


New forces to reckon with on Capitol Hill  
Cable after Dallas: coming on strong

# Broadcasting Apr 12

The newsweekly of broadcasting and allied arts


Our 45th Year 1976

NEWSPAPER



**No. 1  
at both 6 & 10  
in the Twin Cities!\***

The news ratings are in and the news is better than ever. Because Eyewitness News is more dominant than ever. At 10 p.m., for example, Eyewitness News swept all the major demographics against competing news programs—winning 42 out of 45 categories in Arbitron and 41 out of 42 in Nielsen.\* Wider margins than ever before. Now 12.3% ahead of the second news station in total persons. So go with No. 1. Choose KSTP-TV. No. 1 more than ever.

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\*Source: Arbitron, Minneapolis-St. Paul, Jan. 1976; Nielsen, Minneapolis-St. Paul, Jan. 1976. 5-day program audience averages. TSA. Estimates subject to limitations of said reports.

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# A Million and Four Reasons Why "Freedom Is" Belongs On Your Station!



**1. PREMIERE!** Your opportunity to carry a premiere telecast. A sure winner in summer.

**2. TALENT!** Look at these stars! Jonathan Winters, Richard Roundtree, Edward Asner, Joseph Cotten, Dan Dailey. Original music by Jimmie Haskell.

**3. BICENTENNIAL!** An exciting half-hour about the birth of our country, and the search for freedom. Done with imagination and high entertainment value.

**4. LUTHERAN TV!** A new animated special from the people who made "great family entertainment" a prime time word.

## **AND... ONE MILLION LETTERS AND CARDS!**

That's right... one million... to the previous three Lutheran TV animated specials. Now Benji and Waldo are back for "Freedom Is." Talk about an eager audience!

"FREEDOM IS" is prime access or prime programming, and a perfect way to start off a summer evening with big ratings and quality family viewing. And it's all Bicentennial entertainment with a ready-to-watch audience.

**ACT NOW** before your market is booked.



Call Mike Vincent  
Lutheran Television, (314) 647-4900.  
Or write, 2185 Hampton Avenue  
St. Louis, Missouri 63139.

# EMERY INTRODUCES A NEW T.V. PROGRAM.

You may not find it listed in the TV Guide, but Emery's new T.V. program has something dramatic to offer you.

New low rates. Specially designed for the T.V. film and production industry.

If you have a shipment moving to or from any of the country's major film and tape production capitals (New York, Los Angeles, Pittsburgh, Chicago) you can save as much as 30%.

And if you have multiple pick ups we have a multiple pick up rate that can save you even more.

Yet while you no longer pay extra with Emery, you still get the extras.

Like an instant tracking system that can give you an up to the minute picture of your film or tape in just ten seconds. Over 100 offices, worldwide, plus hundreds of agents.

What's more we're on practically every commercial airline that carries freight.

That's over 1000 jets a day. And we use hundreds of charter and commuter airlines, too. Wherever commercial airline service is weak.

So you won't have a wait for your shipment. Nor will you have a weight problem. Because we have no size or weight restrictions. All this and more. For less.

If you'd like to get with the program, just tear out the coupon. Or call us.

To: Mr. Ben Scrimizzi, Domestic Marketing Coordinator BC412  
Emery Air Freight/Television Distribution Service  
World Headquarters, Wilton, Connecticut 06897

Yes! Your service sounds like it can provide the dependability and economy I've been looking for.

Please send me information     Please contact me immediately

I average \_\_\_\_\_ air shipments per month.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

