TV (CBS) on channel 8 and a 31.1

for KGTV(TV) (NBC) on channel 10.

- In the 71 top-100 markets in which ABC has outlets, all 71 ABC affiliates showed audience gains. These ranged from 0.8% to 74%, but 14 were in the 40%-50% range, six were between 50% and 60% and two were above 60% (see list, following page).

- In the 70 top-100 markets in which CBS has affiliates, 16 CBS stations showed audience gains, 53 showed losses and one maintained its year-ago level.

- NBC has affiliates in all 72 of the top-100 markets for which figures were available: Four of these showed increases, 63 showed losses and five held even with their 1975 results.

- In smaller markets—those below the top 100—for which reports were available at midweek, ABC had affiliates in 21 and all 21 showed audience gains, mostly in double-number percentages, since February-March 1975; CBS had affiliates in 22 and seven of these has gains, 11 lost, four held even; NBC had affiliates in 23, of which seven had gains, 12 losses, four no change.

Although ABC's San Diego affiliate was the first U to outdo rival network V's, the ABC UHF outlet in Springfield-Decatur, Ill., claimed second place in that market with a 33.2 share of the network audience, and the ABC U in Harrisburg-York-Lancaster-Lebanon, Pa., was tied with the

**From clear third to easy first in one year.** That's ABC-TV's prime-time story based on the first reports available—covering 72 of the top-100 TV markets—in Arbitron Television's February-March sweep. The prime-time averages for those 72 markets are summarized in the tables below along with comparable results from the same markets in last November's sweep and the one in February-March 1975, as compiled by ABC researchers. In some individual markets day-part averages were used based on data that Arbitron made available in advance of its full reports for those markets (these markets are indicated in the tables on the next page). Returns still to come from the 28 other top-100 markets could change the picture shown in this table, but radical change is not expected. A similar pro-ABC tide is evident in reports thus far available for markets below the top-100.

### HOUSEHOLDS (000)

	Feb.-Mar. 1975	Nov. 1975	Feb.-Mar. 1976	% Change*
ABC	9,302	9,829	12,048	+29.5%
CBS	11,220	10,677	10,677	-4.8%
NBC	10,154	10,257	9,285	-8.6%

### THREE-NETWORK SHARES (%)

	Feb.-Mar. 1975	Nov. 1975	Feb.-Mar. 1976	% Change*
ABC	30.3	31.8	37.6	+24.1%
CBS	36.6	35.1	33.4	- 8.7%
NBC	33.1	33.1	29.0	-12.4%

\*% change is from Feb.-Mar. 1975 to Feb.-Mar. 1976.

**First returns.** Here, market by market, are how the respective network affiliates fared in Arbitron Television's February-March sweeps in 72 of the top 100 U.S. TV markets—the only top-100 markets for which Arbitron data had been released as of the middle of last week (story, preceding page). The numbers represent prime-time averages in thousands of households (add 000). The plus or minus numbers show the percentage by which the household figures have changed since the February-March sweep of 1975. An asterisk beside the market name indicates the households figures are day-part averages taken from data supplied by Arbitron in advance of the full report, yet to come. Prime-time hours were 8-11 p.m. NYT Monday through Saturday, 7-11 p.m. on Sunday. The figures were compiled by ABC researchers; percentages were applied by BROADCASTING.

**PRIME TIME HOUSEHOLDS (000)**

Market	ABC Rating/%	CBS Rating/%	NBC Rating/%
New York	1302 +24.8	1335 + 4.1	1034 - 6.4
Los Angeles	825 +34.4	573 - 10.7	564 -17.4
Chicago	683 +17.2	562 + .002	463 -10.1
Philadelphia	648 +42.7	461 - 10.1	354 - 3.8
Boston	440 +22.9	326 + .01	273 -14.2
San Francisco	363 +42.4	279 - 9.7	243 - 3.6
Detroit	393 +12.9	348 - 3.3	298 - 6.2
Washington	308 +32.8	253 + 8.6	196 - 2.5
Cleveland	364 +32.4	245 - 11.6	234 -11.7
Pittsburgh	323 +25.2	290 - 9.1	151 - 1.3
Dallas-Fort. Worth*	260 +33.3	201 - 8.2	190 - 8.7
St. Louis	189 +15.9	221 - 7.1	175 - 5.4
Minneapolis-St. Paul*	204 +38.8	174 - 8.9	155 - 8.8
Houston*	208 +25.3	172 - 4.97	164 - 9.9
Miami	179 +24.3	221 + 8.9	143 .0
Atlanta	168 +13.5	176 - 6.4	165 -13.6
Tampa-St. Petersburg, Fla.	111 +32.1	199 - 6.1	151 -10.1
Seattle-Tacoma*	225 +44.2	104 - 21.8	140 -19.1
Baltimore	210 +26.5	186 - 6.5	138 - 6.1
Indianapolis	154 +32.8	143 - 16.9	148 - 3.9
Hartford-New Haven, Conn.	191 +27.3	210 - 2.3	63 - 4.5
Milwaukee	166 +46.9	127 - 1.6	134 - 2.9
Kansas City, Mo.*	155 +16.5	145 - 14.2	126 - 5.9
Portland, Ore.*	135 +33.7	117 - 10.0	102 - 6.4
Sacramento-Stockton, Calif.	151 +26.9	104 - 4.6	117 -17.0
Cincinnati	162 +25.6	137 -16.96	115 -16.1
Buffalo, N.Y.	155 +40.9	126 - 7.4	120 .0
Providence, R.I.	122 +14.0	129 + 4.0	112 -13.2
Nashville*	94 +16.0	129 - 10.4	122 .0
San Diego	100 +44.9	93 - 7.0	87 -13.9
Columbus, Ohio	127 +33.7	146 + 1.4	102 - 6.4
Memphis*	103 +15.7	137 .0	97 -10.2

\*Day part average  
\*\*Insufficient '75 numbers for reporting  
—No network affiliate in city.

Market	ABC Rating/%	CBS Rating/%	NBC Rating/%
Greenville-Spartanburg, S.C.-Asheville, N.C.*	101 +21.7	87 - 10.3	106 -13.8
Phoenix	113 +31.4	92 - 9.8	75 - 9.6
Louisville, Ky.	94 +74.1	106 - 7.8	97 -15.7
Grand Rapids-Kalamazoo, Mich.	88 +51.7	89 - 8.2	82 - 9.9
Dayton, Ohio	79 +27.4	117 -13.3	88 -11.1
Albany-Schneectady-Troy, N.Y.	106 +43.2	107 -11.6	95 - 8.7
Orlando-Daytona Beach, Fla.	103 +39.2	86 + 1.2	92 - 5.2
Harrisburg-York-Lancaster-Lebanon, Pa.	76 +40.7	76 - 9.5	98 -2.97
Wilkes Barre-Scranton, Pa.	114 +29.5	82 - 5.7	95 - 9.5
Norfolk-Portsmouth-Newport News-Hampton, Va.	93 +20.8	107 - 1.8	61 -12.9
Syracuse, N.Y.	83 +40.7	84 - 6.7	73 -16.1
Salt Lake City	118 +19.2	80 + 1.3	72 - 2.7
Birmingham, Ala.*	127 + .8	47 + 9.3	94 + 8.0
Flint-Saginaw-Bay City, Mich.	119 +32.2	42 +16.7	103 .0
Richmond, Va.	74 +32.1	88 - 5.4	59 - 6.3
Knoxville*	33 +43.5	82 - 2.4	91 + 3.4
Toledo, Ohio	80 +48.1	92 - 4.2	94 + 1.1
Rochester, N.Y.	91 +49.2	70 - 6.7	51 -10.5
Green Bay, Wis.	81 +50.0	74 + 1.4	67 - 2.9
Davenport, Iowa-Rock Island-Moline, Ill.*	75 +44.2	60 -10.4	58 -13.4
Paducah, Ky-Cape Girardeau, Mo.-Harrisburg, Ill.*	39 +39.3	78 + 2.6	71 - 5.3
Jacksonville, Fla.*	47 +11.9	75 - 6.3	61 -17.6
Springfield-Decatur-Champaign, Ill.	64 +30.6	67 - 6.9	62 -11.4
Johnstown-Altoona, Pa.	6 **	78 + 1.3	87 - 9.4
Fresno, Calif.	54 +31.7	49 - 5.8	50 - 3.8
South Bend-Elkhart, Ind.	65 +35.4	53 - 5.4	49 - 7.5
Chattanooga*	57 +23.9	56 - 3.4	50 -10.7
Youngstown, Ohio	64 +28.0	54 - 5.3	47 -24.2
Portland-Poland Spring, Me.	78 +56.0	42 - 6.7	53 -10.2
Springfield, Mass.	79 +29.5	-	49 - 2.0
West Palm Beach, Fla.*	44 +51.7	-	43 - 6.5
Evansville, Ind.	59 +34.1	40 -13.0	30 - 9.1
Fort Wayne, Ind.	61 +64.9	44 -15.4	36 -20.0
Peoria, Ill.	60 +46.3	38 - 7.3	40 -23.1
Lexington, Ky.	34 +17.2	51 +18.6	44 - 4.3
Salinas-San Jose, Calif.	75 +53.1	20 -20.0	44 - 2.2
Tucson, Ariz.*	43 +34.4	35 -10.3	33 -13.2
Lansing, Mich.	-	58 -18.3	39 -20.4
Huntsville-Florence-Decatur, Ala.*	36 +20.0	46 -13.2	42 +16.7
Burlington, Vt.-Plattsburgh, N.Y.	17 +54.5	56 + 7.7	28.0 .0

CBS U for second place with a 30.4 share behind the NBC V's 39.2. In some markets ABC-affiliated U's turned in what are generally regarded as respectable numbers even though in third place: In Louisville, Ky., for example, ABC's U had a 31.6 share against the CBS V's 35.7 and the NBC V's 32.7.

ABC programming did not insure salvation for all ABC-affiliated U's, however. The one in Burlington, Vt.-Plattsburgh, N.Y., for instance, had a 16.8 share against two network V's, and the ABC U in Johnstown-Altoona, Pa., came in with a 3.5 against CBS and NBC V's.

CBS-TV and NBC-TV officials had no immediate comment on the obviously rising ABC tide evident in the first batches of Arbitron reports—which tended to be confirmed by initial returns from the Nielsen Station Index sweeps.

NBC officials have made no bones about being disappointed with their own rating performance this season and about their determination to turn it around in

the season coming up. As the continuing leader in the season-to-date ratings, CBS has had no public complaint about its overall performance.

Privately, there were some competitive charges that ABC had overloaded its schedule with specials, many of them of blockbuster proportions, during the Feb. 4-March 2 sweep period. There were indeed some specials in there—and on the other networks as well.

ABC had several evenings of Olympics coverage that helped set the high ratings tone that is still evident. It also benefited from the high-grossing motion picture, "The Sound of Music," which ran for three and a half hours on Feb. 29; the James Bond "On Her Majesty's Secret Service" which ran for three hours on two Mondays; "The Young Pioneers," a made-for-TV movie pilot, and "The Last Detail" on ABC Sunday Movies. It also received better-than-expected ratings from four one-hour episodes of the *Rich Man, Poor Man*.

**Network Niensens continue to hold same pattern**

In the rerun-dominated prime-time network schedules, ABC harvested its 10th win in a row (for the week ended March 21), chalking up a 21.2 Nielson rating, compared to CBS's 17.1 and NBC's 15.9.

CBS still held on firmly to its season-to-date lead, however, with a 19.6 rating, compared to ABC's 18.9 and NBC's 18.0.

Original episodes of six shows were heavily responsible for ABC's big weekly numbers. The six were: *Rich Man, Poor Man* (31.5 rating and 49 share, good for second place), *Laverne and Shirley* (27.2 rating, 38 share, fifth place), *The ABC Sunday Movie*, featuring two new 90-minute pilots (25.8 rating, 49 share, sixth place), *The Bionic Woman* (25.7 rating, 39 share, seventh place), *Baretta* (24.7 rating, 40 share, eighth place) and *Good Heavens* (24.2 rating, 36 share, ninth place).



## All together now: networks' weekend for children

A balanced mix of live-action and cartoon programming highlights the three networks' Saturday and Sunday morning children's lineups for 1976-77. Sixteen new series will turn up on the schedules next September, five each on ABC and CBS and six on NBC.

ABC's five:

*Animals, Animals, Animals* (Sunday, 11:30 a.m.-12 noon, NYT). With a magazine-type format combining animation and live-action, this series will deal with "the animal world as it has been represented in art, history, literature, music and theater." The executive producer is Lester Cooper.

*The ABC Short Story Specials* (eight half-hours, irregularly scheduled). This series, say ABC sources, "will bring original quality children's drama" to Saturday morning for the first time and will be patterned somewhat after the network's weekday *Afterschool Specials*.

*The Kroffts Supershow* (Saturday, 10:30 a.m.-12 noon). Four elements will make up this series: *Wonderbug*, about a "magical" car; *Dr. Shrinker*, about the adventures of four "miniaturized" children; *Electra Woman*, about two female superheros; and reruns of this season's *The Lost Saucer*, starring Jim Nabors and Ruth Buzzi. Sid and Marty Krofft are the producers.

*Jr. Almost Anything Goes* (Saturday, 12-12:25 p.m.). This show is a carbon, for children, of the Saturday-night prime-time series that ABC is expected to cancel later this week. Bob Banner is the executive producer.

*Jabberjaw* (Saturday, 9-9:25 a.m.). The hero is "a sad-sack shark" who befriends four rock stars. It's produced by Hanna-Barbera.

CBS's five:

*Sylvester and Tweety* (Saturday, 8-8:26 a.m.). These cartoon characters will be joined by Yosemite Sam, Daffy Duck and Porky Pig. The producer is Warner Bros.

*Clue Club* (Saturday, 9:30-9:56 a.m.). This cartoon mystery puzzle from Hanna-Barbera features two boys, two girls and a pair of bloodhounds.

*Tarzan: Lord of the Jungle* (Saturday, 10-10:26 a.m.). An animated series based on the Edgar Rice Burroughs novels. The production house is Filmmation Associates.

*Ark II* (Saturday, 11:30-11:56 a.m.). Filmmation Associates' live-action, prosocial adventure series set in the year 2476 AD will deal with such themes as "cooperation, pollution, ignorance, fear, famine, peace and love."

*Way Out Games* (Saturday, 12:30-12:56 p.m.). This series features 12-to-15-year-olds competing every week in "fun-filled games." MGM Television and Barry and Enright Productions Inc. are the producers.

NBC's six, all on Saturday:

*The Woody Woodpecker Show* (8-8:30 a.m.). Walter Lantz's well-known cartoon creation will appear in a series of seven-minute animated shorts.

*McDuff* (10-10:30 a.m.). The title character of this live-action series is "a 100-year-old sheep dog/ghost" who causes comic misadventures in a large Victorian house. Wilder-Raynor Productions is in charge, in association with William P. D'Angelo Productions.

*Monster Squad* (10:30-11 a.m.). Another William D'Angelo Production, starring Frankenstein, Dracula and the Wolfman as crime fighters.

*Big John, Little John* (11:30 a.m.-12 noon). The third D'Angelo Production, this one posits a 45-year-old junior-high teacher who "frequently and involuntarily" becomes transformed into a 12-year-old.

*The Kids from C.A.P.E.R.* (12-12:30 p.m.). This Don Kirshner production calls itself "a blend of rock music, slapstick comedy and excitement."

The shows to be cancelled are: *Hong Kong Phooey*, *The Groovie Goolies*, *Speed Buggy*, *Devlin*, *These Are the Days and Make a Wish* (all on ABC); *Pebbles and Bamm Bamm*, *Scooby Doo*, *Valley of the Dinosaurs*, *The Ghost Busters*, *The Harlem Globetrotters Popcorn Machine* and *US of Archie* (all on CBS); and *Emergency +4*, *Josie and the Pussycats*, *The Secret Lives of Walter Kitty*, *Run, Joe, Run*, *Return to the Planet of the Apes*, *Westwind*, *The Jetsons* and *Go USA*, all on NBC.

In the season-to-date national Nielsens (Sept. 6, 1975-March 14, 1976), CBS is out in front with its Saturday schedule (8 a.m.-1 p.m.), chalking up a 7.9 rating to ABC's 5.9 and NBC's 5.4.

## The eyes of cable will be on Dallas

**And most visible on NCTA's agenda  
will be speakers and topics  
concerned with status of pay cable**

Pay cable is expected to have the major role at this year's National Cable Television Association convention in Dallas, April 4-7. Accordingly, pay-cable sessions are interspersed throughout the three-day management and technical programs.

Paid registration for this year's convention is ahead of last year's, NCTA reports, with 627 members, 343 nonmembers, plus 197 women (registered for the women's program) and 25 students paid up so far. Last year's count—five days before the convention—showed only 526 member registrations. Registered exhibit personnel totals 1,039. The improved economy is seen as the chief reason for the increase, said Rochelle Nezin, convention coordinator. Last year the large MSO's didn't send their managers, but this year they will, she added.

The largest pay-cable forum will be held

Wednesday (April 7), moderated by Ralph Baruch, Viacom International, and including FCC Commissioner Benjamin Hooks, David Raphael, 20th Century-Fox, and Kathleen Nolan, Screen Actors Guild. Concurrently, Richard Hickman, Cox Cable Communications, will be chairman of a technical session devoted to pay-cable traps and security problems.

Pay-cable discussions will not wait until Wednesday, however. From the first day on there will be various early bird sessions addressed to the topic with the participants' list including William Bresnan, Teleprompter Corp.; Bob Weisberg, Telemation Program Services; Gerald Levin, Home Box Office Inc.; Nathan Levine, Sammons Communications; Alan Adler, Columbia Pictures; Alan Grenstadt, Optical Systems; Marc Nathanson, Harris Cable; James Lahey, Muskegon (Mich.) Cable; Robert Rosencrans, UA-Columbia; Sol Sagall, Teleglobe; Henry Harris, Cox Cable, and Ted Turner, Turner Communications.

On the technical side, satellite distribution methods will be discussed in a Monday morning session. Among scheduled panelists: Marc Foster, Microband National System; John P. Witherspoon, Public Service Satellite Consortium, and Hubert J. Schlafly, Transcommunications Corp.

Government regulation, always a hot issue in cable industry gatherings, will also get its fair share of the agenda. Traditionally, copyright has been the key to such discussions, but this year the broader topic of de-regulation should command the most attention. Monday's line-up includes Representative John Moss (D-Calif.); John Rose, deputy attorney general at the Department of Justice; Thomas Keller, general counsel at the Office of Telecommunications Policy; David Kinley, FCC Cable Bureau chief, and Andrew Miller, Virginia's attorney general. A legislative session scheduled earlier that day will feature Harry M. Shooshan, general counsel of the House Subcommittee on Communications, and Barbara Ringer, register of copyrights.

Tuesday's government-oriented sessions will feature FCC Chairman Richard Wiley, Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee—although there are reports that Mr. Macdonald may have to cancel for health reasons; Ed Allen, Western Communications; Henry Geller, Aspen Institute, and Andrew Heiskell, Time Inc. Clarence V. McKee, deputy chief of FCC's equal employment opportunity unit, will address labor relation issues on a Wednesday morning panel.

Mike Wallace, CBS News, will give a keynote address on Sunday, with FCC Chairman Wiley and NCTA President Robert Schmidt scheduled to give luncheon addresses Monday and Tuesday, respectively.

■ Richard C. Hickman, vice president of engineering for Cox Cable Communica-

tions, Atlanta, and Archer S. Taylor, co-founder of Malarkey, Taylor and Associates cable TV consulting firm, Washington, have been chosen by the Society of Cable Television Engineers as recipients of the Technical Achievement Awards for "lasting contributions to the cable television industry." The awards will be presented by FCC Chairman Richard Wiley during the engineers reception Monday evening, April 5.

## Outsiders' ideas of how FCC can best spend its budget aired in House hearing

**Johnson, Geller, Lloyd say too little's being spent to help public's advocacy; many present processes held wasteful; research funds urged**

Representatives of public interest groups last week told Representative John Slack's (D-W.Va.) appropriations subcommittee that the FCC's budget should be shaved in a few places and augmented in others to make the commission more responsive.

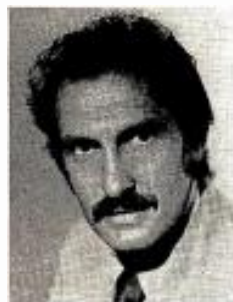
This was the second hearing the subcommittee held on the FCC budget (BROADCASTING, March 22), and the first one in recent memory where testimony was taken from witnesses outside the government. For <sup>the</sup> former FCC Commissioner Nicholas Johnson, representing the National Citizens Communications Lobby, led off saying that the FCC is underfunded, and that the money the commission has could be used more efficiently. He said the large expense for license renewal hearings, for example, could be averted if the commission set down definitive standards for renewals. In the absence of standards, he said, the FCC is "totally dependent" on complaints and actions from the public. "That's all right but if that's the way it's going to be you've got to give some help to the public." He urged the subcommittee to earmark funds for a "public advocacy" office at the FCC and for reimbursing out-of-pocket expenses to citizens and groups outside the industry.

That last suggestion was endorsed by Henry Geller, former FCC general counsel now with the Aspen Institute on Communications and Society. Broadcasters can afford expensive Washington communications lawyers, he said, but public interest groups cannot.

Mr. Geller said the commission is wasting money in several areas. Comparative hearings between license applicants for one, he said, represent an annual expense of about \$1 million that he said helps no one except the communications lawyers. Another waste, he said, is the commission's review board which in his opinion represents an unnecessary layer of administration. The commission could save one-half million dollars by scrapping it, he ad-

## In Brief

- **Marvin Antonowsky** has "relinquished his position" as NBC-TV's VP, programs, NBC said Friday, confirming long-standing speculation that NBC's ratings problems would lead to his departure from post. NBC said **Mike Weinblatt**, executive VP, to whom Mr. Antonowsky had reported, would take over as "acting head" of programming. NBC sources said Mr. Antonowsky will remain on payroll but will take some time off—amount unspecified—to consider "what he wants to do," then return for further discussions. They said successor might come from inside or outside company.
- CBS-TV network sales in 1975 rose 5.7% to **record \$688.8 million** and represented 36% of total CBS sales, annual report shows. Network remains biggest single CBS business, although it has declined as percentage of total sales despite year-to-year increases in sales dollars: Network TV sales in 1971 were \$487.5 million (39% of total CBS sales); in 1972, \$540.1 million (38%); 1973, \$583.2 million (38%); 1974, \$651.6 million (37%); 1975, \$688.8 million (36%). Also on rise: recorded music sales, up to \$625.5 million (32% of total sales) in 1975, and books and magazines, \$199.7 million (10%).
- ABC's broadcasting revenues last year **increased 5.6% to \$766,648,000** or 72% of its total revenues, according to annual report, which also says ABC intends to keep primary emphasis on broadcasting. Broadcasting also accounted for \$63,655,000 in earnings from continuing operations (before income taxes and extraordinary items), which represented drop of 35.5% from 1974 (total of such earnings, \$35,722,000, was down 65.3%). Current assets include \$162,255,000 in TV program rights, production costs and advances, up from \$141,195,000 in 1974, with increase attributed to higher program costs and increased development work.
- Federal Trade Commission has asked Congress for **\$6,906,000 budget increase** for fiscal 1977—over-all appropriation of \$52,833,000.
- Proposed sale of KDTX(FM) Dallas by Starr Broadcasting to Fairchild Industries (BROADCASTING, Jan. 26) has been **opposed by another Dallas licensee**, McLendon Corp., owner of KNUS(FM). Sale involves format change from religious to contemporary rock, format similar to that of KNUS. In petition to deny \$1.35 million assignment, McLendon claims Fairchild has operated another of its stations, KLIF(AM) Dallas, with "total disregard of its obligations as a broadcast licensee" through hypoing, ratings misrepresentation and deficient ascertainment survey. McLendon alleged that 87 interviews came from public affairs program, that no questions were asked and "interview sheets were completed out of their presence and after the sheets were signed." Fairchild withheld comment.
- WLLE(AM) Raleigh, N.C., **fined \$10,000 for fraudulent billing**. FCC administrative law judge said station double-billed Gulf Oil and charged other advertisers for spots never broadcast.
- House Communications Subcommittee Chairman **Torbert H. Macdonald** (D-Mass.) was resting at home last Friday after release from Bethesda Naval Hospital in Maryland where he underwent four days of tests and treatment. That 58-year-old chairman's health is precarious has been apparent for months and



**Helping hands.** *Scheduled to open April 5 in Room 258 of FCC's Washington headquarters is new Consumer Assistance Office (BROADCASTING, March 22). Detailed to new department are Belle Brooks O'Brien (r), chief, and Gail Crofts, staff member and writer. Barbara Moran, office assistant, will help them give information about FCC rules, policies and pending matters. Brochures will be available to explain commission procedures and ways to comply with FCC regulations. Officials say office is designed only to assist public, will not have "advocacy" role.*







**Dad's big day.** Calvin (l) and David Collier stand by their father's side in White House oval office last Wednesday, following his swearing-in as member of Federal Trade Commission and appointment as chairman. New chairman's wife, Mary, watches as Calvin J. Collier receives congratulations from President Ford.

was reason for his absence from National Association of Broadcasters convention last week. Mr. Macdonald's illness has not been diagnosed, according to subcommittee counsel Harry M. (Chip) Shooshan, but he said chairman suffers imbalance in metabolism that requires him to check into hospital periodically and for which variety of diets have been prescribed.

- Westinghouse Electric Corp.'s subsidiary, TCOM Corp., has received contract from Federal Republic of Nigeria for approximately \$150 million to provide **balloon-borne telecommunications and broadcast system** in that country. Involved are 10 tethered balloons, called aerostats, that support electronic transmitting and receiving equipment at altitudes of 10,000 feet and higher for relay of television, FM programming and telephone transmissions.
- Proposed budget of \$350,000 for House ethics committee to investigate leak of House Intelligence Committee's CIA report to CBS correspondent Daniel Schorr **was cut to \$150,000** by House Administration Committee last Thursday. Committee voted down provision in funding resolution to make available government-paid lawyers for witnesses who will be called in investigation. Funding measure goes to House floor today (March 29).
- U.S. Court of Appeals for third circuit has expressed concern over FCC's **lack of rules governing transfers** of cable TV franchises, warned that possibility of "trafficking" in franchises is "very real" in their absence. Commission attorneys told court it's considering matter. Comment came even though court denied citizen group's protest to Philadelphia transfer.
- **Late Fates.** *Louis T. Hagopian*, vice chairman of N.W. Ayer ABH International, New York, named chairman and chief executive officer, succeeding *Neal W. O'Connor*, who assumes newly created post of chairman of executive committee, responsible for financial, administrative and international functions heretofore handled by Mr. Hagopian. ■ *William G. (Pete) Barker*, VP for planning and development, CBS/Columbia, named VP, finance and planning, CBS TV Stations Division. ■ *Arthur D. Glenn*, vice president and general manager, KMGH-TV Denver, has resigned over "policy differences." *Robert A. Hart Jr.*, general sales manager, will act as chief operating officer until replacement is named.
- After two meetings at National Association of Broadcasters convention last week, committee formed by George Brooks of KCUE-AM-FM Red Wing, Minn., to study ways to improve communications within and increase productivity of association decided to continue another few months, but under new chairman: Donald Jones of KFIZ(AM) Fond du Lac, Wis. Victor Diehm Sr. of WAZL(AM)-WVCD(FM) Hazleton, Pa., is vice chairman, Mr. Brooks is secretary and Bill Sims of KOJO(AM)-KIOZ(FM) Laramie, Wyo., is member. All are radio board members; they hope to add member of TV board. Working with list of 16 grievances Mr. Brooks presented to board last winter as platform, newly named **Fact-Finding Committee** is questioning board members by mail, reviewing past NAB reform recommendations, will make presentation to executive committee in early May and will go out of business in June following report to full board.

ded. And a reduction of the number of FCC commissioners from seven to five could mean another half-million dollars in savings, he said.

Both Mr. Geller and Frank Lloyd, executive director of the Citizens Communications Center, urged the subcommittee to appropriate money for hiring more economists at the commission. The FCC needs input from experts in economics, he said, to better assess the impact of policy and rule proposals on the industry and the national economy.

## FCC withholding of fairness test from snowmobile commercials upheld

**Supreme Court declines to review case; appeals court had denied environmentalists' contention that commercials raised controversial issue of public importance**

The so-called snowmobile case, which citizen groups had hoped would result in a reversal of the FCC's refusal to apply the fairness doctrine to product commercials, has reached the end of the line. The Supreme Court last week refused to review the decision of the U.S. Court of Appeals in Boston, which had upheld the commission's position. The commission had held that commercials for snowmobiles broadcast by WMTW-TV Poland Spring, Me., did not raise a fairness issue.

Some Maine residents had argued that the ads, promoting the machines as vehicles for providing the entire family with winter fun, advanced one side of a controversial issue of public importance. The other side, they said, was that the machines are noisy, dangerous and harmful to the environment.

But the commission in 1974 upheld the station's action in refusing to afford time for that contrary view. The commission referred to its then recently adopted fairness report which said the doctrine would be applied only to those commercials "which are devoted in an obvious and meaningful way to the discussion of public issues." The snowmobile commercials, the commission said, do not do that.

The court of appeals accepted that argument last August. In the process, commission attorneys said, it also endorsed the fairness report and its explicit abandonment of the commission's 1967 decision applying the fairness doctrine to cigarette commercials.

Now, although attorneys for the Public Interest Research Group argued, on appeal, that the first circuit court's opinion conflicted with four previous ones of the appeals court in Washington, the Supreme Court has refused to review it.

The court's action came a week after the commission adopted an order denying petitions for reconsideration of the fairness report (BROADCASTING, March 22).





## Wiley offers new order for licensing

**Reactions mixed after chairman proposes five-year license terms, end to comparative renewal hearings, settlement of contests by lot**

FCC Chairman Richard E. Wiley, satisfied that he has delivered on promises to improve the commission's administrative efficiency, and to achieve the twin goals of a "new ethic" in enforcement and less regulation, last week took on something tough: the search for "a rational, coherent and pragmatic licensing and renewal policy." And the package of legislative proposals he advanced at the National Association of Broadcasters convention in Chicago stunned many in his audience. He would abolish the comparative process involving an incumbent licensee, and replace the comparative hearing involving new applicants with a lottery. There was also a third proposal, which he has endorsed in the past: a five-year license for both radio and television stations.

The broadcasters who heard him had no doubt as to the wisdom of the proposals for a five-year license and abolition of the renewal hearing involving an incumbent, although the lottery proposal had some of them shaking their heads. To settle a contest by chance was to them a radical idea. Over-all, however, the speech was well received. Mr. Wiley was interrupted by applause eight times.

A senior network executive with long experience in dealing with government seemed to sum up the feelings of many with the comment: "It is a rational proposal without a political future."

Chairman Wiley, though, seemed to be going for broke. He had reviewed the license and renewal policy issue for several weeks with commission staff members, weighing the various proposals that had recently been offered and found them wanting. His proposals, then, appear to represent what he thinks are the best.

He hopes to present them to Congress

as the commission's suggestions when the commission testifies in the House on license renewal legislation later in the session. But as yet there is no indication that a majority of his colleagues—none of whom was privy to the chairman's speech before he delivered it—will agree with him. Commissioner Robert E. Lee's initial reaction was that the chairman was seeking too many changes at once. In the closing session of the convention, however, he described the lottery suggestion as "pertinent"—saying the present system is unsatisfactory—without specifically endorsing it. Commissioner Abbott Washburn, who was on the same closing panel, said he was not prepared to comment.

On the other hand, Commissioner Glen O. Robinson, who read the speech in Washington, supported the lottery suggestion; he noted he had proposed a lottery as a means of picking the stations in New York and New Jersey that would, under his proposal, be required to maintain studios in New Jersey as a means of providing the additional television service the commission agrees New Jersey needs (BROADCASTING, March 22). And he supports five-year licenses.

But he does not believe the proposal to do away with the comparative renewal proceeding is politically viable. "Before I embrace that idea," he said, "I'd make a politically impractical proposal of my own—let the incumbents lease the frequencies, if they comply with minimal standards."

Eliminating the comparative-renewal proceeding, Mr. Robinson feels, constitutes "a grant in perpetuity." And if that is to be the case, he said, "we should change the legal foundation of granting licenses." But if that were done, he added, the lottery idea would have to give way to a system of bidding.

Chairman Wiley, in his speech, addressed the criticism that eliminating the comparative-renewal proceeding—an idea that seems to have its roots in a bill Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, introduced in 1969—would result in "licenses in perpetuity." The commis-

**Potentially affected.** FCC Chairman Richard E. Wiley's proposal to eliminate comparative-renewal proceedings was warmly received by his NAB audience last week as a protection against a threat troubling many of them. But, as the chairman noted, only 11 such cases are now pending at the commission, most of them involving television stations.

The proposal to institute a lottery as the mechanism for selecting winners among new applicants, on the other hand, would have wide application, particularly in radio. Some 50 cases in which new applicants are contesting for frequencies are now pending at the commission, most involving radio.

tion, on its own motion and with the aid of citizen participation, he said, already "carefully scrutinizes licensee performance at renewal time and . . . does not hesitate to take strong remedial action against the deficient performer." The commission would continue such oversight even in the absence of the comparative-renewal process, he said.

The proposal itself, he said, is a response to the conviction that incumbents and challengers can no more be compared rationally than can apples and oranges (a broadcaster at renewal should be judged on how well he has served the public, he said). It is in response, too, to his belief that every effort to deal with this difficult comparison by establishing various criteria for judging incumbent performance—"reasonable" or "superior" service, for instance—begs the question. "Congress," he said, "should meet the issue straight on."

The suggestion of a lottery which would be limited to "qualified" candidates has been bruited about at the commission for some time. E. William Henry, when he was chairman 10 years ago, once mentioned it in a fit of frustration over what he regarded as the impossibility of making sense out of the comparative process.

But until last week, no FCC chairman

**A hit.** NAB's head count showed that 5,440 people registered at the convention in Chicago last week. That beats the previous convention in Las Vegas by 225, but it's short of the record 6,035 who attended the convention in Washington in 1973. And the NAB staff figured that about 4,000 exhibitors made the trip to Chicago last week too. The exhibit was the star attraction at the show. With about 240 booths covering more than 9,500 square feet, it was the biggest NAB equipment exhibition on record. Complaints about the convention were few. The exhibitors had some union troubles (see page 64), a few broadcasters were laylaid on their way to sessions by the constant torrent of nonbroadcasters lined up to see a major flower show also at the cavernous McCormick Place, and all had to commute to and from the convention center from their lodgings further up the lake shore. But as one NAB staffer remarked, "It could have been worse. We could have gone back to Las Vegas." The latter city has been severely crippled for several weeks by a labor strike. All in all, "we're pretty pleased," NAB President Vincent Wasilewski said at the close of the Chicago convention last week.

But ask NAB's staffers about next year's gathering in Washington and they all wince. The association traditionally meets in the capital the year following a presidential election to give broadcasters an opportunity to mingle with their newly elected congressmen and possibly with the President. But there is no facility there big enough to house the entire exhibit. In fact, it will have to be spread among three hotels, the Shoreham Americana, the Sheraton Park and the Washington Hilton.

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President, CBS Inc.

Chairman for Motion Pictures  
and Broadcasting  
1976 U.S. Industrial  
Payroll Savings Committee

had gone public with the idea.

Chairman Wiley attributed a number of the same disadvantages to the comparative-renewal and the straight comparative proceeding—uncertain criteria, speculative judgments concerning future behavior, complex and prolonged hearings, and an ultimate decision that is not subject to reasoned evaluation.

If there is no sure way to pick a truly superior candidate, he said, it would seem that the best selection process might be one that is objective and non-discriminatory—"for example, a lottery." There is no reason to believe, he added, that its results would be in any way inferior to those achieved under the present system.

However, one aspect of the proposal that troubles him, as well as Commissioner Robinson, is the matter of minority ownership. Chairman Wiley noted that many believe that, "in our diverse and pluralistic nation," it is important to have more nonwhite ownership in broadcasting. Just how that might be achieved, he said, should be addressed by Congress in adopting a new licensing legislation.

Chairman Wiley advanced the five-year license proposal to help the commission do a better job of reviewing renewal applications than it can do now under the three-year system and to afford a greater degree of "reasonable industry stability."

The proposals, variously described as "bold" and "radical," represented another effort on Chairman Wiley's part to advance from the role of management expert and policemen of the broadcasters' ethics, which he had carved out for himself two years in a speech at the NAB convention in Houston, to policy innovator. An earlier effort—his proposed test suspension of the fairness doctrine as it applies to radio in some major markets—aroused strong congressional opposition and was aborted by the commission itself. But it was the results of the commission since Houston that occupied the early part of the chairman's speech last week:

- Commission meetings have had doubled number and the number of items it disposed of has quintupled, while backlogs were being drastically reduced.

- The commission had initiated a number of efforts to open its processes to the public, including monthly en banc meetings of the commission and interested parties and regional meetings with the public in a number of major cities. The chairman announced that the program will continue next fall, with public meetings in Houston (Oct. 19), Kansas City (Oct. 28) and a radio call-in show in St. Louis (KMOX(AM)) on Oct. 27.

- The new ethic has been demonstrated in "some tough, decisive actions against a few broadcasters who simply cannot conform to a decent standard of conduct," he said.

So far, so good, he said in effect. But there remains "one very large task ahead," he said. "I refer, ladies and gentlemen, to the development of a rational, coherent and pragmatic licensing and renewal policy."



## Wasilewski declares war on two fronts: for radio, against rules; for television, against cable

**NAB president says government relations must become major concern of management; industry faces foes on all sides, must fight own way out of the circle**

NAB President Vincent Wasilewski, in separate speeches to radio and television assemblies at last week's Chicago convention, called on both components of broadcasting to shift to a wartime footing. The enemies: for radio, all kinds of government regulation; for television, cable and its "highly malignant offspring," pay cable.

Mr. Wasilewski lived up to his billing (BROADCASTING, March 22) in both speeches, exhorting radio and television broadcasters to become "tougher and more militant." He told them both that "the day is over when a strong sales force, good engineering and imaginative programming are enough. In effect, you have another department at your station—government."

Mr. Wasilewski, who has placed some of the blame for losses on the Washington lobbying front on the NAB membership, urged both groups to "contact your congressmen." He asked for shows of hands at both sessions from those who intended to do so on their return from the convention. A large majority at the radio assembly responded positively; response at the TV gathering was scattered.

This was the first time in memory that an NAB president split his annual state-of-the-industry message for delivery to TV

and radio separately. The segregated remarks fit into an over-all plan to give radio greater prominence than it has enjoyed at previous NAB conventions.

Mr. Wasilewski spoke first to the radio side, and found there an audience particularly appreciative of his indictment of a federal government that, in his words, is "big, sloppy, meddling and inefficient."

But more important, he told the radio broadcasters, is that government has turned hostile to broadcasting, and to big business in general. First and most formidable evidence of this hostility came six years ago when Congress passed the law banning cigarette advertising on TV and radio, which he called a "worthless and cynical" law, a "disturbingly punitive action against broadcasting."

Another example of government hostility is its indifference to proposals to revise the license renewal process, which is in a "shambles," he said. According to him, more than 50 competing applications and 300 petitions to deny have been filed against 1,000 broadcasting stations in the past six years, and there are 60 competing applications and 200 petitions to deny pending now. To bring those statistics home to the radio broadcasters, he noted that 60% of the petitions are against them.

While on the subject of license renewal, Mr. Wasilewski inserted a jab at the other industry association representing radio, the National Radio Broadcasters Association. He recalled that NAB's board of directors, at its annual winter meeting this year, voted to support a radio-only license renewal bill—but, not, he said, one such as NRBA has suggested. That proposal has provision for allowing "reasonable" amounts of access time on radio stations to citizen groups and other members of the audience. Mr. Wasilewski termed such provision a "trade off" for a longer license term (seven years in the NRBA proposal). "Today five minutes—tomorrow drive time," he said. "We simply cannot allow the government to get its foot in the door by requiring mandatory public access." He called on NRBA, although not by name, to withdraw the plan.

Mr. Wasilewski had other evidence of





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MEMO FROM: Jim Schulke

RE: ARB Rankings — Oct./Nov.\* and April/May, 1975

89% of the following SRP subscribing stations rank either 1st, 2nd or 3rd, Persons 18+, 6 a.m. — Mid., , M-S, Total Area Av. ¼ Hr. and/or Metro Share among all AM and FM stations in their markets:

		Overall Position 18+ AM or FM				Overall Position 18+ AM or FM	
		A/M	O/N			A/M	O/N
Albuquerque	KOB-FM	1	—	Lincoln	KLIN-FM	5	—
Appleton	WROE	3	—	Los Angeles	KJOI	4	2
Atlanta	WPCH	2	2	Louisville	WVEZ	5	4
Baltimore	WLIF	2	2	Memphis	WEZI	4	3
Binghamton	WQYT	2	—	Miami	WLYF	1	2
Boston	WJIB	1	2	Milwaukee	WEZW	2	2
Buffalo	WBNY	2	3	New Orleans	WBYU	2	4
Cedar Rapids	WMT-FM	2	—	Oklahoma City	KKNG	2	3
Charlotte	WBT-FM	3	2	Omaha	KEZO	3	3
Chattanooga	WYNQ	5	2	Orlando	WDBO-FM	2	2
Cincinnati	WWEZ	2	2	Pensacola	WMEZ	2	—
Colorado Springs	KRDO-FM	1	—	Peoria	WSWT	1	—
Columbus	WBNS-FM	2	2	Philadelphia	WWSH	1	3
Dallas	KOAX	4	3	Pittsburgh	WSHH	2	2
Davenport	KRVR	1	—	Portland	WGAN-FM	1	—
Denver	KLIR	2	3	Raleigh	WYYD	2	3
Des Moines	KLYF	3	3	Sacramento	KEWT	1	1
Ft. Lauderdale	WLYF	1	—	St. Louis	KEZK	8	4
Fresno	KKNU	1	1	San Antonio	KQXT	4	3
Grand Rapids	WOOD-FM	1	1	San Francisco	KFOG	4	3
Hartford	WKSS	2	2	Syracuse	WEZG	3	3
Honolulu	KHSS	4	2	Toledo	WXEZ	3	4
Houston	KYND	4	2	Topeka	KSWT	2	—
Huntington	WHEZ	3	—	Tulsa	KWEN	3	3
Indianapolis	WXTZ	3	3	West Palm Beach	WEAT-FM	1	1
Jackson	WLIN	1	—	Wichita	KBRA	6	5
Las Vegas	KORK-FM	2	1	Youngstown	WKBN-FM	1	—

Based on the latest ARB's there are: 13 overall NUMBER ONE stations  
19 overall SECOND  
16 in THIRD position  
4 in FOURTH and  
2 ranking FIFTH  
among all AM or FM stations in each market.