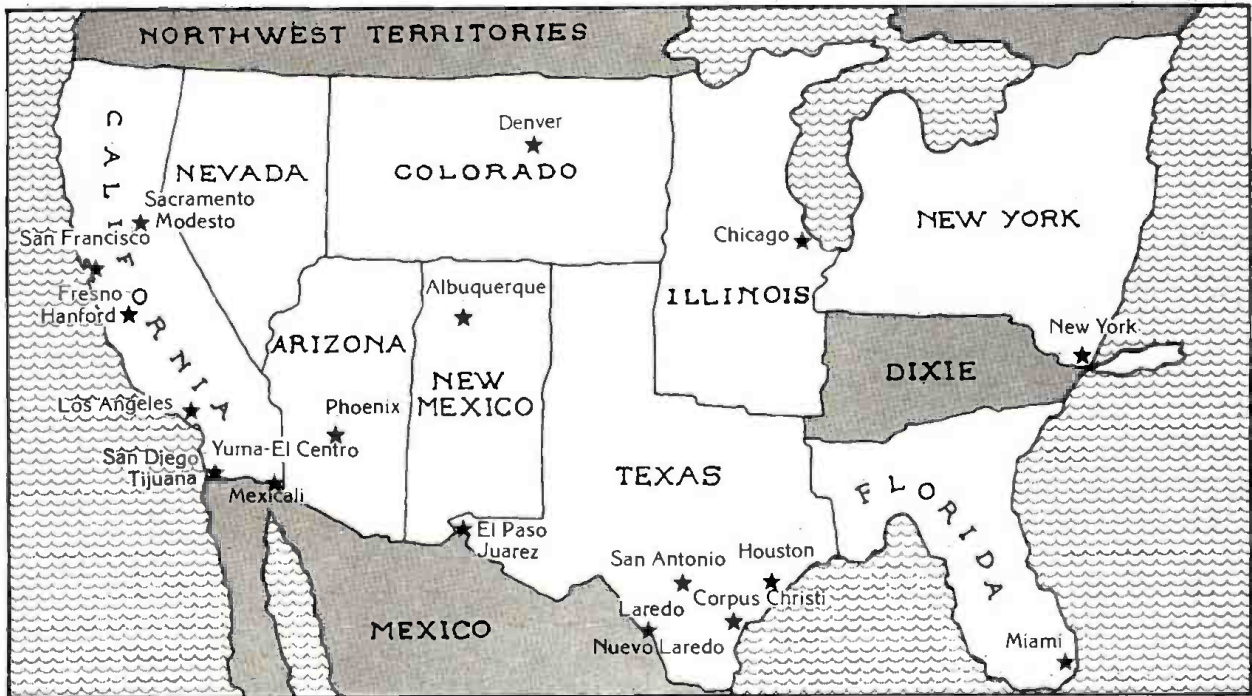
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Phone Number \_\_\_\_\_

**EMERY AIR FREIGHT**

The shortest distance between two points.

# The Fourth TV Network



## Serves Spanish USA ... and you may want to join us

Long before the American Revolution ... nearly a hundred years before the Pilgrims landed at Plymouth Rock, the Spanish language and culture were implanted in this country by Fray Marcos de Niza. That was in 1539. With the arrival of the Pilgrims, America became a bilingual nation and remains so today.

Now, 400 years later, there is a Fourth Television Network ... telecasting entirely in the Spanish language to America's second largest minority. SIN, the U.S. Spanish Television Network provides a full schedule of news, entertainment and sports to affiliated stations, helping to preserve the

Spanish heritage ... one of America's oldest and most valuable cultural assets.

If you are interested in programming for Spanish speaking Americans in a community where there is no SIN affiliate, you can become an **Extended Market Affiliate** of SIN. EMA members receive anywhere from one to 50 hours of color Spanish language programming each week.

Serving your Spanish speaking community is an important and appreciated public service. It can be profitable, too.

For further information contact William D. Stiles, Vice President, Director of Sales.



**U.S. SPANISH TELEVISION NETWORK**

250 Park Avenue, New York, N.Y. 10017 (212) 697-0585

WXTV New York  KMEX-TV Los Angeles  KWEX-TV San Antonio  WLTV Miami  KDTV San Francisco  WCUI-TV Chicago  KFTV Fresno/Hanford  KLOC-TV Sacramento/Modesto  KMXN-TV Albuquerque  KDOG-TV Houston  KORO-TV Corpus Christi  XEWT-TV San Diego/Tijuana  XEJ-TV El Paso/Juarez  XHBC-TV Yuma-El Centro/Mexicali  XEFE-TV Laredo/Nuevo Laredo  Coming Soon: Phoenix, Denver.

# Broadcasting Apr 12

**MACDONALD STEPS DOWN** □ Ailing chairman of the House Communications Subcommittee announces his resignation from that post April 26 and his retirement from Congress at the end of this session. He gives the nod to former broadcast newsman Van Deerlin to be his successor. Coupled with Pastore retirement, it means the old order will change on the Hill. **PAGE 21.**

**WAR AGAINST THE STATE** □ New York cable system operators, the state cable association and the NCTA join in a suit against regulation of pay cable rates by the state of New York. **PAGE 22.**

**MOMENTUM** □ Freshly minted NCTA Chairman Burt Harris is euphoric about Dallas convention and about cable in general. An interview with him and an overview of the convention is on **PAGE 23.** Reporting on the nuts and bolts of Dallas begins on **PAGE 36.**

**FAMILY VIEWING IN COURT** □ Trial of suit against the networks, NAB and the FCC over the family hour begins in Los Angeles. There's a lot of talk. **PAGE 24.**

**NOT ENOUGH FACTS** □ Paul MacAvoy, head of the White House Domestic Council's group on regulatory reform, says he hasn't sufficient information on the effects of cable to make any de-regulation recommendations and lacks the resources to come up with such information soon. There won't be any administration cable bill for a long time. **PAGE 26.**

**CBS LINES UP FOR FALL** □ Six series are chalked in, five are erased and heavyweight Bunker moves his family into Wednesday night. **PAGE 31.**

**PAY: TALK OF THE TOWN** □ NCTA's Dallas convention is dominated by discussion of pay cable promise, care and feeding. **PAGE 36.**

**HBO ONE YEAR LATER** □ Time Inc.'s pay subsidiary reports 386,000 subscribers on pay cable hookup as the convention opened, but there's a rush of new systems customers in Dallas. **PAGE 38.**

**WILEY'S WORDS** □ FCC chairman tells NCTA that government has cleared way for industry to prove itself. He also takes a slap at cable's EEO record. **PAGE 40.**

**SCHMIDT'S FURROWED BROW** □ NCTA president hints there is trouble ahead if cable programming is

irresponsible. Another concern is how to respond to the challenge of CATV's advertising. **PAGE 40.**

**CONCESSION TO MARSHALL** □ Head of National Black Media Coalition wins promise in Dallas that NCTA will draw up a program of affirmative action in the area of EEO. **PAGE 42.**

**ENCOURAGING WORDS** □ Government forum in Dallas buoys cable's hopes for more de-regulation. **PAGE 44.**

**NCTA'S EXHIBITS** □ As expected, pay cable gear was in the center ring at Dallas. Makers of addressable taps also report a good flow at their booths. **PAGE 48.**

**CLAIMS OF INJURY** □ NAB has two fact-finding missions in an attempt to supply the FCC with evidence of real or potential damage by cable. **PAGE 50.**

**DOUBLE-BARREL ATTACK** □ Two reports critical of the FCC surfaced last week—challenging the commission's equal employment opportunity regulation, and its citizen group dealings. **PAGE 51.**

**MINORITIES' PLIGHT** □ FCC's Clarence V. McKee reports that in competition for high level broadcasting jobs, women are making progress but blacks—regardless of sex—aren't. **PAGE 51.**

**BROADCAST ALERTS** □ Federal Trade Commission begins rulemaking to determine if warnings on antacid labels should be advertised. **PAGE 55.**

**BIG SPENDERS** □ Television Bureau of Advertising finds that television expenditures by department and discount stores are way up. **PAGE 55.**

**FAMILY TREE** □ Senator James Abourezk (D-S.D.) and five colleagues ask the FTC to require subsidiaries to advertise their parent companies. **PAGE 56.**

**DISGRUNTLED** □ President Ford's emphasis on "regional news conferences" has drawn fire from UPI's chief White House correspondent. **PAGE 58.**

**MAKING '60 MINUTES' TICK** □ Don Hewitt combines flamboyancy and an obsession for work to make the CBS News Sunday program a reporting classic. That's the way it's been since 1942 for the man who started as a copy boy for the *New York Herald Tribune*. **PAGE 31.**

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That's all it takes to get yourself a piece of 1976's hottest action:

*Dick Tracy*, *Brenda Starr*, and *Terry and the Pirates* — all-time favorites from the Chicago Tribune-New York News Syndicate, Inc. — in great, newly-minted productions.

Plus *Colin Doyle, M.D.*, *Crime Doctor* and *Counterspy... CIA*.

They're all available now in five new half-hour shows — each episode complete in itself. It's a bountiful blend of nostalgia and up-to-the-minute excitement. Written and directed by Jack Anson Finke, who wrote and directed *Suspense*, *The FBI in Peace and War*, and *Treasury Men in Action*.