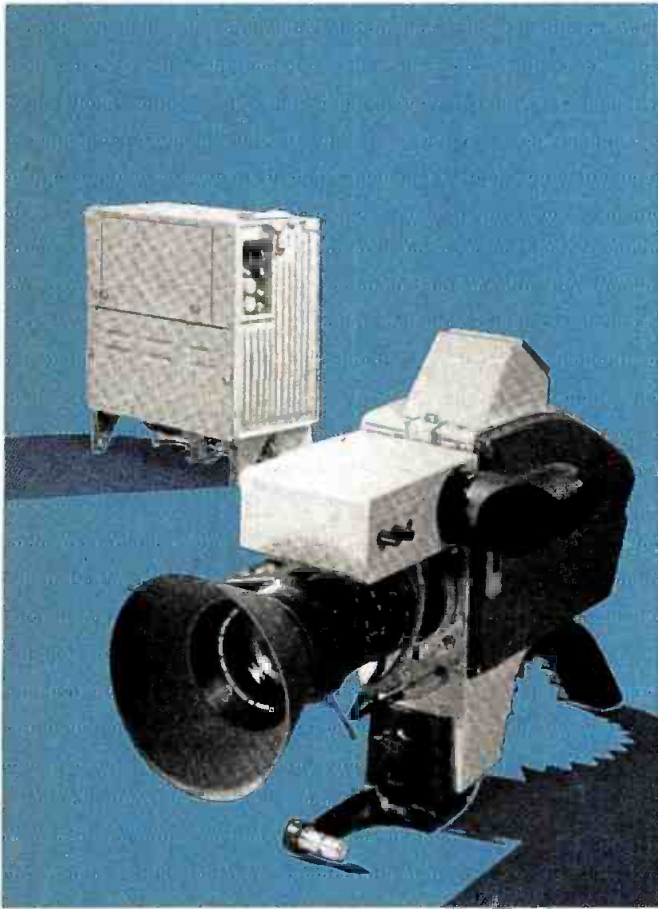
\*Reported for markets surveyed in Oct./Nov.

— Indicates markets not surveyed in Oct./Nov.

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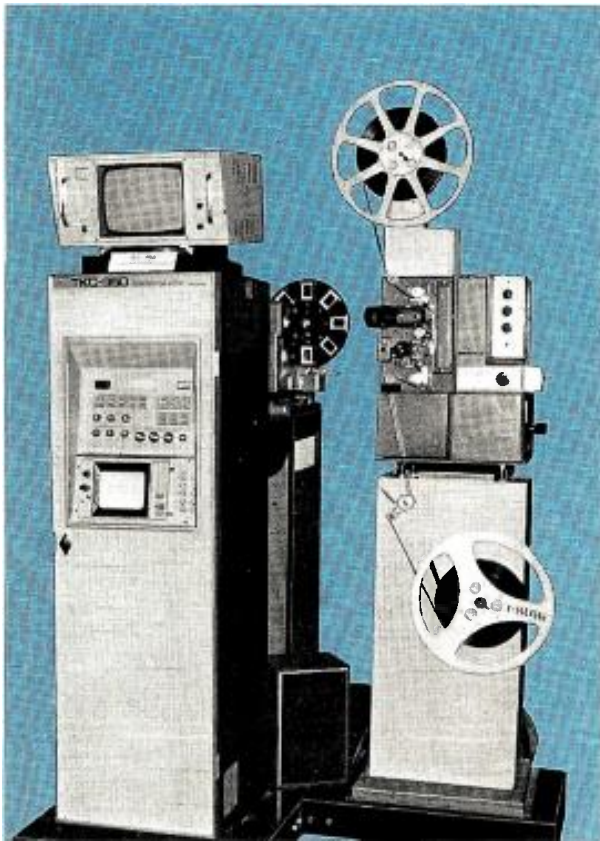


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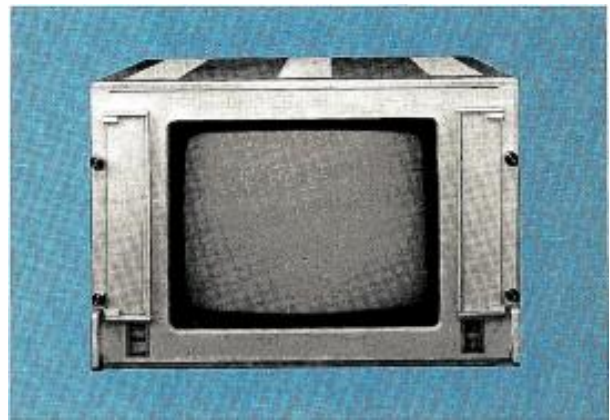


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**Down from the Hill.** Radio broadcasters at the NAB convention received tips on how to make points with their congressmen from four House and Senate staffers. Attention focused on the mail: "Don't send an NAB form letter," said one. "It drives congressmen crazy." Said another, "You send us a form letter and you'll get one back." They urged the broadcasters to establish a personal and continuing dialogue with their senators and representatives. The participants from left to right

were: Roy Elson, NAB vice president for government relations, moderator; Harry M. (Chip) Shooshan, counsel to Representative Torbert Macdonald's Communications Subcommittee; Nancy Nord, minority counsel to the House Consumer Protection Subcommittee; Mary Jo Manning, legislative assistant to Senator Ernest Hollings (D-S.C.), and Bill Pursley, legislative assistant to Senator Richard Stone (D-Fla.). Miss Nord is the daughter of Evans Nord, general manager of KELO-TV Sioux Falls, S.D.

"unfriendly" attitudes in government circles. One is the proposal pending in both houses of Congress to require broadcasters to pay performance royalties to record manufacturers and artists. He drew applause when he said, "if anything, they [the record people] should be paying us." Another is the "misguided court decision" that has forced the FCC to rule on radio program format changes. "It is none of the government's business to prescribe programing," he said.

In his speech, Mr. Wasilewski diagnosed this ill will he thinks government harbors against broadcasting and came up with these reasons: (1) there is a declining respect among government employes for the Constitution, the purpose of which he said was to protect citizen rights against government intrusion; (2) too often government presumes broadcasters guilty of various charges made against them, without sufficient evidence to back up the charges; (3) government "has become overly responsive to negative elements in our society," he said, a reference to the citizen groups that he said "make their living by criticizing." He said it is ironic that many groups are supported indirectly through foundations by the same businesses whose profits they criticize. Most of the citizen group spokesmen "represent few but their own sour selves," he said. "Nearly all the people they claim to represent have never heard of them."

Mr. Wasilewski laid out the program for the new militancy at NAB. First, he said, "we must obtain from the Congress a fair and equitable license renewal law. It is very tempting for some to keep us on the short leash of the three-year license and the uncertainty of a renewal—a leash which can be jerked periodically if we show signs of getting out of line." In Washington the previous week, however, he acknowledged that renewal legislation is probably out of reach in this Congress.

Second, he said, broadcasters must con-

tact their congressmen to block the progress of performance royalty legislation and to seek provision in the copyright bills to prevent cable systems from deleting commercials from over-the-air signals and substituting their own commercials. Third, the FCC must not allow wholesale importation of distant radio signals by cable systems, he said.

Fourth, he said, NAB must pressure Congress to take a stand against policies or laws that discriminate against broadcast advertising. "They should begin by repealing the cigarette advertising law."

And, fifth, he said broadcasters must fight every government intrusion into programing, including into radio formats and access time.

Finishing his radio speech with an appeal for contributions to NAB's affiliated political action fund, the Television and Radio Political Action Committee (TAR-PAC), Mr. Wasilewski told the broadcasters, "You are the doers, the accomplishees, and the forward movers . . . you are trying—instead of criticizing."

Later the same day, Mr. Wasilewski addressed television broadcasters. His talk to them did not cover the range of issues that his radio speech did. There was only one issue—cable, "cable as a mushrooming and unfairly competing distribution service; pay cable as a newly threatening and highly malignant offspring of the former."

Mr. Wasilewski said the NAB had studied cable and pay cable "most thoroughly" (although he later asked the television broadcasters to supply the NAB with "the facts that only you have"—a response to criticism from FCC Chairman Richard Wiley [BROADCASTING, Feb. 23] that the industry deals only in rhetoric in talking about the threat cable poses to over-the-air TV). The study has resulted in a "deadly conclusion: cable and pay cable are two massive reefs upon which our free television system may be shipwrecked," he said.

Mr. Wasilewski wanted no misunderstanding. "Let me mince no words," he said. "Are we really serious? Is cable all that great a threat? Our answer: yes—and no qualifications."

Mr. Wasilewski carried out his theme of war. Cable has allies, he said in effect: "the largely innocuous cable sections of the copyright bill passed by the Senate, and the weak legislation being considered by the House." Cable has other friends on the Hill, he noted. "You have only to read the staff report of the House Communications Subcommittee which promotes cable and excoriates the FCC for the 'overprotection' of free television." And it's not only up on the Hill that broadcasters face a battle in Washington over cable. There's another on M Street, at the FCC offices: "You have only to look at the FCC, enchanted with the prospect of a wired nation, steadily eroding its own once reasonably constraining cable rules under the pressure of its Cable Bureau which has seen as its task the promotion of cable, while the Broadcast Bureau sees as its task the regulation of broadcasting."

"Better still," Mr. Wasilewski continued, "examine Chairman Wiley's speeches to cable meetings and conventions."

The NAB president then used some of the rhetoric for which broadcasters have been criticized. "I question whether in promoting cable, the commission is forgetting its charge to act in the public interest. . . . It is promoting a system in which the affluent will get the good programs, and the rest of the American people will get the leftovers—if there are any."

Mr. Wasilewski took another poke at the membership for not being involved in the fight—"If I could find the magic formula to serve as an antidote for the apathy that pervades our industry, I would compound it"—before he moved on to what the NAB would be doing to aid in the struggle.

Mr. Wasilewski put it on record publicly

that "this industry is no longer constrained by the consensus agreement of 1971," which resulted in the FCC's 1972 cable rules. NAB has complained since that time that the cable industry has not abided by that agreement. He also noted that the NAB will become more active at the commission, promising filings immediately seeking rulemakings on "several" matters, the first of which would be on syndication exclusivity protection for TV markets below the top 100. "Our objective, frankly, is to get the FCC to reverse its present direction and start protecting the public's interest in free television service," he said.

He concluded his speech with a final exhortation to the troops. "It is time," he said, "for us to become militant advocates of the system in which we all believe. It is time we fight for a system that serves all the American people. Can we save our television system? With that dedication, I believe we can. But believe me, it's up to you."

## Heir apparent on Senate side sends out early warning signals to broadcasters

**Hartke, in line to succeed Pastore, says First Amendment is no shield for unlimited profits; criticizes violence in programing, says rights of viewers are more important than 'survival of ... economic entities'**

Senator Vance Hartke (D-Ind.), who is in line to succeed retiring Senator John Pastore (D-R.I.) as chairman of the Communications Subcommittee if Indiana voters decide to return him to the Senate this year, addressed television broadcasters at the NAB convention in Chicago last week. And what he had to say was not altogether reassuring to broadcasters whose most fervent wish is that the government will leave them alone.

The senator called television "the most pervasive influence in our society today." But he told the audience that television has a special responsibility to make sure programing is not aimed just at attracting the largest audience; it must also enlighten and inform.

"You must be the vigorous defenders of the viewers' right to hear all manner and form of thought and opinion," he said. "FCC regulations which achieve this purpose should be viewed as minimum standards, not as maximum performance. FCC regulations which do not assist you in serving the needs of your community should be stricken from the books as quickly as possible.

"The First Amendment is your defense and should always be such, but you cannot hide behind the First Amendment as a

defense for unlimited profits at any social cost. The First Amendment assures the access of multiple voices to the marketplace of ideas. It does not assure protection of the status quo."

Senator Hartke said FCC regulations such as the fairness doctrine and those governing equal employment opportunity and ascertainment do not "chill" broadcasters' abilities to express opinions, but rather assure the protection of the public interest in the management of a scarce resource.

The senator enumerated specific grievances he has with broadcasting. "Is it really necessary that human violence be exploited for acquiring and holding mass



Hartke

television audiences? ... Does TV exploit violence because it's easy to write, cheap to produce and effectively conveys the advertisers message? ... Has programing competition too often been a race for ratings rather than a chase for creativity?"

He said "it is reassuring to see the networks begin to reassess the use of violence in programing," but added that "family viewing time seems to have compacted the nightly violence into a very short time period when the viewer often has no other choice but a police drama or action-oriented show."

The senator has a grievance too, with TV news, which he again stated in question form: "Has it emphasized action and visual impact over content and accuracy?" He said a lesson of Watergate is that news can be chilled by the government, yet "controversial news stories will continue to be a peculiar problem with broadcasting. But I believe the television business should never feel threatened as long as it is defending the viewer's right to hear, rather than the industry's own right to unlimited profits."

Still another grievance is over broadcasting's record of minority hiring. He said only 6.6 per cent of people in broadcast management or production are from minorities. "How often has TV chosen the

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easy way out of following the local community prejudices, rather than challenging sacred cows and stimulating free flow of thought and experience through minority opportunities?"

In anticipation of his taking over Senator Pastore's post, Senator Hartke said Congress must explore potential threats to the First Amendment and the "integration of new technologies into the existing telecommunications system without damaging the existing levels of community services."

He said: "As we approach the problems of broadband service expansion in various communities, shouldn't the test be the right of the viewer to continue to have and enjoy the maximum possible level of telecommunications services at the local level rather than the survival of particular economic entities?"

But, on the other hand, "Should new technologies be allowed to undermine the economic integrity of established information systems? . . . The threat of cable or other broadband services effectively

eliminating that basic local broadcast service from many of the homes in a particular community cannot be overlooked." Another question, he said, is "the growing problem of competition and economic concentration in the field of communications."

He told the broadcasters that in the years to come Congress will come under "significant pressure" from viewer interest groups and called on the broadcasters to communicate their own interests persuasively to the government.



Minow



Karp



Erlick



Koehler



Ford

**Pro and con on cable.** This NAB panel featured a return engagement for Newton Minow (l), the former FCC chairman who gained a kind of broadcasting immortality for his "vast wasteland" speech 15 years ago, and who moderated another controversial subject last week. The

panelists: (l to r): Russell Karp of Teleprompter, Everett Erlick of ABC, George Koehler of Gateway Communications and Fred Ford of Pittman, Lovett, Ford & Hennessey. The session was mostly a revisit to earlier pay cable arguments.

## At NAB: a rerun of arguments over pay cable

**Ford, Karp see pay as supplement; Erlick, Koehler call it death threat**

Frederick W. Ford, former FCC chairman who for the past decade has been prominent in cable television matters, and Russell H. Karp, president of Teleprompter Corp., did what they could last week to assure the nation's television broadcasters that pay cable poses no threat to their business, that pay cable is destined only to supplement conventional television.

But Everett H. Erlick, senior vice president and general counsel of ABC Inc., and George A. Koehler, president of Gateway Communications, said in effect that if broadcasters believe that, they'll believe anything. Mr. Erlick also said if they wake up one day and find their business destroyed by pay cable, they will have only themselves to blame.

In short, the exchange had a familiar ring. Even the well known terms like "parasite" (attributed to cable) and "paranoia" (used to describe broadcasters' mental condition brought on by cable) were used. Only the forum was different: a television assembly at the National Association of Broadcasters convention.

Mr. Ford was not the only ex-chairman on the program. Newton N. Minow, who succeeded him as chairman in 1961,

served as moderator, a position that CBS News's Mike Wallace left vacant when he was called away on an assignment for *60 Minutes*. And there was, inevitably, some reference to the "vast wasteland" speech Mr. Minow, now practicing law in Chicago, delivered at an NAB convention in Washington 15 years ago. Mr. Minow said he remembered the speech for two other words it contained, "public interest."

Those words or their equivalent were woven through the arguments of those on either side of the issue under discussion at the assembly.

Mr. Ford, who once served as president of the National Cable Television Association and now, as an attorney in Washington, represents various cable interests as well as having ownership interests in cable systems, said television's future can be read in broadcasting's past.

"Cable TV and cable pay-TV will not supplant broadcast TV any more than radio supplanted phonograph records or television supplanted radio or than satellite-to-home telecasting or other new technologies will supplant cable TV," said Mr. Ford. The new cable services will have an impact on television, he acknowledged, but each service will continue as in the past "to make more money than before; none will be supplanted, and, most of all, the public will be better served."

Mr. Karp saw pay cable as filling a "gap" he said exists in the programing now provided by the networks, of offering services for which television does not have the spectrum space or the advertising support. Thus, the public would be the beneficiary of an emergent pay cable industry. Indeed, conventional television which, would

"continue doing what it does best," that is, mass appeal programing would even benefit from the programing that pay cable would eventually develop.

To Mr. Erlick, such talk had no basis in reality. He said pay cable is already "embarking on a course of supplanting not supplementing free television, and added: "It has devoted little or no effort to bring to the public the diverse new programs and services which it has promised but never delivered."

How, he wondered, is the public interest served by placing in a pay system the "many major entertainment attractions and sports attractions now offered by commercial broadcasting?" . . . How is the public interest served by wiring Manhattan and Beverly Hills and ignoring Harlem and Watts?"

As for Mr. Koehler, he has no doubt that if present trends continue, "pay cable will largely supplant and not supplement pay television," and the trends, he said, "bewitched, bothered and bewildered" him. For instance, how, he asked, can the Justice Department, the FCC, the staff of House Communications Subcommittee and the Office of Telecommunications Policy claim that television is unfairly protected when "everything the local stations spend in producing programs is appropriated at no compensation and resold by cable." He added that present copyright proposals "will not begin to compensate the local broadcaster."

Copyrights figured prominently in the discussion, and served to generate Mr. Erlick's most heated comments. Mr. Karp at one point asked any broadcasters "can't get off their [antipay cable] kick if the



copyright bill now pending in Congress is approved." After all, cable television would lose the advantage broadcasters say the base of free programming gives it. If cable pays copyright, he said, "the rules should come off pay cable."

But Mr. Erlick saw the copyright issue merely as an example of a brilliantly successful "snow job" by the cable television industry. He noted that the bill approved by the Senate would cost the cable industry \$7.5 million a year, or 72 cents per subscriber per year, while a copyright bill being pushed by Teleprompter in the House would reduce those figures to \$2.5 million and 25 cents. It's not "a fee" that is under consideration, he said. "This is a ripoff."

Nor would the copyright bill be cable's first success in winning support for its positions in government. Mr. Erlick recalled that the cable industry persuaded the FCC to liberalize the distant signal rules, to relax cable restrictions on movies, and to repeal the leapfrogging and program-origination rules.

Now, he said, "Mr. Karp asked me if I'll be satisfied if Congress passes this bill. Twenty-five cents per home per year! Don't be ridiculous."

Mr. Erlick warned that pay cable is not interested in ballet and theater, or other special programming, but in the "staples" of television programming—movies and sports. If pay cable succeeds in obtaining that programming, while avoiding payment of underlying copyright, he said, the "free system" will decline. And if that happens, he said, in a mood reminiscent of NAB President Vincent Wasilewski's call for militancy on the part of the broadcaster, "it will be our own fault."

Mr. Koehler was militant, too, but in a loose, flip style that delighted his audience of broadcasters. Cable operators, he said, are like rustlers "who don't breed the steer, feed the steer, nurse the beef, or share the grief. They don't support it, they don't transport it. All they do is rustle it, hustle it and proudly call themselves improvers of the breed."



Van Deerlin

## Encouragement from Macdonald, discouragement from Van Deerlin

**Head of House Communications Subcommittee says he wouldn't give broadcasters license in perpetuity, but he would protect them from being 'preyed upon'; other congressman says, however, that radio and TV should concentrate their efforts on copyright, since renewal bill hasn't a chance in election year**

House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), speaking through an aide, told broadcasters at the NAB convention that he will support a five year license term for radio broadcasters and favors decreasing the amount of paperwork that radio and TV broadcasters have to cope with. He supports that, but not much more in license renewal legislation that he has said will be the subject of hearings sometime this year.

But on the same day, and in the same forum, Representative Lionel Van Deerlin (D-Calif.) told the broadcasters to drop the renewal issue this year and concentrate instead on copyright legislation. Mr. Van Deerlin, a former member of the Communications subcommittee, said that because this is a presidential and congressional election year, no other broadcast-related legislation, aside from copyright, will be passed.

Mr. Macdonald was not able to present his message in person because of failing health, but his words were read to the radio session Tuesday morning by counsel for his subcommittee, Harry M. (Chip) Shooshan. "If what your industry wants is a license in perpetuity, guaranteeing absolute protection from any kind of challenge," the congressman said, "I will



Shooshan

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**Golden year.** Julian Goodman (center), chairman of NBC, accepted the International Radio and Television Society's highest honor given on the occasion of NBC's 50th anniversary. Presenting the award at the society's 36th annual Gold Medal dinner in New York March 18 was Jerome Feniger (r), president of IRTS. Herbert S. Schlosser (l), NBC president and chief operating officer, delivered an address at the ceremonies which marked the first time a corporation has received the Gold Medal.

not be a party to it." On the other hand, "Nor will I be a party to laying open your investments to be preyed upon by those who seem to have a vested interest in representing the public interest."

Recalling the multitude of witnesses and the often emotional rhetoric that visited renewal bill hearings in the last Congress, Mr. Macdonald called on the radio broadcasters to strip the issue down to bare facts this time around. And the one fact that has impressed itself most deeply on him is that there are few signs of instability within the broadcasting industry. He rests his case on items such as the following: (1) In 40 years, the FCC has taken away only two broadcast licenses as a result of challenges, that of WLBT-TV Jackson, Miss, and those of the stations licensed to the Alabama Educational TV Commission; (2) only one station, WHDH-TV Boston, has lost its license in a comparative hearing, and it was "truly unique he said, (3) the number of stations that have been set for hearing as a result of petitions to deny is "something like 10 in the entire history of American broadcasting," he said, and (4) the entire industry's renewal record is near perfect, with 99.32% of all applications for renewal granted in 1972, 99.19% in 1973 and 99.69% in 1974.

"This, I submit, is not a history of reckless action by the commission, the public interest groups, or anyone else for that matter," he said. "Nor does it support the allegation that broadcasting is in complete and utter disarray because of the instability created by radical and troublesome public interest groups hoping to get a piece of the action." He continued, "I know what you know—that broadcasting has been good to you; that it is and looks as though it will remain profitable, and that it is stable when contrasted with most other industries."

Mr. Macdonald opened his speech with a tip of his hat to radio and to the NAB for giving radio its own program at the annual convention. "You should stand on your

own and not be treated as the less glamorous older sister of the television industry," Mr. Shooshan read to applause. "What you have started this week in Chicago should be carried on—and you have my blessings. All I can say is it's about time."

He said radio's survival of the challenge of the newer technology of television has convinced him that the entire broadcasting industry can survive the challenges of cable, fiber optics and video disks.

He also said he questions the wisdom of having the FCC involve itself in station format changes and is "willing to leave such decisions to the marketplace."

Mr. Van Deerlin had this advice for the radio broadcasters: "Put aside license renewal" this year. "You can get 150 or 210 members of Congress to co-sponsor renewal bills, but you shouldn't let that unnecessarily raise your hopes." And besides, he told a TV meeting later the same day, "you look as if you have plenty of stability even without a license renewal bill."

That broadcasters lost their fight for renewal legislation in the last Congress was everybody's fault except the NAB staff's, Mr. Van Deerlin said. He recalled that after the bill had passed both houses in 1974, it died at the wire because House Commerce Committee Chairman Harley Staggers (D-W.Va.) refused to appoint the House's representatives for a House-Senate conference on the bill. Mr. Staggers' reason was that NAB had gone back on a pledge to live with the House's provision for a four-year license and instead helped engineer a successful floor amendment that raised the term to five years.

Mr. Van Deerlin blamed the bill's death on Congress's way of doing things and on the NAB membership and board, who directed the staff to push for another year. "You had that one pretty well won and you blew it," he said, but added, "don't blame your guys in Washington."

Mr. Van Deerlin said that next year radio broadcasters might see some moves in Congress to de-regulate stations in major markets.

But his main concern in both speeches was for the fairness doctrine—as a former news commentator in his native California, he is against it—and for two recent FCC decisions he feels have eroded the spirit of the laws governing political broadcasting. The first was the decision overturning WGN-TV Chicago's policy of selling time to candidates only in parcels of more than five minutes. The second was the FCC decision that an interview with the President, run as a five-part series on the WKCT(TV) Miami evening news, was exempt from the equal time law.

Both decisions went in favor of the President, the man in the best position to influence the commission, Mr. Van Deerlin said. But he added that he is satisfied that Mr. Ford knew nothing of these two cases. The second case particularly, he said, was a "terrible twisting" of Section 315 of the Communications Act, the equal time law.

In his speech to the television broad-

casters, Mr. Van Deerlin indicated that he thinks broadcaster fears about the potential "fragmentation" of their markets by cable are ill-founded. He recalled an alarm raised by a broadcaster in San Diego when the cable system there expanded. The latest evidence, however, has shown that TV sales in that market made the sixth greatest gain in sales last year among all markets in the country. The congressman's conclusion: "Farmers and cowboys can indeed be friends."

Mr. Van Deerlin left the Communications Subcommittee at the beginning of 1975 to become chairman of another Commerce Committee unit, the Subcommittee on Consumer Protection. But he revealed his eagerness to return to Communications in the tagline to his TV speech: "Broadcasters are a hell of a lot more fun to be with than manufacturing chemists."

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## Word to wise in radio: a complicated future's just around corner

**'Million dollar consultants' testify that tomorrow's broadcaster will face increasingly sophisticated marketing mix, media competition; both profits and talent will be harder to come by**

The NAB assembled five prominent executives for a general radio session at last week's convention and billed them as "million dollar consultants." They should have called them "future shockers."

Dwight Case, president of RKO Radio, was the lead-off speaker, and he envisioned a world in which computers have access to each other. "With this kind of unit," he said, "a timebuyer can make a buy on your stations, send the copy, have it invoiced, pay the bill and the general sales manager may never know it happened." He also noted that supermarkets and department stores are beginning to use computerized payment and inventory systems so that "at 9 a.m. on Monday morning, you'll know what kinds of items and how many items were sold in your marketing area."

What this will do, Mr. Case said, is "change the complexion of the salesman you must have." A salesman "with charismatic qualities and an American Express card can no longer do it" he said.

Mr. Chase said the new salesman will have to be a "well-founded, well educated marketing man—a merchandising expert." The new types and amounts of information that will be supplied by sophisticated computer systems will mean that broadcasters will not only sell from the traditional audience ratings, but from ratings of "how much your station sold." A lot of





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salesman "are not prepared for this," he said.

And he made it clear he was not talking blue sky. All this is a "short time down the road," he said. His one suggestion for finding the new type of salesman: "Find men who have never heard of Arbitron, Pulse and Trendex."

He was followed by Clint Formby, president of several small-market radio stations in Texas, who addressed the future of small-market radio. Times, he implied, are going to be tough. "One third of the small-market stations will be located in depressed areas in the next five years," he predicted. He did not mean, however, that those stations would be going under. He said, however, that if small-station management is not geared to a 7%-10% increase in revenues every year, they might.

Mr. Formby had some other prognostications: computers will cut costs and increase capabilities; automated systems will be used to some extent by all small-market stations in the next five years; AM stereo will become an important factor in the next five years; radio news will become increasingly important; sales will continue to reach records but profits will not keep pace with income. He also injected a warning about present and new technology: There is an "absence of qualified engineers." This, he said will be "a real challenge in the future."

Despite all these challenges, "the future is bright," Mr. Formby said. But to meet



**Two cents' worth.** Presented at this NAB general radio session were five "million dollar consultants" who offered advice for the future of the medium. Prognosticating were (l-r): Dwight Case, RKO Radio; Clint Formby, head of a group of Texas stations; Dick Harris, Group W; Don Jones, PSB Radio Group, and George Wilson, Bartell Media. Moderator (standing) was Miles David, Radio Advertising Bureau.

these challenges, radio broadcasters are going to have "to work harder and become a little bit smarter."

Next to speak was Dick Harris, president of the Group W radio stations, who said that radio "is in the midst of a very good business period." But radio stations are feeling now and will increasingly feel in the years ahead the pinch of rising costs on profits. Station management must become more cost-conscious, he said. He noted how group W cut back its Washington news bureau to analysts and commentators only and added AP Radio and ABC Information as an example of more efficient use of resources. He said there are "many who believe that to do more is to do better." He has concluded that often "the simplest way is the best," and he urged the audience to keep that in mind in

attempting to control costs.

Mr. Harris also pointed to a trend in radio—changing co-owned FM call letters to differ from the AM's. He said the same calls for AM-FM combinations are causing "an undertermined amount of listener confusion." Group W is convinced that that confusion is sufficient enough that it will ask the FCC to look again at a petition it rejected last year that sought to have the commission institute an inquiry into the effects on audiences of dual call signs.

And all of the changes that are being brought about in radio mean that there is going to be a "greater emphasis on management, marketing and measuring," he said.

The fourth consultant was Donald Jones, president of the PSB Radio Group. He dwelt on radio economics and finance. He urged radio managers to be aware of the medium's larger money picture: "Track your revenues as a percentage of the gross national product; as the economy grows, are you growing with it, standing still or going backwards?" He also said radio stations need expert help. "Meet with your banker or accountant and have them make some forecasts for your station's business.

Mr. Jones saw some disguised dangers in radio's financial picture. "The last three years have seen radio decline as a percentage of the gross national product," he said. "In 1975, the GNP had a 2% decline, adjusted for inflation; adjusted for inflation, radio decreased 1%." He also noted the squeeze of rising costs. "Radio expenses are expected to increase annually at 8%-9%," he said.

Mr. Jones said radio is not making the most of itself. "Radio people admit they don't understand pricing," he said. "Radio rates could be 100%-200% higher in comparison with other media," he claimed.

"The bottom line," Mr. Jones said, "is more attention to the financial numbers of the business."

Last to speak was George Wilson, chief programmer for the Bartell Media stations. He, like those who preceded him, said that radio is going to have to fight a hard battle against escalating expenses. "The long-hair, hippy, freaky, disk-jockey programmers are on the way out," he said. Programmers, he said, now have to become "more businesspeople." Even the DJ's, he said, have to become more business-minded.

Mr. Wilson had some criticisms for



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radio, too. "We have to quit overestimating the tastes of the American public," he said. "The stations who make the money are the ones that serve the community," he said. "We have to do the research and find out what the people want."

## Changing Hands

### Announced

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

■ **WGAL-AM-FM** Lancaster, Pa.: Sold by Steinman Stations to Hall Communications Inc. for \$850,000. Seller, owned by John F. and estate of J. Hale Steinman and families, also owns WGAL-TV Lancaster; WDEL(AM)-WSTW(FM) Wilmington, Del.; WTEV(TV) New Bedford, Mass. (Providence, R.I.), and publishes *Lancaster Intelligence-Journal* and *New Era*. Principals in buyer are Robert M. Hall and Donald Laufer who also own WICH-AM-FM Norwich, Conn.; WNBH(AM)-WMYS(FM) New Bedford, Mass.; WUSJ(AM) Lockport, N.Y.; WBVP(AM)-WWKS(FM) Beaver Falls, Pa., and WETE(AM) Knoxville, Tenn. WGAL(AM) is on 1490 khz with 1 kw day, 250 w night. WGAL-FM is on 101.3 mhz with 8.5 kw and antenna 940 feet above average terrain. Broker: Blackburn & Co.

■ **KCLU-AM-FM** Rolla, Mo.: Sold by Rolla Broadcasters to Progressive Broadcasting Co. of Missouri for \$225,000. Seller is owned by Roy D. Stanley, who has no other broadcast interests. Principals in buyer are Edward W. Moynahan and Ray L. Hicks Jr. Mr. Moynahan is general manager and Mr. Hicks sales manager of KWRE(AM) Warrenton, Mo. KCLU(AM) is 1 kw daytimer on 1590 khz. KCLU-FM is on 94.3 mhz with 2.8 kw and antenna 295 feet above average terrain.

■ Other sales reported at the FCC last week include: WTUB(FM) Troy, Ala.; WSLT-AM-FM Ocean City, N.J.; KMIO(FM) Sinton, Tex.; KIXX(AM) Provo, Utah (see page 76).

### Approved

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

■ **WAPT(TV)** Jackson, Miss.: Sold by American Public Life Insurance Co. to Lewis C. Hopper, Dr. Curtis D. Roberts, Robert G. Nichols, William Neville III, Dr. Louis A. Farber and Dr. Russell Birmingham (one-sixth each) for \$500,000 plus assumption of about \$3 million in liabilities. Principal in seller is Richard O. Rush who is board chairman of American Public Life and has sold WRBT(TV) Baton Rouge (see below). Dr. Roberts, Pearl, Miss., physician, and Mr. Hopper own one-third each of WLIN(FM) Jackson. Drs. Farber and Birmingham practice in Jackson and Nashville, respectively. Mr. Nichols is Jackson attorney, and Mr. Neville is in Jackson and Memphis retail clothing and Jackson restaurant businesses. WAPT is ABC affiliate on channel 16 with 794 kw visual, 158 kw aural and antenna 1,166 feet above averaged terrain.

■ **KSly(AM)-KUNA(FM)** San Luis Obispo, Calif.: Sold by KSly Broadcasting Co., the AM to KSly Inc. and FM to KUNA Inc. for \$535,000 plus \$50,000 noncompetition covenant. Seller is owned by Homer Odom who has no other broadcast interests. Buying corporations are both owned by Michael Rovell, attorney; Drs. Gerald Winegard and Daniel Lassman, dentists, and Drs. Pasquale De Marco and Murray Rosenberg, physicians, all of Chicago. KSly is on 1400 khz with 1 kw day, 250 w night. KUNA is on 96.1 mhz with 3.8 kw and antenna 1,410 feet above average terrain.

■ Other sales approved by the FCC last week include: KZRK(AM) Ozark, Ark.; WHAN(AM) Haines City, Fla.; WKRW(AM) Cartersville, Ga.; WLCB(AM) Buffalo, Ky.; WKKS(AM) Vanceburg, Ky.; KESM-AM-FM El Dorado Springs, Mo.; KOKN(AM) Pawhuska, Okla. (see page 76).

■ **WRBT(TV)** Baton Rouge: Rush Broadcasting Corp., licensee, sold by Richard O. Rush, Ramon V. Jarrell and Southern Educators Life Insurance Co. to Corporate Communications Group Inc. for \$200,000 plus about \$2.75 million corporate debt. Mr. Rush is principal and board chairman of American Public Life Insurance Co. which has sold WAPT(TV) Jackson, Miss. (see above). Mr. Jarrell has no other broadcast interests. Buyer is owned by Jules B. LeBlanc III (70%) and Cyril E. Vetter (30%), Baton Rouge attorneys with various business interests. WRBT is ABC

affiliate on channel 33 with 871 kw horizontal visual, 174 kw horizontal aural and antenna 995 feet above average terrain.

## NAB forum turns on NAB: Hooks holds association lacking in affirmative action plans

**Final session turns into dispute over charges that organization fails to hire enough minorities on staff, doesn't provide 'dialogue' between broadcasters and outsiders; there's less heat on other issues**

Minutes before the closing of the final session of the National Association of Broadcasters convention last week, an issue that had been threatening to erupt for three days finally did. The general assembly featured a panel of four FCC members, but the issue was the NAB itself—its attitude toward minorities, its employees and

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**Fielding for the FCC.** The commission was on the receiving end of broadcasters questions at this panel session last Wednesday. (l to r): Chairman Richard E. Wiley and Commissioners Robert E. Lee, Benjamin Hooks and Abbott Washburn.

staff, and its participation in the convention.

Before the brief but spirited exchange ended, FCC Commissioner Benjamin L. Hooks, who had found himself in the middle, indicated he would remain involved in the issue. He said he would speak to NAB officials about developing an affirmative action plan for hiring minorities and about the possibility of making an affirmative effort, also, to have minorities on hand at the NAB convention next year, in Washington, to permit them to engage in a "dialogue" with broadcasters.

As for the first point, he said in a joking manner that still had an edge to it, that the NAB should be grateful that the FCC does not license it. "They couldn't get a license without an affirmative action program." NAB president Vincent Wasilewski said a plan was being developed.

As for the second point, Commissioner Hooks said, "I hope the NAB will see the wisdom of having minority groups talk to members at the convention."

The issue began developing a few days before the convention, when Pluria Marshall, chairman of the National Black Media Coalition, wrote to FCC Chairman Richard E. Wiley and members of Congress scheduled to address the convention to complain about the NAB's employment policy and about an alleged "explicit" policy of excluding members of the public from the convention program. He also urged them not to attend.

None withdrew. But Commissioner Hooks said he was concerned and would probably comment on the matter publicly at the convention (BROADCASTING, March 22).

The comment he did make was not impromptu. Earlier in the week, James Hulbert, NAB executive vice president for public relations, approached him. And the two decided he would talk to NAB officials following the convention.

It was a comment from Arden Booth, KLWN(AM) Lawrence, Kan., that set up the discussion that dominated the final minutes. Small-market stations like his, he said, were having trouble finding qualified minorities to employ. He wanted the NAB to set up a committee to help deal with that problem, and Mr. Wasilewski thought that could be arranged.

But later, a black man who did not iden-

tify himself asked, "How can the NAB help any station when it has no affirmative action program of its own?"

"We have one under study at the present time," Mr. Wasilewski said. He also said that minorities constitute 12% of the association's employees, and that two more blacks—a man and a woman, both professionals—are being added to the staff.

Commissioner Hooks, observing that commissioners sometimes concern themselves in areas in which they have no regulatory authority, made an offer Mr. Wasilewski did not refuse. He would, he said, help the NAB develop an affirmative action program.

Then Mr. Marshall took the floor microphone. He said the NBMC is responsible for 85% of the petitions to deny but does not relish the process; it would prefer to have the NAB as a "forum" for a dialogue with broadcasters.

"But," he said, "we've been shut out. 'I want to make sure broadcasters understand we don't want this. But since we're shut out, we have no choice.'"

Commissioner Hooks supported the call for a "dialogue." Talks are better than litigation, he said, adding that "I hope the NAB sees the wisdom of this." And he said that after his talks with NAB officials, he feels there is a chance for dialogue next year. "If you have things to say," he said, "it's best to sit down across the table and dialogue. The NAB can play a role in this."

Two of Commissioner Hooks's colleagues supported his call for dialogue. "The increase in petitions to deny results from a lack of dialogue," Chairman Richard E. Wiley said. "I'm for solving problems in the public sector without making a federal case out of them." And Commissioner Richard E. Lee said, all commissioners agree on the value of dialogues.

All of which left some NAB officials somewhat exasperated. They contended the convention is designed as a service for broadcasters, not as a forum in which outside groups can participate. They also said that although there were not, as in past years, minorities on the program, the NAB distributed free admissions to the convention to 45 Chicago area blacks interested in entering broadcasting, and that the policy regarding such fee admissions had not changed.

One NAB official, moreover, said later

that "Broadcasters talk to minority groups in their communities all the time. There is no need to bring them to Chicago so broadcasters can talk to them there."

Before the NAB became the focus of the discussion, Chairman Wiley and his colleagues—Commissioners Hooks, Lee and Abbott Washburn—responded to the usual gamut of questions from the broadcasters. On most questions, the commissioners were in general agreement. But Commissioner Hooks showed some daylight between himself and the other members on some.

On the question of radio program formats, for instance, Chairman Wiley stated his well-known concern over court opinions requiring the commission to involve itself in format matters when members of the public object to changes. He noted that the commission has issued an inquiry on the matter, seeking comment on what the commission's responsibility is on the matter and on the First Amendment questions involved.

Commissioner Hooks said that although in the past he has agreed with the chairman's position, he feels that, unless the court opinions are overruled by the Supreme Court, the commission should seek to develop means for implementing those opinions.

Commissioner Washburn said, for instance, that one criterion the courts have asked the commission to consider is the uniqueness of a format; the commission, Commissioner Hooks said, should try to define that term. To Commissioner Washburn, the prospect of seven commissioners and judges of the court debating what is rock and acid rock is "staggering."

And on the question of whether ratings would not indicate what the public is interested in, Chairman Wiley said, yes, but broadcasters are supposed to serve minority tastes as well as trying to appeal to mass audiences. Commissioner Hooks agreed there should be a "balance" between efforts to serve mass and minority audiences. But he went further to indicate support for the proposal of the National Citizens Committee for Broadcasting that broadcasters devote one hour of prime time each week to public affairs programming. "I'm not sure that's not a good idea," he said. He indicated he felt the pressures on managers to maximize profits at the expense of things like public affairs programming can be overpowering.

On other matters:

■ The commissioners said satellites are a growing force in broadcast transmissions. Commissioner Washburn said that by the end of the year all three commercial networks will be using satellites for at least part of the broadcast day, while the Public Broadcasting System plans to use satellites in the next two or three years. He also said that pay cable operators are using 26 earth stations and will be on 60 by the end of the year.

Commissioner Lee also said that direct satellite-to-home broadcasting, which could have a severe impact on the viability of individual stations, is technically feasible but, he and his colleagues agreed, not a



very likely development. Internationally, they are the subject of considerable controversy; domestically, Chairman Wiley noted, "localism" is the keystone of the broadcasting system. Accordingly, Mr. Lee noted, local service "may well be the strongest argument against direct satellite broadcasting."

■ Commissioner Lee said he has spent his adult life—he has been a member for more than 22 years—attempts to improve the lot of UHF broadcasting. But, he said, "we're not here to guarantee profits but a correct atmosphere. We've done that." He noted that the commission successfully pushed for all-channel set legislation 15 years ago, and is now requiring detent tuning on sets. And Chairman Wiley noted that the commission has undertaken research projects, including one to design an improved television receiver, to aid UHF further.

■ All commissioners agreed that it was too soon to tell whether family viewing, in effect since September, was a "success"—that is, in reducing the amount of gratuitous sex and violence seen on television between 7 and 9 p.m. Chairman Wiley said in any event the commission has no plan to enforce "the industry effort," one that has resulted in a court suit in which Hollywood writers and producers are seeking a court ban on enforcement of the policy.

Despite the suit, which alleges that the commission forced the networks and the NAB to adopt the policy, commissioners Washburn and Hooks felt no hesitance about expressing concern about sex and violence on television. Commissioner Hooks in addition, said the commission "is under a great deal of pressure from the public on the issue, and it's in the best interest of the broadcasters to deal with it."

But for all of that, and more, it was the flap over the NAB's policy regarding minorities that topped the show. Perhaps for that reason, NAB officials leaving the hall thought it worth mentioning that some staffers were remaining in Chicago that day to confer with representatives of stations there about reopening the city's skills bank, the center for developing a pool of minorities from which the stations can draw for employees, which has been in-



**So says the staff.** Another nuts-and-bolts panel at the NAB featured FCC staff members (l to r) Wallace Johnson, Broadcast Bureau; Richard Shiben, Renewals and Transfers; William B. Ray, Complaints and Compliance; Paul Putney, Broadcast Bureau, and Martin Levy, Broadcast Facilities.

active for three years because of financial problems.