You know all about the gigantic, built-in audiences just waiting to follow the further adventures of B.O. Plenty, Basil St. John, and The Dragon Lady.

But you *don't* know how dazzlingly effective these new radio productions can be in carrying on the old traditions — and adding 1976 zip. That's why, for only \$2, we want you to sample a full episode of *Dick Tracy* and generous segments of the other shows.

Use the coupon below today and we'll make a great offer fantastic:

You get a \$25 credit toward your first purchase.

And, right along with your sample package, you get a full two-hour show of the *Mighty Memory Mobile*, the nostalgia hit starring Garry Moore and Bob Maxwell that recaptures the show tunes and sports

greats, the politics, personalities, and news events— year by year — of the recent past. The *Mighty Memory Mobile Show* is now being heard on WOR New York, WBAL Baltimore, KERA-FM Dallas, and many other stations.

Feature it once on yours, too ... free.

Write today!

# \$2 brings you mystery, adventure, romance, suspense, intrigue, and Dick Tracy.

### BONUS #1

Send for your sample package and receive — free — one complete **Mighty Memory Mobile Show** the two-hour nostalgic journey into the recent past, a year at a time, with Garry Moore and Bob Maxwell.



*Cinema Sound Ltd.*

311 West 75th St., N.Y., N.Y. 10023 212/799-4800

Here's my \$2. Send me a complete, half-hour *Dick Tracy* show, plus a sampling of *Terry and the Pirates*, *Brenda Starr*, *Crime Doctor*, and *Counterspy... CIA*. All without obligation, of course. I am also entitled to a \$25 credit against my first purchase of this package. And, yes, I look forward to the free *Mighty Memory Mobile*.

Name \_\_\_\_\_  
Station \_\_\_\_\_ Tel. \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### BONUS #2

You're also entitled to a **\$25 credit** against your first purchase of the series of five half-hour programs.

# Closed Circuit<sup>®</sup>

Insider report: behind the scene; before the fact

## Peek through curtain

Seven series are sure bets for cancellation in NBC's 1976-77 prime-time schedule due out this week, according to network sources: Paramount Television's three-year-old *Petrocelli*, D'Antoni-Weitz's two-year-old *Movin' On*, NBC's two-year-old *The Mac Davis Show*, and four first-year series: Universal's *Ellery Queen*, MGM Television's *Jigsaw John*, Norman Lear's *The Dumplings* and Universal's *City of the Angels*.

NBC is still juggling its *Sunday Mystery Movie* elements (all produced by Universal), with *McCloud* said to be sure to return, *McCoy* sure not to return, and *Columbo's* and *McMillan and Wife's* status dependent on Peter Falk's and Rock Hudson's willingness to put themselves through grind for another season. Three new series are shoo-ins for next fall, these sources add: NBC's weekly comedy-variety hour, *The Dick Van Dyke Show*; Universal's *Best Sellers* (made-for-TV mini-series based on novels that will run as long as material justifies), and Monty Hall's *The Prime of Life*, sitcom starring MacLean Stevenson.

## Can't wait

NBC-TV affiliates will get their first look at network's new fall prime-time schedule by special closed-circuit presentation. Normally they see first screenings during their annual convention in May, but this year's convention has been deferred to June 20-23—and combined with NBC Radio affiliates'—for big 50th anniversary celebration. TV affiliates' board of delegates is due to meet with network officials April 21 to go over new schedule, with closed-circuit presentation to follow for all.

## Staying away

Absence of key broadcast industry officials from last week's NCTA convention was noted—and deplored—by number of delegates. Only one National Association of Broadcasters board member—Dan Pecaro of WGN Continental—was present to monitor industry's biggest competitor. NAB sent government-relations vice president, Bill Carlisle, and antipay-cable specialist, Robert Resor, who gave NCTA high marks for show it pulled together in Dallas.

## Next stage?

It was no larger than a man's hand, but it was there: suggestion that day was coming

when cable television might stand alone. Industry whose reason for being had always been forwarding of over-air TV signals hardly spoke of them at all during Dallas convention of National Cable Television Association last week. Talk, instead, was almost exclusively of cable's own, unique, proprietary and/or acquired programming, primarily but not exclusively movies, and almost always for a fee. Skies were turning blue again over Dallas last week. Difference for cable, this time, was confidence they might soon turn to gold.