Rising in the audience at an NAB convention session on equal employment opportunity, Mr. Jackson said the presidential primaries underscore the discrimination "we have always been aware of." In a longer statement issued later, he said, "we see white presidential candidates; with white campaign staffs; dealing primarily with white political issues; being questioned by white reporters with a white perspective; being analyzed by white network analysts and commentators . . . It is that kind of blatant racism that makes us damned angry. We don't like it, and we don't intend to take it any longer."

Mr. Jackson said blacks are outraged that there are "too few" of their number working on network news staffs behind the scenes and in front of the cameras. He said "we want equal opportunity as well as compensation to overcome historic discrimination," and demanded that the three networks disclose the numbers of blacks working for their news shows, particularly the morning and evening programs, special presidential primary reports and the regular interview shows.

Operation PUSH also wants the networks to put blacks on their boards of directors. Mr. Jackson said, "If they choose to ignore us or to not take our just demands seriously, then we will have to escalate our campaign to expose their institutionalized racism. The path of the

courts is still open to us, the FCC and license renewal path is still open to us, and direct action in the streets is still open to us."

In answer to Mr. Jackson's plea for immediate relief from the FCC, James Hobson, chief of the FCC renewal branch and one of the panelists at the NAB session, said the commission has decided that it cannot go so far as to dictate the placement of minority employees in particular positions in the industry. He added that he thinks the networks are "probably far ahead" of other broadcasters in minority employment.

Mr. Jackson also took a jab at the NAB for failing to place one of its own staff members on the EEO panel, an action he said reflects the association's "cavalier attitude" toward EEO.

The same had been said before Mr. Jackson spoke, by Pluria Marshall, chairman of the National Black Media Coalition. Mr. Marshall charged that NAB has no affirmative action program of its own and said it should be represented on the panel. And when Mr. Jackson again noted NAB's absence, a broadcaster in the audience shouted back, "We're all broadcasters and we're here," he said. "Without NAB, you wouldn't be here. NAB provided the space."

Another broadcaster, a woman who identified herself as a station manager, said she does not care what color, creed or race job applicants represent. "If they can

## Jackson throws racism charges at the networks

**PUSH head speaks from floor during Chicago EEO session, condemns news staffing in campaign, demands larger role for blacks; Marshall makes same complaint; Hobson says FCC won't dictate particular placements to industry**

The Reverend Jesse Jackson, president of Operation PUSH (People United to Save Humanity), accused the networks last week of being racist in their news staffing

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Jackson

do the job, I want them ... I've got enough problems making money and keeping a station where it ought to be."

The panel session had not intended to debate the merits of EEO policy. Rather it was to be a guide to broadcasters on how to meet the FCC's standards. The panelists accordingly were all associated with the industry or the FCC, and included Cecil Forster Jr., Group W, as moderator; Lawrence Cohn of the Washington law firm of Cohn & Marks; Marilyn Solomon, KCOP(TV) Los Angeles; Lionel Monagas, chief of the FCC industry EEO unit, and Mr. Hobson.

Mr. Cohn told the broadcasters that his experience shows that licensees hurt themselves unnecessarily by not keeping current records of efforts to reach prospective minority applicants. He said licensees should maintain a file of all letters, phone calls, advertisements and interviews so that they will be able to document their affirmative action plans if challenged some time in the future.

## Wiley promises EEO enforcement

**Subject comes up in NAB panel that also promises more help in third-class operator licensing**

FCC Chairman Richard E. Wiley is being dogged with criticism of the FCC's proposal to exempt stations with up to 10 or 15 employes from the requirement to file Equal Employment Opportunity affirmative action plans. Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, laid that criticism on him at an oversight hearing earlier this month (BROADCASTING, March 8) and again last week, in remarks read for him at the National Association of Broadcasters convention. What's more, a questioner at a radio assembly at which Chairman Wiley and members of the commission staff were featured cited the proposed exemption in questioning whether the commission was doing anything to open up jobs in broadcasting.

If nothing else, the criticism is drawing from Chairman Wiley repeated assertions of his acceptance of the moral and legal basis for requiring broadcasters to comply with the commission's EEO rules, and his determination to see to it that the rules are

fully implemented.

Representative Macdonald, in the speech read for him by Harry M. (Chip) Shooshan, the subcommittee's chief counsel, noted that setting the cutoff for filing the programs at 10 employes would exempt 59% of all radio stations and, at 15, 73%. The present cut-off is five, which exempts 23%.

Chairman Wiley, as he has before in answer to such criticism, said that, in terms of the 119,000 jobs involved, the commission proposal would cover most of them—110,000 if the cutoff is 10, 90,000 if it is 15.

And, to the questioner at the assembly—who identified himself as a teacher and student of broadcasting, as well as one who is looking for a job in it—Chairman Wiley said, "EEO is a fact of life." It's a law of the land, he added.

He noted no station is exempt from the requirement to maintain an EEO program. But the proposed exemption from the filing requirement, he said, is a result of the staff's feeling that the commission's resources could be better apportioned if the commission concentrated on fewer stations.

Much of that was familiar. But there was a new note of urgency when he said: "We're not backing away from EEO. We're very serious about programs. If you don't have a program, you're looking for trouble."

The questioner's concern about jobs

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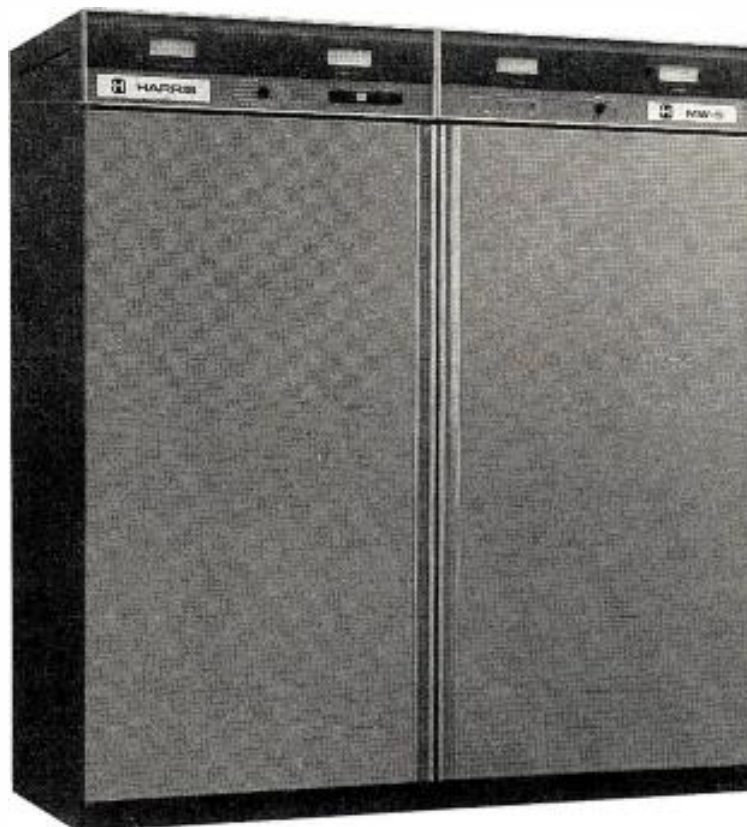
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was not limited to the proposed exemption from the filing requirement. He seemed worried, too, about technological unemployment resulting from the commission's move toward authorization of automated transmitters. (BROADCASTING, March 22). But on that point, also, there was reassurance—for him, if not for broadcasters.

Wallace Johnson, chief of the commission's Broadcast Bureau, said that the commission was interested in taking advantage of technological advances and that new equipment would in time make it possible to eliminate the operator at the transmitter. "But," he said, "the maintenance part of the operation will still be important. . . . Personnel needs will change."

Beyond EEO and ATS, there was, as in every meeting between representatives of the commission and broadcasters, concern about the difficulty in obtaining third-class operators. Why not permit a person who has passed the test to start work immediately instead of waiting the time it takes for the commission to process the papers and send them to the licensee?

Mr. Johnson said relief of that sort is under consideration and would be offered soon. He also said a new handbook designed to aid applicants for third-class operators to pass the exam has been issued. "It answers the complaint that you couldn't study material we had and pass exams," he said.

And in response to another question, Chairman Wiley had some more encouragement for anyone interested in getting help in preparing for a third-class exam, which has proved difficult, if not impossible, for large numbers of applicants over the years. If a sufficiently large group interested in forming a study seminar with an engineer from a local Field Operations Bureau office can be collected, he said, call the office. "We'll make an effort to help."

## Shiben and lawyer on new primer on ascertainment: yes, but. . .

FCC renewal and transfer chief notes 'liberalized' requirements'; attorney notes their pitfalls

The difference between an FCC official who helped develop the new primer that renewal applicants are to follow in ascertaining community needs and a communications attorney with clients' interests to protect, is that the former tends to be expansive in discussing the manner in which the commission has "liberalized" its requirements, the latter, cautious in applying that liberalization to real-life situations.

That at least seemed to be the case with Richard Shiben, chief of the FCC's Renewal and Transfer Division, and Alan Naftalin, of the Washington law firm of Koteen & Burt, during a workshop on the new primer at the NAB convention last week. There was no real disagreement between them, but Mr. Naftalin offered a kind of "yes-but" tail to some of Mr. Shiben's remarks.

For instance, in discussing the kind of random sample that would be adequate to meet the requirement for a survey of the general public, Mr. Shiben said it would be enough for a broadcaster simply to pick every 30th of 33d name out of the telephone book. "We don't expect a professional survey," he said.

Mr. Naftalin said that the more professional a survey, in fact, the likelier an opponent of a station's renewal application would be to attempt to pick it apart. But, he also said, random samples seem to result in under-representation of women and minority groups. As a result, he said, special efforts should be made to secure their views.

There was a measure of disagreement also on the question of the reporting and documentation requirements that would be expected of stations exempt, on an experimental basis, from the formal ascertainment requirements—those in communities of less than 10,000 population that are outside of any statistical metropolitan area.

Mr. Shiben said flatly, "None. We're not going to inquire into the methods [such stations] have used" to ascertain needs.

But, Mr. Naftalin wondered, what hap-

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Total Women	18,000*	8,000	2,000
Total Men	5,000*	2,000	—
Total Homes	15,000*	8,000	3,000
<b>Early Fringe (4:30-7:30 pm)</b>			
Total Adults	48,000*	30,000	5,000
Total Women	27,000*	17,000	3,000
Total Men	22,000*	13,000	2,000
Total Homes	33,000*	20,000	5,000
<b>Prime Access (7:30-8:00 pm)</b>			
Total Adults	67,000*	29,000	21,000
Total Women	36,000*	14,000	12,000
Total Men	31,000*	15,000	9,000
Total Homes	42,000*	18,000	12,000
<b>Prime Time (7:30-11:00 pm)</b>			
Total Adults	70,000*	46,000	16,000
Total Women	38,000*	24,000	9,000
Total Men	32,000*	22,000	7,000
Total Homes	45,000*	28,000	10,000

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Who steals my purse steals trash; 'tis something,  
nothing;  
'Twas mine, 'tis his, and has been slave to thousands;  
But he that filches from me my good name  
Robs me of that which not enriches him,  
And makes me poor, indeed.”<sup>2</sup>

*“Speak the speech, I pray you, as I  
pronounced it to you . . .”<sup>3</sup>*

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Thank you,  
Your most sweet voices.”<sup>7</sup>*

FOOTNOTES: 1. Hamlet 2. Othello 3. Hamlet 4. Merry Wives of Windsor 5. Measure for Measure 6. Hamlet 7. Coriolanus

NATIONAL ASSOCIATION OF REALTORS®

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pens if the list of problems a station determines is of importance to a community is attacked in a petition to deny renewal. His advice was to keep a record of how the list was developed—just in case.

Mr. Shiben, though, was not impressed. The opposition, he said, is going to have to show the programming a station did is not responsive to community needs." And that burden, he indicated, is a heavy one.

In other matters, their views of the new primer were more closely parallel. Mr. Naftalin warned about the need to maintain some kind of balance among the kinds of people represented in the required survey of community leaders. "If 104 contacts are made with the mayor and three or four with minority groups," Mr. Naftalin said, a broadcaster might have a problem.

Mr. Shiben approached that point from the other direction. A survey containing, say, 220 interviews with a variety of community leaders in a city of, say 500,000 would be "unchallengeable," he said. (The commission has indicated that 220 surveys in large communities would be considered reasonable in the event of a license-renewal challenge.)

And Mr. Naftalin, in answer to another question, said a station that finds itself short of interviews with community leaders in several categories listed in the primer—governments, religious, educational, etc.—may conduct a "crash survey" to fill in gaps. But, he said, since the ascertainment process is supposed to be continuous, his advice is to avoid getting into that kind of predicament.

Station management, he said, should keep on top of ascertainment activities.

There were some questions about the procedures to be followed by stations whose licenses expire after Feb. 6, when the new primer became effective. Mr. Shiben said they would not be expected to document their ascertainment provided prior to Feb. 6. And stations in the Dec. 1 renewal group, the first to be required to employ the new procedures, would be expected to a "mini-crash survey" to establish a "reasonable cross-section of community leaders," Mr. Shiben said.

## Watch yourselves, Harvey cautions NAB delegates

**Radio commentator urges broadcasters to make sure they're not inviting more regulation**

ABC newsman Paul Harvey told broadcasters last week that they must practice self-discipline. Without it, he said, self-regulation won't work.

"You do not have a government censor sitting in your newsroom," he said. "Don't invite that.

"And don't invite one into your music library either."

Mr. Harvey, addressing Monday's radio luncheon at the NAB convention, said government had moved into many areas because people would not police them voluntarily. "Let's not blame Washington for what ails us," he declared. But he saw a danger of "strangulation by regulation."

"TV has already been externally constrained by the so-called 'family viewing concept,'" he continued. But he said broadcasters are still better off than members of some industries:

"Your networks are less—not more—autocratic . . . Your rates are not prescribed by law. You have an FCC chairman of conscience who listens to you. You'll hereafter wait weeks for license renewals instead of years. There's actually a commissioner on the FCC with previous experience in broadcasting.

"And there are efforts, however tardy and minuscule, toward de-regulation and re-regulation.

Your record-keeping requirements are being streamlined. Your NAB's separate recognition for radio says that our baby stepbrother, television, has grown up now—does not have to be babied any more.

"The more responsibility you vacate, the more government will move in. And free enterprise will be that much less free."

Mr. Harvey said that "equal time" is a nuisance—until you think of it this way:

Many Americans believe that the news media has proved itself capable of overthrowing the U.S. government."

He said "the men in this room could not now conspire to elect the next President—the law has seen to that. But it is conceivable that you, in your home towns—or, in concert, nationally—with distorted documentaries or in the name of 'investigative reporting,' could keep most any man from being elected.

"Granted, only the worst kind of rascal would entertain such a notion, but it would not take more than one such rape of our representative republic to get us all gelled."

## Section 315: Be prepared

**FCC official, Washington attorney urge broadcasters to keep at hand copy of FCC's political catechism**

The hazards of political broadcasting have only been increased by recent changes in the political broadcasting law and FCC interpretations of them, broadcasters were warned by two who should know at the NAB convention last week.

"When in doubt, look it up," said Erwin G. Krasnow, of the law firm of Kirkland, Ellis & Rowe. "Common sense won't do when it comes to Section 315."

Nor is the FCC itself fully confident about its understanding of the law, said Bill Ray, the agency's chief of complaints and compliance. For example, the requirement that broadcasters give candidates for federal office reasonable access to the air was inserted in the 1974 election law by an amendment offered on the Senate floor and never debated. "There's no legislative history," said Mr. Ray. "That leaves us to puzzle out what the Congress intended reasonable access to mean."

Both Messrs. Krasnow and Ray recommended that broadcasters study and keep close at hand a 100-page new edition of the NAB's "Political Broadcast Catechism," just published. John Summers, NAB executive vice president and general counsel, who presided at the panel session, said copies of the new edition were now being distributed to NAB members.

The intricacies of deciding what constitutes reasonable access for federal-office candidates and of determining the "lowest unit rate" that another part of the law says broadcasters must extend to all candidates for paid political time became evident in the panel's presentation, in questions asked from the audience, and in a quiz conducted by the panel, with the audience, by a show of hands, answering "yes," "no," or "it depends" to 20 questions projected on a large screen. The majority was as often wrong as right in answering.

"Get the NAB catechism," said Mr. Krasnow. "Use the index."



**O, pioneers.** The Broadcast Pioneers installed four men as lifetime members of the organization at its annual breakfast session in Chicago last Tuesday. Presented with a ruby-set Pioneers lapel pin by Pioneers President Harold Krelstein of Plough Broadcasting (second from left) were (l-r): FCC Chairman Richard E. Wiley, NAB President Vincent Wasilewski, Broadcast Music Inc. President Edward Cramer and BROADCASTING Editor Sol Taishoff.



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**WKOX** Framingham  
**WVBF** (FM) Framingham—Boston  
**KVIL** Highland Park, Dallas  
**KVIL** (FM) Highland Park, Dallas, Fort Worth  
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"Intelligent." What does it mean? It's a lot of things, such as automatic sensing and switching of speeds and bands. It's an all-new optional Edit Controller for teleproduction capabilities that once seemed impossible. It's fast, efficient, gentle tape handling. And much more.

There isn't anything in the world like an AVR-3. It produces unequalled pictures; it protects you against errors in playback settings; it provides the easiest and best editing you've ever known; it's going to give you longer service life than any other VTR you've ever owned. AVR-3 is the best recording investment on the market.

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How does a VTR compensate for signal irregularities introduced during the recording phase? In the past, those corrections were made on the basis of "average" information. In the

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The second feature you'll notice is the way your AVR-3 handles tape. Punch up a fast shuttle, and AVR-3 programs the acceleration from a gradual start to speeds up to a flying 375 ips. Then, as the tape approaches end-of-reel (or a cue point), the

program takes over again, producing a smooth deceleration curve to a precise, dead stop. You'll never damage a tape as you run it back and forth, time after time, on an AVR-3.

## Editing

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The standard AVR-3 editor permits manual insert and assemble edits. If your needs are simple, you can stop right here.

The optional Edit Controller takes you the rest of the way. Using either time code or tape timer information, it includes search capability. This feature gives you separate video and audio edit points, and the keyboard control allows you to move or enter edit points at will.

There's more. An optional color framer eliminates *all* color ambiguities between edited segments. A time code generator and reader and a character generator are other handy options.

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## Even the bulls were timid in predicting TV's revenue boom

**TVB session hears staggering string of statistics either documenting how much medium has grown or will; problem for salesmen: how to improve on this year next year**

Television stations forecast an 11% increase in revenues for themselves for the first quarter of 1976 and were probably no more than half right, Roger D. Rice, president of the Television Bureau of Advertising, told the NAB television assembly Tuesday morning.

He said TVB is now predicting a 22% increase in station revenues for the quarter and that the 24 station members of TVB's sales advisory committee are putting their own first-quarter gains even higher—29% for local sales, 28% for national spot. More than that, he said, these stations expect their second quarter local sales to rise 22% above the 1975 second, while their national business rises 28%.

These forecasts were matched in tone if not in precise percentages by appraisals offered by two Wall Street specialists on a program that also reviewed sales-development activities by stations and station groups and a variety of long-term and short-term projects undertaken by TVB under the direction of its station representative members (BROADCASTING, Nov. 24, 1975).

Mr. Rice reminded his audience that TVB's estimates put 1975 TV station sales gains at 9% in local, 9% also in spot and 6% in network compensation. They also showed, he said, that the networks' share of new TV advertising dollars declined from 45% in 1974 to 38% in 1975, while local TV's share of new business increased to 30% from 25% and national spot's grew to 32% from 30%. And despite problems in some product categories, he said, business was and continues to be "great."

"That brings us to a major problem" he continued, noting that 1976 has the extra revenue attractions of being both the bicentennial year and an election year. "I warn you: If this year's 20%-ahead figures prove true, all our managements are going to ask from at least 22% ahead next year. 'After all, it's only a 10% increase,' they'll say."

He also called attention to TVB's chief sales target: Dollars currently invested in newspapers. TV, he said, represents 19% of all advertising, while newspapers represent 30%. And while television is shooting for an \$8 billion year in 1980, newspapers are running at \$9.3 billion annually now.

William P. Suter, broadcasting industry

specialist and vice president of Merrill Lynch, Pierce, Fenner and Smith, detected what he called "the genesis of what may be a long-term shift in the balance of power between the advertisers and the television medium," with TV having moved "back into the driver's seat" while "the advertiser has had to adjust to hour needs and prices."

How long TV retains that edge, he said, depends to a great extent on broadcasters and their pricing decision. But he said that "personally I am betting on a long tenure for you, because I believe you have become stronger, wiser and more sophisticated in the use of pricing tools and techniques during the transitional period of the early 1970's."

Earlier in the Tuesday session, TVB presented D. Thomas Miller, president of the CBS Television Stations division, and Gerald T. Baldwin, vice president and broadcast supervisor of Young & Rubicam, in a rematch on the issue of whether TV is or is not underpriced, which they first debated at TVB's annual meeting last November.

Mr. Miller argued that television is worth several times as much as broadcasters are charging for it; Mr. Baldwin countered that although TV may not be overpriced yet, recent rate trends "seem to be driving it that way," and that "the best way to get advertisers to try other media is to keep raising television prices."

Mr. Suter sided with Mr. Miller, generating applause with his observation that "I think television has been and still is an underpriced medium." But he thought "prices are now beginning to reflect more adequately the tremendous service and impact that you deliver." He considered price rises thus far in 1976 to be "a catching-up," and said 1977 gains will depend in part on how much more catching-up is done this year. But he thought "there is room for expansion in both years because of the stagnation of prices, on a cost-per-thousand basis, in the first half of the 1970's." During that period, he said, network and national spot C-P-M's increased only 4%-6% a year, while inflation rose almost 7% a year.

For 1976 Mr. Suter anticipated increases of 12%-16% in network billings and 14%-17% each in national-spot and local, which, with "a small gain in network compensation, should result in total station revenues rising by 13% to 16%." For 1977, adjusting for the absence of the Olympics and elections and other factors in this year's sales, he projected increases of 6%-9% in network billings, 6%-9% in national spot and 8%-12% in local.

Mr. Suter said "network buyers are committing sooner and for longer periods of time" and that this pattern should lead to "a relatively early sellout of fourth-quarter time and to a higher percentage of upfront business for the first half of 1977—all at higher prices. Thus there is a good chance that the networks will be sold out for the first half of 1977 in time to have a positive effect on spot business."

Ellen Berland Sachar, assistant vice president of the Wall Street firm of



Rice

Mitchell, Hutchins Inc., forecast spot-TV billings gains of "at least 15%" this year and 8% in 1977. But she thought "the more significant long-term gains" are in TV's share of local advertising.

Ms. Sachar expected these gains to continue for several reasons, including sharply escalating newspaper rates and stations' growing use of electronic cameras and other techniques to lower the cost of TV commercial production.

"In the years ahead," she continued, "we would expect that as markets across the country become 'over-stored,' it will become increasingly important for retailers to generate store traffic through image-building, through merchandising excitement—functions the television medium has historically performed so well."

Although she did not envision "massive outflows of retailer dollars from newspapers to television in the next two or three years," Ms. Sachar said that "even minor shifts in their spending patterns could significantly affect the over-all level of local television volume."

Specifically, she projected a 9%-11% increase in newspaper retail volume for this year—but a 14%-17% increase in local TV volume. For 1977 she anticipated a 9%-10% increase in newspaper retail and a 13% increase in local TV.

Because retail advertising tends to be more stable than national advertising, Ms. Sachar said, growth of retail dollars will add new stability to station operations.

"Newspapers will not be put out of business by any means," said Ms. Sachar, who specializes in newspaper as well as broadcasting stocks. She said newspapers "will continue to garner the lion's share of the dollars spent by local advertisers in the measured media. Their mix of business will likely change, however, as classified becomes an increasingly important part of their local base."

"But the likelihood is still very great that for both newspaper and station owners there will be many times ahead in which to laugh and dance," she said. "For many station owners, though, this will no longer be a quadrennial event but rather a perennial one."

The TVB session also heard James E.

Shultz of KSL-TV Salt Lake City and John McKay of CBS's KMOX-TV St. Louis, who until a few weeks ago was head of marketing for the CBS TV stations division, describe their respective sales development programs. Some of TVB's own sales-development activities, in particular its ROAD (Return on Advertising Dollars) system for increasing advertisers' spot allocations, were described by Dick Severence, TVB's vice president and national sales manager.

The concerns of station reps that led TVB to realign many of its goals and give the reps a stronger voice in its affairs were reviewed by Alfred M. Masini of TeleRep, chairman of TVB's national sales advisory committee. He also reported in detail on the committee's 113-page filing, submitted to the Federal Trade Commission on Feb. 27, opposing FTC's efforts to stimulate regional network advertising.

Mr. Masini said the FTC-authorized one-year test of regional networking that ABC, CBS and NBC completed last fall had shown, among other things, that the most likely beneficiaries are not small advertisers but big national advertisers, and that if national networks are encouraged to sell regional lineups they not only will divert spot dollars to network but will be encouraged to take more time away from affiliates.

The networks already are causing enough trouble. That in effect was the message that Steve Seymour of Group W's Television Advertising Representatives brought to the session. He cited as

one example the networks' decision to give producers more time for fall program production by delaying the start of the 1976-77 season. That's all right for the producers, Mr. Seymour said, but it may mean the loss of spot business by stations.

Mr. Masini cited another concern—one not caused by a network but by a syndicator: Group W productions, which is under the same corporate umbrella as Mr. Seymour's TVAR. Group W's decision to retain for its own sales purposes two minutes in its *Mike Douglas Show* (BROADCASTING, March 1), Mr. Masini said, is a new trend and "a source of concern" to reps.

## A cautious Hal Neal takes radio success with grain of salt

**Yes, things are going blissfully now, he tells affiliates, but 'humility and restraint' may be prudent hedges against future**

Last year was probably a record year for radio revenues, this year should be even better and next year "could be a super year as well," but broadcasters had better not take the rosy outlook for granted.

That was the message Harold L. Neal Jr., president of ABC Radio, had for affiliates of the ABC Radio network at their annual meeting in Chicago during the NAB

convention. Actually, he said, ABC Radio is "predicting upwards of a 10% increase in revenues for this industry this year."

But, he continued, "I'd feel a lot better about predicting the future—even the short-range future—if I knew what happened in 1974 [when sales slumped sharply after a strong 1973 performance] and if I knew more precisely why 1976 is a great radio year.

"If the business turned around so sharply and unpredictably a couple of years back, what's to prevent it from doing precisely the same thing again?"

If broadcasters "retain a degree of humility and restraint in these good times," Mr. Neal said, "we are more likely to redouble our efforts to do what is still undone—and much is still undone.

"It is quite correct to characterize the over-all national radio business over the past 25 years as a no-growth medium. We cannot allow one year or even two years of improved growth to cause us to forget that fact. The only way to deal with it is to try to ascertain even more clearly the reasons for it and then do something about the problem."

In resolving to "move from strength rather than weakness," Mr. Neal said, ABC Radio has commissioned "a major study of the national radio business" whose results, when available, will be shared with the affiliates." He called upon stations to become activists "in the affairs of our industry," working individually and with their trade associations and affiliate advisory boards. "Broadcasting," he said,

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Neal

"is not a spectator sport."

The affiliates also heard a call from Everett H. Erlick, ABC Inc. senior vice president and general counsel, to press for regulation of cable radio operations and to take a firm stand against further government regulation of program format.

He urged the stations to file by the April 5 deadline comments telling the FCC that further government involvement with programming is "the essence of content control and must be prohibited." His warnings regarding cable radio amplified a letter sent earlier to ABC Radio affiliates by ABC Radio Network President Edward F. McLaughlin, who emphasized that "unregulated cable radio threatens significant harm to local radio stations and their ability to serve their local communities."

## In-house production aids local TV sales

### Three broadcasters tell how they boosted billings

How TV stations can increase local sales by setting up their own commercial production departments was the centerpiece of two workshops conducted by the Television Bureau of Advertising at the NAB convention last week.

Officials of three stations representing markets of different size showed samples of station-produced commercials that they said won awards in some cases and multiplied sales in all. Cost of the commercials ranged from \$75 or less to about \$8,000.

Cedar Hames of WTOG(TV) Tampa-St. Petersburg, Fla., said his station's creative services department had helped break through local retailers' pro-newspaper bias and fear of TV by showing that television is easy to use, economical and sales-effective.

Thomas J. Josephsen WSFA-TV Montgomery, Ala., said his creative-services unit produces 20 to 25 commercials a week and that "the long-term benefits can be seen in the growth patterns [of expenditures by] our major advertisers."

Jack Moffit of WUAB(TV) Lorain, Ohio (Cleveland), said his retail-services department, which developed into United Artists Productions, had been a major factor in the independent UHF station's financial success.

## Secret of co-op: Find the source

### Radio broadcasters say the hunt can result in big new business

Dan Fabian, of WGN(AM) Chicago, who introduced a panel session on radio cooperative advertising at the NAB convention, said that the Radio Advertising Bureau has noted the "newest job description in radio: 'co-op coordinators.'" One of the panelists perhaps had a better name: "co-op detectives."

For although co-op was described by one of the panelists, Jim Sweet of WTMJ-AM-FM Milwaukee, as "potentially the greatest new source of broadcast revenue that we've seen in some time," the point that many of them made was that it will stay potential, as it has for many years, unless stations find the co-op funds and the retailers to use them.

Two of the panelists, Mike Bump of WAAM(AM) Ann Arbor, Mich., and Tad Fogel of WINH(AM)-WGMB(FM) Georgetown, S.C., emphasized that their stations do most of their work on a prospective co-op customer before they even approach the customer. They said that many retailers are unaware of co-op funds or are unsure of how to use them; approaching these advertisers well prepared, they said, helps reassure them.

Mr. Bump said his preparation consisted of checking a store for brand products, using the RAB co-op workbook (which he and Mr. Fogel both described as their co-op bible), making direct contact with the manufacturer, compiling all the available co-op funds and checking the manufacturer's requirements for co-op advertising. Follow-up is important also, he said, to insure that the retailer is reimbursed promptly by the manufacturer.

Mr. Fogel also pointed out the advantages of doing all the background work. "If we initiate the work," he said, "we get the retailer's entire co-op budget and he feels compelled to use it only on our station."

Mr. Sweet dealt with his co-op specialty, "dealer associations" or "dealer groups." He described these as a "formal or informal group of retailers who associate for the sole purpose of advertising a particular product or products common to all of them. They will allow a station "to develop significant new revenue."

Mr. Sweet, like the other panelists, said that co-op advertising is not going to come to the radio station; the station must go out and find it. "The small retailer often isn't aware that he has this money available to him and if he did he probably wouldn't know what to do with it."

Another panelist, Francey Smith of WLS(AM) Chicago, described her techniques for searching out co-op funds. They included mass mailings to retailers of such products as Kodak film and cameras, of which there are "more than a thousand" in the greater Chicago area.

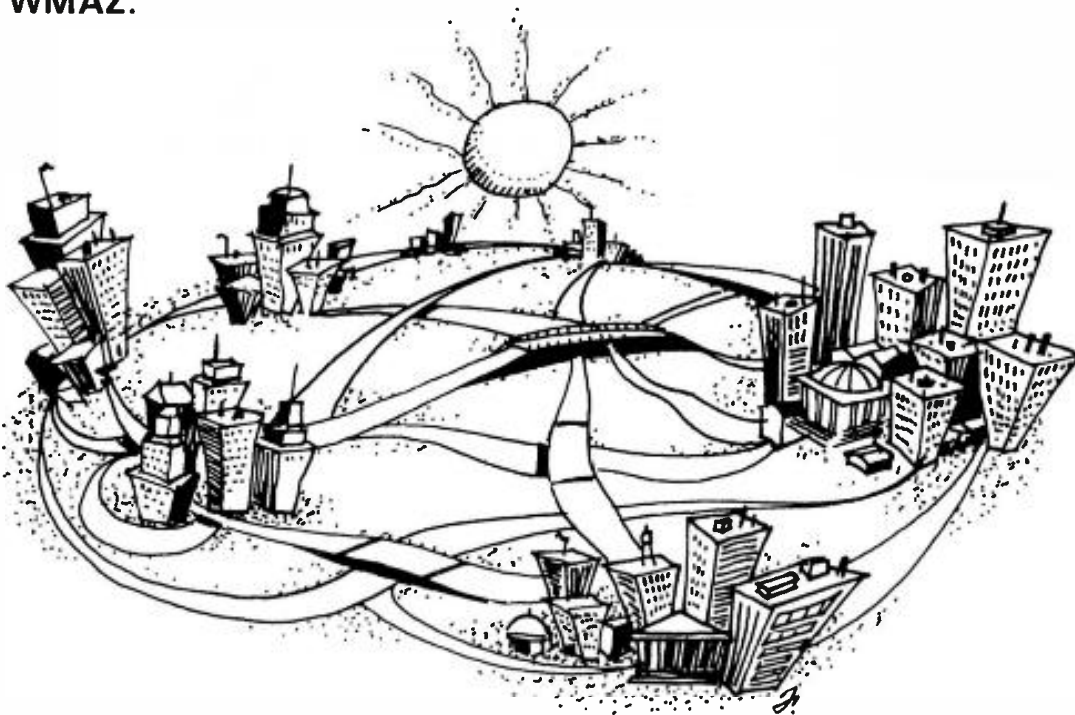


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# Spot TV billings in '75 reach all-time high of \$1.7 billion

**TVB releases BAR figures on top-100 clients; games, toys, hobbies category makes largest percent gain**

National and regional spot television for the top-100 advertisers climbed 8.5% in 1975 to a record \$1,705,685,000. The top-100 in 1974 spent an estimated

\$1,571,685,000.

The figures being released today (March 29) by the Television Bureau of Advertising show that the fastest-growing spot TV categories in 1975 were games, toys and hobbycraft, up 45% to \$67.5 million; candy and gum, up 40% to \$46.6 million, and shortenings and oils, up 30% to \$25.5 million. Registering declines in spot TV in 1975 from 1974 were headache remedies and sedatives, down 12% to \$23.8 million; airline passenger travel, down 11% to \$33.3 million, and records and tape recordings, down 7% to \$60.2 million.

Leading the compilation, based on figures supplied by Broadcast Advertisers Reports, was Procter & Gamble with \$99,869,100. The top-100 in spot:

Rank	Parent Company	Estimated expenditure in 1975
1.	Procter & Gamble	\$99,869,100
2.	General Foods	48,754,300
3.	American Home Products	33,585,000
4.	Lever Brothers	32,791,400
5.	Coca Cola	24,817,400
6.	General Mills	23,631,900
7.	William Wrigley Jr.	23,420,300
8.	Colgate Palmolive	21,574,300
9.	Pepsico	21,435,600
10.	American Telephone & Telegraph	21,313,700
11.	Bristol-Myers	20,371,600
12.	Ford Motor	20,377,600
13.	International Tel. & Tel.	18,572,600
14.	Kraftco	17,568,300
15.	Warner-Lambert Pharmaceutical	15,032,000
16.	CPC International	14,628,600
17.	Gillette	14,582,200
18.	General Motors	14,169,700
19.	Nestle	13,674,400
20.	Standard Brands	13,345,200
21.	Kellogg	12,920,200
22.	Nabisco	12,572,300
23.	Borden	12,314,900
24.	Norton Simon	11,929,600
25.	Triangle Publications	11,344,100
26.	Mars	11,204,200
27.	Miles Laboratories	10,802,700
28.	Sterling Drug	10,713,000
29.	CBS Inc.	10,683,200
30.	Chrysler	10,537,400
31.	K-Tel International	10,503,400
32.	Royal Crown Cola	10,486,200
33.	Campbell Soup	10,392,300
34.	Beatrice Foods	10,363,200
35.	Seven-Up	9,835,000
36.	American Motors	9,437,900
37.	Schering-Plough	9,212,800
38.	A. H. Robins	9,118,900
39.	Quaker Oats	8,667,500
40.	Mattel	8,525,600
41.	Brookville Marketing	8,289,800
42.	Ronco Teleproducts	8,228,000
43.	Volkswagenwerk, A. G.	7,929,000
44.	American Dairy Association	7,860,300
45.	Ideal Toy	7,794,900
46.	Scott Paper	7,744,100
47.	Camalion	7,677,100
48.	H. J. Heinz	7,657,400
49.	H & R Block	7,497,100
50.	General Electric	7,466,400
51.	Noxell	7,356,900
52.	Toyota Motor Distributors, Inc.	7,192,600
53.	Morton-Norwich	7,142,300
54.	Trans World Airlines	6,965,700
55.	Ralston Purina	6,791,800
56.	Toyo Kogyo	6,737,600
57.	Milton Bradley	6,509,900
58.	Liggitt & Myers Tobacco	6,394,600
59.	Johnson & Johnson	6,383,100
60.	American Can	6,352,200
61.	Anheuser Busch	6,151,900
62.	American Airlines	6,100,900
63.	Standard Oil Co. of Indiana	6,065,000
64.	Mego International	5,956,700
65.	Revlon	5,946,200
66.	Alberto Culver	5,939,100
67.	Popeil Bros.	5,780,700
68.	North American Philips	5,412,600
69.	Jos. Schlitz Brewing	5,284,800
70.	Audio Research	5,257,100
71.	Nissan Motor Corp. USA	5,249,700
72.	American Express	5,200,200
73.	Mutual of Omaha Insurance	4,991,800
74.	F. W. Woolworth	4,955,200
75.	RCA Corp.	4,906,000
76.	Esmark	4,860,000
77.	R. J. Reynolds Industries	4,824,600
78.	Heublein	4,795,600
79.	S. C. Johnson & Son	4,636,700
80.	Pet	4,590,000
81.	Philip Morris	4,577,000
82.	Hasbro Industries	4,558,900
83.	Burlington Industries	4,553,200
84.	Dt. Pepper Co.	4,526,500
85.	Block Drug	4,525,700
86.	Richardson-Merrell	4,459,300
87.	American Cyanamid	4,429,500
88.	Consolidated Foods	4,330,000
89.	Squibb	4,015,000
90.	Nationwide Insurance	4,010,100
91.	Blue Cross	3,984,700
92.	Westinghouse Electric	3,772,900
93.	American Brands	3,631,900
94.	Olympia Brewing	3,620,300
95.	Chesebrough Ponds	3,561,100
96.	Del Monte	3,542,700
97.	Pabst Brewing	3,495,000
98.	IFI International	3,443,200
99.	Cities Service	3,379,200
100.	Ford Auto Dealers Association	3,370,400

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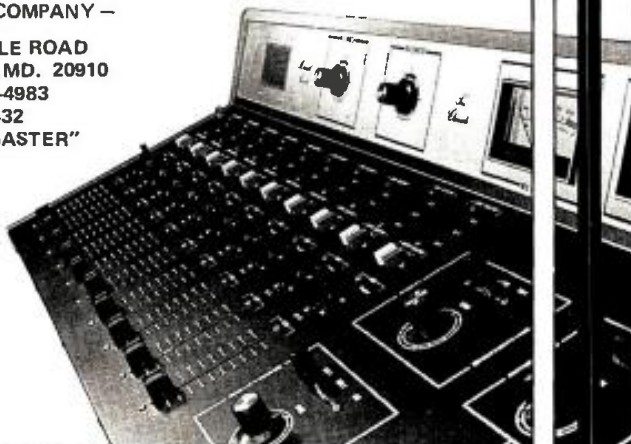
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## The contemporaries: view from the top in radio programing

Rock stations have gone from avant garde to center ring; problem is how to stay there

There was an air of self-satisfaction at an NAB workshop on contemporary music programing. "We are," said moderator Rick Sklar of WABC(AM) New York, "the center-ring act in the big musical circus we put on in radio." But if Mr. Sklar and the four panelists were sure of their positions in the world of radio programing, they were less sure of how to maintain it.

That center ring, Mr. Sklar said, is a big one—"a more generalized format in a business that has become specialized." The contemporary music format has grown to embrace many styles—and many people, he said. It now covers stations that call themselves top 40, oldies, soft rock, rockers, disco ("progressive Spanish disco" was his tongue-in-cheek ultimate specialized format) and others. And it now appeals to people far beyond the teen-age years—as far up as the top of the demographics, age 54.

But that's what's making it harder to program a contemporary station. And Mr. Sklar, a well known proponent of music research, held that out as still the best means of keeping and expanding an audience. He, like all the other panelists, however, cited the wealth—in terms of volume, not quality—of information available to the programmer. Trade magazine charts, he said are often contradictory, but nonetheless important information.

Mardi Nehrbass, music director at RKO-owned KHJ(AM) Los Angeles, who was filling in for RKO's chief programmer, Paul Drew, said charts are "virtually impossible to use to reflect taste in your community" but, nevertheless, are important "tools" in the hands of a programmer. She also said it's time for contemporary stations to "get out of the record business and back into the music and radio business."

Jay Cook, of WFIL(AM) Philadelphia, also noted the difficulty of determining which records to play. "All contemporary stations," he said, "face the problem of putting together a playlist."

Marie Gifford, of KEEL(AM) Shreveport, La., said her problem is compounded by a relatively small market, where she must reach for wider demographics, for which record store sales and trade charts are poor research tools. "Don't stick to charts," she told the audience. She also said that store sales are unreliable, especially in her market, because "most singles buyers are teens."

Gary Lane, of WMID(AM) Atlantic City, noted the larger demographic spread enjoyed by contemporary stations today.



**Kings and queens of the hill.** It was an assumption at this NAB session on contemporary music that contemporary is the top format in radio. The problems that were discussed centered on how to keep it that way. Addressing themselves to the issue were (l-r): Jay Cook of WFIL(AM) Philadelphia, Gary Lane of WMID(AM) Atlantic City, Rick Sklar of WABC(AM) New York, Mardi Nehrbass of RKO Radio (filling in for RKO's Paul Drew) and Marie Gifford of KEEL(AM) Shreveport, La.

"We've got two generations of listeners today—a complete household," he said, referring to the current generation and the generation that grew up in the fifties and early sixties with the top-40 format. And to reach all of them, he said, a program director "cannot rely 100% on what's going on in the rest of the country."

The panelists also put down another method of music research—the call-in. Responding to questions from the audience, they all said basically the same thing—it's the same people who phone, usually a young female teen-ager.

Several members of the audience also raised the question of objectionable record lyrics. Mr. Lee said if the record has "questionable content—we don't play it." The other programmers did not want to deal with specific titles, but agreed that, in the words of one panelist, "in the end you have to decide."

## How to steer straight down the middle of the road in radio

**MOR workshop at the NAB says that personalities are most important to a station, but they're nothing without competent management**

Personalities are the key to success in middle-of-the-road radio programing, a panel of MOR station managers agreed at the

National Association of Broadcasters convention last week. But personalities alone won't deliver dependable shares of audience.

The MOR format requires professionalism throughout management and staff, said Robert E. Henley, WGN(AM) Chicago. "When I'm, driving down to southern Illinois on Thanksgiving and I hear PSA's for Easter seals, I'm not listening to a professional station," he said. Mr. Henley urged managers to take time regularly to listen to their own stations, without interruption, for critical analysis of what is going on their air.

Elmo Ellis, WSB(AM) Atlanta, said that creativity had been sacrificed to outside sources by too many radio managers. "We ought to be hiring more and more people to develop program material," he said. "I've never bought a jingle or a promotion or a contest; I'm a do-it-yourself broadcaster. Our programs are homemade."

At WSB, he said, the search for new ideas is constant. Short programs on subjects of basic audience interest—how to make money, how to save money, how to lose weight, for examples—are always in production for presentations of about a minute's length, 30 seconds for the program and 30 for the commercial. These are mixed with the basic musical format to infuse information into the entertainment programing.

As for news, WSB's policy is never to repeat an item without rewriting. "We



**Fast tracks in middle of the road.** Four broadcasters with big reputations in MOR formats appeared on an NAB panel last Monday afternoon: (l-r) William James, WJR(AM) Detroit; Eddie Fritts, WNLA(AM) Indianola, Miss. (moderator); Robert Henley, WGN(AM) Chicago; Elmo Ellis, WSB(AM) Atlanta, and Michael O. Lareau, WOOD(AM) Grand Rapids, Mich.

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think in terms of around-the-clock actualities and information instead of scheduled newscasts," Mr. Ellis said. "We want to avoid repetitious newscasts." Indeed, Mr. Ellis predicted the decline if not disappearance of the scheduled newscast of fixed length in MOR formats. "News of the moment is what counts," he said.

Michael O. Lareau, WOOD(AM) Grand Rapids, Mich., said the appeal of MOR depends upon "involvement with the audience." The format can get dull if not subjected to constant refreshment. WOOD wants listeners of ages 25 through 49. As people grow into and out of that demographic category, the programming must be updated to change with the tastes of the target audience.

Contests and promotions must also reflect the contemporary interests of the MOR audience, Mr. Lareau said. A recent promotion that produced thousands of entries was based on the Paul Simon record, *Fifty Ways to Leave Your Lover*, in which, Mr. Lareau noted, the singer described only five. WOOD listeners were invited to supply the other 45.

William James, WJR(AM) Detroit, said MOR worked only if it were "information oriented." Though the basic programming is music, he said, at WJR the rule is that within every five minutes there must be some kind of information feature that is bright or informative or, preferably, both.

A member of the audience asked panelists how music was selected on their stations. The responses varied widely. At WSB a music director screens new music, then submits a list of candidates for ultimate selection by Mr. Ellis. At WGN, a staff called the "transcription department" screens records only for material to be rejected. Personalities choose their own music from the records that have not been disapproved. At WJR, Mr. James said, the theory is that personalities ought to have a strong role in the choice of the music on their shows.

Mr. Lareau, a member of the NAB radio code board, turned the tables. He asked for a show of hands by broadcasters who were "concerned about lyrics" in recent releases. Hands went up all over the room.

What, asked one member of the audience, is the most important ingredient in MOR programming? "Personalities," said Mr. Henley, and panelists agreed.

At WOOD, said Mr. Lareau, the policy is

to find young and promising personalities and then develop them. "If you have one who is making progress, raise his pay before someone in a bigger market offers more," said Mr. Lareau. "If you have one who isn't making progress, come to a parting of the ways."

## Big town, small town, all town interest in country radio

Moderator Craig Scott (Plough Broadcasting) testified to the popularity of country music programming when he reported there were 81 stations so formatted in 1961, 250 in 1965, 605 in 1969 and 1,100 today. That community of interest does not, however, suggest a unanimity of programming approaches. Both similarities and differences were spelled out for the NAB convention last week.

Charles Warner of NBC's WMAQ(AM) Chicago detailed one big-city problem: meeting the overhead that goes with a traditional O&O operation. "We have to bill over \$4 million gross just to break even," he said. WMAQ's approach was (1) to go after the audience of the most successful station in town, ABC's contemporary WLS(AM), whose cumulative audience is over five million, and (2) to downplay the idea of country while upplaying its music. "Ours is a neutral approach," Mr. Warner said. "We have to appeal to everyone." Among the techniques for doing so: concentrating on sports to build the cume, in the process "blowing off" some hard country fans but bringing in larger numbers in the long run.

Bill Ward of KLAC(AM) Los Angeles was another who concentrated on sports—auto racing, in his case, and primarily on weekends. That station places a heavy emphasis on personalities; as did the other stations testifying last week. All were leery of automation for country formats, although there was a consensus that it could be accomplished with the proper—and sufficiently elaborate—gear. "Don't underbuy," was a comment volunteered from the audience and agreed to by the panel. Another thread of agreement was that automation worked best where country competition was least.

Don Nelson of WIRE(AM) Indianapolis

remarked upon a common problem of country radio stations: the "closet" listener—that is, the fan who likes the music but is reluctant to admit it. The road to respectability for WIRE, too, led through sports and news concentration. But the "super key," he said, is in taking care of the staff. His approach is to hire bright young people and then help "place them up" in larger markets. "People must grow, they must progress," he said, adding that managers too often make the mistake of avoiding that inevitability.

James Goodrich of KYSS(AM) Missoula, Mont., represented the small-market point of view in country. The largest problem, he said, was "monitoring your product." Mr. Goodrich—as did others on the panel—expressed a mounting concern over the subject matter of new country material coming to them. "You can't present [your audience] something they don't want to hear," he said. "We want them back with us tomorrow morning." WMAQ's Mr. Warner concurred, saying he noted an increasing problem of country stations "talking clean and playing the dirty hits."

## Minority programming fails to capture majority's attention at NAB workshop

### Case of the missing audience

It was the audience, not the panel, that answered the question—"Is there a market for specialized programming?"—at the NAB convention last Monday. It did so by staying away in droves.

Some 50 to 75 delegates did show up, their number overwhelmingly weighted to blacks. The panel, on the other hand, was white. The twain never really met.

Most of the interest was attracted by T.A.T. Communications' Virginia Carter, described by moderator Nate Long, an independent producer-director from Seattle, as Norman Lear's right and left hands. Miss Carter described herself as a former activist for feminist causes who had moved inside the industry and now faced other minority activists from the other side of the desk. Among her observations:

- *Mary Hartman, Mary Hartman* has elicited "voluminous" feedback in terms of audience mail—split roughly 50-50 pro and con. Ms. Carter, seeing that as a positive, said audience mail is more typically 70-30 or 60-40 against, as most people are moved by condemn rather than to commend.

- The Lear organization, finally successful in getting minority themes into the mainstream of television programming, now finds itself a victim of that success. "We'd like to be doing other things," she said, but the networks don't want them to.

- Challenged from the floor on the Lear organization's record in hiring minorities, she said that three or four of perhaps 50 writers are black. "Let's face it," she said,



**Country cousins.** Four ways to country format success were described by (l to r) Bill Ward, KLAC(AM) Los Angeles; James Goodrich, KYSS(AM) Missoula, Mont.; Don Nelson, WIRE(AM) Indianapolis, and Charles Warner, WMAQ(AM) Chicago. The moderator (at right) was Craig Scott of Plough Broadcasting.



"we're in an industry that has practiced de facto segregation for a number of years." Asked later if she felt there was progress, she responded: "When I'm not in total despair the answer is different than when I'm tired. It's a subtle blend of yes and no." Her point: that viewed against a background of how things used to be, they're better now; when viewed against what might be, there remains a long way to go.

Two other panelists—Michael Kievman of Cox Broadcasting, Atlanta, and Jane Cohen of WRC-TV Washington—represented the station point of view. Essentially, they were in agreement that the broadcaster must be motivated by what serves his total audience, not what serves a particular minority, and that, to be successful, minority programming must meet that majority test. They both denied that stations relegated minority programming to "ghetto" time periods, saying (1) that many public affairs efforts are scheduled in prime time and (2) Sunday afternoon, for example, is not automatically a "ghetto." "You ought to see the ratings *Tarzan* gets," Mr. Kievman said.

Syndicator George Back of Group W Productions, picking up on a Kievman remark that the compensation networks provide is "peanuts," challenged stations to be more active in pre-empting network offerings—especially weak ones—in favor of syndicated, special-interest programs. A station might do better to replace a 10-rated network show with a 10-rated syndicated effort, making more money in the process, he said. Mr. Back also inveighed against the high number of reruns in prime-time schedules, noting that without them there might be room for summer series and other ventures that afford specialized programming a crack at large audiences.

## How permissive should TV get?

**Not very, says Dallas broadcaster; enough to let creativity breathe, says producer of current sitcoms**

Artist and businessman sat uncomfortably close together at an NAB convention session-within-a-session, "In the Box Number Two: the 'New Morality' on TV—Is It in the Public Interest?"

The artist, Ed Weinberger, producer of *Rhoda*, *Phyllis* and *Doc* for MTM Productions, would not be constrained by the title of this "In the Box" feature. The public interest is not the immediate issue, he said; it's "freedom of speech." His opponent in debate, Mike Shapiro, president of WFAA-TV Dallas, readily asserted, however, that the "new morality" is contrary to the public interest when displayed on TV.

The two men were at completely opposite poles on the issue. Mr. Weinberger, who said he didn't come to "defend dirty jokes or to stretch the limits of our language," argued repeatedly for freedom

of expression for television writers. Mr. Shapiro countered: "What is so sacrosanct in the words of a writer that they aren't subject to a judicious editor?"

Mr. Weinberger said. "We're not talking about morality of sex—we're talking about ideas." Mr. Shapiro said: "I'm not familiar with anyone who says the new morality is in the public interest."

Mr. Weinberger said that the "writer is accountable in the marketplace." Mr. Shapiro said the "NAB codes weren't written for the broadcasters; they were written for the audiences." He also said he was a "strong believer in self-regulation."

Mr. Weinberger said the "business of television is to aid in the debate of society" and to present programs that will

allow "families to confront their problems, not hide from them." Mr. Shapiro said "television is a means to influence" such institutions as "the home, the schools, the churches and, even, the government."

Mr. Weinberger said that contemporary television shows "are dealing with real issues. . . . It's too late to go back to *Green Acres* and *The Beverly Hillbillies*." Mr. Shapiro said: "You could put pornographic movies on and outrank the Super Bowl, but that doesn't mean it's in the public interest."

Mr. Weinberger said: "Perhaps we should try it our way for a change." Mr. Shapiro said: "If sex becomes a spectator sport, I'll get out of the business."

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## DSA winner Goodman on high costs of press freedom

**Recipient of NAB's highest honor talks of America's responsibility as one of last bastions of unfettered journalism and how it must fight to stay that way**

Julian Goodman, a broadcast journalist who became president and then chairman of NBC, sees an erosion of freedom of the press in the U.S. and the loss of it in nations containing 80% of the world population. It is a process that must be arrested by "an increasingly alarmed news community" if all American freedoms are not to topple with the first, Mr. Goodman said last week. For broadcasters, this Bicentennial year is the suitable time for a declaration of their own independence.

That was the message that Mr. Goodman took to Chicago and the annual convention of the National Association of Broadcasters which gave him its Distinguished Service Award. It was a message based on NBC's own recent experience.

Mr. Goodman reminded the thousands of broadcasters who appeared for the opening assembly of the convention that it took NBC "three and a half years and many lawyers" to establish the right of the broadcast journalist, not the government, to decide whether the facts are fairly presented in a one-hour documentary. He was referring to the fairness case, originally decided by the FCC against the NBC News program, *Pensions: The Broken Promise*, that the courts finally resolved in

NBC's favor (BROADCASTING, March 1).

"What did we win?" asked Mr. Goodman. "We didn't really win anything; we maintained a right we believed to be self-evident, that it should be the role of the journalist, and not the government, to decide the fairness of each documentary program. And that fight must continue, not just this one, but any future one—the right to judge what is balanced and what is not on each news program."

In the process of defending its journalistic rights, said Mr. Goodman, NBC was asked why it didn't give someone five minutes to talk about good pension plans and get rid of the litigation. "What," the question went, "can it cost?"

"I suspect," said Mr. Goodman, "that Samuel Adams in 1773 heard someone say, 'Come on, Sam. Pay the tax on the tea. What difference does a few dollars make?'"

"The cost, quite simply, is our freedom," Mr. Goodman said.

Only 20% of the world's population lives where there is freedom of the press, Mr. Goodman said. "And in many of those countries, including ours, that freedom is wasting away."

He cited judicial rulings restricting coverage of American courts, dwindling access to public records, lessened protection against libel suits as "repressive actions" that are being fought by all media. But broadcasters have special problems of their own.

"People want television to do many things it was clearly not intended to do," said Mr. Goodman. "Its prominence has made it a convenient scapegoat for the ills and failures of our society. . .

"I think we will have come on sorry times, for ourselves and the American people, if we are ever willing to let special interests determine what television should convey in the public interest. And the fairness doctrine, as many of you have heard me say before, is the chief opening for those who would like to place themselves between us and the public."

## Sisk resolution is rejected

**Proposal to open House proceedings to broadcast coverage relegated to subcommittee for more analysis**

Representative B. F. Sisk's (D-Calif.) resolution to permit live broadcast coverage of House floor proceedings was sent into limbo last week. After more than four hours of spirited and sometimes fiery debate, the House Rules Committee voted 9 to 6 in favor of sending the resolution back to its ad hoc subcommittee on broadcasting for further study.

Although Subcommittee Chairman Sisk said "we're not sweeping it under the rug" and promised to bring the resolution (H. Res. 875) back to the full committee, Representative John B. Anderson (R-Ill.) saw the axe falling. "I think a motion to recommit is a motion to kill," he said. Following the committee vote, Mr. Anderson privately said he doubted if the day's debate had made any difference, claiming that the "lines already [had been] drawn."

Reports continue that House Majority Leader Thomas P. (Tip) O'Neill Jr. and Rules Committee member Richard Bolling (D-Mo.) were working hard behind the scenes to gather nay votes ("Closed Circuit," March 22). Mr. O'Neill's opposition has been denied and an aide to the majority leader has indicated that Mr. O'Neill would vote for the resolution if it reaches the floor.

If a vote to send the resolution to the floor had been called, it probably would have been close. According to an aide to Mr. Sisk, chairman of the ad hoc committee, the day began with eight opposed to and seven in favor of the resolution. Despite day-long efforts to swing a vote, the aide said, the count remained the same.

The only member of the full committee not attending the meeting was Claude Pepper (D-Fla.) who has indicated support for House broadcasting. In fact, according to Mr. Sisk, it was Mr. Pepper who introduced the first bill to allow broadcasting of congressional proceedings, in 1944. However, his vote would have meant a tie, not enough to send the resolution to the floor. According to the aide, the resolution will be brought back only if the swing vote can be found, which may be an uphill battle since the ad hoc committee appears unwilling to change its resolution, the aide said. If the resolution is to return to the committee, it probably would have to be brought back before June when the Congress will be taking up appropriations bills.

Although opponents argued that broadcast coverage would inspire self-serving on-camera speeches on the floor and perhaps be an unnecessary taxpayer expense, the greatest controversy involved control over what would be presented to the public and a general distrust of the commercial networks.

The resolution put before the full com-



**Proud moment.** The NAB's Distinguished Service Award winner, Julian Goodman (c), chairman of the board of NBC, is flanked by Wilson Wearn (l), chairman of the joint boards of the NAB, and Clair McCollough, vice chairman of the Steinman Stations, as he receives the plaudits of the crowd.



mittee had been modified to place control in the hands of the House Speaker, to be aided by a broadcast advisory committee (BROADCASTING, March 1). Although references to a pooling arrangement among ABC, CBS, NBC and the Public Broadcasting Service were withdrawn from the resolution itself, a supplemental report by the subcommittee recommends such a pool.

Representative Ray Madden (D-Ind.), chairman of the committee expressed a fear common among opponents that constituents would misinterpret the work of their representatives through the broadcasts. He said a broadcast might show 20 members on the floor and that "people back home don't realize committees sit while legislation is on the floor." He added that 90% of Congress's work is done off the floor. But there were also worries about what parts of the proceeding would be broadcast by the networks and local stations. Mr. Latta asked: "Who's going to make the final determination about what goes on?" Mr. Bolling, who said he supports broadcast coverage of the House, claimed it would be a "serious mistake" to put that responsibility in the "private hands" of commercial. Since the three networks are profit-making, he doubted whether they could remove themselves from conflicts of interest. Representative John Young (D-Tex.) attacked "one-sidedness" in network news coverage and expressed concern that both sides of a House debate wouldn't be covered.

Mr. Bolling said the "sensible" thing to do would be to broadcast through public broadcasting or an inhouse operation. His motion to send the resolution back to committee to explore those alternatives more fully was later defeated by the committee 11 to 4. The members favored the motion by Representative Young to recommit without any specific instructions.

Representative Trent Lott (D-Miss.) questioned the cost to the taxpayer. Earlier, Mr. Sisk had estimated that an initial outlay to adjust the chamber for broadcast equipment would cost \$400,000 and another \$300,000 annually to place the film in archives and make it available for public use.

Mr. Anderson rebutted most of the criticism launched at the resolution. He argued that a network pool should be used since a House owned-and-operated system would cause a "true conflict of interest." Mr. Anderson expressed his fear that such a system would be "susceptible to protecting itself." As for self-serving speeches on the floor, he said that the full or part-time broadcast coverage of 44 state legislatures has shown that "after several weeks," members on the floor "were no longer aware of the cameras." The fairness doctrine, he said, would make sure that both sides of the issue are reported. The congressman claimed that there is "wide and broad and bipartisan" support in the House with 146 members sponsoring broadcast resolutions and that the full House should be given the opportunity to vote.

Mr. Sisk said twice that the "time has

come" for such coverage but admitted that the resolution was not perfect. He said it should be left open for amendment and changes on the floor. He also gave his personal recommendation that coverage begin in January 1977 to ease fears that members would campaign on camera.

After the committee returned from a lunch recess, it voted to permit cameras to film its own proceedings within the Rules Committee meeting room. Ironically, although the committee had been filmed elsewhere, this is believed to be the first time proceedings in their main meeting room had been filmed. Representative James Quillen (R-Tenn.) later claimed

that the meeting itself "is a prime example of what will happen on the House floor" with everyone trying to keep the attention on themselves.

In favor of sending the resolution back to committee were Representatives James Delaney (D-N.Y.), Bolling, John Young, John Moakley (D-Mass.), Andrew Young (D-Ga.), Quillen, Latta, Madden and Del Clawson (R-Calif.). Opposed were Representatives Sisk, Spark Matsunaga (D-Hawaii), Morgan Murphy (D-Ill.), Gillis Long (D-La.), Anderson, and Lott. The votes did not in all cases represent previously expressed support of or opposition to sending the resolution to the floor.

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## Longer news and more of it are forecast for TV's future

Also seen by programing panelists: longer-form drama, adult comedies

An all-news TV station, probably more than one, within 10 years, and expansion of network evening news to an hour within five years. A new approach to news anchoring. New approaches to news presentation, too, with more emphasis on its people aspects.

These predictions by President Richard Wald of NBC News spiced an otherwise essentially cautious forecast session at TV Program Conference '76 last Monday (March 22) at the NAB convention.

Among other developments predicted for the next five to 10 years—with the conventional caveat that it's impossible to be sure—were the following:

- There'll probably be "a few more—not a lot more—shows coming out of New York" than is the case now.—Oscar Katz, CBS-TV, New York.

- More documentaries and news in prime time, more actuality and event programing, more long-form shows, more adult comedy, possibly a weekly one-hour network newscast and, in daytime, more comedies, specials and variety shows of the prime-time kind.—David Gerber, David Gerber Productions, Hollywood.

- Producers are "really guided by what the networks decide to do," but an increase in long-form programing seems in store. Also more reality programing.—Phil D'Antoni, motion picture and TV producer and director.

- Prime-access time is in effect creating another program market, and stations will increasingly pre-empt network prime time to present local and syndicated programing. Off-network series being evaluated for scheduling in so-called family-viewing periods will be judged episode by episode, not as an entire series: Some episodes may need no editing, others little, still others much.—Henry Gillespie, Viacom Enterprises, New York.

- The minicam "is pushing us into a new era of local production whether we are ready or not" and "will be one of the major factors in local television programing in the coming years." News will remain "the overriding emphasis of local TV programing," but the emphasis will swing "from the current news personality cult to the fuller, more complete reporting process." Stations will continue to face the threat of further network encroachment on time periods they need to preserve.—Marvin L. Shapiro, Group W, New York.

Mr. Shapiro said the networks have already moved "significantly" into station time. He cited figures: Weekly half-hours programed by ABC-TV rose from 114 in 1960 to 144 in 1972 and 161 in 1975; for

CBS the comparable figures went from 152 to 178 and down slightly to 177½, while for NBC—thanks to its long-standing *Tonight* programing—the increase was only 10½ hours between 1960 and 1975.

Taking the three networks together, Mr. Shapiro said, there were over 20% fewer half-hours available among network affiliates in a given market in 1975 than in 1960, while the decline in the last 10 years alone has been almost 15%.

NBC News's Mr. Wald said "the machinery we work with" is becoming more reliable, smaller and relatively less expensive and that as this trend continues there will be "more pictures on the air" and a tendency for TV stations to become more individualistic, as in radio.

He also suggested that if costs were a little lower, a network could program news all night, and predicted that in about 10 years there will be an electronic news service equivalent to AP.

There will be more experts on the air, Mr. Wald continued, and among anchor-men the day of "the all-seeing, all-wise mouth" will pass. Walter Cronkite, he suggested, "may be the last of the great talkers." He said NBC News's John Chancellor "asks questions," and that his successors will ask the experts.

He also envisioned a time of "instantaneous polling," probably within 10 years, in which an anchorman may ask a question on the air, punch a button and get the responses back in 10 minutes or so. "I think it's a horrendous idea but we'll do it," he said. And finally, he concluded, TV news will continue to be "a contested center," still subject to pressures from those who would like to control it for their own purposes.



**First things first.** The first Grover C. Cobb Award was presented during the National Association of Broadcasters convention last week to a champion of the First Amendment, retired Senator Sam J. Ervin (D-N.C.). The award, in memory of the late senior executive vice president of the NAB, was presented by Jack Rosenthal (r), of Harriscope Broadcasting, Casper, Wyo., chairman of the NAB-affiliated Television and Radio Political Education Committee. Said Senator Ervin: "America has endured for 200 years because of those who gave us freedom of press and of speech." The authors of the First Amendment recognized, said the venerable legislator, that "we have nothing to fear from the circulation of falsehoods as long as we leave truth free to combat errors."

## No slackening of interest in ENG, still rising star of TV news

And no end to questions, either, as broadcasters learn to live with it; one question unresolved: whether it beats film in cost

ENG, or electronic news gathering, has held TV broadcasters fascinated at broadcast gatherings in recent years, and at last week's NAB convention in Chicago that enthusiasm was not diminished. About 300 TV broadcasters jammed into a room with about 250 seats and listened to three TV station executives, now old hands at the new art, tell their ENG stories.

The panelists were Ray Miller of KPRC-TV Houston, Chris Clark Botsaris of WTVS-TV Nashville and Art Shiver of KSLA-TV Shreveport, La. The moderator was Wayne Vriesman of KWGN-TV Denver. Their message: ENG has its good points and some bad points, but there's no turning back to covering the news with film alone. The state of the art is moving too fast.

With the aid of TV monitors, the broadcasters at the workshop witnessed some of the successes the three stations have had with their electronic cameras. They saw, for example, what KPRC-TV's audience watched live: a deranged killer leaving the house where he was holed up and giving up to police. And in a WTVS-TV clip, they saw attorney William Kunstler, noted defender of radical activists, being pelted with a pie while delivering a speech. The last demonstration was significant because if the station had been using a film camera to cover the speech—turning it off and on during high points, as most film users do—it might not have caught the unexpected pie.

All three stations try to use ENG to their competitive advantage, by reminding the audience both on and off screen that they are capable of producing live visuals: on screen with constant graphic and verbal reminders, off screen with brightly decorated ENG trucks that act as moving billboards for the stations.

The purchase of ENG equipment calls for some changes in the newsroom, said WTVS-TV's Mr. Botsaris. For one thing, his station renamed its assignment editor "electronic news coordinator." The man in that post, Mr. Botsaris said, has been entrusted with making the initial decision whether to interrupt entertainment programing with live news. Eventually, the news director becomes involved in the decision and so does management. But he said management has yet to veto a decision to interrupt. He said 75% of WTVS-TV's news footage is live or taped.

KPRC-TV's Mr. Miller said his station still mixes tape and film coverage in its news. He maintains there are many situations in which film still works best, but he

added that as ENG equipment becomes smaller and live capacity more mobile, ENG will begin to assume a larger share of the burden.

All three agreed that ENG still has its drawbacks. Mr. Shiver said tape does not always produce as good a quality of picture as does film. It has yet to be proved, he said, that the dollar savings from not having to process film will ever reach the capital expenditure for the new electronic equipment. And if one were to compare the repair costs for electronic equipment with those of film equipment, well, "It's something you don't even want to think about," said Mr. Miller. If there are labor problems attached to conversion to ENG, they were not addressed at the workshop last week; all three stations on the panel are nonunion.

One last problem with ENG, although it might not be a problem really, the panelists said, is that it is sometimes difficult for reporters to adjust to—particularly older reporters, the panelists agreed. It requires a reporting style more closely akin to traditional radio reporting, with reporters doing on-the-spot commentary and having to think rapidly on their feet. When covering an event live, Mr. Miller said, reporters have to have a feel for when to be silent as well as for when to talk.

On balance, the panelists said, the advantages of ENG outweigh the disadvantages. They are convinced that as the state of the art improves, their commitments to it can only grow.

## Opposite views on TV objectivity

**Conservative sees liberal slant; newsman says bias can't be proved**

"TV news is biased." William Allen Rusher of the *National Review* and Charles Harrison of WGN Continental debated that provocative proposition for 16 minutes at the National Association of Broadcasters convention last week. They were pitted in one of a series of "In the Box" confrontations that served as punctuation points throughout the convention, but were unable to do much more than state and restate their positions.

Yes, said Mr. Rusher, television news is biased, and the networks, each of them with "a liberal bias," are the "principal offenders." Mr. Rusher, whose magazine is regarded as conservatively oriented, took as his text the report on Cuba done by the cete noire of the conservatives, CBS News's Dan Rather, 18 months ago. He suggested the program took a positive view of Cuba, a view, said, that was contradicted by a number of American reporters in Cuba at the same time.

Mr. Rusher said Mr. Rather is entitled to express his views, "and he does." So do others, he added. Television news can be improved, he said, even without its achieving complete objectivity. It is "big enough to try" to improve.

To Mr. Harrison, the problem was not



**Is TV news biased?** Yes, said William Allen Rusher (l) of the *National Review*. No, said Charles Harrison of WGN Continental. Keeping them apart: Tom Frawley of Cox Broadcasting.

one of provable, objective bias. "Failure to cover a story in a manner receptive to a viewer is an example of bias," he said. So is reducing a 65-minute speech to a single quote regarded by the reporter as significant. "A person who wants to be loved better find another line of work," Mr. Harrison said.

Mr. Harrison also cited the case of NBC's *Pensions: The Broken Promise*, which won a Peabody award but was held by the FCC to have violated the fairness doctrine for stressing the negative almost exclusively in a report on private pensions plans. The ruling was later reversed by the courts. But Mr. Harrison said complaining about that program is like complaining that a story on traffic problems failed to show there were streets without traffic tie-ups.

## A record crop of Peabody awards

**Twenty seven in radio-TV to be honored May 5; Paul Porter to be accorded special recognition**

The largest number of George Foster Peabody awards ever given in a single year will be presented by the University of Georgia's, Henry W. Grady School of Journalism on May 5 at a luncheon sponsored by Broadcast Pioneers at the Hotel Pierre, New York. Twenty-seven winners being announced today (Monday) will be recognized for "outstanding and meritorious service to broadcasting."

The awards, regarded as "Pulitzer prizes of the fifth estate," have been presented since 1940. More than two-thirds of the 1975 awards are being made to local radio and TV stations and to individuals.

The radio winners:

Jim Laurie, NBC News, for "his series of outstanding reports covering the fall of Vietnam by remaining in Saigon after the evacuation was completed."

KMOX(AM) St. Louis, *Sleeping Watchdogs*.

WGMS(AM) Bethesda, Md. and WGMS-FM Washington, for "their combined overall efforts to provide outstanding radio entertainment, as exemplified by *The Collector's Shelf* and *200 Years of Music in America*.

The Standard School Broadcast, San Francisco, for "41 years of continuous educational radio service to the citizens of the Far West, making this broadcast the nation's oldest continuous educational radio program."

WFMT(FM) Chicago, "Music in Chicago: Stravinsky '75"

Noncommercial WSOU(FM) South Orange, N.J., "Land of Poetry."

Voice of America, Washington, "The Battle of Lexington" from the *200 Years Ago Tonight* series.

WCBS(AM) New York, *A Life to Share*. KDKB(AM) Mesa, Ariz., for "outstanding contributions to the community it serves through its superior over-all public service programming."

WMAL(AM) Washington for "over-all excellence in the radio documentary as exemplified by *Suffer The Little Children* and *The Legend of the Bermuda Triangle*."

Television Peabody winners are:

WTOP-TV Washington for "their over-all public service effort with particular reference to *Harambee: For My People* and *Everywoman: The Hidden World*."

WCKT(TV) Miami for "compiling an enviable record of outstanding investigative reporting during 1975."

Charles Kuralt, CBS News, New York, *On The Road to '76*.

KABC-TV Los Angeles, "The Dale Car: A Dream or a Nightmare."

CBS-TV, New York, *M\*A\*S\*H*.

ABC-TV, New York, "ABC Theatre: Love Among The Ruins."

NBC-TV, New York, *Weekend*.

wcvb-TV Boston for "a viewer-oriented programming package which exhibits a quality of service too rarely seen in today's television."

Group W, New York, *Call It Macaroni*. ABC-TV, *The ABC Afterschool Specials*.

Kaiser Broadcasting, San Francisco, *Snippets*.

Alphaventure, New York, *The Big Blue Marble*.

CBS News, "Mr. Rooney Goes To Washington."

WWL-TV New Orleans, *A Sunday Journal*.

CBS News, *The American Assassins*. WAPA-TV San Juan, P.R., "Las Rosas Blancas."

Dr. James Killian, Boston, for "his outstanding contributions to educational television in the United States."

The Peabody board also voted to recognize and pay tribute to the contributions of the late Paul Porter, (BROADCASTING, Dec. 1, 1975) Washington attorney and one-time FCC chairman who was a member of the Peabody board for more than 25 years.



## NCCB prime-time proposal draws fire from Proxmire

Senator William Proxmire (D-Wis.) has lashed out against a proposal to require all television stations and networks to provide at least one hour of prime-time public affairs programming each week. "If upheld by the courts," the senator said, it would "gut the First Amendment." The Proxmire statement was made in reaction to a March 10 letter sent to FCC Chairman Richard E. Wiley from 21 members of Congress (BROADCASTING, March 15). They claimed that the requirement, origi-

nally proposed by the National Citizens Committee for Broadcasting, would make certain that crucial issues are faced and would also foster the fairness doctrine.

"The plan would enable the government to grab more power from the governed and thus control further the content of broadcast journalism," the senator continued. He added that the requirement would "make broadcasters more vulnerable to fairness doctrine complaints" and cause an "increase in bland programming."

Mr. Proxmire, an ardent foe of the fairness doctrine, said the proposal not only ignores First Amendment guarantees to the press but also ignores the doctrine's "chilling effect" on radio and television journalism.

## Scali urges fellow reporters to go slow in investigative fervor

**McLaughlin tells radio affiliates news is a tune-in, not a tune-out**

Investigative reporting is important but "the post-Watergate morality" is in danger of being carried too far, John Scali, ABC News senior correspondent and former U.S. ambassador to the United Nations, told ABC Radio affiliates at a meeting in Chicago during the NAB convention.

He said government spokesmen "deserve to be questioned very closely," but he questioned whether White House spokesmen, for instance, "should be put on the grill by reporters who feel they should be handed whatever they want."

He said that if "highly secret information" is released by, say, a congressman, newsmen have little choice but to publish it. But he could see no justification for digging up and publishing information from anonymous sources and not subject to check.

"Let us remember the imperative of avoiding the arrogance that power brings," he said, and remember also "the importance of judgment, good taste, fairness and the public welfare."

Mr. Scali, who was presented the ABC Radio network's annual "American Way

# Windjammer Winner



**CCA's Windjammer Cruise and Final Tube Contest Winner; Marvin Pincus, Chief Engineer WFPG Atlantic City, New Jersey; says of his CCA Transmitter and winning final tube:**

"Dear Sir:

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Please submit this letter in your Windjammer Cruise Contest.

Sincerely yours,

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Chief Engineer  
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Scali

of Radio" award, received a standing ovation from the affiliates.

The affiliates meanwhile were urged by Edward F. McLaughlin, president of the network, to consider—and treat—news and sports coverage as the main ingredients of station success.

"News is not a tune-out, it is a tune-in," Mr. McLaughlin said.

"When all this care and effort is lavished on music programming," he continued, "with little or no concern for news and information, you are doing a disservice to yourself and to your audience."

He cited a study by the Roper research organization that he said has shown "that 46%, or practically half, of your audience consciously tunes in your station to be informed as well as entertained. And in all probability the other half wants some form of information from your radio station."

## Much for the sellers, much for the buyers at the exhibits

**Manufacturers are happy with traffic; broadcasters have an opportunity to see many new products among the standards**

The largest ever equipment exhibition at a National Association of Broadcasters convention was also one of the happiest for the 210 paying exhibitors this year. Manufacturer comments ranged upward from "good" to "fantastic" to "best NAB yet." It was the steady sales traffic, from the moment the 95,000 square feet of exhibits in McCormick Place opened on Sunday (March 21) until shop closed on Wednesday, that made them happy. "People haven't been spending for the last three years," said one exhibitor, "and now they are springing loose for replacement and expansion equipment."

(The one bad mark given by the exhibitors was to the unions that had jurisdiction at McCormick Place. For that story, see page 64).

There was mixed reaction to the segregation of television and radio manufacturers on the floor, an intentional design of the NAB this year. No hard division existed, since many companies are involved in both fields, but a general separation was apparent.

One radio exhibitor said he preferred to be mixed with television, since customers were reluctant to walk directly across the aisle after talking with a competitor. Others were glad of the separation, complaining that video displays often require darkened lighting environments that detract from adjacent audio displays. But neither radio nor TV exhibitors seemed to feel sales were affected by the new setup, as everyone reported favorable traffic.

There was concern, however, that when the NAB goes to Washington next year and the convention is spread among several hotels, radio exhibitors could be hurt by being physically separated from television, which tends to generate the greater interest and traffic.

Key attention grabbers at this year's show included new broadcast quality helical scan one-inch video tape recorders introduced by Ampex, Sony and the Fernseh Group of the Robert Bosch Corp. One engineer remarked that there was more helical equipment displayed at McCormick Place last week than ever before. Small ENG cameras, as in the past, also grabbed a major share of attention, with Thomson-CSF Laboratories Inc.'s Microcam in the spotlight. There were more than a dozen different ENG cameras shown last week.

And engineering trends evident on the

exhibit floor included a greater move towards digital circuitry in video processing and more solid state components in the transmitter field.

The development of broadcast quality one-inch helical scan VTR's marked the occasion of the 20th birthday of videotape recording. Ampex Corp., which introduced VTR at the Chicago NAB in 1956, this year introduced its VPR-1, teleproduction helical scan VTR that is expected to bridge the gap that has existed between top-end quadruplex recording systems and previous helical systems usually associated with lower-end industrial and educational uses.

Charles A. Steinberg, Ampex vice president, heralded the VPR-1 as the "most significant development in helical recording since the first practical helical scan machine was introduced." The VPR-1 eliminates the problem of tracking and interchange that are associated with helical video-tape recording. An automatic-scan tracking system provides broadcast quality slow motion and still-frame playback. The scanner provides automatic tracking, one-fifth speed and manual frame-by-frame jogging for simplified editing. The noise-bar problem associated with off-speed tracking operations, according to Ampex, has been eliminated.

The VPR-1 begins at about \$20,000; with automatic tracking and time-base corrector for broadcast quality, it costs \$40,000. Three VPR-1's were sold on the floor to Sask-Media, Regina, Sask.

Sony, which introduced for the first time a line of products specifically geared to the broadcast market, had its own helical VTR—the BVH-1000. Billed as Sony's "piece de resistance," the BVH-1000 was hailed as offering production qualities as good as any one-inch nonsegmented for-

mat. The BVH-1000 with time base corrector is priced at \$45,000. Three units have already been sold to CBS in Hollywood. Deliveries of the BVH-1000 as well as Sony's nine other broadcast products are scheduled for early summer.

Bosch/Fernseh introduced the BCN series as its answer to broadcast quality one-inch helical VTR. The system uses a two-head helical scanning technique with segmented field and consists of four basic units. The BCN-20, priced at \$30,000 is a portable, battery-powered VTR weighing 44 pounds with a recording time of one hour. The BCN-40, priced at \$35,000, for use in both vans and in the studio contains tape deck and electronics unit. It features editing facilities, a time code reader and processor and has a recording time of 95 minutes. At the top of Bosch's line is the BCN-50, which includes processor and time-base corrector and can be fitted with monitoring equipment. Without the monitoring unit, the BCN-50 sells for \$56,000. The BCN series uses a video track length of 80 millimeters, employs two rotary heads that alternately record playback segmented fields of 52 lines. The BCN series which operates at 10 inches per second has been in production outside the U.S. since last December. So far 10 machines have been delivered for use in Berlin, Paris and by private production companies in Denmark.

The introduction of the broadcast quality helical scan VTR has not yet signified the establishment of a new VTR format. Each company's products are not interchangeable with the others for recording and playback purposes. Hans Groll of Fernseh said that it will take 10 to 15 years to establish a new industrywide helical format requiring the commitment of several large companies. To that end,



helical scan VTR. At left: Charles P. Ginsberg (l), who led the pioneer team, and Charles E. Anderson who developed the use of FM signals in videotape recording demonstrate the original VRX-1000 machine. At right: Ampex's VPR-1 broadcast quality one-inch helical scan VTR, which was the only one of several helical systems introduced last week to offer an automatic scan tracking system that can provide slow motion and still-frame playback.

**Then and now.** Twenty years ago at the National Association of Broadcasters convention, Ampex introduced video tape recording to the broadcasting industry. Last week, Ampex paid tribute to that anniversary with the introduction of broadcast quality, one-inch



**Problems behind the scene.** The facilities were good, the traffic was great and sales were being made last week on the NAB exhibit floor at Chicago's McCormick Place. There was only one dark aspect: difficulties with the trade unions in getting booths set up. That trouble and the resulting extra costs to exhibitors, led several to suggest it may be the last time the NAB comes to Chicago.

The expense of the show is "getting out of hand," said Eugene Edwards, vice president of marketing for Harris Corp. Small companies were even more irked by "nonsense" attributed to the trade unions, especially the International Brotherhood of Electrical Workers union, when to move a machine already on wheels or plug in a unit required waiting for the services of the appropriate trade people. Ron Mitchell, McCurdy Radio Industries Inc., estimated his company's costs in setting up the exhibit were four times greater in Chicago than comparable booths constructed at other shows. "Guys would sit around with nothing to do, waiting for riggers," he said. A job that usually takes us four hours would drag out to a day and a half, he added. Even more disturbing to exhibitors was the need for "payoffs" to get union personnel to bring in their equipment without long delays.

The problems appeared fairly universal to the exhibit floor, extending to both the large and small companies. NAB officials acknowledged the problems, but like many of the exhibitors, preferred not to comment. A half dozen or so unions were involved in the show, but most dissatisfaction centered on the electricians. The previous two NAB shows in Las Vegas and Houston did have many of the problems that occurred last week, because unions in those cities are generally not as strong as their Chicago counterparts.

Some of the blame was leveled at the NAB, however, for a shortened time period to set up exhibits. Mr. Edwards explained Harris Corp. had only half the time it usually does to set up its equipment, which translated into overtime expense.

Gary Grand Pre, Scully-Metrotech, seemed to sum it up for many exhibitors last week when he said, "If we [the NAB] ever come back here it will be a miracle."

Fernseh has agreed to supply International Video Corp., RCA and Philips with the BCN system on a private brand basis. Arthur Hausman, president of Ampex, feels the market will determine any standard in helical recording.

The chief advantages of helical VTR over the quadruplex system are lower tape costs and the elimination of banding problems common to quad systems. Initially the new helical systems are expected to be used in the teleproduction industry, rather than in broadcasting where there is already a large investment made in quadruplex machines. Indeed several broadcasters who indicated appreciation for the great strides made in helical VTR felt they came a "little too late," as any savings in helical VTR use would be more than offset by having to replace the present quad-broadcast standard. No one on either side of the exhibit booths contended that helical would replace quadruplex, at least in the near future.

Accordingly, Ampex also introduced its AVR-3, a quad VTR at the top end of the line. It features super high-band pilot and is billed as the "intelligent" video-tape recorder that makes it possible for broadcasters to record and play back live quality pictures automatically. Priced between \$105,000 and \$137,000, the AVR-3 circumvents related problems of color saturation and banding previously common to video tape. The super high-band pilot puts a tone on the recording track that stores information so that no color mixing occurs. The AVR-3 offers automatic switching between bands and tape speeds. Picture quality at 7.5 IPS is "virtually indistinguishable" from high band at 15 IPS, claimed an Ampex spokesman. Other new Ampex products include: the EDM-1, a video-tape computerized editing system priced at \$95,000 and up; the HSC-100C, a slow motion color video-disk recorder with built-in digital time-base corrector

and priced from \$95,540; the ACR-25B, a state-of-the-art digital time-base corrector (\$210,000 and up), and the 195 series of two-inch VTR mastering tape. Ampex also introduced a portable, one-man video recording system weighing under 50 pounds for live TV coverage of local news events.

Sony's new broadcast line includes: the BVE-500 editor, priced at around \$5,000 and billed as accurate within two frames; the BVU-100 portable VTR with a 45 db signal-to-noise ratio, and the BVU-200 editing system with bi-directional search mode and dropout compensation. Sony also introduced a portable three-tube Plumbicon ENG camera.

If the seeds for advances in helical VTR for broadcast use were planted at last week's NAB convention, blossoms have already appeared in the ENG camera area. Over a dozen different portable cameras were shown on the exhibit floor, with the smallest—Thompson's eight-pound Microcam—grabbing the largest share of attention. The Thompson camera, developed in cooperation with CBS-TV, weighs a total of 11 pounds, including electronics hip-pack. Aside from low power consumption—22 watts—the Microcam features color balancing, image enhancing and full, three-channel masking amplifier. The Microcam is priced under \$30,000 but will not be ready for delivery until the first part of next year. The first production run of over 50 cameras has already been sold to CBS and others including WPIX(TV) New York. CBS has an option to purchase every other camera in the next production run, which is expected to be producing 20 cameras a month beginning next fall.