## Party goer

Public Broadcasting Service has received White House approval to do what will probably be one of top live television news stories of year—coverage of Queen Elizabeth's Bicentennial visit to White House for state dinner on July 7. And program itself will be in sense historic—first-ever live coverage of state visit to White House. PBS, which feeds 257 stations, will spend more than three hours on story, covering greeting of queen and her party by President and Mrs. Ford, cutting away for background film while dinner is under way, then returning to cover toasts, entertainment and dancing of guests to music of military band. One narrator will be Frank Gillard, BBC's retired director of radio, who is now consultant to PBS and Corporation for Public Broadcasting.

Commercial networks, with expensive prime-time programming to consider, have not asked to do live pick-up of Queen Elizabeth dinner. But Hartford Gunn, vice chairman of PBS, says feeds will be made available to them for their news shows.

## Charge it

WRNO(FM) New Orleans has come up with off-beat idea to collect receivables from small or new accounts. Station lets advertisers charge time buys to their personal credit cards (station has set up Master Charge and BankAmericard accounts at local bank). National Radio Broadcasters Association is alerting members to approach, which also checks credit quickly and costs station 3% service charge.

## No progress

It may be simply to establish strong negotiating position for their government, but Canadian officials are indicating cool reaction to attempt by U.S. border stations to persuade Canada to drop policies designed to stop flow of advertising dollars

to them (BROADCASTING, March 22). For instance, one aim of Americans is to persuade Canadian government not to proclaim, and thus implement, legislation that would deny tax deduction for advertising on U.S. television stations. But Canadian officials said that since government weathered controversy kicked up over bill's application to *Time* and *Reader's Digest*, it probably will go ahead and apply it to U.S. television.

Meanwhile, there is no word yet on government-to-government meeting that is to be held on U.S. stations' plan. Informed sources in Ottawa do not expect government to request meeting until after it decides whether to issue proclamation applying tax legislation to U.S. stations and after Canadian Supreme Court rules on suit brought by U.S. stations to outlaw Canadian Radio and Television Commission's commercial-deletion policy on Canadian cables.

## One out, one in

Douglas Cater, one-time correspondent for now defunct *Reporter* magazine and later aide to President Lyndon Johnson, is moving out of his present post as director of Aspen Institute Program in Communication and Society to become Aspen fellow, doing research and writing. He will be succeeded by Robin Homet, chief of U.S. Office of Telecommunications Policy's office of studies and analysis.

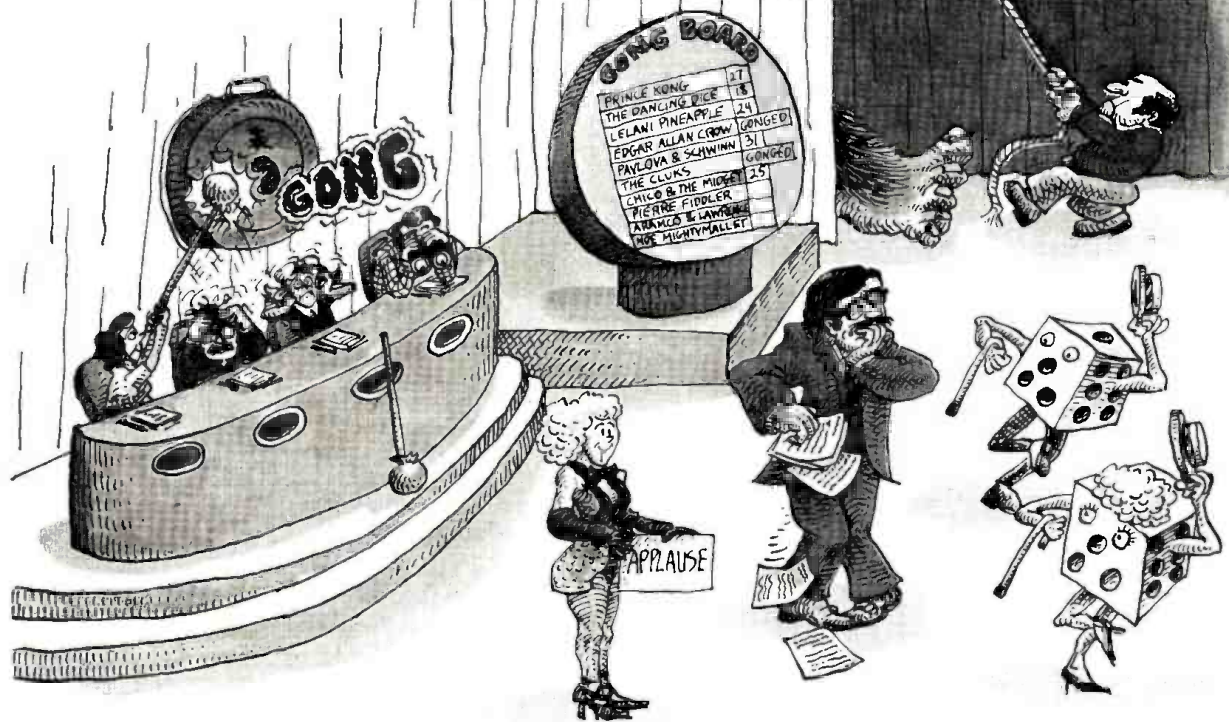
Another Aspen personnel announcement to be made soon involves FCC Commissioner Glen O. Robinson. Although his principal occupation following expiration of his term on June 30 will be as law professor at University of Virginia, Mr. Robinson will head Aspen task force on communication regulation and policy making. Exact form and function of group will be settled over next few months, but number of ideas for studies are being discussed.