RCA, which introduced its 19-pound TK-76 ENG camera at last year's NAB, said delivery is scheduled for this month. An RCA spokesman said over 100 orders have been received since last year's introduction. The TK-76 ENG camera is

priced at \$35,000.

Ikegami Electronics introduced two ENG cameras, giving the broadcaster a choice of configurations. The HL-77 is self-contained, weighs about 18 pounds, offers broadcast quality and is priced at \$35,000. The HL-37 features comparable performance and price, but is designed as a two-piece portable unit with separate electronics pack.

Hitachi Shibaden exhibited the SK-80, a self-contained portable ENG camera weighing 16.5 pounds, and priced at \$23,400. An optional "studio adapter" houses a five-inch viewfinder, gen-lock unit, AC power adapter and remote connector. Three 2/3-inch saticon tubes provide 500-line horizontal resolution and 50 db signal-to-noise ratio.

Nippon Electric introduced its MNC-61 ENG camera that runs on 25 watts and weighs around 18 pounds. It features three 2/3-inch Plumbicon tubes and integrated hybrid circuitry. It is priced at \$24,000.

Asaca Corp. offered its ACC-2000 self-contained ENG camera at \$22,000. It weighs 18 pounds with lens, which is not included in that \$22,000 price. Features include: automatic white control for color balance, two-line contour for broadcasting applications and C mount or bayonet mount.

Harris Corp. offered its TC-3 small camera at \$27,500. This portable color camera, however, is not billed for ENG uses—it weighs 13 pounds with companion 14-pound backpack—but as a multi-purpose camera with broadcast quality. Harris is also offering the TC-8 camera at \$65,000-\$70,000 including lens. The TC-8 has a triax option which allows greater distance use. Unlike most cameras that rely on thick multiconductor cable that can be used up to 3,000 feet, triax is single conductor cable multiplexed to allow use up to one mile.

The advent of digital circuitry in place of analog computer technology was evidenced by several exhibits at the NAB. John D. Silva, director of research and development for Golden West Broadcasters, Los Angeles, urged television broadcast engineers to get on the digital train before it is too late. Speaking at an engineering session, Dr. Silva noted there is "talk" that the whole video-tape process will be mostly, if not completely, digital in five to 10 years. Automatic transmitters capable of being remotely and automatically controlled, adjusted, monitored and logged through digital techniques, said Dr. Silva, are about to "come of age." Also on the digital TV horizon, he suggested, were: automatic film cartridge and special effects equipment, video switchers, frame synchronizers and electronic slide apparatus that will eliminate the need for multiple-standard TV slide projectors.

A glimpse at that horizon was available on the NAB exhibit floor last week. Chyron Corp., Plainview, N.Y., was demonstrating its dynamic montage unit for the creation of animated graphics on video tape, relying on digital circuitry. The unit is

not ready for delivery, but was only previewed. (Delivery is expected by early 1977 and the price will range from \$12,000 to \$50,000 depending on options.) The montage unit has what Chyron calls a "mosaic" memory capable of storing 64 patterns. Up to 64 mosaics can be stored on hard disk in a computer where they are individually identified and accessed. Any of the patterns can be positioned on the screen as desired, repeated where desired and assigned characteristics of hue, saturation, intensity, flashing or fading.

Ampex last week formalized the announcement of its electronic still-store unit—not yet available and not shown at the NAB—which stores graphics in place of a slide chain and is computer-accessed by digital information. An Ampex spokesman said CBS plans to initiate use of the ESS unit this summer for election coverage.

Panasonic has developed a digital video processing system that can take an incoming nonsynchronized video signal, such as a microwave transmission, and reference it to studio sync. The picture can be reduced to any size in real time and positioned



anywhere on the screen. A digital wipe generator can produce rotating wipe patterns. So far the digital video processor has been introduced only in Japan, where delivery will begin late this spring. No price range was offered for the unit when it is introduced in the U.S.

Consolidated Video Systems showed its CVS-520 digital video time-base corrector which can be used with any VTR to select inputs automatically. It uses a nine-bit, four-times subcarrier and can handle segmented and nonsegmented formats. The CVS-520 is priced at approximately \$19,000.

RCA introduced a digital video frame synchronizer designed to effect a smooth intermix of remote studio video sources for newscasts and live programming. The TFS-121 accepts a nonsynchronous signal from any external source, converts it from analog to digital format and stores it. The unit stores two complete television fields per full frame.

Other equipment introduced by RCA included the TR-600 quad VTR, which includes built-in time code editing. A super high band accessory kit enables the TR-600 to use half speed (7.5 IPS) operation for greater tape savings with no compromise in picture quality. The unit is priced at \$83,500. An anode pulser system for reducing power consumption of RCA UHF television transmitters by 14% or more was shown as part of RCA's exhibit. The system can be applied to any RCA UHF transmitter equipped with the company's TTUE-4A solid state exciter and with high efficiency klystrons. A new studio camera—the TK-46—was introduced by RCA with several refinements of previous generations of studio cameras, including improved signal-to-noise preamps for sharp, low noise pictures and a tiltable viewfinder. RCA, which traditionally has built only quad VTR's, offered its HR helical scan series (its own product name for the Bosch/Fernseh BCN series).

RCA also demonstrated high density video recording that makes use of laser and optical technologies to make it possible to store as many as 10,000 TV pictures on a single, 12-inch disc. The packing density of the laboratory-built equipment was compared to quad recording at 15 IPS which takes one square inch of tape per TV frame. The optical system can pack one TV frame into .003 square inches. Billed as a "technical progress report," the demonstration covered only still pictures, but Neil Vander Dussen, RCA Broadcast Systems vice president, said the technology was also capable of recording motion from film, video tape or in live situations. Any prototype of an optical disk recording system is at best five to seven years away, said an RCA spokesman.

International Video introduced its IVC-9000-4, an updated version of its two-inch helical scan video tape recorder, IVC-9000, that records at half the speed (4 IPS) with a 47 db signal-to-noise ratio. Also introduced by IVC was its IVC-7000P portable teleproduction camera that is self-contained and priced at \$68,000.

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## BANKRUPTCY SALE

AVANT GARDE BROADCASTING, INC.,  
dba KAGB-FM, Bankrupt  
Bankruptcy No. BK75-20840-BR

Trustee offers for sale the FCC license and all of the physical assets of radio station KAGB-FM, Inglewood (Los Angeles County) California consisting of office furniture and fixtures, and broadcasting equipment.

The physical assets are located at 9920 South LaCienega Boulevard, Suite 644, Los Angeles, California. The broadcasting tower is located at 4100 South Padilla Place, Baldwin Park Reservoir, Los Angeles, California.

Said assets will be offered for sale to the highest and best bidder, subject to confirmation of the Court on April 29, 1976, at 9:30 A.M. in the Courtroom of the Honorable Barry Russell, Bankruptcy Judge, Room 804, U.S. Courthouse, 312 North Spring Street, Los Angeles, California.

Inspection will be held between the hours of 10:00 A.M. and 3:00 P.M. on April 27, 1976 and April 28, 1976 at 9920 South LaCienega Boulevard, Suite 644, Los Angeles, California, and 4100 South Padilla Place, Baldwin Park Reservoir, Los Angeles, California.

Terms will be cash. Buyer to deposit 20% down at time of sale. Balance on closing. Courtesy to brokers - 5%

For further information, write to Gilbert Robinson, Trustee in Bankruptcy, 1888 Century Park East, Suite 900, Los Angeles, California 90067. Phone (213) 277-7400.

Great strides have been made in editing for ENG, Mr. Barnathan said, but the weak links continue to be batteries, short-lived and susceptible to leakage, and microwaves, particularly in the up-link to the receive point. Broadcasters in the same city should coordinate frequency use with the FCC to assure efficient, interference-free operations, he said.

"If the cost to cover material is too expensive because of labor costs and inflexible union rules, ENG will not progress much further," Mr. Barnathan predicted.





**Center of power.** Directors, staff and legal and engineering counsel of the Association of Maximum Service Telecasters talked strategy.

Seated (l-r): Jonathan D. Blake, Michael S. Horne and Ernest W. Jennes, of Covington & Burling, Washington law firm; Arch L. Madsen, Bonneville stations, Salt Lake City, president of the association; Lester W. Lindow, executive director; Ralph S. Jackson, Orion Broadcasting, Louisville, Ky.; Jack Harris, KPRC-TV Houston; A. Louis Read, Cosmos Broadcasting, New Orleans; August C. Meyer, Midwest Television, Champaign, Ill. Fred Paxton, WPSD-TV Paducah, Ky., and A. James Ebel, KOLN-TV Lincoln, Neb.

Standing (l-r): Paul R. Jeannin, administrative assistant, AMST; Harold L. Kassens of A.D. Ring & Associates, Washington consulting engineers;

A. M. Herman, formerly of WBAP-TV Fort Worth, director emeritus; Ogden Prestholdt of A.D. Ring; Clyde G. Haehnle, Avco Broadcasting, Cincinnati; Mort C. Watters, Scripps-Howard Broadcasting, Cincinnati; Howard T. Head of A.D. Ring; Roy W. Easley, assistant executive director, AMST; Wallace J. Jorgenson, Jefferson-Pilot Broadcasting, Charlotte, N.C.; C. Wrede Petersmeyer, Corinthian Broadcasting, New York; Norman P. Bagwell, KYTV(TV) Oklahoma City; Robert F. Wright, WTOK-TV Meridian, Miss.; Willard E. Walbridge, Capital Cities Communications, Houston; Terry H. Lee, Storer Broadcasting, Miami Beach; John T. Murphy, Avco; Willard Schroeder, WOTV(TV) Grand Rapids, Mich.; Franklin C. Snyder, Hearst stations, Pittsburgh, and James M. Moroney Jr., Belo Broadcasting, Dallas.

of Cetec Corp., introduced its 903E stand-up rack system for automatic programing in radio, that features three-day memory. Priced at \$15,900 the unit separates repetitive programing events from nonrepetitive time-oriented events such as commercials and public service announcements, and stores 3,800 recyclable program events that can be divided into subformats or programing in straight-line fashion for random access.

The Sparta division of Cetec has expanded its line of solid state AM transmitters to include .1 kw, 2.5 kw and 5 kw power levels. On the FM side, Sparta has introduced a 500 w model. McMartin Industries showed a 3 kw AM transmitter to meet export requirements and provide a conservatively-rated transmitter for the new 2.5 kw power output level recently authorized by the FCC. The McMartin BA-2.5k is completely solid state except for RF output PA and modulator stages.

CCA Electronics Corp., Gloucester City, N.J., exhibited a 25 kw FM transmitter packaged in a single cabinet.

Other product developments include the 34-X editing system by CMX Systems, which can be expanded up to four VTR machines with no problem mixing quad, helical or audio through the use of microprocessors. Tektronix Inc., Beaverton, Ore., has developed a TV demodulator which decodes RF over-the-air signals and presents it as a baseband video. The 1450 demodulator is still in the prototype stage and delivery is expected to be six months to a year away. New VTR tapes for both quad and helical recorders with improved audio output and higher performance were exhibited by 3M under the Scotch brand name, designated 8250 (quad) and 455 (helical). Angenieux Corp. introduced a 42:1 zoom lens for

broadcast studio use, featuring single zoom construction. American Electronic Laboratories showed a 5 kw FM transmitter featuring open design for easy maintenance and with more solid state features. Collins Radio Group, Rockwell International, exhibited its A7600 "autopro" program automation system that features a solid state memory enabling it to be programmed for from 2,000 to 4,000 events.

## AMST: now more than ever

**Association's meeting centers on new threats to television's share of the spectrum: land mobile, OTP drop-in proposal and a government eye on VHF space; budget up 25% to meet challenge**

More than 200 television broadcasters attending the Association of Maximum Service Telecasters' 20th anniversary meeting in connection with the National Association of Broadcasters convention last week were warned that positions the association have long sought to maintain were under increasing pressure in Washington.

They were reminded that the government is interested in more than 100 mhz of spectrum space now allocated to VHF, and told that the land mobile industry is seeking exclusive use of television channels 30 to 69. They were also given a vivid visual demonstration of what AMST engineers said would occur if the FCC accepted the Office on Telecommunications Policy's proposal to drop in 88 short spaced VHF channels. The video-tape presentation was in the nature of a horror

story. The extent of the burdens facing the association was made clear to members when the board of directors asked for and received authorization to impose an extra quarterly assessment of dues effective April 1, and to permit it to levy another additional quarterly assessment next year, if necessary. The request was justified on the ground of growing expenses, particularly legal fees incurred in opposing the drop-in proposal.

Lester W. Lindow, AMST's executive director, said the pressures building up to carve out areas of the spectrum now used for television are evident in the deliberations under way in preparation for the 1979 World Administrative Radio Conference. He said it is essential that television's interests be represented on the FCC-created committees helping to establish the U.S. position that will report to the commission by June 1—and noted that AMST has worked to make sure that broadcasting has such representation.

The AMST members also heard somber talk from the association's attorneys, Covington & Burling's Ernest W. Jennes and Michael S. Horne. Mr. Jennes warned of an anti-TV attitude abroad in the country, including the government, and said it is apparent at a time when the television industry itself is less unified. Mr. Horne mentioned some specifics—the FCC's action in liberalizing the cable distant-signal rules and in the report of the House Communications Subcommittee staff calling for a further relaxation of cable rules.

The video-tape presentation of what AMST's engineers said would be the effect of the drop-in proposal was generally regarded as the highlight of the meeting. It showed, initially, normal reception by a viewer 50 miles from a Zone I television station when the current Zone I average

separation of 198 miles is maintained. It then showed progressive degradation of the picture when a co-channel station is moved to the present minimum separation point of 170 miles, then to a point 153 miles away and, finally, 136 miles.

As described by AMST, the minimum allowable spacing results in "some interference," the interference from the station at 153 miles separation is "really murder," and the picture resulting with a station at 136 mile separation "is just one big mush."

The tape was made by using an off-air signal of a low-band VHF station, into which was cranked various degrees of interference to represent what would happen under actual conditions. The calculations were determined by A.D. Ring & Associates, AMST's engineering consultants.

But the meeting was not entirely negative. Jack Harris, of KPRC-TV Houston, first and now past president of the organization, recalled that, when AMST was founded, the odds seemed to be against the commission preserving its table of television allocations. There was fear that stations would be squeezed in on a case-by-case basis without regard to mileage separation standards.

But, he said the commission has yet to authorize the first VHF drop-in at short spacing in the continental U.S. And he concluded: "The secret of survival is not winning that last war forever; the secret is making sure that you don't lose that last war forever."

## UHF's quest for high visibility goes to Chicago

**CUB panel describes initiatives to get maximum from medium's present configuration, plans to improve lot for the future**

The Council for UHF Broadcasting, a "squeaky wheel" determined to get the most out of the ultra high frequencies, was heard from at last week's NAB convention in Chicago. A closing-morning session attracted FCC Chairman Richard Wiley, the Broadcast Bureau's Wally Johnson and Neal McNaughton and a hundred or so delegates to hear of CUB's efforts "not to leave UHF's growth to chance."

As that meeting closed, Mr. Wiley rose from the rear to announce there would soon be another meeting on the subject, in Washington April 19. He and other FCC officials, and the Canadian Radio-Television Commission's chairman, Harry Boyle, will sit down with CUB's emissaries to be urged into action. They'll likely hear more of the same; demands that—

■ The FCC put UHF on its agenda.

■ That it take action on CUB's two requests for rulemaking, one urging a receiver modification that would result in a 8 db signal-to-noise improvement—

each 3 db reduction, CUB says, equivalent to doubling transmission power of UHF stations, and the other requiring all sets with mounted VHF antennas to have mounted UHF antennas. Jonathan Blake, of Covington & Burling, remarked that "an FCC that has given us family viewing" could provide similar encouragement to UHF development.

Dan Wells, of the Public Broadcasting Service, said that the "UHF disadvantage" now costs public television 13 million TV homes, or 30 million people. He commended to delegates recent advances in efficiency—specifically, a new Varian tube incorporated into RCA's UHF transmitter line—that make possible important savings in power costs.

Although CUB—a consortium of or-

ganizations—takes no official stand on cable television, many of its members do. One, the National Association of Broadcasters, was represented on the UHF panel by TV board member Tom Bolger of WMTV(TV) Madison, Wis., who detailed the particular threat cable poses to UHF stations and the development of that portion of the TV spectrum. Speaking of broadcaster laziness in taking advantage of existing exclusivity and nonduplication rules, he remarked that "If you don't use them, you'll lose them." He told of one broadcaster cooperative that hires a part-time person to monitor cable systems on behalf of all its member stations, and to take the necessary steps to insure compliance.

Mr. Bolger said that broadcasters—U

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Congress and the White House, in addition to that of the FCC, if they are to have an impact on future cable policy.

Richard Block, CUB chairman, and moderator William T. Reed of PBS screened a number of public service commercials, featuring Stephanie Edwards, advising set owners how to maximize UHF reception. Designed primarily for display on commercial VHF's—"We don't want to preach to the choir," as Mr. Block put it—they will go into distribution in about six weeks, along with a UHF guide that will be available free to viewers who request it.

CUB's aim, said Mr. Block "without rancor," is to do the things for UHF that "the FCC should do but isn't."

## Fiber optics is coming, only no one's sure where it's going

Ira Jacobs of Bell Laboratories spoke to an NAB convention engineering session on fiber optics and compared this new technology to the infant days of the transistor. The people who were developing the transistor at the time had no idea of the enormous impact it would have on technology; now, those engaged in research on fiber optics are also uncertain of its eventual effects, he said.

Several of the advantages of fiber optics over the copper wire presently used for communications transmissions were outlined by Dr. Jacobs. Among them: one repeater every six miles is sufficient for optical transmissions, fiber optics allows broader band width transmissions and it takes up less space, making installation easier in concentrated urban areas. Inductive interference, noise pickup and cross talk—all problems associated with copper wire—are eliminated by fiber optics, Dr. Jacobs added.

Since the optical fibers are 4/1,000 inch wide, splicing and connecting the fibers is still a problem, Dr. Jacobs said. Bell has connected optic fibers in the laboratory, he said, but people in the field haven't yet experimented with the techniques.

Fiber optic transmissions work best in a digital or pulsing system, said Dr. Jacobs, rather than linearly with lasers.

## GE offers consumers sets with VIR color control

General Electric unveiled what it said are the first vertical interval reference (VIR) "broadcast-controlled" color TV sets. They automatically adjust their color to conform with the color intensity and tint information encoded on the VIR signal transmitted with most network programming and also transmitted with local programming by stations equipped to do so.

GE said a red light on the set glows



**Engineers' champion.** Frank Gregg Kear (r), retired partner in A.D. Ring & Associates ("Profile," March 15), received the NAB's 1976 engineering award last week. It was presented by George Bartlett, engineering vice president for the NAB.

when the color is being controlled by the VIR signal, indicating that the color will remain "broadcast adjusted" from program to program and station to station. However, a separate control permits the viewer to override the automatic system and adjust the color manually if he wishes to. Five models will be available to consumers by early June, retailing for about \$550 for the 19-inch set and up to \$800 for one of four 25-inch consoles.

Currently CBS, NBC and PBS normally broadcast VIR signals (vertical blanking interval line 19 has been set aside by the FCC for this purpose), ABC does 60% of the time, and locally originated programs may insert VIR at the station's option. GE claims its home line VIR decoder is the first to close the gap between studio, station and home.

## Daytimer association comes back to life

**It will protest high power for clear channels and seek longer day for its members**

The Daytime Broadcasters Association, dormant since 1969, has been reactivated in response to the quest of clear channel stations for higher power. But the DBA will not limit itself to a blocking position. It will seek presunrise authority for daytimers on Canadian clears and more extensive presunrise authorization for daytimers on U.S. clears.

The association has been inactive in the seven years since the FCC authorized daytimers on Mexican clears to operate before sunrise with low power. Last week, at the National Association of Broadcasters convention, 85 representatives of daytime-only stations met and decided to revive the organization for a number of objectives.

These include:

- Defeat of efforts by clear channel sta-

tions to obtain authorization for power in excess of 50 kw.

- Obtain presunrise authority for daytimers on Canadian clears, to permit them to operate from 6 a.m. local time to local sunrise with power similar to that permitted daytimers on Mexican clears, 500 w. Canada had permitted U.S. daytimers to operate with limited power on their clears when the U.S. was on daylight time for more than six months as a result of the energy crisis. DBA's new proposal would require the U.S. to negotiate a treaty with Canada.

- Obtain authorization for daytimers on U.S. IA and IB clear channels to operate from 6 a.m. local time to sunrise. Some restricted presunrise operation is permitted daytimers on the clears, but DBA is said to be interested in 500 w, the amount of power authorized regional stations.

- Exploration of postsunset operation by daytimers, to 6 p.m.

The revitalized organization will operate for the next year under the last elected slate of officers and directors. Ray Livesay, WLBH(AM) Mattoon, Ill., is chairman, and George Foulkes, WAAC(AM) Terre Haute, Ind., is secretary-treasurer.

## ABET plans position paper on clear-channel restudy; attack will be made on proposals for 'superpower'

The FCC's clear-channel proceeding was also a major topic of discussion at the largest meeting of the Association for Broadcast Engineering Standards Inc. in years, during the National Association of Broadcasters convention.

Thirty-five representatives of AM stations, mostly regionals, who attended the meeting, authorized a technical committee to work out plans for research projects to support comments the association will file in the inquiry.

A principal target of the group's comments will be proposals to permit clear channel stations to increase their power above 50 kw. The association has long opposed the grant of "superpower" to the clear channel stations.

The committee will also examine the FCC-sponsored studies of FM coverage of nighttime white areas.

Another area of interest involves the channels adjacent to the clears. These are now restricted to new stations whose signals would not preclude superpower or the addition of new II-A stations on the clears. The association wants to determine how many new stations could be located on the adjacent channels if the restrictions were lifted.

The group also re-elected its present slate of officers—Jay W. Wright, KING(AM) Seattle, president; Hamilton Shea, Gilmore Group, vice president; John Bowman, WMAL(AM) Washington, treasurer; William Potts Jr., counsel for the group, secretary; and James Wulliman, WTMJ(AM) Milwaukee, chairman of the technical committee.

# The Broadcasting Playlist Mar 29

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		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	3-7p	7-12p	
1	1	<b>December 1963</b> (3:21) Four Seasons—Warner Bros.	2	1	1	1
3	2	<b>Lonely Night (Angel Face)</b> (3:17) Captain & Tennie—A&M	3	2	6	2
2	3	<b>All by Myself</b> (4:22) Eric Carmen—Arista	1	4	2	4
7	4	<b>Dream On</b> (3:25) Aerosmith—Columbia	6	3	5	6
4	5	<b>Theme from "S.W.A.T."</b> (4:07) Rhythm Heritage—ABC	5	5	3	3
13	6	<b>Disco Lady</b> (3:50) Johnny Taylor—Columbia	7	6	4	5
5	7	<b>50 Ways to Leave Your Lover</b> (3:29) Paul Simon—Columbia	4	8	8	9
9	8	<b>Sweet Thing</b> (3:18) Rufus Featuring Chaka Khan—ABC	9	11	7	8
8	9	<b>Money Honey</b> (3:17) Bay City Rollers—Arista	10	7	10	7
10	10	<b>Love Hurts</b> (3:03) Nazareth—A&M	11	9	12	10
6	11	<b>Dream Weaver</b> (3:15) Gary Wright—Warner Bros.	8	10	11	12
23	▲12	<b>Right Back Where We Started From</b> (3:16) Maxine Nightingale—United Artists	13	17	9	11
11	13	<b>Take It to the Limit</b> (3:48) Eagles—Asylum	12	12	13	13
12	14	<b>Love Machine, Part 1</b> (2:55) Miracles—Tamla	14	16	14	16
14	15	<b>Only 16</b> (2:44) Dr. Hook—Capitol	16	13	15	15
17	16	<b>Bohemian Rhapsody</b> (5:55) Queen—Elektra	17	15	16	14
19	17	<b>Golden Years</b> (3:27) David Bowie—RCA	15	14	17	17
18	18	<b>Action</b> (3:29) Sweet—Capitol	25	19	18	19
29	▲19	<b>Sweet Love</b> (3:20) Commodores—Motown	19	20	19	21
15	20	<b>I Write the Songs</b> (3:39) Barry Manilow—Arista	23	18	26	18
20	21	<b>Let Your Love Flow</b> (3:16) Bellamy Bros.—Warner Bros.	18	22	21	24
24	22	<b>Show Me the Way</b> (3:25) Peter Frampton—A&M	21	24	22	23
21	23	<b>There's a Kind of Hush (All over the World)</b> (2:53) Carpenters—A&M	20	25	23	27
16	24	<b>Fanny (Be Tender with My Love)</b> (3:26) Bee Gees—RSO	22	23	24	26
22	25	<b>Slow Ride</b> (3:45) Foghat—Bearsville	36	21	25	20
38	▲26	<b>Boogie Fever</b> (3:25) Sylvers—Capitol	28	32	20	22
36	27	<b>Foiled Around and Felt in Love</b> (2:58) Elvin Bishop—Capricorn	24	26	27	29
26	28	<b>You Sexy Thing</b> (3:30) Hot Chocolate—Big Tree	27	28	29	28
27	29	<b>Evil Woman</b> (3:15) Electric Light Orchestra—United Artists	29	27	31	30
28	30	<b>Deep Purple</b> (2:47) Donnie & Marie Osmond—MCA	26	30	30	33
46	▲31	<b>Lorelei</b> (3:21) Styx—A&M	38	43	28	25
35	32	<b>Mozambique</b> (3:00) Bob Dylan—Columbia	30	34	32	34
25	33	<b>Breaking up Is Hard to Do</b> (2:53) Neil Sedaka—Rocket	34	31	33	32
42	34	<b>Looking for Space</b> (3:56) John Denver—RCA	33	35	34	37
30	35	<b>Cupid</b> (3:02) Tony Orlando & Dawn—Elektra	31	36	35	41
—	▲36	<b>Trying to Get the Feeling Again</b> (3:45) Barry Manilow—Arista	32	37	36	42

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	3-7p	7-12p	
33	37	<b>Only Love Is Real</b> (3:32) Carole King—Ode Ode	37	38	37	40
37	38	<b>Junk Food Junkie</b> (3:03) Larry Groce—Warner Bros.	35	39	38	38
31	39	<b>Fox on the Run</b> (3:24) Sweet—Capitol	56	29	53	31
49	40	<b>Shannon</b> (3:50) Henry Gross—Lifesong	39	42	41	39
40	41	<b>Love Roller Coaster</b> (2:52) Ohio Players—Mercury	46	33	48	35
43	42	<b>Sara Smile</b> (3:07) Hall & Oates—RCA	43	40	40	36
41	43	<b>Squeeze Box</b> (2:39) Who—MCA	41	45	39	43
50	44	<b>Good Hearted Woman</b> (2:57) Waylon Jennings & Willie Nelson—RCA	40	44	44	46
48	45	<b>Happy Music</b> (3:04) Blackbirds—Fantasy	49	41	46	44
45	46	<b>We Can't Hide It Anymore</b> (3:47) Larry Santos—Casablanca	42	46	45	*
34	47	<b>Living for the Weekend</b> (2:50) O'Jays—Phila. Int'l	50	*	42	50
44	48	<b>Love Is the Drug</b> (3:00) Roxy Music—Alco	48	*	49	*
—	49	<b>Welcome Back Kotter</b> (2:48) John Sebastian—Reprise	47	*	*	48
—	50	<b>Tangerine</b> (2:57) Sal Soul Orchestra—Sal Soul	*	48	*	45

## Country

2	1	<b>Till the Rivers All Run Dry</b> (3:27) Don Williams—ABC/DOT	1	1	1	1
15	▲2	<b>Without Your Love (Mr. Jordan)</b> (2:00) Charlie Ross—Big Tree	2	2	2	2
5	3	<b>You'll Lose a Good Thing</b> (2:50) Freddy Fender—ABC/DOT	5	5	3	3
8	4	<b>If I Had It to Do All Over Again</b> (2:33) Roy Clark—ABC/DOT	4	3	8	5
—	▲5	<b>Together Again</b> (3:56) Emmylou Harris—Reprise	6	4	5	4
4	6	<b>Broken Lady</b> (2:37) Larry Gatlin—Monument	3	7	6	6
18	▲7	<b>I Couldn't Be Me Without You</b> (2:40) Johnny Rodriguez—Mercury	7	8	4	7
1	8	<b>Good Hearted Woman</b> (2:57) Waylon Jennings & Willie Nelson—RCA	9	6	7	10
6	9	<b>Remember Me</b> (2:50) Willie Nelson—Columbia	8	9	9	8
7	10	<b>Faster Horses</b> (2:51) Tom T. Hall—Mercury	10	12	11	11
9	11	<b>Paloma Blanca</b> (3:27) George Baker Selection—Warner Bros.	16	10	10	9
—	▲12	<b>Don't the Girls All Get Prettier at Closing Time</b> (2:56) Mickey Gilley—Playboy	11	13	13	17
10	13	<b>Till I Can Make it on My Own</b> (3:00) Tammy Wynette—Epic	12	14	12	16
16	14	<b>Angels, Roses and Rain</b> (3:14) Dickey Lee—RCA	13	15	16	21
3	15	<b>Roots of My Raising</b> (2:44) Merle Haggard—Capitol	18	11	17	14
14	16	<b>Standing Room Only</b> (3:04) Barbara Mandrell—ABC/DOT	14	20	14	20
12	17	<b>Drinkin' My Baby (Off My Mind)</b> (2:23) Eddie Rabbitt—Elektra	15	19	19	12
11	18	<b>Till I Kissed You</b> (2:32) Connie Smith—Columbia	17	18	18	15
23	19	<b>If I Let Her Come In</b> (3:05) Ray Griff—Capitol	19	16	15	18
—	20	<b>What I've Got in Mind</b> (2:39) Billie Jo Spears—United Artists	20	21	21	24
19	21	<b>Hank Williams, You Wrote My Life</b> (3:06) Moe Bandy—Columbia	25	24	22	19
—	22	<b>You Could Know as Much about a Stranger</b> (2:49) Gene Watson—Capitol	23	22	23	*
17	23	<b>You Are the Song (Inside of Me)</b> (2:50) Freddie Hart & The Heartbeats—Capitol	*	17	*	22
24	24	<b>The Battle</b> (2:44) George Jones—Epic	21	25	20	*
21	25	<b>I'm So Lonesome I Could Cry</b> (2:47) Terry Bradshaw—Mercury	24	23	25	25



## Media

**Mario Cucinotta**, special activities director, ABC Television Network, New York, named affiliate operations director. **Richard Kozak**, assistant to VP in charge of affiliate relations, named station relations director. **Joseph Niedzwiecki**, TV network station relations, named to newly created post of associate director of clearance.

**James E. Feeley**, accounting/administrative director, WGN Continental Broadcasting, Chicago, named administrative services manager. **Ann Korbilas**, assistant personnel manager, WGN-AM-TV, promoted to personnel manager.

**Michael J. Lewellyn**, manager of personnel administration, Voi-Shan Industries, Culver City, Calif., named manager, personnel staffing and development, ABC Inc., Los Angeles. **William A. Hawkins**, personnel manager, Merle Norman Cosmetics, Los Angeles, named manager of personnel administration, ABC Inc., Los Angeles.

**Edward Q. Adams**, general manager, and **Harvey E. Cohen**, general sales manager, WCIX-TV Miami, named senior VP and VP, respectively, of licensee, Coral Television Corp.

**Dixon C. Lovvorn**, broadcast services VP, Cosmos Broadcasting Corp., Columbia, S.C., named to additional duties as station manager of Cosmos's WDSU-TV New Orleans. **Robert C.**

**Wisnewski**, assistant general manager/program director, WDSU-TV, named Cosmos systems manager.

**Constance Balthrop**, senior auditor, Peat, Marwick, Mitchell, public accounting firm, Baltimore, named controller, Sheridan Broadcasting Corp., Pittsburgh, group owner with minority interest in Mutual Black Network.

**Paul Edwards**, public affairs director, KERA(FM) San Francisco, named station manager, KANN(AM) Ogden, Utah.

**James Stephenson**, general manager/news director, WENG(AM) Englewood, Fla., named VP/news director. He is succeeded as general manager by **Jeffrey Barber**, program director.

**Charles A. Hicks**, general manager, WEGO(AM)-WPEG(FM) Concord, N.C., given additional duties as VP of owner, Suburban Radio Group.

**Dorothy Townsend**, assistant bureau chief, CBS Owned Stations bureau, Washington, and former personnel director, CBS News, New York, named to newly created position of administrator, CBS Washington bureau.

**Howard L. Schrott**, engineering technician, WRTV(TV) Indianapolis, named operations manager, WBAT(AM) Marion, Ind.

Newly elected officers, South Carolina Broadcasters Association board of directors: **Tom Rogers**, WTGR(AM) Myrtle Beach, president-elect; **Oby Lyles**, WHSC(AM) Hartsville, VP-radio; **Celia Shaw**, WCIV(TV) Charleston, VP-TV; **Nick Frangias**, WANS(AM) Anderson, director, **Bill Arrington**, WMRB(AM) Greenville, director, and **Paul Benson**, WJMX(AM) Florence, director.

**Thomas P. Strauss**, executive director, division for communications media, University of Jerusalem, Israel, named general manager, Maine Public Broadcasting Network, Orono.

## Broadcast Advertising

**James K. Agnew**, senior VP and management supervisor of McCann-Erickson, New York, named general manager of agency's Los Angeles office, succeeding **Michael G. Agate**, who has resigned to open own marketing consultancy there.



Agnew



Perth

**Rod Perth**, Midwest sales director, CBS Television Stations National Sales, Chicago, named sales director, CBS-owned KMOX-TV St. Louis, succeeding **Thoren Schroeck**, named general manager, CBS Television Stations National Sales, New York, (BROADCASTING, March 22.)

**Denny Van Valkenburgh**, manager, St. Louis

office of Petry Television, named VP.

**Richard O'Neil**, management supervisor, and **Charles F. McLaughlin**, in charge of Chevrolet passenger car merchandising, Campbell-Ewald, Detroit, named senior VP's. **Ronald W. Mitchell**, senior VP/board member, Clinton E. Frank, Chicago, and **William J. Tausch**, Campbell-Ewald VP, retail service division director, named C-E VP/senior account supervisors. **William S. Fay**, C-E director of field operations, named VP.

**Claude Caylor**, media supervisor, Tracy-Locke, Dallas, named network broadcast manager, succeeded by **Fred Schindler**, senior planner.

**Bruce A. Meyers**, senior associate research director; **John W. Thorne III**, account supervisor; **Joseph Lapinski** and **Rita Picker**, creative supervisors, all BBDO, New York, elected VP's.

**Peter Cornish**, and **Sy Schreckinger**, creative supervisors, Young & Rubicam International, New York, named VP's. **Lawrence J. Navyac**, manager, Detroit office, Doyle Dane Bernbach, named director of media relations and planning, Y&R there.

**Robert A. Hielscher**, account supervisor, J. Walter Thompson, Chicago, named VP.

**Ellie Nelson**, media director, and **Dave Sanchez**, associate creative director, Clinton E. Frank, San Francisco, named VP's.

**William Quigley Jr.**, VP and management representative, Needham, Harper & Steers, Chicago, named to additional position of director of client services.

**Cecilia M. Mulrooney**, VP/manager of business affairs, Benton & Bowles, New York, named director of business affairs.

**Bill Abrams**, creative director, Parkson Advertising, New York, named copy VP, Warren, Muller, Dolobowsky there.

**Roger Vilsack**, associate creative director, Henry J. Kaufman & Associates, Washington, named VP. **Beth Wright**, associate research director, promoted to research director.

**Mike White**, VP/associate media director, Leo Burnett, Chicago, named VP/media director/special services director, McCann-Erickson there.

**J. Douglas Madeley**, senior VP/management supervisor, Norman, Craig & Kummel, New York, named to same position, Bozell & Jacobs there.

**Roslyn Schachter**, associate research director, Needham, Harper & Steers, New York, named to same position with Foote, Cone & Belding, New York.

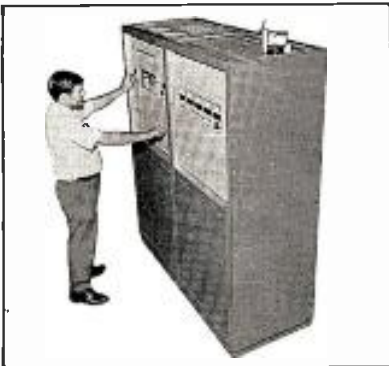
**Stephen Donenfeld**, **Alan P. Davis**, **Rein Luik** and **Jerry Brady**, account supervisors, Doyle Dane Bernbach, New York, named VP's.

**C. Michael Edgar**, account supervisor at Cohen Pasqualina Timberman Inc., New York, appointed VP.


**Deborah J. Nagle**, of Continental Recordings,

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Framingham/Boston, named public relations director, Advertising Anonymous, Providence, R.I.

**Tom Tiedemann**, associate media director, Keenan & McLaughlin advertising, New York, named media services director, Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa, division of Young & Rubicam International.

**Jack Poor Jr.**, assistant to VP in charge of marketing/research, RTVR, RKO General's sales representative firm, New York, named marketing director, RKO's WNAC-TV Boston.

**Joel Samuelsohn**, VP/general manager, WMMR(FM) Philadelphia, named sales manager, WDVR(FM) there.

## Programing

**Richard C. Dreyfuss**, program manager, WTAJ-TV Philadelphia, named to same position, WPGH-TV Pittsburgh.

**Jack Lawyer**, program manager, WSPD(AM) Toledo, Ohio, named program director, WLW(AM) Cincinnati.

**Steve Rouff**, marketing director, Laclede Communication Services, St. Louis-based television production firm, named general manager.

**Anne Stewart**, personal assistant to VP of European operations, Columbia Pictures Television International, London, named director of Middle East sales there.

**Jerry Butts**, freelance producer-director, named producer/director, Trans World International, producer of sports television programs, films and events, Los Angeles.

**Mary Gardiner Jones**, member of Federal Trade Commission from 1964 to 1973, presently professor, College of Law and Commerce Business Administration, University of Illinois, Urbana, elected to board of directors, MCA, Universal City, Calif.

**Cynthia Tivers**, reporter, *National Enquirer*, Lakewood, Fla., named associate producer, *The Mike Douglas Show*, Westinghouse Broadcasting, Philadelphia.

**Jarrett Day**, public service director/air personality, KXYZ(AM) Houston, named program director/anchor, KEYH(AM) there. **Mike Williamson**, who had left KEYH to concentrate on real estate management and investment, returns as production manager.

**Bill Humphreys**, KCOP(TV) Los Angeles, named director, co-owned KPTV(TV) Portland, Ore.

**Raymond A. Gilvard**, station manager, WGAN-TV Portland, Me., named program director, KYTV(TV) Springfield, Mo., succeeding the late **Carl Fox**, (BROADCASTING, Jan. 19).

**Tim Tucker**, graduate, Broadcast Center, St. Louis, named program director, WQRX(FM) Benton, Ill.

**Rick Pepe**, student, University of Miami, Coral Gables, Fla., named program director, non-commercial WVUM(FM) there.

## Broadcast Journalism

**Robert Schakne**, correspondent, CBS News,

New York, named chief correspondent of new Washington-based investigative unit. **Joel Blocker**, former CBS News special correspondent/reporter, rejoins as producer of new unit. **Martin Pilsoner**, political editor, named unit director, upon conclusion of his coverage of "Campaign '76."

**Anthony Sturniolo**, news production supervisor with CBS News *60 Minutes*, New York, named production manager/associate producer for CBS News special Bicentennial coverage.

**Arleen Sachs**, staff writer, WINS(AM) New York, named editor.

**Ray Brady**, business news editor, WCBS(AM) New York, named to same position at WCBS-TV there.

**George Sharmen**, with WPIX(TV) New York news team and formerly co-anchor, WNEW-TV there, named WPIX anchor, weeknights and Sundays. He succeeds **Joe Harper** and **Pat Harper**, co-anchor team who left "by mutual agreement."

**Fred Burrows**, executive news coordinator, KMOX-TV St. Louis, named news director.

**Kenneth L. McDowell**, co-anchor, WLWT(TV) Cincinnati, named to additional duties as general assignment reporter.

**Miles Resnick**, news director, KTBS-TV Shreveport, La., named news producer, WDBO-TV Orlando, Fla.

**Jerry Shane**, anchor, WTAE(AM) Pittsburgh, named to same position, WRC(AM) Washington. **Don Watson**, news director, KPRC(AM) Houston, named WRC co-anchor, **David Bartlett**, editor, WTOP(AM) Washington, named to same post at WRC.

**Jack Cole**, political commentator, WNAC-TV Boston, named co-anchor.

**Mike Keen**, anchor, WPEC(TV) West Palm Beach, Fla., named sports anchor/reporter, WJW-TV Cleveland, succeeded by **Roger Burch**, WPEC weather reporter.

**Dick Brasie**, reporter, Westinghouse Broadcasting, Washington, named reporter/anchor, WMAL(AM) there.



**Namesake.** Paul Miller, board chairman of both the Associated Press and the Gannett Co., Inc., newspaper chain and group station owner, reminisces about his days at Oklahoma State University, Stillwater, during dedication ceremonies March 18 for the new communications building there named in his honor. The dedication of the \$750,000 Paul Miller Journalism and Broadcasting building highlighted a three-day OSU communications week. Mr. Miller donated a \$100,000 challenge gift toward the 20-room structure and the Gannett Newspaper Foundation gave an additional \$300,000.

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78-101



**Cliff Jernigan**, graduate, City College of New York, named writer/reporter, WOVK-TV Huntington, W.Va.

**Dana Palley**, student, University of Miami, Coral Gables, Fla., named news/public affairs director, noncommercial WVUM(FM) there.

## Cable



**Jerry Buford**, executive VP, Daniels Properties Inc. cable TV brokerage/management/consulting firm, Denver, named president, Daniels and Associates division of DPI.

**Thomas A. Weaver**, post-production unit, ABC Entertainment division, New York, named manager of program operations,

Buford

Viacom's new pay cable unit there.

**Leo J. Murray**, corporate affairs VP, Goldmark Communications Corp., Stamford, Conn., named public affairs VP, Warner Cable Corp., New York.

**Leonard D. Ecker**, engineering adviser to marketing group, Jerrold Electronics Corp., Horsham, Pa., named salesman, CATV systems division.

## Equipment & Engineering



**John R. Edwards**, controller, science products division, Corning Glass Works, Corning, N.Y., named to newly created post of director of administration and operations, Scientific-Atlanta, Atlanta.

**Joseph M. O'Connor**, project manager, The Cadre Corp., Atlanta, joins Scientific-Atlanta as manager, OPTIMA Division, which produces cabinets, consoles and other enclosures for electronics.

Edwards

ices cabinets, consoles and other enclosures for electronics.

**John J. Schroder**, regional sales manager, Audio Magnetics, Los Angeles, named Eastern regional sales manager, Nikko Electric Corp. of America, Van Nuys, Calif.

**Brian J. Heidtke**, director, financial resources planning, RCA Corp., New York, named staff VP, domestic treasury operations.

**Allan D. Zoril**, announcer/engineer, WYLO(AM) Jackson, Wis., named chief engineer, KXGI-AM-FM Fort Madison, Iowa.

**Peter J. Ford**, engineering director, WKBN-AM-FM-TV Youngstown, Ohio, named engineering manager, wis-TV Columbia, S.C.

**Douglas I. Sheer**, advertising/sales promotion manager, JVC Industries, Maspeth, N.Y., named to board of directors, National Audio Visual Association, assigned to exhibitors Committee, to represent interests of video community in NAVA activities.

**Brian Matley**, senior research engineer, Oxford University department of atmospheric physics, named engineering VP/chief technical officer, Micro Consultants, Palo Alto, Calif.

**Don Stafford**, engineering supervisor, and **Jim Kozora** staff member, WKBF-TV Cleveland, named chief engineer and assistant chief engineer, respectively, KEVN-TV Rapid City, S.D./KIVV-TV Lead/Deadwood, S.D.

**Joe Poerschke**, student, University of Miami, Coral Gables, Fla., named chief engineer, non-commercial WVUM(FM) there.

## Allied Fields

**John H. (Mickey) McGuire**, senior project director, Cox Data Services, Atlanta, named director of minicomputer services.

**Donna Coleman Gregg**, staff attorney, Cable Television Bureau, FCC, Washington, named associate of Dow, Lohnes & Albertson, law firm there.

**Richard R. Zaragoza**, associate in communications law firm of Fisher, Wayland, Southmayd & Cooper, Washington, named partner. **Charles H. Bell Jr.**, attorney, office of general counsel, FCC, named FWS&C associate.

**Richard Jencks**, retired VP, CBS, Washington, elected to "distinguished lecturers chair," San Diego State University. He will start in September.

## Deaths



Jones

**Merle S. Jones**, 70, former president of CBS Television and executive with CBS over 32-year period until his retirement in 1968, died March 24 in Palm Springs, Calif. Mr. Jones was credited with having developed so many executives who rose to top positions at CBS that within company there were constant references to the

"Merle Jones farm system." He joined CBS in 1936 as assistant to general manager of company-owned KMOX(AM) St. Louis and subsequently served as general manager of several other CBS-owned stations and in executive capacities with CBS-TV. He was named president of CBS Television in 1956 and president of CBS Television Stations Division in 1958. He is survived by his wife, Frances.

**David R. Reel**, 71, retired attorney, division of compliance, Federal Trade Commission, Washington, died March 17 at Washington Hospital Center. Before joining compliance division, he had been assistant chief of division of trade practice conferences and chief of division of small business. He is survived by his wife, Margret, one son and one daughter.

**Nelson Case**, 66, TV/radio announcer, died after heart attack March 24 at Doylestown (Pa.) hospital. During his 50-year career, he was announcer for Lowell Thomas on CBS and appeared on Ed Sullivan's *Toast of the Town* and Dave Garroway's *Wide Wide World*.

**Larry Thor**, 59, radio/TV actor, died of ruptured aorta at Santa Monica (Calif.) hospital March 15. He was star of *Broadway is My Beat* radio show and appeared in *Mr. Novak* TV series. Survivors include his wife, Jean, and seven children.

**Betty Grimes Lindley**, 76, co-founder, Dramatized Radio Merchandising, New York, died March 18 after long illness at Wisconsin Avenue Nursing Home, Washington. She had been radio agent for Eleanor Roosevelt. Survivors include her husband, Ernest, and three sons.

# Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

**Antitrust/networks.** Justice Department antitrust suits 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 (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refile of suits were dismissed by Supreme Court. Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1, 1975).

■ Broadcasting in Congress. Resolution to permit daily live broadcasts of House chamber proceedings failed in crucial vote before House Rules Committee, panel that serves as gatekeeper for legislation ready for consideration of full House (see page 58). Committee voted 9-to-6 to send H.Res. 875 back to its Ad Hoc Subcommittee on Broadcasting, headed

by B.F. Sisk (D-Calif.), for further study. There it is likely to remain for rest of this session, unless Mr. Sisk can persuade one opponent on 16-member Rules Committee to change his vote. There is second broadcast resolution pending in House by Representative Jack Brooks (D-Tex.), chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage sparked recent activity. Mr. Brooks, opposed to Sisk plan because it provides that networks would administer coverage, designed plan that would have Congress run cameras. Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

**Cable rebuild deadline.** FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14, 1975). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20508) that considers possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13, 1975).

■ **Canadian policies.** Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Latest meeting with Canadians on matter resulted in some optimism on commercial-deletion matter, but not on tax law (BROADCASTING, Jan. 19). Private interparliamentary conference of members of U.S. Congress and Canadian Parliament also produced some hope ("Closed Circuit," Feb. 9). Stations involved met March 18 with Canadian Radio Television Commission and advanced plan to establish Canadian subsidiaries in exchange for Canadian concessions on cable commercials and ad tax issues (BROADCASTING, March 22).

**Children's TV.** FCC's policy statement on children's television programing, adopted in 1974 (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee 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, 1975).

**Community ascertainment.** FCC has issued new rules designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, Dec. 22, 1975). It also issued similar regulations for noncommercial stations (BROADCASTING, March 15).

**Consumer agency.** Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is Senate's term for agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill says agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Promised veto by President apparently has stalled conference to resolve differences between two bills.

**Copyright legislation.** Senate has approved unanimously its version (S. 22) of copyright revision (BROADCASTING, Feb. 23). It provides for a compulsory license for public broadcasters and cable television. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, after lengthy hearings, has begun markup on its bill, H.R. 2223.

**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 Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but commission 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, 1975). 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. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). National Citizens Committee for Broadcasting is seeking appeals court review.

**EEO guidelines.** FCC has issued proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (BROADCASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable (BROADCASTING, Feb. 23).

**Fairness doctrine bills.** Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other

bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

**Family viewing suit.** Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages. Court has turned down defendant's motions to dismiss (BROADCASTING, Feb. 16). Trial date in Writers Guild case is set for April 6.

**FCC fees.** Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). 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 (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15, 1975). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). 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, 1975).

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**Format changes.** FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats (BROADCASTING, Jan. 5). Comments are due April 5, replies May 5.

**Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 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, 1975). Commission also fined WXPN(FM) Philadelphia \$2,000 for obscene and indecent broadcast, may set station's license for hearing on ground of licensee abdication of responsibility (BROADCASTING, Dec. 8, 1975).

**KRLA(AM).** FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

**License renewal legislation.** House Communications Subcommittee appears to be nearing hearings on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). Radio-only proposal by National Radio Broad-

casters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings, promised this year by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). So far more than 150 representatives and 20 senators have sponsored or co-sponsored renewal bills; 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. Senate will take no action until House makes first move.

**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 in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

**Pay cable; pay TV.** FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (BROADCASTING, Nov. 10, 1975). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). Commission has to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10). 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, 1975); more were

held in July (BROADCASTING, July 14, 21, 1975) and last December (BROADCASTING, Dec. 15, 1975).

**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, 1975). Four Brunswick Record officials have been found guilty of mail fraud and conspiracy (BROADCASTING, March 1). Several others under investigation have pleaded guilty (BROADCASTING, Jan. 26).

**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, 1975). 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. S. 1111 is being considered separately from Senate-passed copyright bill. 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).

**Public broadcasting funding.** House Appropriations Subcommittee on Labor, Health, Education and Welfare has held hearings on appropriation for Corporation for Public Broadcasting. CPB asked subcommittee to appropriate money according to ceilings provided in first-ever long-range authorization bill passed by Congress last year—\$88 million for fiscal 1976, \$103 million for 1977, \$121 million for 1978 and \$140 million for 1979. CPB would have to match every federal dollar with \$2.50 from private sources. Administration has recommended \$70 million for 1976 and '77, \$80 million for 1978 and \$90 million for 1979. CPB appropriation measure, which will be included in larger Labor, HEW appropriation package, will emerge from subcommittee sometime in April. CPB President Henry Loomis testified before subcommittee in February (BROADCASTING, Feb. 16).

■ **Ratings.** Nielsen prime-time averages season to date (28 weeks): CBS, 19.6, ABC, 18.9, NBC 18.0 Twenty-eighth week alone: ABC, 21.2, CBS, 17.1, NBC, 15.9.

**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, 1975). Decision is being appealed to U.S. Court of Appeals in Washington and oral arguments have been held (BROADCASTING, Dec. 1). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has obtained all FCC documents involved with commission's order; hearings may result (BROADCASTING, Nov. 3, 1975). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17, 1975). Also, Senator Pastore has bill (S. 608) that would exempt presidential and vice-presidential candidates from equal-time requirements that has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5, 1975). Mr. Macdonald has introduced bill (H.R. 5600) that echoes Mr. Pastore's but it would also provide that programs like *Meet the Press* be exempted from Section 315 and that spokesman from oppos-

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party be given opportunity to reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill. FCC has also rejected WGN Continental policy of selling political time only in units of five or more minutes (BROADCASTING, March 1).

**Sports antiblackout.** Legislation to renew sports antiblackout law, which expired Dec. 31, 1975, was stalled when House-Senate conferees failed to agree on compromise (BROADCASTING, Dec. 22, 1975). Conference committee will try again in another session, yet unscheduled. Experimental law provided that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. Bill passed

by House (H.R. 9566) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

**UHF.** FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by chief engineer's office.

**VHF drop-ins.** In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. 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. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975).

**WPXI(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, 1975). Case is moving toward oral argument stage.

## For the Record

As compiled by BROADCASTING, March 15 through March 19 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.

### New stations

#### TV application

■ Columbus, Ohio—Commercial Radio Institute seeks ch. 28 (554-560 mhz); ERP 1916 kw vis. (max), 87.5 kw aur., HAAT 994 ft.; ant. height above ground 1121 ft. P.O. address: 3500 Parkdale Ave., Baltimore 21211. Estimated construction cost \$345,867; first-year operating cost \$410,000; revenue \$500,000. Legal counsel Fisher, Wayland, Southmayd & Cooper; consulting engineer George E. Gautney. Principals: Julian S. Smith (40.5%) and Frederick M. Himes (24.8%). Applicant owns 39% of WBFF(TV) Baltimore and is owner of CP for WPFO(TV) Greensburg, Pa. Ann. March 16.

#### AM application

■ Port Orchard, Wash.—Kapral and Owens Broadcasting Co. seeks 1330 khz, 1 kw-D. P.O. address: 12327 Aqueduct Dr. E., Tacoma, Wash. 98445. Estimated construction cost \$4,092; first-year operating cost \$34,428; revenue \$48,000. Format: standard pops. Principals: Ronald M. Kapral and Dale A. Owens (50% each). Mr. Kapral is bartender; Mr. Owens is engineer for NBC in San Francisco. Ann. March 18.

#### AM licenses

Broadcast Bureau granted following licenses covering new stations:

■ KDLG Dillingham, Alaska (BL-14057); KOKK Huron, S.D. (BL-14095). Action March 11. WRG1 Marco Island, Fla. (BL-13900) (also granted change of studio location to East Naples, Fla. (BMP-14,126); KIKC Forsyth, Mont. (BL-14047). Action March 12. KPAG Pagosa Springs, Colo. (BL-14,016). Action March 15.

#### FM applications

■ Nome, Alaska—Arctic Broadcasting Association seeks 100.3 mhz, 84 w, HAAT 40 ft. P.O. address: W.

4th Ave. and D St., Box 820, Nome 99762. Estimated construction cost \$25,600; first-year operating cost \$7,275; revenue \$3,000. Format: MOR. Principals own and operate KICY(AM) Nome and WTAQ(AM) LaGrange, Ill. Ann. March 17.

■ El Cerrito, Calif.—El Cerrito High School seeks 88.1 mhz, 10 w. P.O. address: c/o James G. Nelson, 540 Ashbury Ave., El Cerrito 94530. Estimated construction cost \$14,659; first-year operating cost \$1,800. Format: variety. Principal: Applicant is non-profit educational institution. Ann. March 19.

■ Goleta, Calif.—Guy S. Erway seeks 106.3 mhz, 3 kw, HAAT -635 ft. P.O. address: 5530 Camino Corralvo, Goleta 93111. Estimated construction cost \$74,161; first-year operating cost \$36,000; revenue \$40,000. Format: MOR, C&W. Principal: Mr. Erway owns KKIO(AM) Santa Barbara, Calif. Ann. March 19.

■ Glennville, Ga.—Tattnall County Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 226 E. Bolton St., Glennville 30427. Estimated construction cost \$40,592; first-year operating cost \$12,000; revenue \$24,000. Format: MOR, religious. Principals: Judy W. Cobb (50%), Donald P. Cobb and Norma Preston (25% each). Cobbs are husband and wife. Applicants are officers of WKIG(AM) Glennville, Ga. Ann. March 17.

■ Duxbury, Mass.—Duxbury Community Radio seeks 91.7 mhz, 10 w. P.O. address: c/o Robert J. Perkins, 450 Lake Shore Dr., Duxbury 02332. Estimated construction cost \$5,145; first-year operating cost \$1,000. Format: variety. Principal: Applicant is non-profit corporation formed for purpose of operating proposed station. Ann. March 9.

■ Brainerd, Minn.—Tower Broadcasting Corp. seeks 106.7 mhz, 100 kw, HAAT 448 ft. P.O. address: c/o James Pryor, Route 5, Box 474B, Brainerd 56401. Estimated construction cost \$102,200; first-year operating cost \$35,000; revenue \$100,000. Format: easy listen-

ing. Principals: James R. Pryor (40%), Wilbern P. Tell (20%), Roger Best (20%) and Robert L. Gross (20%). Mr. Pryor is sales manager of KKIN(AM) Aitkin, Minn. Mr. Tell owns carpet company. Mr. Best owns insurance company. Mr. Gross is assistant school superintendent. Ann. March 5.

■ Eupora, Miss.—Tri County Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT 233 ft. P.O. address: Box 587, Fulton, Miss. 38843. Estimated construction cost \$19,018; first-year operating cost \$7,223; revenue \$12,486. Format: modern C&W. Principals: Olvie E. and Ivous T. Sisk (50% each) are husband and wife. Sisks own 50% of WWSA(AM) Vernon, Ala., 100% of WFTO(AM) Fulton and CP there, 90% of WEPA(AM) Eupora and 100% of CP for WKNG(AM) Tallapoosa, Ga. Ann. March 17.

■ Woodstock, N.Y.—Woodstock Communications seeks 100.1 mhz, 3 kw, HAAT 290.6 ft. P.O. address: c/o Jerome Gillman, 118 Tinker St., Woodstock 12498. Estimated construction cost \$97,576; first-year operating cost \$58,000; revenue \$62,500. Format: variety. Principal: Jerome and Sasha Gillman are principals (51%); 10 other owners. Gillmans run public relations firm. No other broadcast interests. Ann. March 19.

■ Hurricane, W. Va.—Putnam Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT 295 ft. P.O. address: c/o Robert J. Valleau, 454 Hodges Branch Rd., Hurricane 25526. Estimated construction cost \$42,000; first-year operating cost \$10,000; revenue \$89,000. Format: Top 40. Principals: Eight equal owners. Applicants own WZTQ(AM) Hurricane. Ann. March 19.

#### FM actions

■ Hollister, Calif.—Vernon Miller. Broadcast Bureau granted 93.5 mhz, 3 kw, HAAT -216 ft. P.O. address: Box 1636, Cupertino, Calif. 95014. Estimated construction cost \$29,249; first-year operating cost \$51,200; revenue \$80,449. Format: MOR, C&W. Principal: Vernon Miller (100%) has various business interests

### Summary of broadcasting

#### FCC tabulations as of Feb. 29, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,435	3	27	4,465	50	4,515
Commercial FM	2,708	0	77	2,785	120	2,905
Educational FM	766	0	50	816	59	875
Total Radio	7,909	3	154	8,066	229	8,295
Commercial TV	701	1	9	711	53	764
VHF	509	1	4	514	9	523
UHF	192	0	5	197	44	241
Educational TV	229	9	14	252	15	267
VHF	90	3	4	97	7	104
UHF	139	6	10	155	8	163
Total TV	930	10	23	963	68	1,031

\*Special temporary authorization

\*\*Includes off-air licenses



including appliance service, meter manufacturing company, restaurant, mobile home park and apartments, all in California (BPH-9536). Action March 11.

■ Naples, Fla.—Sterling Communications Corp. Broadcast Bureau granted 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Suite 121, Gulfshore Square, 1400 Gulfshore Blvd. N., Naples 33940. Estimated construction cost \$101,727; first-year operating cost \$133,300; revenue \$115,000. Format: C&W, contemporary. Principals: Abe J. Voron (70%) and John L. Norman (30%). Mr. Voron has interest in WQAL(FM) Philadelphia as well as mail order business and is executive director of National Association of FM Broadcasters. Mr. Norman is announcer for WRGI(AM) Marco and WRGI-FM Naples and owns photography business and magazine. Grant subject to outcome of Doc. 20705 (BPH-9583). Action March 11.

■ Hampton, Iowa—Harold A. Jahnke. Broadcast Bureau granted 104.9 mhz, 3 kw, HAAT 94 ft. P.O. address: 421 Central Avenue East, Hampton 50441. Estimated construction cost \$16,450; first-year operating cost \$18,000; revenue \$42,000. Principal: Mr. Jahnke is freelance writer and broadcaster in Hampton. Action March 9.

■ Poughkeepsie, N.Y.—Vassar College. Broadcast Bureau granted 91.3 mhz, 10 w. P.O. address: Raymond Ave., Poughkeepsie 12601. Estimated construction cost \$5,000; first-year operating cost \$9,100. Principal: Natalie J. Marshall, vice president for student affairs (BPED-2091). Action March 11.

■ Sweetwater, Tex.—Stein Broadcasting Co. Broadcast Bureau granted 96.7 mhz, 2.6 kw, HAAT 58 ft. P.O. address: 1801 Hoyt St., Sweetwater, Tex. 79566. Estimated construction cost \$21,415; first-year operating cost \$9,000; revenue \$12,000. Format: Easy Listening. Principals: Jack H. Stein (45%) and Myrl H. Stein (55%) own KXOX(AM) Sweetwater (BPH-9432). Action March 12.

### Starts

■ KRAI-FM Craig, Colo.—Authorized program operation on 93.7 mhz, ERP 100 kw, HAAT 980 ft. Action March 9.

■ KZLO Pueblo, Colo.—Authorized program operation on 100.7 mhz, ERP 100 kw, HAAT 640 ft. Action March 8.

■ \*KSCL Shreveport, La.—Authorized program operation on 91.3 mhz, TPO 10 w. Action March 9.

■ \*WSPH Baltimore—Authorized program operation on 88.1 mhz, TPO 10 w. Action March 8.

■ \*KRPR Rochester, Minn.—Authorized program operation on 89.9 mhz, ERP 12.8 w. Action March 8.

■ \*KACV-FM Amarillo, Tex.—Authorized program operation on 89.9 mhz, ERP 29.5 kw, HAAT 580 ft. Action March 8.

### FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ KGOT Anchorage, Alaska (BLH-6832); KCII-FM Washington, Iowa (BLH-6931); \*KJHK Lawrence, Kansas (BLED-1451); \*KEYA Belcourt, N.D. (BLED-1464); KDLY Lander, Wyo. (BLH-6872). Action March 11. KITA Modesto, Calif. (BLH-6869); \*KIGC Oskaloosa, Iowa (BLED-1446); KLEE-FM Ottumwa, Iowa (BLH-6880). Action March 12. WSME-FM Sanford, Me. (BLH-6849). Action March 8. \*KOTO Telluride, Colo. (BLED-1449); \*KAYE-FM Tonkawa, Okla. (BLED-1501); \*KQAL Winona, Minn. (BLED-1492); \*WBKT Brockport, N.Y. (BLED-1463); \*KOHs Orem, Utah (BLED-1471); \*WCDE Elkins, W. Va. (BLED-1459); \*KPIC Albuquerque, N.M. (BLED-1502); \*KRTU San Antonio, Tex. (BLED-1500). Action March 15.

## Ownership changes

### Applications

■ WTUB(FM) Troy, Ala. (105.7 mhz, 100 kw)—Seeks transfer of control of Troy Radio Inc. from Albert H., Albert G. and Ora M. Goree (100% before; none after) to Rudolph E. Shelley (none before; 100% after). Consideration: \$29,500 and \$36,500 in obligations. Principal: Mr. Shelley has Standard Oil franchise, real estate, cattle raising and peanut interests. He was general manager of WTUB from February, 1975 to September, 1975. Ann. March 15.

■ WTUX(AM) Wilmington, Del. (1290 khz, 1 kw-D)—Seeks assignment of license from Port Frere Broadcasting Co. to Radio Station WJBR for \$500,000.

Seller is owned by Gordon K. MacIntosh and Howard R. Robinson who have no other broadcast interests. Buyers are John B. Reynolds Sr. and John B. Reynolds Jr. who also own WJBR(FM) Wilmington. Ann. March 19.

■ WRKT-FM Cocoa Beach, Fla. (104.1 mhz, 30 kw)—Seeks assignment of license from Bucks County Radio News to Janus Broadcasting Co. of Cocoa Beach for \$320,000. Sellers are Chester and Velma Pike and George Matthews who also own WRKT(AM) there. Principals in buyer are Frederick L. Lindholm (40%), Donald McCoy (40%) and David Johnson (20%). Buyer owns WGNE-AM-FM Panama City, Fla. Ann. March 19.

■ KROC-TV Rochester, Minn. (ch. 10)—Seeks assignment of license from Southern Minnesota Broadcasting Co. to KTTC Television Inc. for \$4,250,000. Seller is G. David Gentling who will retain KROC-AM-FM and who owns, with his son, G. David Jr., KTYD-AM-FM Santa Barbara, Calif. Buyer publishes Quincy (Ill.) Herald-Whig and owns 88% of WGEM-AM-TV Quincy and 100% of WGEM-FM there and WSJV(TV) Elkhart-South Bend, Ind. Ownership is in several family trusts. Ann. March 19.

■ KCLU-AM-FM Rolla, Mo. (AM: 1590 khz, 1 kw-D; FM: 94.3 mhz, 2.8 kw)—Seeks assignment of license from Rolla Broadcasters to Progressive Broadcasting Co. of Missouri for \$225,000. Seller: Roy D. Stanley wishes to devote time to other interests (no other broadcast ownerships). Principals in buyer are Edward W. Moynahan (75%) and Ray L. Hicks Jr. (20%). Mr. Moynahan is general manager of KWRE(AM) Warrenton, Mo.; Mr. Hicks is sales manager of same. Ann. March 19.

■ WSLT-AM-FM Ocean City, N.J. (AM: 1520 khz, 1 kw-D, DA; FM: 106.3 mhz, 2.9 kw)—Seeks transfer of control of Allen Communications from Lester H. Allen, Robert W. Simpkins, William C. Layton Jr. et al to William C. Layton Jr. (32.3% before; 56.6% after). Consideration: \$60,611. Principals: Mr. Allen seeks to sell his total interest to engage in other areas; Mr. Layton is broker. Ann. March 15.

■ WLIX(AM) Islip, N.Y. (540 khz, 250 w-D)—Seeks assignment of license from Long Island Broadcasting Corp. to Living Communications Inc. for \$550,000. Buyers: David R. and Darlene J. Swanson (50% each) are husband and wife. Mr. Swanson is secretary of counseling organization; Ms. Swanson performs for non-profit organizations. Ann. March 8.

■ WKBX(AM) Winston-Salem, N.C. (1500 khz, 10 kw-D)—Seeks assignment of license from Stuart W. Epperson to Randolph Properties for \$565,000. Seller: Mr. Epperson also owns WKBA(AM) Vinton, Va., WRBX(AM) Chapel Hill, N.C., and has 50% interest in KBIS(AM) Bakersfield, Calif. Principal in buyer is Whiteley Binion, Fort Worth businessman with no other broadcast interests. Ann. March 15.

■ KWAT-AM-FM Watertown, S.D. (AM: 950 khz, 1 kw-D; FM: 96.1 mhz, 100 kw)—Seeks assignment of license from Midland National Life Insurance Co. to Sorenson Broadcasting for \$571,000. Seller: C.A. Sammons, who has 80% ownership of KTRN(AM) Wichita Falls and KIXZ(AM) Amarillo, both Texas; KELI(AM) Tulsa, Okla. and KHOG(AM) Fayetteville, Ark. Buyers are Dean Sorenson and Jerry Simmons, owners of KCCR(AM) Pierre and KYNT(AM) Yankton, both South Dakota. Ann. March 15.

■ KMIO(FM) Sinton, Tex. (101.3 mhz, 100 kw)—Seeks assignment of license from Sinton Broadcasting Co. to Cathexis: KNCN Inc. for \$124,500. Sellers are having financial difficulty with station, which has been silent since May 1975. Buyers are Bruce B. Baxter III (73%), Ira Littman and Richard K. Brown (13.5% each). Mr. Baxter is investor; Mr. Littman was general manager of KMIO and is now consultant; Mr. Brown was program director at station and now works for Cathexis. Ann. March 15.

■ KIXX(AM) Provo, Utah (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KIXX Inc. to Stallion Music for \$126,000. Seller is solely owned by James W. Hough who also owns KQIL(AM)-KQIX-FM Grand Junction, Colo., and KVVO-AM-FM Cheyenne, Wyo. Buyer is Bill Anderson, country and western performer who has no other broadcast interests. Ann. March 19.

■ WYLO(AM) Jackson, Wis. (540 khz, 250 w-D)—Seeks assignment of license from Universal Broadcasting of Milwaukee to Family Stations for \$300,000 plus 10-year lease at \$10,000 per year. Sellers: Lawrence Brandon, Marvin B. Kosofsky and Howard Warshaw have interests in WARO(AM) Canonsburg, Pa., WTHe(AM) Mineola, N.Y., KUXL(AM) Golden

Valley, Minn. and KEST(AM) San Francisco. Messrs. Kosofsky and Warshaw also own KPCC(AM) Pasadena and KMAX(FM) Arcadia, both Calif. Buyer is noncommercial, non-stock corporation and is licensee of KEAR(FM) San Francisco, KEBR(FM) Sacramento and KECR(FM) El Cajon, all California; WFME(FM) Newark and WKDN(FM), both New Jersey; WFSI-FM Annapolis, Md. and international station WYFR Scituate, Mass. Ann. March 15.

### Actions

■ KZRK(AM) Ozark, Ark. (1540 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Ozark Broadcasting Co. to Valley Communications for \$75,000. Seller: Leo J. Wiederkehr, president, wishes to curtail business interests for health reasons. He has no other broadcast interests. Buyer: Dewey Johnson (100%) is president, general manager and stockholder of KSPR(AM)-KCIZ(FM) Springdale, Ark. (BAL-8532, BALRE-1927). Action March 12.

■ KAGB-FM Inglewood, Calif.—Broadcast Bureau granted involuntary assignment of license from Avant Garde Broadcasting to Gilbert Robinson, court-appointed receiver. Mr. Robinson closed station in December, 1957 (BALH-2245, BASCA-730). Action March 11.

■ KSLY(AM)-KUNA(FM) San Luis Obispo, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 96.1 mhz, 3.8 kw)—Broadcast Bureau granted assignment of license from KSly Boardcasting Co. to KSly Inc. and KUNA Inc. for \$535,000 plus \$50,000 noncompetition covenant. Seller is Homer Odum who has no other broadcast interests. Buyers: Both assignees owned by Michael Rovell, Gerald Winegard, Daniel Lassman, Pasquale De Marco and Murray Rosenberg. Mr. Rovell is attorney. Drs. Winegard and Lassman are dentists. Drs. De Marco and Rosenberg are physicians (BALH-2223, BASCA-722, BALST-289). Action March 15.

■ WHAN(AM) Haines City, Fla. (930 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Radio Central Inc. from John H. Everbach (100% before; 0 after) to Edward E. and Bettie S. Shadburne (0 before; 100% after). Consideration: \$140,000. Principals: Seller wishes to devote more time to majority interest in WOKB(AM) Winter Garden, Fla. Mr. Shadburne is former officer of WHAS(AM) Louisville, Ky. Mrs. Shadburne is housewife (BTC-7935). Action March 10.

■ WKRW(AM) Cartersville, Ga.—Broadcast Bureau granted acquisition of positive control of Bartow Radio Corp. by Don H. Kordecki (50% before; 100% after) through purchase of stock from Donald S. Ruff (50% before; none after) for \$80,000 (BTC-7966). Action March 15.

■ WLCB(AM) Buffalo, Ky. and WLCB-FM Hodgenville, Ky.—Broadcast Bureau granted transfer of control of Lincoln Broadcasting Co. from Joseph W. Myers, Joseph R. Jones and James L. Jones to James L. Jones and Joseph R. Jones for \$6,500 and assignment of CP for new AM in Morgantown, Ky. Mr. Myers sold one-third interest, giving Joneses 50% each after transfer (BTC-7968). Action March 15.

■ WKKS(AM) Vanceburg, Ky.—Broadcast Bureau granted assignment of license from Avery L. Stanley, Charles Jordan Jr. and Phillip R. Hull to same with Thomas E. Reeder (none before; 33 1/3% after) buying Mr. Hull's interest. Consideration: \$8,000 and equal share of partnership's indebtedness of \$56,800 (BAL-8606). Action March 15.

■ WRBT(TV) Baton Rouge, La. (ch. 33)—Broadcast Bureau granted transfer of control of Rush Broadcasting Corp. from Richard O. Rush, Ramon V. Jarrell and Southern Educators Life Insurance Co. (100% before; none after) to Corporate Communications Group (none before; 100% after). Consideration: \$200,000 plus assumption of liabilities of \$2,560,190. Principals: Mr. Rush is selling WAPT(TV) Jackson, Miss. for \$500,000 and \$3,000,000 assumption of liabilities. Jules B. LeBlanc III (70%) and Cyril E. Vetter (30%), stockholders of Corporate Communications, are controlling stockholder and officer, respectively, of real estate development and management company in Baton Rouge (BTC-7857). Action March 12.

■ WAPT(TV) Jackson, Miss. (ch. 16)—Broadcast granted transfer of control of American Public Life Broadcasting Co. from American Public Life Insurance Co. (100% before; none after) to Lewis C. Hopper, Curtis D. Roberts, Robert G. Nichols, William Neville III, Louis A. Farber and Russell Birmingham (none before, 100% after). Consideration: \$500,000 plus as-

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sumption of approximately \$3 million in liabilities. Principals: Ralph B. Edwards is president of American Public Life Insurance, Mr. Hopper, insurance company employe and Mr. Roberts, doctor, have interest in WLIN(FM) Jackson. Mr. Nichols is attorney, Mr. Neville owns retail clothing stores and restaurant, Mr. Farber has interest in clinic and Mr. Birmingham is doctor. Each will have 16% share in WAPT(TV). Commission also renewed license, rejecting informal objection by Community Coalition for Better Broadcasting. Action March 18.

■ KESM-AM-FM El Dorado Springs, Mo. (AM: 1580 khz, 500 w-D; FM: 107.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Daryl L. Fredine to Cedar County Broadcasting for \$150,000. Seller is purchasing, subject to FCC approval, WVLR(FM) Sauk City, Wis. Buyer is chief engineer at KCMO(AM) Kansas City, Mo. (BAL-8590, BALH-2232). Action March 15.

■ WSUF(AM) Patchogue, N.Y.—Application for assignment of license dismissed by request of assignee (BAL-8501). Ann. March 17.

■ KOKN(AM) Pawhuska, Okla. (1500 khz, 5 kw, DA-D)—Broadcast Bureau granted assignment of license from Cherokee Broadcasting Co. to Coleman Broadcasting Co. for \$105,000. Seller: Jim A. Egan (45%) and Galen O. Gilbert (55%). Buyer: Lewis Coleman (44%) et al. Mr. Coleman is part owner and general manager of KTMCA(AM) McAlester, Okla. (BAL-8579). Action March 12.

■ KTIL(AM) Tillamook, Ore.—Broadcast Bureau granted involuntary transfer of negative control of Beaver Broadcasting System from Robert Douglas (50% before; none after) to United States National Bank of Oregon (none before; 50% after), as trustee under trust agreement. Bank is operating somewhat as executor for Mr. Douglas, now deceased, with ultimate plans to sell 50% ownership to other partner (BTC-7967). Action March 15.

## Facilities changes

### AM applications

■ KWIZ Santa Ana, Calif.—Seeks CP to increase nighttime power to 5 kw. Ann. March 18.

■ KBGN Caldwell, Idaho—Seeks CP to change frequency to 1060 khz; increase power to 10 kw; change ant.-trans. location; install new trans. Ann. March 18.

■ WILD Boston—Seeks CP to increase power to 5 kw; install 1 kw-CH; change type trans. Ann. March 18.

■ WARE Ware, Mass.—Seeks CP to increase night and day power to 2.5 kw and 5 kw respectively; install DA-2. Ann. March 18.

■ WBLA Elizabethtown, N.C.—Seeks CP to increase power to 5 kw. Ann. March 18.

■ WKGX Lenoir, N.C.—Seeks CP to increase power to 5 kw. Ann. March 18.

■ KHVM Gilmer, Tex.—Seeks CP to increase power to 10 kw; change ant. system. Ann. March 18.

### AM actions

■ WVMI(AM) Biloxi, Miss.—Commission granted CP to change facilities from daytime to unlimited time operation. Commission denied petition by Gulf Coast Broadcasting Co. to deny application. Action March 18.

■ KFJZ Fort Worth—Broadcast Bureau granted CP to change ant.-trans. location to Arlington, Tex.; install directional ant. system (BP-20208). Action March 10.

### AM starts

Following stations were authorized program operating authority for changed facilities on date shown:

■ KIPA Hilo, Hawaii (BP-19,843), March 8; WEET Richmond, Va. (BP-20,096), March 9; WKIK Leonardtown, Md. (BP-19,398), March 9; WYLS York, Ala. (BP-20,090), March 8.

### FM applications

■ KPRA Paso Robles, Calif.—Seeks to change frequency to 92.5 mhz; change trans. location; change trans. and ant.; ERP 17 kw; HAAT 762 ft. Ann. March 18.

■ WHLY Leesburg, Fla.—Seeks CP to change trans. and station location to 435 W. Story Rd., Winter Garden, Fla.; install new trans.; install new ant.; change TPO; ERP 100 kw; HAAT 799 ft. Ann. March 15.

■ \*WSAE Spring Arbor, Mich.—Seeks CP to install new ant.; change ERP to 3.06 kw and HAAT to 238 ft. Ann. March 15.

### FM actions

■ WENN-FM Birmingham, Ala.—Broadcast Bureau granted license covering changes; ERP 69 kw (H&V); ant height 660 ft. (BLH-6901). Action March 12.

■ KPWD Plentywood, Mont.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 3 kw (H); ant. height 34 ft.; remote control permitted (BPH-9588). Action March 11.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KGOU Norman, Okla. (BPH-9480), March 8; WMUS-FM Muskegon, Mich. (BPH-8880), March 9; \*KSJS-FM San Jose, Calif. (BPED-1842), March 5.

## In contest

### Designated for hearing

■ KPOI(AM) and KHVH(AM) Honolulu, facilities changes proceeding: Communico Oceanic Corp. and KHVH Inc. (Docs. 20740-1)—Commission designated for hearing. Both stations, which now operate with power of 5 kw, unlimited time, proposed to increase power to 10 kw, unlimited time. In addition, KPOI proposed operating on 990 khz, in lieu of 1380 khz, while KHVH, which now operates on 1040 khz, requested frequency 1010 khz. Hearing issues include amount of increased field strength which each of proposed power increases would place over FCC's monitoring station at Waipahu, Hawaii, extent to which such increase in field strength would adversely affect operations of monitoring station, whether grant of either proposal would serve public interest, which proposal would better serve interest and which, if either, should be granted. Action March 19.

■ Mt. Holly, N.J., AM proceeding: WJJZ(AM), seeking renewal, and John J. Farina and John H. Vivian, competing for 1460 khz (Docs. 20738-9)—Commission designated for hearings. Action March 18.

## Procedural rulings

■ Garden City, N.Y., renewal proceeding: WLIR (FM) (Doc. 20590)—ALJ James F. Tierney set hearing for June 2 at Garden City. Action March 11.

■ Dickinson, N.D., AM proceeding: Badlands Broadcasting Co. and Roughrider Broadcasting Co., competing for 1460 khz (Doc. 20691-2)—ALJ James F. Tierney scheduled hearing for June 22 (in lieu of April 28). Action March 16.

## Initial decision

■ KXXL(AM) Bozeman, Mont.—ALJ Frederick W. Denniston ordered licensee, Empire Broadcasting Corp., to forfeit \$5,000 for fraudulent billing practices, but renewed license and granted license covering changes in that station. Judge also granted application for transfer of control of Empire, and licensee of KFLN(AM) Baker and KWYS(AM) West Yellowstone, Mont., from Cleo Barkley and others to Gary Petersen, and others, and granted assignment of licenses of KAFF-AM-FM Flagstaff, Ariz., from KAFF Broadcasting Co. to Empire (Docs. 20424-7). Ann. March 19.

## Other actions

■ KXEL(AM) Waterloo, Iowa—Broadcast Bureau denied waiver of rules to identify as Waterloo-Clear Rapids, Iowa. Action March 5.

■ WKDX(AM) Hamlet, N.C.—Broadcast Bureau denied waiver of rules to identify as Hamlet-Rockingham, N.C. Action March 5.

■ KRXV(AM) Fort Worth—Broadcast Bureau granted modification of license covering change of corporate name to Radio Fifteen Inc. (BML-2576). Action March 10.

■ WBLB(AM) Pulaski, Va.—Broadcast Bureau denied request to identify as Pulaski-Dublin, Va. Action March 5.

## Allocations

### Petitions

■ Alaska Educational Broadcasting Commission, Anchorage—Seeks assignment of ch. 265A to Petersburg, Alaska (RM-2663). Ann. March 16.

■ Israel Sinofsky, Simi Valley, Calif.—Requests assignment of ch. 269A to Carpinteria, Calif. (RM-2660). Ann. March 16.

■ KWIC Communications, Ogden, Utah—Requests amendment to change ch. \*9+ in Ogden to ch. 9+ (RM-2661). Ann. March 16.

### Action

■ Princeton, W.Va.—Broadcast Bureau reassigned 100.9 mhz (ch. 265A) from Montgomery, W. Va. to Princeton. Assignment was in response to petition by Hillbilly Broadcasters (Doc. 20479). Action March 15.

## Rulemaking

### Petition

■ Associated Public Safety Communications Officers, Chicago—Request amendment to specify minimum periods of time which will be permitted for filing of comments and reply comments in rulemaking proceedings (RM-2662). Ann. March 16.

### Actions

■ Commission adopted program to streamline hearing process. Commission said new rules will eliminate duplicative review, reduce extraneous submissions by parties to cases and impose goals and deadlines on parties and commission alike. Reforms are scheduled to take effect July 1. Action March 17.

■ Commission adopted guidelines for ascertainment of community problems, needs and interests by non-commercial educational broadcasters (new Section 1.527 of commission rules). Requirements will apply to all educational broadcasters, with exception of wholly instructional (e.g. in-school) and 10-watt stations. Under new guidelines noncommercial educational renewal applicants, both radio and television, will be required to complete, annually during license term, list of up to 10 problems found in community during preceding 12 months, together with examples of programming broadcast during period to meet those

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problems. Noncommercial applicants for other than renewal of license will be required to ascertain community problems within six months prior to filing of application, and submit list of up to 10 problems found during period and examples of illustrative programs to be broadcast to meet those needs. FCC said noncommercial educational television renewal applicants will be required to conduct and specifically document leadership interviews on continuous basis throughout license term. Television applicants for other than renewal of license must do so within six months prior to filing application. New ascertainment guidelines will become effective May 3, 1976, for all licensees whose authorizations expire August 1, 1977, and thereafter. (Doc. 19816). Action March 12.

## Translators

### Actions

- K11NE Hoopa, Calif.—Broadcast Bureau granted CP to change frequency of VHF translator from Chan. 12, 204-210 mhz to Chan. 11, 198-204 mhz; change type trans.; increase power (BPTTV-5452). Action March 3.
- K09MS Hoopa Valley, Calif.—Broadcast Bureau granted CP for new translator to rebroadcast KEET Eureka, Calif.; TPO 5 watts; operating on 186-192 mhz. (BPTTV-5453). Action March 5.
- K09MR Gateway, Colo.—Broadcast Bureau granted CP for translator to rebroadcast KREY-TV Montrose, Colo. via K06GQ, Norwood, Colo. (BPTTV-5442). Action March 5.
- K08AN New Castle, Colo.—VHF translator license authorization forfeited and call letters deleted. Ann. March 15.
- K68AW Weeksville, Lynch Creek and Burgess Lake, Mont.—Broadcast Bureau granted CP for translator to rebroadcast KGVO-TV Missoula, Mont. (BPTT-2939). Action March 5.
- K68AV Blair, Neb.—Broadcast Bureau granted CP for translator to rebroadcast KUON-TV Lincoln, Neb. (BPTT-2943). Action March 5.
- K66AR, Decatur, Neb.—Broadcast Bureau granted CP for translator to rebroadcast KXNE-TV Norfolk, Neb. (BPTT-2944). Action March 5.
- K55BF Babbitt, Nev.—Broadcast Bureau granted CP for translator to rebroadcast KCRL-TV Reno (BPTT-2937). Action March 5.
- K07NW Goldfield, Nev.—Broadcast Bureau granted CP for translator to rebroadcast KCRL-TV Reno via K70AB Hawthorne and Babbitt, Nev. (BPTTV-5464). Action March 5.
- K67AX Alamogordo, Tularosa and Holloman Air Force Base, N.M.—Broadcast Bureau granted CP for translator to rebroadcast KRWG-TV Las Cruces, N.M. (BPTT-2938). Action March 5.
- W06AL Oteen, Warren Wilson College and Swannanoa, N. C.—Broadcast Bureau granted CP for translator to rebroadcast WLOS-TV Asheville, N.C. (BPTGV-5441). Action March 5.
- K69BG Long Valley Junction, Utah—Broadcast Bureau granted CP for translator to rebroadcast KUED Salt Lake City via K65AL, rural Wayne county, Utah (BPTT-2907). Action March 5.
- K03EJ Curlew and Malo, Wash.—Broadcast Bureau granted CP for translator to rebroadcast KSPS-TV Spokane, Wash. (BPTTV-5450). Action March 5.
- K13NZ Shoshoni, Wyo.—Broadcast Bureau granted CP for translator rebroadcasting KTWO-TV Casper, Wyo. (BPTTV-5449). Action March 5.
- Commission denied petition by EMCO CATV Inc. of Manchester, Vermont, requesting adoption of rule that would require television station to announce over radio and television stations and in local newspapers in area of translator carrying its signal, that translator was off air or malfunctioning. Action March 18.
- Commission denied two rulemaking petitions regarding maximum allowable power of FM and VHF television translator stations. Spartan Radiocasting Company, licensee of WSPA-AM-FM-TV, Spartanburg, S. C., requested amendment of rules to permit use of 10-watt VHF television translators in mountainous areas east of Mississippi River, and Robert A. Jones sought amendment to permit use of 10-watt FM translators east of the Mississippi River. Commission said it was unconvinced that requested rule changes were either necessary or desirable. Action March 18.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

- Kanawha Cable Television Co., for Nitro, and Cross Lanes, W.Va. (CAC-06214): WXIX-TV Newport, Ky.
- Sammons Communications, for Moses Lake, Wash. (CAC-06216): Requests certification of existing operations.
- Howard Cable TV, Box 455, Howard, Kansas 67349 for Howard, Kan. (CAC-06217): KTEW, KOTV, KTUL-TV, KOED-TV, Tulsa, Okla.; KARD-TV, KAKE-TV, Wichita, Kansas; KOAM-TV Pittsburg, Kansas; KPTS, KTVH, Hutchinson, Kansas; KTVJ Joplin, Mo.
- Downs Cable, for Downs, Kan. (CAC-06218): KHGI-TV Kearney, Neb.
- Thoms Broadcasting Company, for Asheville, N.C. (CAC-06192): WTTG, WDCA-TV, Washington.
- State Video Cable, for Half Moon Bay, Moss Beach, Montara and El Granada, all Calif. (CAC-061936): requests certification of existing operations; add KMUV-TV, KTXL, Sacramento, Calif.; KDTV San Francisco.
- Richey Cable, 6501 E. Dreyfus, Scottsdale, Ariz. 85254 Springerville, Ariz. (CAC-06197): KTVK, KPHO-TV, KAET, KOOL-TV, Phoenix, Ariz.; KSTAR-TV Mesa, Ariz.; KVOA-TV, KGUN-TV, KOLD-TV, Tucson, Ariz.
- Noble Cable TV, North East Street, Box 682, Kendallville, Ind. 46755 for Ligonier, Ind. (CAC-06180): WNDU-TV, WSBT-TV, WNIT-TV, South Bend, Ind.; WSJV Elkhart, Ind.; WANE-TV, WKJG-TV, Ft. Wayne, Ind.; WPTA Roanoke, Ind.; WGN-TV, WTTW, WSNs, Chicago.
- Deerfield Cable Systems, Box 15, 128 Mountain Rd., Greenfield, Mass. 01301 for Sunderland, (town of) Mass. (CAC-06181): WRLP Greenfield, Mass.; WCDC Adams, Mass.; WWLR, WHYV-TV, WGBY-TV, Springfield, Mass.; WGBH-TV, WBZ-TV, WCVB-TV, WSBK-TV, Boston; WEKW-TV Keene, N.H.; WFSB-TV Hartford, Conn.
- Muncy TV Corp., for Hughesville, (borough of) Pa. (CAC-06182): Requests certification of existing operations.
- Schenectady Cablevision, for Glenville, (town of) N.Y. (CAC-06183): Requests certification of existing operations.
- Cable Television Company of Puerto Rico, for San Juan, P.R. (CAC-06184): ZBTB Tortola, British Virgin Islands.
- Cablevision of Chester, Drawer A, Gaffney, S.C. 29340 for Chester, S.C. (CAC-06185): WBTW, WSOC-TV, WCCB, WRET-TV, Charlotte, N.C.; WIS-TV, WNOK-TV, WOLO-TV, WRLL-TV, Columbia, S.C.; WSPA-TV Spartanburg, S.C.; WFBC-TV Greenville, S.C.; WUNG-TV Concord, N.C.; WTCC Atlanta.
- Community Tele-Communications, for Lakewood, Colo. (CAC-06186): KTLA Los Angeles; KTXL Sacramento, Calif. and delete KTVT Ft. Worth; KXTX-TV Dallas.
- Suburban Communications, Box 221, Abington, Pa. 19001 for Phoenixville (borough of) Pa. (CAC-06187): KYW-TV, WCAU-TV, WPVI-TV, WPHL-TV, WTAJ-TV, Philadelphia; WKBS-TV Burlington, N.J.; WHYV-TV Wilmington, Del.; WLVT-TV Allentown, Pa.; WVIA-TV Scranton, Pa.; WOR-TV, WPIX, New York.
- Wisconsin CATV, for Eau Claire, Wis. (CAC-06188): Requests certification of existing operations.
- Delta Video Company, for Greenville, Miss. (CAC-06189): Requests certification of existing operations.
- Midwest Video Corp., for Poplar Bluff, Miss. (CAC-06190): Requests certification of existing operations and add KTEJ Jonesboro, Ark.
- Tele-Tenna Corp., for Victoria, Tex. (CAC-06191): Requests certification of existing operations.
- Wyoming Televents, 1660 S. Albion St., Suite 1021, Denver 80222 for Gillette, unincorporated areas of Campbell county and Reno Junction, all Wyo. (CAC-06205-7): KWGN-TV, KOA-TV, KMGH-TV, KBTB, KRMA-TV, Denver; KYCU-TV Cheyenne, Wyo. and carry (Reno Junction) KUTV, KSL-TV, KUED, KTVX, Salt Lake City; KTWO-TV Casper, Wyo.; KHSD-TV Lead, S.D.; KWGN-TV, KOA-TV, KMGH-TV, KBTB, KRMA-TV, Denver; KYCU-TV

Cheyenne, Wyo.

- Southern Video Corp., for Carbondale, Ill. (CAC-06204): KETC St. Louis and delete WDXR-TV Paducah, Ky.
- Big Horn Televents, for Basin, and unincorporated areas of Big Horn county, Wyo. (CAC-06208-9): KWGN-TV, KOA-TV, KMGH-TV, KBTB, KRMA-TV, Denver; KYCU-TV Cheyenne, Wyo.
- Vermont Television Corp., for Barre, Williamstown, (town of) and Barre Town, (town of), all Vt. (CAC-06210-12): WSVK-TV Boston; WLVI-TV Cambridge, Mass.; CKSH-TV, Sherbrooke, Quebec.
- Kanawha Cable Television Co., for St. Albans, W.Va. (CAC-06213): WXIX-TV Newport, Ky.
- Husco Cablevision Corp., for Barboursville, East Pea Ridge, West Pea Ridge, and Guyan Estates, all W.Va. (CAC-06219-22): Requests certification of existing operations and add WTTV Bloomington, Ind.; WOR-TV New York.
- Same as above, for Huntington, W.Va. (CAC-06223): WTTV Bloomington, Ind.; WOR-TV New York.
- Same as above, for Lesage, W.Va. (CAC-06224): WXIX-TV Newport, Ky.; WTTV Bloomington, Ind.
- Idaho Video, for Wendell, Idaho (CSR-989T): Request for special temporary authority to carry KIVI Boise, Idaho pending filing of CAC application.
- Booth American Co., for Clam Lake, Haring and Cherry Grove townships, Mich. (CSR-990): Petition for special relief requesting waiver to allow carriage of WJRT-TV Flint, Mich.; WZZM-TV Grand Rapids, Mich.; WNEM-TV Bay City, Mich.; and WTMJ-TV Milwaukee, at three townships until commission rules.
- Blue Ridge Cable Television, for Eldred township, Pa. (CAC-04992): Petition for reconsideration of action taken granting certificate of compliance application, filed by Citizens for Cable Awareness in Pennsylvania and Philadelphia Community Cable Coalition.
- Sayre TV Cable System, for Sayre, Okla. (CAC-06198): KETA Oklahoma City, Okla.
- Buhl Cable TV Co., for Shoshone, Idaho (CAC-06199): KIVI Nampa, Idaho.
- Imperial Cable TV, for Imperial (town of) Neb. (CAC-06200): KNOP-TV North Platte, Neb. and KLOE-TV Goodland, Kan.
- Bradley's TV Cable Service, for Dansville and Wayland, both N.Y. (CAC-06201-2): WOR-TV New York.
- Marion Cablevision, for Marion, Ill. (CAC-06203): KETC St. Louis and delete WDXR-TV Paducah, Ky.

### Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance:
  - Wells TV, Wells, Nev.—Cable Television Bureau granted application for certificate of compliance to add KTVU Oakland, Calif; determined that Wells must carry KOLO-TV on system (CAC-5845). Action March 17.
  - C.P.S. Cable Vision, Coalport, Irvona and Beccaria township, Pa.—Cable Television Bureau granted applications for certificates of compliance for existing cable systems carrying signals of KDKA-TV, WTAE-TV, WPGH-TV, WIIC-TV, all Pittsburgh; WJAC-TV Johnstown, Pa.; WTAJ-TV Altoona, Pa. and \*WPSX-TV Clearfield, Pa. and granted authorization to add WOPC Altoona (CAC-03853-5). Action March 17.

### Other actions

- Marin Cable Television, Tele-View Systems and Cable TV of Marin, all California—Commission denied requests for waiver of mandatory signal carriage rules concerning KDTV San Francisco. Action March 9.
- Booth American Co., Haring and Cherry Grove townships, Mich.—Cable Television Bureau granted 45 day extension of STA to carry signals of WJRT-TV Flint, WZZM-TV Grand Rapids, WNEM-TV Bay City, all Michigan, and WTMJ-TV Milwaukee. Action March 15.
- Twin City Cable TV, Marble Hill and Lutesville, Mo.—Cable Television Bureau granted special temporary authority to carry signal of KSD-TV St. Louis, for ninety days or final commission action on pending petition, whichever occurs first. Ann. March 16.
- Husco Cablevision Corp., Barboursville, East Pea Ridge, West Pea Ridge and Guyan Estates, W. Va.—Cable Television Bureau granted extension of STA to carry signal of WXIX-TV Newport, Ky. while commission decides on applications for certificates of compliance. Action March 15.



# Classified Advertising

BROADCASTING does not forward tapes of any kind. PLEASE do not send them to us ... they will be returned to you.

## RADIO

### HELP WANTED MANAGEMENT

**Gospel radio station** in growing Southwest market needs aggressive sales oriented sales manager. Ownership opportunities offered. Guaranteed salary plus bonus. Reply Box A-64, BROADCASTING.

**Top-rated, medium market** Midwest beautiful music FM seeks sales manager who can sell and lead sales staff. Send complete resume, earning expectations and goals to Box Q-220, BROADCASTING.

**Non-broadcast investor** looking for young, aggressive individual who wants to manage a station. Must have strong sales and programing background and leadership ability. Excellent profit participation offered. Send resume. Box Q-243, BROADCASTING.

**Sales Manager**, ground floor opportunity at Southern California FM. Take charge sales manager who can develop creative sales packages and sell direct accounts. Will be responsible for development of station. Resume with track record in FM sales to Box Q-290, BROADCASTING.

**If you're strong** on sales there's an excellent small market opportunity for you in growing East Texas, or in Michigan's beautiful Upper Peninsula, including co-ownership. Box Q-321, BROADCASTING.

**Partner needed** to manage small market Kentucky station, \$5,000. Cash required, Box Q-327, BROADCASTING.

**Exceptional top 10** market sales management position needs you, if you're a top sales producer, motivator, and all 'round leader, that is. As you might expect, income, fringes, etc., are all major market quality, as is the station. Rick Davenport, Ron Curtis & Company, 312-693-6171.

**Oklahoma big market** station needs sales manager. Top format, excellent group opportunity. Top income and staff awaits the right person. Rick Davenport, Ron Curtis & Company, 312-693-6171.

### HELP WANTED SALES

**Everyone has ideas**, but we want a sales manager who can execute ours and motivate others to promote and sell our proven product. Salary plus commission, potential partnership. Resume & salary requirements to Box Q-280, BROADCASTING.

**Sales executive** for highly successful Southern California AM. Must be able to help develop creative sales packages and sell direct accounts. Send resume with track record to Box Q-291, BROADCASTING.

**Northwest beautiful music** FM seeking imaginative and ambitious sales manager with good track record. Highly rewarding if you can produce. Box Q-311, BROADCASTING.

**Persons with sales** experience to represent growing Radio/Print Production company. Commission. Box Q-322, BROADCASTING.

**Experienced dynamic salesperson**. Southcentral Ind. AM & FM station, No. 1 & No. 2 in market. Established account list, excellent opportunity & employee benefits. Excellent income. Great community of 30,000 to live in. Send resume to WCSI Radio Station, Attn. Mike Bova Jr., Box 709, Columbus, IN 47201.

**Experienced atmosphere** for leading Hudson Valley AM-FM. Solid growth potential with a good list. Are you satisfied with your present situation? Send resume: WEOK Broadcasting Corp., PO Box 416, Poughkeepsie, NY 12602.

**Experienced salesperson** needed immediately for WINR, Binghamton, NY. Excellent opportunity. Send resume to Command Broadcast Group, PO Box 511, Beacon, NY 12508.

## HELP WANTED SALES CONTINUED

**Outstanding opportunity** to outstanding sales person with proven track record. First year earnings should be over \$15,000. Established list. Excellent fringes. Highly successful operation. Send resume full details to: Rick Jakle, WRMN-WJKL, 18 1/2 Douglas Ave., Elgin, IL 60120. EOE.

### HELP WANTED ANNOUNCERS

**Morning MOR**, beautiful music, news person, 15,000 community in Mountain West AM-FM Stereo. Send resume and expected salary to Box Q-244, BROADCASTING.

**Respected major group** broadcaster has openings for morning drive personality, news person & chief engineer. Good salary, excellent benefits. Large Eastern market. Box Q-250, BROADCASTING.

**New York City FM** station looking for additional full and part time staff DJ's. Progressive sound. No Top 40. Must be experienced with 3rd class license. Excellent salary. Send resume to Box Q-285, BROADCASTING.

**Immediate opening** for announcer with first ticket. Send tape, resume and wage demands to WAMD, Aberdeen, MD 21001.

**Versatile announcer/engineer**. News and copywriting desired. Willing to work any air shift at MOR. Advancement possible. Must be able to read and speak intelligently. Want permanent employee. Resume, tape and salary to WGET, Gettysburg, PA 17325. 717-334-3101.

**Michigan**, 10,000 watt contemporary/MOR seeks morning personality (who could be music director). Immediate opening for experienced talent only. Equal Opportunity Employer. Rush tape-resume to Paul Pigeon, WKNX, 5200 State Street, Saginaw, MI 48603.

**Solid organization** needs mature contemporary D.J. Air check to include some production, news, and sample of D.J. intro's. Creativity a must. Station is No. 1 in market. Tapes to P.D. WTBO-AM, Cumberland, MD 21502.

**Western Oregon** radio station wants announcer-sales combo. Experienced in both. Sports and engineering ability preferred, but not required. 1-503-367-6381.

**Looking for experienced** announcer who has solid background, versatility, excellent references and a desire to settle in Marion, Ohio and work for WMRN, an Equal Opportunity Employer. 614-383-1131. Ask for Roger Fischer or Art Martin.

### HELP WANTED TECHNICAL

**Chief Engineer**. Top Ten major market AM/FM. Strong on maintenance, have thorough knowledge of FCC rules and regulations. Box Q-33, BROADCASTING.

**Southern Michigan** Chief Operator. Experienced in AM-FM transmitter and studio maintenance as well as complete knowledge of FCC Rules. Salary open. Good benefits and advancement opportunities. EOE. Send resume and salary expectations to Box Q-227, BROADCASTING.

**1st phone** willing to learn? Assist Chief with operation of 10,000 watt directional KGGF. Also limited news and board duties. Tape, resume and salary requirements to Bill Miller, KGGF, Coffeyville, KS 67337.

**Engineer/Announcer** for Caribbean Island FM stereo station, with SCA. Full technical responsibility plus short air shift. Good pay; great living conditions. Send resume and tape (air mail) to Bill Shaw, WIVF-FM, PO Box 310, Christiansted, St. Croix, U.S. Virgin Islands 00820.

## HELP WANTED NEWS

**Wanted**, experienced (2 years min) news editor. Must have mature voice, with ability to dig for local news. Work and grow with professional staff. Resume and salary requirements to Box Q-307, BROADCASTING.

**Calif. Combo News-D.J.** Mature voice. No beginners. Tape, resume, references, salary, first letter. KTIP, Box 1450, Porterville 93257. Equal Opportunity Employer.

**Opening for** second news person at top rated station with a commitment to news. Tapes to Kevin Brennan, News Director, KTRM Radio, PO Box 5425, Beaumont, TX 77702.

**Newsperson to direct** news operation at number one rated station in growing Phila. suburban market. Experienced, aggressive electronic journalist to dig, write air local news. Opportunity for P-B-P. Good pay and fringe benefits. Tape and background to GM, WCOJ, Coatesville, PA 19320. An Affirmative Action Employer.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program and promotional** director, who can positively build great numbers. We want to be number one, and stay there. Possible air shift, position requires community involvement. Salary open, benefits. Box P-189, BROADCASTING.

**Syndicator needs** experienced beautiful music programmer for successful, growing music service. Great opportunity for right person. Confidential. Box Q-234, BROADCASTING.

**Top 25 market** Contemporary station has immediate opening for program director, must have track record. Could lead to group P.D. Midwest, best facilities, pay, and benefits. Replies confidential. Box Q-329, BROADCASTING.

**Production Manager**, min. 3 yrs. experience. Individual must excel in creativity, be a "detail" person & a self-starter. Excellent benefits, salary open. Established station. In the heart of the Illinois Valley. Send tapes & resumes to: J.D. Hogan, WLPO AM/FM, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer M/F.

### SITUATIONS WANTED MANAGEMENT

**Sales manager** or sales-oriented station manager wants to associate with Minnesota or Wisconsin station. Successfully selling now. Box Q-246, BROADCASTING.

**General Manager**, Excellent track record & references. Proven performance in sales, administration and programing. Box Q-312, BROADCASTING.

**PD & Air staff** with great major market track record desire to relocate. Entire staff plus 100% record service. Will work for less than \$1000 monthly. Any market size. 213-464-0174.

**Gray Ingram**, manager, salesman, engineer, automation consultant will be available upon FCC approval of sale of station. 919-637-4450. PO 1056, New Bern, NC 28560.

### SITUATIONS WANTED SALES

**Time sales** consultant wishes to apply proven concepts/promotions as sales manager of small-to-medium Midwest or Eastern station. Box Q-292, BROADCASTING.

### SITUATIONS WANTED ANNOUNCERS

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

**Dynamic, creative**, up tempo rock nite-man. Experienced, & employed. Excellent med. or major only. Box Q-171, BROADCASTING.

### SITUATIONS WANTED ANNOUNCERS CONTINUED

**Dependable announcer** with 3rd. and endorsement. Tight board, good news, production and commercials. Pt. time experience in 74 and 75. Go anywhere. Now! Box Q-197, BROADCASTING.

**D.J., Tight board**, good news, commercials, looking for break, willing to go anywhere, ready now. Box Q-224, BROADCASTING.

**Number one** night personality, major Ohio Metro AM. Top 50 dayside. MOR, Country. 7 years experience major markets. Complete professional, BA, excellent references. Into 5 figures. Box Q-248, BROADCASTING.

**Professionally trained announcer**, looking for All time DJ/announcing duties. Some exp. Talented, versatile, gd. personality, strong voice. Willing to work first month free to prove myself. Third phone, young, good references. Box Q-253, BROADCASTING.

**Mature announcer** copy writer. Deep commercial voice. Smooth delivery. Beautiful music format. References. Third endorsed. Box Q-279, BROADCASTING.

**Need a fulltime person** around who is dynamite with a razor and a reel of tape? For demo write to Box Q-294, BROADCASTING.

**Young single female** with enthusiasm for broadcasting desires announcing position! Also experience in traffic. Prefer California, Washington, Oregon, Idaho or Colorado. Phone 415-341-2171 or reply to Box Q-299, BROADCASTING.

**1st phone DJ** wants job, 6 months experience. John Cook, 125 South 3rd East, Apt. 501, Salt Lake, UT 84111. Phone 801-322-4095 in evening.

**East Coast**. First phone, PD experience too. Prefer Contemp or Oldies format. 617-892-9529.

**First phone**, D.J., limited experience, looking for small market contemporary station, Rollin Reetz, 1917 Clarence, Berwyn, IL 60402, 312-788-1272.

**D.J. 6 yrs. exp.** news, P.D., management. Seeking warmer climate. Albert Elm, Rt Box 86 AA, Wentworth, WI 54894, 715-398-3060, 218-626-2738.

**First phone** young DJ, Broadcast School trained with electronics background and low wattage FM experience. Engineer-trainee and/or announcer, willing to relocate. David Hornbacher, 218-681-5427.

**No automation!** First phone. Beautiful music. Production. Nights preferred. Extensive experience. 219-436-8781 mornings.

**Young, energetic** D.J. with first phone wants to relocate to your city. Bob Mencil, 1211 Weeks Ave., Superior, WI 54880, 715-392-3144.

**Now's the time** to hire this ambitious hardworking communicator. College grad, 3rd. Strong Top 40, adult contemp, progressive, Good production, too. Will produce for you. Ken Jennings, 24 Peirce Ave., Everett, MA 02149, 617-387-5221.

**Experienced announcer**, 3rd ticket endorsed, looking for a station that wants to grow. 25, married, dependable, good track record. Sales, news, sports, PBP, production. Presently working, but dying slowly every day. Help!!! For resume, or tape on request, write to Box 222, Union City, IN 47390.

**Major market quality** at an affordable price. Contemporary or Top 40. Box 71, Park Forest, IL 60466.

**Young professional** with 1st phone seeking first job. Graduate KiiS Broadcasting Workshop. 213-949-7542. Gregory Smith.

**Announcer production**, 28, B.A. Radio/TV Communications. First ticket radar endorsement. 3 yrs. university rock. 1 yr. MOR and disco. Relocate anywhere. Looking for break. Dedicated, loyal. Nick Dassion, 326 So. 3rd St., St. Charles, IL 60174. 312-584-4229.

**Stop!** I'm your man. Contemporary, Top 40, MOR. Experienced, third, will relocate anywhere, ready now. Dan 216-395-5393.

### SITUATIONS WANTED ANNOUNCERS CONTINUED

**Talk show host/investigative reporter**. Hosted afternoon talk show on WKAT Miami for last 18 months. Left due to format change. Call G.M. Sid Levin for super recommendation 305-531-8181. Excellent experience and references. Looking for talk in medium to major market. Call Dick Syatt today. 305-661-8174. Thank You.

**Personality** seeks up tempo MOR morning drive in medium market. Four years experience. Great production. Prefer coast. Call 308-632-7357 after 6 PM MST.

**1st phone announcer**, 1½ years experience, Top 50 market. Frank 212-875-7599, after noon.

**Here's one** that sounds good: Proven numbers: 12-34's. Contemporary. Production, degree. Third. 217-787-3295.

**Young D.J.** 3rd phone endorsed, tight board. Relocate anywhere. Knows rock and C&W. Tom Kelly, 66 Wilson St., Massapequa Park, NY 11762, 516-798-9021.

### SITUATIONS WANTED TECHNICAL

**AM-FM Chief**. Experienced. Construction hi-power remote control, automation. Quality oriented. Will relocate. Box Q-324, BROADCASTING.

**Engineer**, experienced as chief, all phases AM-FM, DA 1 & 2, 5 KW to 50 KW. Now in East, will relocate. Box Q-325, BROADCASTING.

**Engineer/St.** 10 year experience. D.A., FM, TV. Phone nites 301-944-1750.

**Superchief!** Creative! Specialist in high quality audio. Seeking challenge. 901-784-5899 between 10:30 AM-1:30 PM.

**"Hands-on"** Chief Engineer of radio & TV, 10 yrs. experience seeks challenging job in western states. 907-789-0764, evenings or write Rt. 4, Box 4453, Juneau, AK 99803.

### SITUATIONS WANTED NEWS

**Sportscaster**, fine college PBP experience in all major sports. A natural in baseball. News and sales experience. Versatile and vibrant. Box Q-237, BROADCASTING.

**Latino female** seeks entry position with growth potential in news broadcasting. Box Q-238, BROADCASTING.

**News and/or announcer**. First phone. College degree, one year law school. College newspaper and radio. Entry level position in station needing hard worker. Box Q-245, BROADCASTING.

**Growth opportunity** sought. 14 years experience, solid journalism background. Now in New Jersey. Box Q-251, BROADCASTING.

**No news is bad news!** Future news writer, currently in non-journalism dept. of CBS-owned TV station, wants out. Will relocate. B.S. Broadcast Journalism, college station experience. Box Q-310, BROADCASTING.

**Heavy news** and programing background. Want major-medium market news director or operations manager challenge. 1st phone. 20 years experience. Box Q-313, BROADCASTING.

**Young, dependable**, hard working individual looking for newscaster, sportscaster or combination position. Commercial radio experience as writer, reporter, and sportscaster. B.A. Political Science, M.A. Radio-TV-Film. Excellent references. Will relocate, immediately. Don Shane, 3201 Vance, Monkton, MD 21111, 301-472-2272 (nights) or 301-383-4659 (days).

**Responsible** thinking journalist, B.A., M.S., broadcast journalism, third endorsed, one year experience, seeks small to medium market. Rich Peacock, 33 Cogswell Ave., Cambridge, MA 02140. 617-547-2788.

**Newsperson:** digger, administrative background; excellent references and ambitions. Family, black, female. 4 years experience. Currently employed small-medium. Want 100 up. Tel. 812-332-1725, after 2.

### SITUATIONS WANTED NEWS CONTINUED

**Wanted radio** news announcer. Cum laude, journalism, Ohio University, 1975. Trained news broadcasting. Experienced sports reporter. Presentable voice. Neal Klipfel, 61 Harper Rd., Snyder, NY 716-839-0901.

**Young aggressive** hard-working individual looking to break into broadcasting as a radio newscaster in a small market station. Junior college graduate, A.S. Degree in broadcasting. Available immediately. Will relocate. Richard Chabot, 7 Fiske Road, Lexington, MA 02173, 617-862-0979.

**NIS stations** and others. Newscaster reporter, 4 years experience. Douglas O'Brien 313-534-0251.

**Frustrated with** 14 hour day non-radio work. Looking for first break in news. Six months experience. Write Rod Morrison, 308 Hollis Street, Framingham, MA 01701.

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Programing, production, promotion**. 6 years, presently PD. Many hats, professional attitude. Prefer group within 200 miles Toledo. Contemporary/Top 40. All reasonable offers. Wise investment. Box Q-226, BROADCASTING.

**Producer/Director**, 16 yrs. experience in all phases, number 1 news station in area. Worked with ad agencies and in field work. Sports minded. 37 yrs. old, married, need new challenges. Box Q-232, BROADCASTING.

**Production, Programing, & News**. Third endorsed, versatile, 4 yrs. experience, MA in radio/television. Seeking parttime position in Chicago area. Box Q-252, BROADCASTING.

**Talk radio:** I know how to program, promote, staff and sell it; exp. in news/public service. Box Q-309, BROADCASTING.

## TELEVISION

### HELP WANTED MANAGEMENT

**A Major Western** market all religious TV station is looking for a general manager. Experience and dedication are musts. Send resume and salary requirements to Box Q-269, BROADCASTING.

**General Manager**. New Northern California videotape production facility needs experienced General Manager. Candidates must have record of successful management of all phases of broadcast or tape production/post-production operation. Exceptional ground floor opportunity. Please send resume and compensation requirements in confidence to Box Q-287, BROADCASTING.

### HELP WANTED SALES

**Television Advertising** Account Executive wanted. Minimum of six months media sales experience for network VHF station. Midwest station. Equal Opportunity Employer. Write Box Q-259, BROADCASTING.

**Salesperson** Proven producer in television or radio sales. Scenic medium market summer/winter recreation area. Send past billings history with resume. Box Q-272, BROADCASTING.

**Top 20 East Coast** market. Group ownership station seeks local salesperson with 2 to 3 years experience. An Equal Opportunity Employer. Respond to Box Q-282, BROADCASTING.

### HELP WANTED TECHNICAL

**Group ownership** looking for an assistant chief or maintenance person ready to move up to chief engineer position. Excellent benefits. An Equal Opportunity Employer. Box Q-303, BROADCASTING.

**New England** TV transmitter and microwave maintenance technical technician required with 1st and experience preferred. Extensive instate travel, vehicle furnished, excellent fringe, rural living. Reply full resume Box Q-315, BROADCASTING.



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**HELP WANTED TECHNICAL  
CONTINUED**

**Electronic broadcast technician:** Immediate openings on studio and transmitter maintenance staffs. 1st class FCC license required. An Equal Opportunity Employer. Reply to Box Q-328, BROADCASTING.

**Television Broadcasting Engineer.** Must have a valid FCC First Phone license. Must have a minimum of five years experience in studio operations with extensive background in quad video tape, camera control, and switching. Some background with TT-25 or TT-30 transmitters helpful. An Equal Opportunity Employer. MF. Box Q-330, BROADCASTING.

**Engineers with first phone,** for southwestern VHF, studio and transmitter. Experience not required but must have at least equivalent of trade school or military training. Paid holidays, vacation, retirement plan and other benefits. Send brief resume with past earnings history and present salary requirements to Chief Engineer, KOAT-TV, PO Box 4156, Albuquerque, NM 87106.

**1st. FCC License.** Experienced in studio operations & maintenance. Some switching duties. Contact Mr. John Truitt, C.E., WLUC-TV, PO Box 460, Marquette, MI 49855, Phone 906-475-4161.

**Director of Engineering.** Group broadcaster seeks experienced chief with strong administration abilities for major west coast market. Starting salary \$30,000 plus benefits. Call or write to Dave Boylan, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631, 312-693-6171. Confidentiality assured.

**Graduate engineer,** experienced in microwave and CATV systems to work in system planning and installations for largest MDS operator. Approximately 25% travel. Contact Microband Corporation of America, 176 Broadway, New York, NY 10038.

**Television Technicians.** Excellent career opportunity in public broadcast station operated by West Virginia University located 70 miles south of Pittsburgh, PA in scenic mountainous area. Experience in color studio operations and maintenance. First class FCC license required. Forward resume and salary requirement to: Mr. E.J. Podeszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity Affirmative Action Employer MF.

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**HELP WANTED NEWS**

**We are looking** for an experienced anchor who can communicate. Medium market television, strong news staff, excellent company. Equal Opportunity Employer. Please send resume and picture to us. We will ask for tape. Box Q-155, BROADCASTING.

**Weatherperson,** We'll put personable on-camera communicator through formal training at top meteorology department in medium market. Box Q-271, BROADCASTING.

**Sportscaster,** with colorful sports commentary. Community-involved man or woman who knows how to report skiing, boating, hunting and motor sports in scenic medium-market recreational area. Box Q-273, BROADCASTING.

**News Director** for aggressive, news-committed midwest medium market VHF. Total ENG. Box Q-275, BROADCASTING.

**Anchorperson,** Sharp, human performer who writes like people talk. Medium market opportunity for talent with limited anchor possibilities at present station. Box Q-276, BROADCASTING.

**Anchor persons needed.** Live, work, in San Diego. Anchor person needed for the best of Southern California. KCST-TV, a Storer station, ABC affiliate, expanding news operation, looking for top talents to join staff. Unusual opportunity for bright, talented journalist interested in making a major move into a major market. Station has completely new facilities, including latest ENG equipment. Send resume and video tape of actual anchor performance to Bill Peterson, News Director, KCST-TV, 8330 Engineer Road, San Diego, CA 92111. An Equal Opportunity Employer.

**News Director** to manage news and public affairs department. Call or write Bud Turner, WDAF-TV, Signal Hill, Kansas City, MO 64108. 816-753-4567.

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**HELP WANTED NEWS  
CONTINUED**

**Television Reporter/Anchor,** WSAZ-TV, Charleston-Huntington. Send resume, VTR, to Bob Johnson, Box 2115, Huntington, WV 25701. An Equal Opportunity Employer.

**Immediate opening.** News director, co-anchor. If you are really good and can help hold an established 44% share write: E.D. Madden, PO Box 395, Evansville, IN 47703. Send complete resume and tape.

**Sports Director.** Experienced in sports field reporting, production of daily sportscasts and on-air presentation. Play-by-play helpful but not essential. CBS affiliate in Southwest. Send resume, picture and audition tape to Box 1294, Albuquerque, NM 87103. No phone calls please. Equal Opportunity Employer.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Creative production manager** who can get results for retail accounts. Medium market opportunity for talented director to run own shop. Box Q-274, BROADCASTING.

**Wanted.** Experienced program director with know how in production. Need strong experienced management skills. 50's market size. Box Q-293, BROADCASTING.

**Major market Spanish U** needs operations manager. Must be bilingual, know production, technical, scheduling and be able to work with unions. Opening immediate. Reply Box Q-320, BROADCASTING.

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**SITUATIONS WANTED MANAGEMENT**

**Program Director/operations manager,** if you need out I'm your man! Have background in TV, radio, advertising, heavy TV experience in film and VTR. Both production and sales. Send for resume. Box Q-277, BROADCASTING.

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**SITUATIONS WANTED ANNOUNCERS**

**Young single female** with enthusiasm for broadcasting desires announcing position! Also experience in traffic. Prefer California, Washington, Oregon, Idaho or Colorado. Phone 415-341-2171 or reply to Box Q-298, BROADCASTING.

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**SITUATIONS WANTED TECHNICAL**

**Technical engineer.** First class license major market video television radio experience desires maintenance/operations position. Will relocate. Preferably Midwest. Box Q-268, BROADCASTING.

**Young, experienced chief** lab technician will handle all facets of your photo operation, including 16mm film processing and B&W, color still work. Write now Box Q-295, BROADCASTING.

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**SITUATIONS WANTED NEWS**

**Energetic newsman** seeking reporter's position. Writer-Producer for two years in major market. BA in broadcast news, minor in political science. Excellent references, aircheck available. Call 504-394-3589 or Box Q-76, BROADCASTING.

**Meteorological personality.** Television is a visual media, and I do a very visual weathercast. I also do environmental and some general assignment reporting. AMS qualified, and looking to move up. Box Q-241, BROADCASTING.

**B.A.: American History/Biology.** 1 year Law School. First phone. College newspaper and radio. Seek entry level position. Eager learner. Box Q-245, BROADCASTING.

**Hard-nosed reporter** seeks straight talking news director. Female. 3 yrs. experience news, producing. Box Q-249, BROADCASTING.

**Former broadcaster** now with USIA seeks position as TV news director or radio manager. Write Box Q-278, BROADCASTING.

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**SITUATIONS WANTED NEWS  
CONTINUED**

**Minicam,** now that I have your attention. Number one SOF cameraman wants position with station actively using ENG. My resume will convince you. Box Q-281, BROADCASTING.

**Top 50 reporter/weekend anchor** Northeast. 7 year radio-TV pro. Relocate for reporting and/or anchoring job. Box Q-288, BROADCASTING.

**Diamond in the rough.** Reporter/Anchorman in small-medium market looking for move up. Aggressive, dependable. Box Q-296, BROADCASTING.

**Sharp, aggressive,** black reporter ready to move up to Top 10 market. 5 years experience news, sports, talk show. Presently employed Top 15. Write Box Q-297, BROADCASTING.

**Sports anchor/reporter.** Experienced TV/radio PBP. Strong on air. Degree. 305-894-6396. or Box Q-300, BROADCASTING.

**Help!** Dynamic young newsmen wasting in unemployment. Broadcasting degree/1 yr news experience. Will go anywhere. Do anything. Call mornings 904-438-0705 or Box Q-302, BROADCASTING.

**Weatherman** trained in advanced television production technical, and in talent as a weatherman only. Will work anywhere in the United States. Have audition tape if requested. Box Q-305, BROADCASTING.

**Meteorologist.** Some TV experience regular broadcasts. features. MS Meteorology/MasCom. Good appearance, fair voice. Box Q-308, BROADCASTING.

**Outstanding, dedicated anchorman,** 31, superior delivery and appearance. 8 years experience all phases broadcast journalism, including management. Employed, but seeking large market anchor commensurate with my capabilities. Box Q-314, BROADCASTING.

**Can a good** small market radio man, 31, 4 years experience, news, PBP, sales management, good voice, appearance make it in television news, sports? Praise the lord! Yes! If you'll give him the opportunity. Box Q-318, BROADCASTING.

**Reporter/weekend anchor.** Experienced news gatherer and deliverer. Available immediately. College degree, 26, married. 813-939-0291.

**Reporter-Ancor.** Top 20 market experience. 5 years in TV news. Statehouse reporter, features, documentary. People-oriented stories. Strong writer. 217-352-4560.

**RTV instructor** currently developing ENG program at Jr. college seeks summer employment. ENG operation. Experience ranges from fender-genders to presidential visits. Available mid-May until late August. Tom Barnett, Radio-Television, Odessa College, Odessa, TX 79760.

**Weathercaster** with unique on-camera cartooning formal seeking position. AFRTS background. Bron Smith, 213-796-7441.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Producer/Director.** 7 years experience news. Sports commercials. Currently Top 20 market. Excellent references. Box Q-254, BROADCASTING.

**Television Director,** experienced, presently employed as newscast director Top 50 market. I run a tight newscast with A & B roll film, ENG cassette and live reports. 5 yrs experience, including commercial production and production manager. Box Q-319, BROADCASTING.

**P.A. interested** in 50 hrs/wk. Responsibility, future. Have skills, enthusiasm, imagination, experience. BFA Graphics RISD 2 1/2 yrs. f/i top NE TV/Prod House, ENG. 1st. Will travel for opportunity, work hard & excel. Resume and port. KR Paulson, 120 Lovell, Worcester, MA 01603.

**College grad** BFA film No. 2 D.J. Jacksonville Fla. WCAU TV wake up! Commercial production, copywriting, creative, funny & zany. Looks like Ernie Kovacs. Get me out of N.J.! 201-747-4677.

## CABLE

### HELP WANTED MANAGEMENT

**Unusual management opportunity.** Second in command, medium sized M.S.O. Director of operations, for 70,000 subscriber M.S.O. Must have extensive management experience either in cable or other communications media. Relocate on east coast. Please write to Comcast Cable Division, Comcast Corporation, One Belmont Avenue, Bala Cynwyd, PA 19004. Replies confidential.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Promotion Copywriter.** Versatile, experienced continuity chief skilled at program promotion writing for all media. Able to direct small department. Key position, New York City area. Please send resume, cover letter and copy samples. \$20,000+. Box Q-283, BROADCASTING.

## BUY-SELL-TRADE

### WANTED TO BUY EQUIPMENT

**We are looking** for some good, used television production equipment. Call 513-294-1486.

### FOR SALE EQUIPMENT

**G.R. 918 AL RF bridge,** like new, \$495.00. Box Q-257, BROADCASTING.

**Stereo generator,** Sparta 682. CBS 4110 stereo Volumax limiter; CBS 4450A stereo Audimax AGC. All in use, excellent condition, available May. Each \$1050 or offer. Bib Venditti, KZAP, Box 511, Sacramento, CA 95803. 916-444-2806.

**35mm Norelco** telecine motion picture projector. All options current price well over \$17,000.00. Never used, mint condition. \$8500.00 will consider some trade. Write, wire or phone International Cinema Equipment Company, 13843 Northwest 19th Avenue, Miami, FL 33054. 305-681-3733.

**1 KW Collins FM** Stereo transmitter, will tune and test your frequency, perfect: 4,500. 601-362-2790 after 5 PM.

**Collins 20 V AM** transmitter, 1000/500 watts on 1480 khz. \$1,000. Gates GTM-88s Stereo FM Modulation Monitor \$600. WRSW AM-FM, Times Building, Warsaw, IN 46580. 219-267-3111.

**For Sale:** Channel 60 antenna and 400' guyed tower. Exc. cond. Will trade for? 312-357-1211.

**GE PE-250** color camera, GE TY-106B helical antenna, ch. 22, Collins stereo console 212S-1, more items on list. S.R. Cathrall, WEZF-TV, Box 22, Burlington, VT 05401. 802-655-3663.

**950 feet.** RCAMI-19387 6 inch 75 OHM transmitter line. Paul Kelley, WLKY-TV, Louisville, KY, 502-893-3671.

**Jampro JSCP-3 FM** antennae with De-icers for 104.9 Megahertz. Available after frequency change estimated first of May. Used 4 1/2 years. Asking \$2400.00 at our site. KCHA, Charles City, IA 50616.

**IGM Automation Controller.** IGM 502-5 Control Unit, 3-cue tone sense amps, 10 step music sequencer with three music channels, IGM 363 program logger, IGM 382 time announcer, IGM MOS 400 step memory with two instacart interfaces. Sonomag RSC-50 carousel random selector. CBS Audimax stereo 445. Gates Level Devil 5546 amplifier, Hewlett-Packard frequency modulation monitor 335-B tuned 94.3 mhz. Two Gates Unimote 70's. Telefunken 300 tape recorder. Call Rick Jakle, WJKL/WRMN, 18 1/2 Douglas Avenue, Elgin, IL 60120. 312-741-7700.

**Complete small** working IGM automation system. Working when removed from service. \$2750. Call or write Bob Esty, KRKT Radio, 1207 East Ninth, Albany, OR 97321 503-926-8628.

**For Sale.** Used 300 ft. tower FM 32" Triangular 3/16" Call 815-625-9321 or write Safeway Electric, 205 16th Ave., Sterling, IL 61081.

## FOR SALE EQUIPMENT CONTINUED

**Schafer 800 Stereo** automation, excellent condition, with two random access stereo carousels, net join, digital clock, six stereo play amps for AG-350, all manuals, diagrams, and cables, in four racks, will sell separately. Also available: Mono Instacart, RCA BTR-30 remote control with interface panel new 7 foot rack with small dent. Contact Noel Moss, KEZK FM, 1780 S. Brentwood Blvd., St. Louis, MO 63144. Phone 314-968-5550.

**Field Meter** Nems-Clarke 120-E very good condition \$675. Paul Godley Company, Box 798, Upper Montclair, NJ 07043. 201-746-3000.

**45 RPM reinforced record shuck** choose from a variety of colors; write for free samples and price too. Pic-A-Disc Products, 2717 Gibson St., Flint, MI 48503.

**Bell & Howell** 16mm film chain projector. Pedestal, switching remote, optical /magnetic, excellent condition. \$1350.00. Cinevision, PO Box 457, Avondale Estates, GA 30002.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**Could you use** 50 or 60 good jokes every month? Foohey and Ferraro is a team that's got it. Now you can have it. Generous sample: \$1.00. Jim Foohey, 710 Rhine Blvd., Raritan, NJ 08869.

**Capitol Comedy** zaps the politics. Over 40 one-liners every 10 days. 3 months trial. \$15. Sample \$2. Jack Posner, 220 Madison Ave., N. Y., NY 10016.

## 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.

**TV job seekers:** Color vtr or film audition \$60.00 plus stock. L.A. area. 213-885-0533.

**Join Oldtime Announcers' Club.** Announcing experience dating back 25 years or more. No dues. PO Box 1174, North Little Rock, AR 72115.

**Teach your salesmen** to collect easily, smoothly, quickly. Send \$10 for guaranteed cassette. Tiger Tapes, Box 4713, Nashville, TN 37216.

## PROGRAMING

**Nationally known management** consultant is available for programing on consultation basis. Can build and promote all formats. Market analysis and counter programing. Bill Elliott & Associates 305-967-8838.

## INSTRUCTION

**No: tuition, rent!** Memorize, study—Command's "Test-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, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**REI teaches electronics** for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Class begin May 10.

**REI.** 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**REI.** 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**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. 312-321-9400. 235 East Grand Avenue, Chicago, IL 60611.

**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

## INSTRUCTION CONTINUED

**FCC license** through correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

**Get your first** to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

**No FCC license?** Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

**Effective commercials** give more sales, better income. Learn how. Complete course. Sample \$5, refundable. Fuller, Box 692, Cincinnati, OH 45201.

**Institute of Broadcast Arts,** 75 East Wacker Drive, Chicago, 4730 West Fond Du Lac, Milwaukee. Current FCC license updates. Approved for Veterans Benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

**Job opportunities** and announcer-d.j.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

## RADIO

### Help Wanted Management

Group owner acquiring new property. Opening for experienced General Manager with strong documented sales background. References must be excellent. Send complete resume to

Box Q-233, BROADCASTING.

### ASSISTANT GENERAL MANAGER Spanish Language Station

Major Latin American AM station, the leader in its market (over 1-1/2 million) is searching for a professional with solid business management background to assist the General Manager. The ideal candidate will be a person with depth and vision, capable of handling sales force and unionized personnel, who has a proven record of success. Business degree preferable, must be Spanish-English bilingual, and profit-minded. Salary to start will be in the low-twenties plus attractive fringe benefits and relocation expenses. Please reply in detail to Box Q-286, BROADCASTING.

### Help Wanted Sales

## SALES POSITION

Rapidly expanding company manufacturing and selling audio tape recording equipment is seeking a high caliber sales engineer.

Send resume stating salary requirements to Bob Tria, Sales Manager.



**INTERNATIONAL  
TAPETRONICS  
CORPORATION**

2425 South Main Street  
Bloomington, Illinois 61701  
Telephone: 309-828-1381



## Help Wanted Announcers

We are prepared to pay 12K yr plus company furnished insurance plan for morning air PERSONALITY. Must be able to get involved with audience and ENTERTAIN them. Also versatile and imaginative in production. Solid opportunity for settled pro. Contemporary Country. EOE Male/Female. Reply to

Box Q-316, BROADCASTING

## Help Wanted Technical

### CHIEF ENGINEER

Chief Engineer needed, for contemporary 50kw KCMO-AM, and beautiful music 100kw KCEZ-FM, who has senior qualifications to take charge of 8 person staff. Must have 1st class FCC license, AM directional and high power FM stereo experience. College graduate in electronics engineering or equivalent, 5-7 years hands-on production equipment knowledge. Medium to large market radio station engineering experience. Salary negotiable. If you feel you have what we need, please send written letter and resume to:

**General Manager**

**KCMO/KCEZ**

**125 E 31st Street**

**Kansas City, Missouri, 64108**

*We are an Equal Opportunity Employer.*

## Help Wanted Programing, Production, Others

### Career Opportunities Radio, Television, Publishing

If you have 2 or more years experience in any phase of commercial broadcasting and are ready to move on to greater responsibility send your resume to:

*New National Skills Bank  
NATIONAL URBAN LEAGUE  
500 East 62nd Street  
New York, New York 10021*

### YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.  
Washington, D.C. 20036

## Situations Wanted Management

Aggressive general manager looking for major market problem station. Present station just sold. Leader in sales, programing, accounting, with engineering skills both AM/FM major markets. Specialize converting problem operations to winners. Complete knowledge FCC rules, expert at collections. Excellent credentials. Known nationally. Can attract and work with best programing & sales staff available. Last station increased yearly billing from \$200,000 to \$1,500,000 in four years. Complete broadcast background including ownership AM/FM major market. First Class License. 20 years broadcasting. Ready for new challenge. Let's discuss management position major market. Box Q-118, BROADCASTING.

## Situations Wanted Management Continued

GM or SM for medium to large market. Aggressive competitor. 16 yrs. exp. AM-FM all formats. Seasoned pro- top notch reputation. Proven ability to motivate, educate staff. Read my resume, check my references. You'll want to talk to me. Replies

Box Q-270, BROADCASTING

Chris Bailey is an ADVISOR for MEDIUM and SMALL MARKETS with 17 years in MAJOR MARKETS EXPERIENCE.

ANSWER YES TO ONLY TWO THEN CALL CHRIS TODAY 216-961-1009 or write 11406 Clifton Blvd. Suite 804 Cleveland, Ohio 44102.

1. Ratings Down
2. Billing Down
3. Direction of Your Station Wrong
4. Having Trouble with Your Jocks

## Situations Wanted Technical

Chief Engineer. 13 years experience all facets of AM, FM broadcasting. Directional Antennas. Remote Control, proofs, automation, production and construction. Put this experience to work in your large station or group operation. Prefer West Coast.

Box Q-301, BROADCASTING

## Situations Wanted Programing, Production, Others

### HOT SPOTS FOR COLD CASH

Top New York writer/producer of National Radio spots available here or west coast.

Top Spot Only.

Experienced, expert, expensive.

Send for tape and details.

Box Q-289, BROADCASTING.

**NUMBER ONE RATED** Mid-Day personality and production director of one of the country's most respected major market stations, seeks programing position. (medium or the right small market) I'll use proven programing techniques, combined with creativity, research, & hard work, to put your station on top. For info and excellent references write: Box Q-323, BROADCASTING.

Major market DJ, Program Director, seeking position offering growth. Excellent career history includes WABC, WIFE, WAKY and national TV show. Call 201-445-9772 or write 262 Gateway Road, Ridgewood, New Jersey 07450.

**JAY REYNOLDS**

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

## Miscellaneous

Available now . . . . .

### Sixty, Five-minute programs

*"Our Lives, Our Fortunes  
and Our Sacred Honor"*

The Lives and stories of the signers of the Declaration of Independence. . .

For Audition Tape and further details

**ROBERT K. LYNCH**

**Box 45**

**Atlantic Beach, Florida**

**32233**

### RADIO AUDIENCE SURVEYS from \$389

- INCREASE SALES REVENUE
- ACHIEVE GREATER RESPECT AT THE AGENCY LEVEL
- INCREASE STATION PRESTIGE AMONG EMPLOYEES

Professional Research Services

*"Another  
Date/Bennett  
Enterprise"*

808 S. TERRACE RD. TEMPE, ARIZ. 85283 (902) 879-4003 Collect

## TELEVISION

### Help Wanted Technical

**Leading video switching company  
needs design and maintenance  
engineers. Experience in color  
video preferred.**

Contact: Mr. Buzan Vital Industries, Inc.  
3700 N.E. 53rd Avenue  
Gainesville, Florida 32601  
Phone: 904-378-1581

### GRASS VALLEY GROUP

We are looking for experienced engineers in the following categories:

- **CIRCUIT DEVELOPMENT.** Applicants should be thoroughly familiar with the latest solid state devices and techniques. BSEE and at least 5 years of experience required.
- **TV SYSTEMS ENGINEERS.** Applicants should be thoroughly familiar with television systems. Minimum of 5 years of TV experience required.
- **TV SALES ENGINEERS.** 5 years of TV broadcasting experience required.
- **TV FIELD SERVICE ENGINEERS.** BSEE required. Applicants should be willing to travel in the US and abroad for a 2-year period before becoming permanently assigned to the plant in Grass Valley.

Send resume and salary requirements in confidence, to: Robert L. Cobler, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, California 95945.

Arrangements can also be made for an interview at the NAB exhibition - Chicago, March 21-24.

An equal opportunity employer

# Wanted for TV Camera/Equipment Career Opportunities

Robert Bosch, one of the most dynamic and diversified international manufacturing and distribution firms, has two key openings in our fast-growing Fernseh TV Camera and Equipment Division headquartered in Saddle Brook, New Jersey.

## General Manager

We're looking for an aggressive, "take charge" leader with the ability to produce profitable results. Your primary role will be to plan, develop, and follow through on all marketing functions or our TV Camera and Equipment Division. To qualify, you must have a proven track record of results as a manager in a related area.

**Mr. Peter J. Meehan, Manager of Industrial Relations, Robert Bosch Corporation, 2800 South 25th Avenue, Broadview, Illinois 60153.**

# Robert Bosch

*An equal opportunity employer*

## Sales/Service Engineer

Your engineering degree, plus a record of success in sales and service, are the keys to this exciting career opportunity. If you qualify, you'll get in on the ground floor—introducing, demonstrating, and servicing our brand new BCN-VTR systems to the United States market.

## Rewards

In addition to factory training, Robert Bosch offers a highly competitive compensation package with outstanding benefits.

For immediate consideration, send your resume, complete with earnings history and requirements, in confidence to:

## Situations Wanted Technical

Experienced competent engineer with over 9 years in color television seeks to step up to creative level in management or supervisory position. Extensive experience in studio engineering, videotape, remotes, maintenance and some videotape computer editing. Will relocate for right opportunity. Box Q-326, BROADCASTING.

## 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**

## Miscellaneous Continued

# BUILD A BETTER STUDIO

Call Aderhold Construction Company. A complete construction management team of architects, builders, engineers and designers. No problem too large or too small. 404/233-5413.



**Aderhold Construction  
Company**

3384 Peachtree Rd. NE / Atlanta, Georgia 30326

**IMMEDIATE  
CASH AVAILABLE  
WE WILL PURCHASE  
YOUR**

**ACCOUNTS RECEIVABLE**

Money is provided to you on a nonrecourse basis—therefore, your Financial Statement is not needed. Our funding does not require a long term commitment or contract that will tie you down.

**JUSTIN-BRADLEY ASSOCIATES, INC.**

Tower 1-Four Ambassadors  
999 South Bayshore Drive  
Miami, Florida 33131  
305-374-3222.

## Tower Service

**SWAGER TOWER CORPORATION  
CABLES PRESTRESSED FOR TALL  
TOWERS SOCKETS ATTACKED**

All work supervised by Certified  
Engineer  
Box 656, Fremont, Indiana 46736  
219-495-5165.

## For Sale Equipment

TV Transmitter .50 kw Channel 11 currently operating per F.C.C. specs. Available April 1st with associated power supply, gear switch, and power amplifier, plus full compliment of spare parts RCA Type TT50 AH Energy Associates: Mr. Sussell 212-732-2790

## For Sale Stations

HELP Maine AM. Fulltime, Class IV. Single station market, active or inactive with \$15,000 to finalize group to acquire same. FM possible. No "Get-Rich-Quick" types, please.

Box Q-304, BROADCASTING.

M.W.	Metro	FM	500	29%
S.E.	Small	Daytime	135	40
M.W.	Metro	AM/FM	550	180
S.E.	Small	Daytime	138	40
West	Major	FM	1.8KK	Cash

Atlanta - Boston - Chicago - Dallas  
New York - San Francisco



**CHAPMAN ASSOCIATES\***

nationwide service

5 Dunwoody Park

Atlanta, Georgia 30341

**TWO MAJOR MARKETS  
TWO MAJOR FACILITIES**

Excellent growth potential. Current cash flow \$1,000,000.

**Asking \$8,000,000.**

Real assets \$5,000,000.  
Cash buyers only please.

Box Q-306, BROADCASTING.



# BOOKS for Broadcasters

324. **TELEVISION NEWS, 2nd Edition, Revised and Enlarged** by Irving E. Fano. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages, 6 1/8" x 9 1/4", about 100 illustrations. \$12.50
317. **RELIGIOUS TELEVISION PROGRAMS: A Study of Relevancy** by A. William Bluem. This study was commissioned by the Television Information Office and concentrates on the local level. 232 pages, 5 3/8" x 8", eight pages of illus. \$4.95
304. **AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th Edition, Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronics aspects of audio operation. 192 pages, illustrated, index. \$10.00
305. **BROADCAST JOURNALISM, An Introduction to News Writing** by Mark W. Hall. Covers all basics of radio-television news writing style, techniques—for student and practicing professional. 160 pages, 6 1/8" x 9 1/4". \$6.95
320. **TELEVISION: THE CREATIVE EXPERIENCE** edited by A. William Bluem and Roger Manvell. Provocative essays and dialogues by leading writers, producers, directors, performers and technicians. 320 pages, 6" x 9", index. \$9.95
307. **CLASSROOM TELEVISION: New Frontiers in ITV** by George N. Gordon. When to use instructional television, when not to use it, how to use it, and how not to use it. 320 pages, 6" x 9", 133 ill. \$8.95
308. **COLOR FILM FOR COLOR TELEVISION** by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6 1/2" x 9 1/2", 75 diagrams, 7 photos. \$12.50
309. **COLOR TELEVISION: The Business of Color-casting** edited by Howard W. Coleman, A. C. Nielsen Co. Seventeen experts in the field give a thorough appraisal of this important medium emphasizing the business angle. 288 pages, 6" x 9", 2 color pages, illus., diagrams, charts. \$9.95
319. **TELEVISION COMMERCIALS: How to Create Successful TV Advertising** by Charles Anthony Wainwright. The first comprehensive, down-to-earth book to give insight into the creative aspects of creating commercials. 320 pages, 6 1/8" x 9 1/4", 100 illustrations, index. \$8.95
311. **DOCUMENTARY IN AMERICAN TELEVISION: Form - Function - Method** by A. William Bluem. A critical examination of the documentary movement in American television. 312 pages, 6 1/8" x 9 1/4", illustrated, appendices, notes. \$8.95
327. **THE WORK OF THE TELEVISION JOURNALIST** by R. W. Tyrell. Describes every job from writer and producer to that of cameraman, recorder, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—student and professional. 176 pages, illustrated, glossary. \$11.50
313. **THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques** edited by Raymond Sportiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 3/4" x 9 1/2", 1,000 diagrams, index. \$37.50

**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  
Continued

## UPPER MIDWEST

Trade up makes available attractive day-timer with 6 a.m. sign-on in medium sized two station market. Excellent frequency, potential for fulltime operation. Facility recently remodeled and renovated. Station enjoys fine audience and sponsor acceptance, reputation.

Stock purchase permits assumption of long term, low interest mortgage and tax credits. Priced at \$495,000, which is less than 7x operating income. A minimum of \$200,000 cash is required.

Reply to owner on your letterhead, including references and evidence of financial qualifications.

Write Box Q-317, BROADCASTING.

## LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact: William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553

For Sale Stations  
Continued



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

## HAWAII

10,000 watts, Full Time  
AM radio station, Island of Oahu  
Price reduced for Fast Sale  
\$195,000. - Cash or \$225,000. - Terms  
Tremendous Future Potential  
Continual Growth Pattern

FRED B. LIVINGSTON, RADIO K-LEI  
P.O. BOX 15397, HONOLULU, HI 96815  
(808) 922-2045

## MEDIA BROKERS APPRAISERS

RICHARD A.  
**Shahen** INC  
435 NORTH MICHIGAN • CHICAGO 60611

312-467-0040



## 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: \_\_\_\_\_

# Stock Index

Stock symbol	Exch.	Closing Wed. March 24	Closing Wed. March 17	Net change in week	% change in week	1975-76 High	1975-76 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	N	28 3/8	29	-	5/8	29 5/8	13 1/8	29	17,187	487,681
CAPITAL CITIES	CCB	49	48 3/8	+	5/8	52 1/4	22	15	7,208	353,192
CBS	N	53 5/8	54	-	3/8	57 5/8	20 1/2	12	28,313	1,518,284
COX	N	36 3/8	34 1/4	+	2 1/8	36 3/8	10 1/4	15	5,852	212,866
GROSS TELECASTING	GGG	11 3/8	11 3/8			12	6 7/8	8	800	9,100
LIN	O	15 5/8	16	-	3/8	16 3/4	2 5/8	9	2,382	37,218
MOONEY	O	3 1/2	3 5/8	-	1/8	3 7/8	1 1/4		385	1,347
RAHALL	O	4 3/4	4 3/4			6 1/4	2 1/4	12	1,297	6,160
SCRIPPS-HOWARD	SCR	25	25			25 1/2	14 1/4	8	2,589	64,725
STARR**	SBG	3 5/8	3 3/4	-	1/8	7	2 3/4		1,091	3,954
STORER	N	21 7/8	22 5/8	-	3/4	22 5/8	12 1/8	8	4,548	99,487
TAFT	N	25 7/8	25 1/2	+	3/8	28 1/2	11 5/8	10	4,042	104,586
TOTAL									75,694	2,898,600
<b>Broadcasting with other major interests</b>										
ADAMS-RUSSELL	AAR	4 1/2	4 5/8	-	1/8	4 3/4	3/4	12	1,250	5,625
AVCO	AV	10 5/8	10 3/8	+	1/4	10 7/8	2 3/8	4	11,481	121,985
BARTLELL MEDIA**	BMC	1 1/8	1	+	1/8	1 5/8	1/2		2,257	2,539
JOHN BLAIR	BJ	10	10 1/8	-	1/8	10 1/4	3 7/8	10	2,403	24,030
CHRIS-CRAFT**	CCN	8 1/4	7 1/2	+	3/4	8 1/4	2 1/8		4,167	34,377
COMBINED COMM.	CCA	15 5/8	16 3/8	-	3/4	17 1/4	5	10	4,899	76,546
COWLES	CWL	9 1/4	9 1/4			9 5/8	4 1/8	13	3,969	36,713
DUN & BRADSTREET	DNB	28 1/2	28 1/2			33 1/2	18 3/4	18	26,527	756,019
FAIRCHILD IND.	FEN	9 1/4	9 3/8	-	1/8	9 7/8	3 3/4	13	5,708	52,799
FUQUA	FOA	8 5/8	9	-	3/8	9	3 1/4	216	8,689	74,942
GANNETT CO.	GCI	38 3/4	39 1/2	-	3/4	39 5/8	23	21	21,108	817,935
GENERAL TIRE	GY	20 5/8	21 1/4	-	5/8	22 1/2	10 5/8	7	21,954	452,801
GLOBETROTTER**	GLBTA	2 1/2	2 1/2			3 5/8	7/8		2,783	6,957
GRAY COMMUN.	O	6 1/4	6 1/2	-	1/4	7	6	5	475	2,968
HARTE-HANKS	HHN	24 3/8	24 3/8			24 3/8	6 1/4	13	4,369	106,494
JEFFERSON-PILOT	JP	28 1/4	27 1/2	+	3/4	38 3/4	26 1/4	12	24,068	679,921
KAISER INDUSTRIES	KI	12 3/4	12 3/4			12 3/4	4 5/8	5	27,575	351,581
KANSAS STATE NET.	KSN	3 3/4	4 1/4	-	1/2	4 3/4	2 7/8	5	1,815	6,806
KINGSTIP	KTP	7 1/2	7 7/8	-	3/8	8 3/8	1 7/8	5	1,154	8,655
KNIGHT-RIDDER	KRN	37	35 1/2	+	1 1/2	37	14 1/4	18	8,305	307,285
LEE ENTERPRISES	LNT	15 3/4	16 3/8	-	5/8	24 5/8	12	7	3,352	52,794
LIBERTY	LC	15 1/2	15 3/4	-	1/4	16 1/2	7 1/8	7	6,762	104,811
MCGRAW-HILL	MHP	14	14 5/8	-	5/8	16 5/8	6	10	24,601	344,414
MEDIA GENERAL	MEG	17 3/4	18 1/8	-	3/8	19 1/8	9 3/8	9	7,221	128,172
MEREDITH	MDP	17	16 3/4	+	1/4	17 1/8	8 3/8	8	3,041	51,697
METROMEDIA	MET	21 3/8	21 3/8			21 7/8	5 1/4	10	6,553	140,070
MULTIMEDIA	MMED	19 3/4	19 3/4			19 3/4	8 3/4	13	4,390	86,702
NEW YORK TIMES CO.	NYKA	16	15 3/4	+	1/4	16 1/4	7 1/2	14	10,938	175,008
OUTLET CO.	OTU	17 1/2	17 1/8	+	3/8	19	8	6	1,387	24,272
POST CORP.**	POST	10	10 3/4	-	3/4	11	3 1/4		871	8,710
PSA**	PSA	7 3/8	8 1/4	-	7/8	9	3 3/4		3,181	23,459
REEVES TELECOM**	RBT	1 7/8	1 3/4	+	1/8	2 1/4	3/4		2,376	4,455
ROLLINS	ROL	25 1/2	24 1/2	+	1	26 7/8	11 1/4	17	13,404	341,802
RUST CRAFT	RUS	8 5/8	8 1/4	+	3/8	9 3/4	4 3/4	7	2,328	20,079
SAN JUAN RACING	SJR	8 3/8	8 3/8			14 1/4	5 3/4	7	2,509	21,012
SCHERING-PLOUGH	SGP	56 5/8	53 1/4	+	3 3/8	67 1/4	44 1/2	22	53,956	3,055,258
SONDERLING	SDB	11 3/4	12	-	1/4	12 3/8	4	5	727	8,542
TECH OPERATIONS**	TO	4 1/4	4 1/2	-	1/4	5 5/8	2 3/8		1,344	5,712
TIMES MIRROR CO.	TMC	20 1/4	20 5/8	-	3/8	22 5/8	10 1/4	14	33,823	684,915
WASHINGTON POST CO.	WPO	32 1/4	31	+	1 1/4	32 1/4	16 7/8	13	4,751	153,219
WOMETCO	WOM	16 1/2	16 7/8	-	3/8	18 3/8	6 5/8	8	6,332	104,478
TOTAL									378,803	9,466,559
<b>Cablecasting</b>										
AMECO	ACO	1/2	3/8	+	1/8	1 7/8	1/8		1,200	600
AMER. ELECT. LABS**	AELBA	1 7/8	1 7/8			2 3/8	1/2		1,672	3,135
AMERICAN TV & COMM.	AMTV	21 1/4	21 1/4			21 3/4	6	27	3,322	70,592
ATHENA COMM.	O	3/8	3/8			2 1/4	1/8		2,125	796
BURNUP & SIMS**	BSIM	5 1/4	4 3/4	+	1/2	7 3/4	3		8,351	43,842
CABLECOM-GENERAL	CCG	8 1/8	8 1/2	-	3/8	8 1/2	1 5/8	8	2,560	20,800
CABLE INFO.	O	1/2	1/2			1 1/4	1/4		663	331
COMCAST	O	3	3			3	3/4		1,708	5,124
COMMUN. PROPERTIES**	COMU	3 5/8	3 1/2	+	1/8	3 5/8	1 1/4		4,761	17,258
COX CABLE	CXC	17	16 3/8	+	5/8	18 1/8	4 3/8	21	3,560	60,520
ENTRON	ENT	1 3/4	1 3/4			1 3/4	5/8		1,358	2,376
GENERAL INSTRUMENT	GRL	11 7/8	12 3/8	-	1/2	31 1/2	7 1/2	30	7,201	85,511
GENERAL TV	O	1 1/2	1 1/2			1 1/2	1/4		1,000	1,500
GENEVE CORP.	CFUN	7	7 1/4	-	1/4	7 3/4	4 1/4	47	1,121	7,847
SCIENTIFIC-ATLANTA	SFA	15 1/4	15 1/2	-	1/4	18	11 1/8	13	1,374	20,953
TELE-COMMUNICATION**	TCOM	4 7/8	4 7/8			5	1		5,181	25,257
TELEPROMPTER**	TP	9 3/8	10	-	5/8	10	1 1/2		16,604	155,662
TIME INC.	TL	64	62 7/8	+	1 1/8	67 1/2	24 3/4	14	9,975	638,400
TOCOM	TOCM	3	3			3 1/4	1 5/8		617	1,851

Stock symbol	Exch.	Closing Wed. March 24	Closing Wed. March 17	Net change in week	% change in week	1975-76		P/E ratio	Approx. shares out (000)	Total market capitalization (000)			
						High	Low						
UA-COLUMBIA CABLE	UACC	O	12 1/4	12 1/4		.00	13	4 5/8	13	1,714	20,996		
UNITED CABLE TV**	UCTV	O	2 1/8	2 1/8		.00	4 1/8	1 1/4		1,879	3,992		
VIACOM	VIA	N	10 1/8	10 3/4	-	5/8	-	5.81	11 5/8	2 3/4	12	3,654	36,996
VIKOA**	VIK	A	2 1/4	2 3/8	-	1/8	-	5.26	2 3/4	5/8		2,529	5,690
TOTAL										84,129	1,230,029		

### Programming

COLUMBIA PICTURES	CPS	N	6 5/8	7	-	3/8	-	5.35	9 5/8	2 3/8	7	6,748	44,705
DISNEY	DIS	N	60 1/2	59	+	1 1/2	+	2.54	62 1/4	21 1/4	28	30,977	1,874,108
FILMWAYS	FWY	A	8 5/8	9 1/2	-	7/8	-	9.21	10 1/8	2 3/4	8	1,792	15,456
FOUR STAR			5/8	1/2	+	1/8	+	25.00	5/8	1/4		666	416
GULF + WESTERN	GW	N	25	25				.00	26 5/8	18 1/4	6	30,058	751,450
MCA	MCA	N	73 5/8	69 3/8	+	4 1/4	+	6.12	89 1/8	27 3/4	7	8,672	638,476
MGM	MGM	N	14 1/4	14	+	1/4	+	1.78	18 3/4	12 1/4	7	13,118	186,931
TELETRONICS, INTL.	O		7 1/2	8 1/2	-	1	-	11.76	9 1/4	1 3/8	12	831	6,232
TRANSAMERICA	TA	N	11 3/4	11 3/4				.00	11 3/4	6	10	64,947	763,127
20TH CENTURY-FOX	TF	N	12 3/8	13	-	5/8	-	4.80	15 1/2	5 1/8	5	7,562	93,579
WALTER READE	WALT	O	3/8	3/8				.00	3/8	1/4		4,296	1,611
WARNER	WCI	N	24	22 3/4	+	1 1/4	+	5.49	24	8 1/4	45	16,718	401,232
WRATHER**	WCO	A	5 1/8	5 3/8	-	1/4	-	4.65	5 7/8	1 1/2		2,229	11,423
TOTAL										188,614	4,788,746		

### Service

BDDO INC.	BBDO	O	19 1/4	19 1/4				.00	20 3/4	11 1/8	7	2,513	48,375
COMSAT	CO	N	28 1/8	28 3/4	-	5/8	-	2.17	46 1/2	24 1/2	6	10,000	281,250
DOYLE DANE BERNBCH**	DOYL	O	11 3/8	11 1/8	+	1/4	+	2.24	13	6 1/4		1,816	20,657
FOOTE CONE & BELDING	FCB	N	12 7/8	12 3/4	+	1/8	+	.98	13 1/8	5 1/2	8	2,130	27,423
GREY ADVERTISING	GREY	O	8 5/8	8	+	5/8	+	7.81	9 3/4	5 1/2	5	1,213	10,462
INTERPUBLIC GROUP	IPG	N	25 7/8	25	+	7/8	+	3.50	25 7/8	8 5/8	8	2,290	59,253
MARVIN JOSEPHSON	MRVN	O	9 3/4	9 3/4				.00	10 3/8	2	17	1,962	19,129
MCI COMMUNICATIONS**	MCIC	O	2 5/8	2 3/4	-	1/8	-	4.54	3 7/8	1 3/8		15,826	41,543
MOVIELAB	MOV	A	1 7/8	2	-	1/8	-	6.25	2 3/8	5/8	7	1,407	2,638
MPO VIDEOTECHNICS**	MPO	A	3 1/8	3	+	1/8	+	4.16	4 1/8	1		537	1,678
NEOHAM, HARPER	NOHMA	O	5 7/8	6	-	1/8	-	2.08	6 3/4	3 7/8	7	853	5,011
A. C. NIELSEN	NIELB	O	22 3/8	22 3/4	-	3/8	-	1.64	24 5/8	10 5/8	18	10,598	237,130
OGILVY & MATHER	OGIL	O	24	23 1/4	+	3/4	+	3.22	24 3/4	11 1/2	9	1,805	43,320
J. WALTER THOMPSON	JWT	N	11 3/4	12 1/4	-	1/2	-	4.08	12 1/2	4 1/8	10	2,649	31,125
TOTAL										55,599	828,994		

### Electronics/Manufacturing

AMPEX	APX	N	8 1/4	7 7/8	+	3/8	+	4.76	8 1/4	2 5/8	83	10,885	89,801
CETEC	CEC	A	2	2 1/8	-	1/8	-	5.88	2 1/2	1	17	2,319	4,638
COHU, INC.	COH	A	3 1/8	3 1/4	-	1/8	-	3.84	3 5/8	1 1/4	28	1,617	5,053
CONRAC	CAX	N	22 5/8	23	-	3/8	-	1.63	30 1/4	3 1/2	9	1,282	29,005
EASTMAN KODAK	EASKD	N	117	112 1/2	+	4 1/2	+	4.00	117	63	31	161,347	18,877,599
FARINON ELECTRIC	FARN	O	10 1/2	9 1/2	+	1	+	10.52	14 3/4	6 1/4	18	3,937	41,338
GENERAL ELECTRIC	GE	N	54 1/8	51 3/4	+	2 3/8	+	4.58	54 3/4	32 3/8	17	183,258	9,918,839
HARRIS CORP.	HRS	N	46 1/8	46 5/8	-	1/2	-	1.07	46 5/8	14 1/2	13	6,066	279,794
HARVEL INDUSTRIES *	HARV	O	6	6				.00	9	3		480	2,880
INTL. VIDEO CORP.**	IVCP	O	3 1/8	2 3/4	+	3/8	+	13.63	3 3/4	3/4		2,711	8,471
MICROWAVE ASSOC. INC 3M	MAI	N	16 1/8	15 7/8	+	1/4	+	1.57	26 7/8	9 3/4	10	1,320	21,285
MOTOROLA	MMM	N	63 1/8	60	+	3 1/8	+	5.20	66 7/8	46 1/8	28	114,240	7,211,400
MOTOROLA	MDT	N	45 3/8	45 7/8	-	1/2	-	1.08	57 7/8	33 3/4	31	28,198	1,279,484
N. AMERICAN PHILIPS	NPH	N	29 3/8	30	-	5/8	-	2.08	32 1/4	12 3/8	11	12,033	353,469
DAK INDUSTRIES	OEN	N	9 7/8	9 3/4	+	1/8	+	1.28	11 1/2	5 1/2	13	1,639	16,185
RCA	RCA	N	28 1/8	28 1/4	-	1/8	-	.44	28 1/4	10 3/8	20	74,547	2,096,634
ROCKWELL INTL.	ROK	N	29 1/8	27 3/4	+	1 3/8	+	4.95	29 1/8	18 7/8	9	31,200	908,700
RSC INDUSTRIES	RSC	A	2 1/8	2 1/4	-	1/8	-	5.55	2 1/2	1 1/4	11	3,440	7,310
SONY CORP.	SNE	N	9 7/8	9 5/8	+	1/4	+	2.59	13 1/4	5	40	172,500	1,703,437
TEKTRONIX	TEK	N	59 1/2	60	-	1/2	-	.83	60	18 1/8	19	8,671	515,924
TELEVISION**	TMT	D	1	3/4	+	1/4	+	33.33	1 1/2	3/4		1,050	1,050
VARIAN ASSOCIATES	VAR	N	16 1/4	15 3/8	+	7/8	+	5.69	18 1/2	6 1/2	14	6,838	111,117
WESTINGHOUSE	WX	N	16 1/8	16 5/8	-	1/2	-	3.00	20	9 3/4	9	87,091	1,404,342
ZENITH	ZE	N	37 1/2	38 3/8	-	7/8	-	2.28	39 3/8	10	27	18,797	704,887
TOTAL										935,466	45,592,642		

GRAND TOTAL 1,718,305 64,805,570

Standard & Poor's Industrial Average 116.5 113.4 +3.1

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

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

Over-the-counter bid prices supplied by Homblower & Weeks, Hemphill-Noyes Inc., Washington.  
Yearly high-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. Earnings figures are exclusive of extraordinary gains or losses.

**Less active stocks.** Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

Camptown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	8/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	2 7/8	3/8/76
Lamb Communications	1 1/4	3/8/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75



## 30 years experience puts a gilt edge on the selling credentials of Ted Walworth

Broadcasters get into broadcasting in many ways: some by easy choice, others by hard decision; some by careful planning and preparation, others by calculation or inheritance or accident. Ted Walworth counts himself among the accidental ones, or, more to the point, the lucky ones.

"I had a friend, a pilot," he recalls, "who wanted to go into publicity. He knew Edward J. Noble, who gave him a job. He said I should go see Mr. Noble, too, that Mr. Noble would be glad to give me a job. So after a semester at college, I did. And my friend was right, Mr. Noble thought he could place me."

That was in 1946 and Mr. Noble was chairman of the Life Savers Corp. and was also the owner of ABC. Hence it did not seem unreasonable for young Ted Walworth to accept Mr. Noble's surmise at face value and believe that this man could indeed find a place for him. So he did as he was instructed and went home to wait. For three weeks he waited while nothing happened, and he may be forgiven if he developed, perhaps, a twinge of doubt about Mr. Noble's leverage with his own personnel departments.

"Then I got a call from ABC," he says. "They gave me a job in the mailroom at \$85 a month—a job I could have got by myself by walking in off the street.

I learned a lesson from that experience: Do it yourself."

He was not entirely free of the beneficent influence of Mr. Noble, however. After the obligatory tour of mailroom duty and stint in network research, he had an opportunity to go into ABC Spot Sales, which in those days encompassed both radio and TV. Mr. Walworth was assigned primarily to the Life Savers account. "Mr. Noble had put Life Savers into television," he explains, "but he wanted it watched."

By the time ABC started splitting its radio and television operations into separate units, Ted Walworth was ready to make a conscious choice of his career field, rather than have it picked for him by accident or someone else's design. Radio was then the dominant medium, the primary source of broadcasting revenues. Television was the upstart. Radio was the profit center that paid television's way. So what?

"I wanted to be in television," says Mr. Walworth. "Television was a frontier business. That's what I wanted. And instead they put me in radio."

Then came a timely opportunity—a word, incidentally, that Ted Walworth obviously prefers to "chance," or, for that matter, to "problem" except in extremely stressful circumstances. His liking for the word suggests a challenge-oriented per-



Theodore Holton Walworth Jr.—president, NBC Television Stations division and member, NBC board of directors; b. July 19, 1924, Greenwich, Conn.; sergeant, U.S. Army, European Theater of Operations, 1943-45; attended Nichols College, Dudley, Mass., 1946; ABC trainee, in network research and sales executive, ABC Spot Sales, 1946-50; sales executive, Edward Petry & Co., 1950-52; with NBC since 1953, as sales executive, NBC Spot Sales, 1953-54; TV sales manager, WNBK(TV) Cleveland (now WKYC-TV), 1954-56; director of sales, WRCV-TV Philadelphia, then owned by NBC, 1956-61, and also station manager of WRCV 1959-61; VP and general manager, WNBC-TV New York, 1961-71; present post since July 1, 1971; m. Joan Petersen, Oct. 15, 1949; children—daughter, Wendy, 25, and son, Theodore III, 22.

sonal and business approach that a longtime associate has also described as very thorough and very cool, adding that "I've never seen him really angry, although certainly I've seen him when things were hot going exactly as he wanted."

The timely opportunity to move into television full time was an opening for a TV salesman at Edward Petry & Co.

"I was reluctant to leave ABC," he explains. "I was doing very well there, and of course I was there with the backing of E.J. Noble. But I really did want to get into television. So I talked to Ed Petry—what a spellbinder! And salesman! I liked his individualism, too. So I moved over."

His first boss at Petry, he recalls, was Tom Dawson, later president of CBS-TV, since retired. That recollection reminds him that a lot of today's names were just beginning to move up the ladder in those days. Among them: Elton Rule, now president of ABC Inc., who was selling for ABC's KABC-TV Los Angeles when Petry represented the station and thus sometimes teamed with Mr. Walworth on sales calls; and Jack Schneider, now president of the CBS/Broadcast Group, who was then a competitor selling spot television for CBS.

The same chain of thought brings him to the reflection that there seemed to be "only a couple of hundred people" in television when he was breaking in—an observation that makes him sound a bit older than his 51 years. Actually his time in the business started somewhat earlier than it might have, because he virtually skipped college. World War II and the

Army had intervened when he was just out of high school, and when they released him—after service in Europe as a sergeant with the Army medics—he was 22 years old. "My father wanted me to go to college, and at my age I thought I was a little beyond that," he says, "but I gave it a try and went for a while. But I didn't find it very challenging." That's when he took his friend's advice to go see E.J. Noble.

He spent two and a half years with the Petry company, where his contemporaries recall him as being noteworthy good at station relations as well as sales. "Ed Petry thought he was good," said one associate from those days, "and you couldn't do any better than that."

In the end, however, he accepted a friend's offer to move to NBC Spot Sales. Almost by the time he had got settled in he was startled by an offer to transfer to Cleveland as sales manager of NBC's WNBK (TV) (now WKYC-TV).

"That job was an eye-opener," he explains. "It opened up the station end of the business for me for the first time. I found it was the most gratifying business I had ever been in. I decided then that I'd stay on the station side. Since then I've had offers to go into other fields, including network, but I've turned them down because this is my field."

The field enlarged for him on his next stop, which was WRCV-TV Philadelphia, then owned by NBC. He started there as director of sales, then was given broader responsibilities as station manager in addition. The affability and outgoing nature that colleagues call Walworth hallmarks were also evident in increasing activity in local civic and charitable organizations as well.

He was called from Philadelphia back to New York and installed as vice president and general manager of WNBC-TV, which was having more problems than any station needs. Over the next few years he not only got it turned around—for which he credits the development of a solid news and public-affairs reputation in particular—but then went on to set what may be a longevity record of 10 years at the station helm. As for WNBC-TV's recovery, he says that "it became the largest station in the world—and you can put your own connotation on that."

When the presidency of the TV stations division opened up with the late Ray Welpott's retirement, Theodore H. Walworth Jr. was regarded as a natural choice. NBC Chairman Julian Goodman calls him "a rare combination of a splendid businessman and a fine human being." His division includes NBC Spot Television Sales as well as the five TV O&O's, and associates say he has a fine grasp of all that goes on. He is the first to say he loves it and has no other ambition: "This is the last job I want at NBC—and I've told them so."

## Repair Job

Vincent T. Wasilewski, president, told the National Association of Broadcasters last week to get militant in protecting its future in Washington. Julian Goodman, NBC chairman, urged the same audience to declare its independence of excessive government restraint. It isn't quite clear how either assignment is to be carried out. There is some doubt that Massachusetts broadcasters are prepared to throw their next renewal forms into Boston harbor.

Yet a firmer presence is needed in Washington, as has been suggested here before, and the firming process may very well have been begun in the Wasilewski and Goodman speeches and in the convention at which both were made.

Not the least of the broadcasters' recent problems has been that of composing differences within their own ranks, especially differences between radio and television members of the National Association of Broadcasters. It was in recognition of unrest among some radio members, not to mention the conversion of the National Association of FM Broadcasters to the National Radio Broadcasters Association, that the NAB has been amplifying its radio activities.

The convention last week reflected that change of emphasis. Mr. Wasilewski separately addressed radio and television assemblies, with different speeches attuned to the special interests of each group. The general agenda contained more radio-only features than have been provided in the past. Any radio members who felt slighted last week are beyond redemption.

Nor did television members have reason to complain of an overemphasis on radio. Indeed, the convention, viewed in retrospect, was that of a federation of broadcast interests, including those represented by the many specialized organizations that met under the broad umbrella of the NAB. It just may be that the NAB has succeeded in ameliorating its internal problems to the point that attention may be paid to the bigger ones outside.

## Impossible dream?

There were those in his audience in Chicago last week who wondered whether FCC Chairman Richard E. Wiley had taken leave of his wits in advocating radical reforms in license issuance and renewal. Five-year license terms for everybody? An end to comparative renewal cases? The selection of winners among competing applicants for new facilities by the spin of a wheel? Could the chairman be putting the broadcasters on?

He says he wasn't, and he is entitled to be taken seriously, however bleak the outlook for his legislative proposals on Capitol Hill. If it were politically attainable, Mr. Wiley's formula would introduce sanity into a regulatory scheme that is demented enough to have been devised by the Red Queen.

None of the elements in Mr. Wiley's formula is new. The five-year license has been the darling of the broadcasters for years, and he has endorsed it in the past. Congress, however, has proved less congenial.

The elimination of incumbents as targets of direct attack by rival applicants is an idea traceable to a renewal-reform bill introduced seven years ago by Senator John O. Pastore (D-R.I.), to his later regret. The Pastore bill would have prohibited the FCC from accepting rival applications for occupied facilities unless it had found the occupants unqualified to go on operating. Minorities fell upon the bill ferociously, and the senator, up for re-election in 1970, ran for his life.

Nor is Mr. Wiley the first to suggest the awarding of new

licenses by lot, although another alternative to the comparative hearing, making the award to the highest bidder, has been the subject of more talk.

Still, the Wiley formula has a character of its own for combining these unoriginal elements into an over-all system that seems to make sense.

Surely it cannot be argued that the comparative hearing has been anything but an expensive exercise in speculation, as Mr. Wiley described it last week. It is also the device that led the FCC into consideration of programing as a criterion for judging prospective performance, with the inevitable end of forcing it to evaluate programing at renewal time.

Any rational alternative is worth considering, including Mr. Wiley's which would stage a lottery among applicants who had been found qualified to enter the contest.

His proposal to eliminate comparative challenges to incumbent licensees will draw the same criticism that Senator Pastore's did. That criticism may, however, be defused by assurances that licensees will remain subject to petitions to deny renewal and to revocation initiated by the FCC itself. As Mr. Wiley said, his plan in no way interferes with his "new ethic" program of punitive action against transgressing broadcasters.

Mr. Wiley says he will present his thoughts to the appropriate congressional quarters. When he does, he should not be left sitting out there alone.

## Whistling Dixie

Direct telecasts from the moon, broadcast signals bounced off Venus, satellite transmission in living color from points anywhere on earth—these have become routine.

But direct pickups from the floor of the House of Representatives in Washington are out of reach. The reason, of course, isn't technical. It's simply ornery, manmade interference that deprives the public of the right to see its congressmen in action or—as is usually the case—inaction.

The House Rules Committee, in the face of polls showing that better than two-thirds of the electorate favor broadcasting the proceedings live, while more than one-third of the members of the House have coauthored resolutions, has killed the legislation. What the public has seen is not democracy in action but parliamentary dictatorship at its worst.



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