## Spreading out

With elimination of FCC's leap-frogging restrictions on cable systems, so-called "superstations" such as WPIX(TV) New York, KTLA(TV) Los Angeles and WGN-TV Chicago are getting super boost. General consensus among cable people is that those three stations are most desirable distant signals. Already, WPIX is carried on 260 CATV systems accounting for more than 1,357,000 homes; WGN-TV is on 250 cable systems with 620,000 subscribers; KTLA is on 154 systems with 730,000 subscribers.

# THE GONG SHOW...

many unknown talent  
doing their crazy  
thing ...just for fun.



**The fastest, funniest  
half hour show on the tube.  
Uniquely different . . .  
television's hottest new  
prime access property.**

Take some courageous obscure performers . . .

... add a wild celebrity panel, host Gary ("Laugh-In") Owens, and a free-wheeling format . . .

... and you have *The Gong Show*, the funny, fast-paced half hour that combines the most appealing elements of talent,

comedy, suspense, and variety entertainment.

It was clear from the first day we showed it at NATPE in San Francisco that hit-makers Chuck Barris and Chris Bearde had another winner.

As the word got around, our screening room filled up at every showing.

The responses: "Crazy." "Hysterically funny." "Audiences will love it."

Four ABC O and O's have snapped it up. So has a fast-growing list of other important stations.

*The Gong Show* is perfect demographic appeal for young and old. Right now's the time to grab this all-family, all-audience builder for your station.

#### Sold:

WABC	New York
KABC	Los Angeles
KGO	San Francisco
WXYZ	Detroit
WNAC	Boston
WTOP	Washington
WEWS	Cleveland
WPLG	Miami
WFAA	Dallas—Ft. Worth
WKBW	Buffalo
KTRK	Houston
KSTP	Minneapolis—St. Paul
KOA	Denver
WTNH	Hartford—New Haven
WTHR	Indianapolis
WITI	Milwaukee
WLCY	Tampa—St. Petersburg
KOIN	Portland





**Uniroyal** □ Tough Guy steel-belted radials are subject of promotion in 54 markets through TV and radio. Two flights are planned June 14 and 28, each about month long. Fringe, prime-time and sports 30's use new, undisclosed theme targeted to men, 18 to 49. Ogilvy & Mather, New York, is agency.

**A & W Distributing Co.** □ A & W Root Beer gets late spring and summer push with spot TV and radio splurges in 45 markets, starting May 10 for four to five weeks. Humphrey Browning MacDougall, Boston, is buying radio to reach teenagers and TV to reach women, 18 to 49.

**Volvo** □ Two additional flights in current campaign are scheduled for May 10 and June 7, for two and three weeks respectively. Fringe and sports 30's are targeted to men, 25 to 54. Scali, McCabe, Sloves, New York, is agency.

**Luzianne-Blue Plate Foods** □ Mayonnaise is featured in five-month spot TV campaign in 16 markets in Southeast, starting April 26. Henderson Advertising, Greenville, S.C., is seeking daytime and fringe periods to reach women, 25 to 49.

**Warner Communications** □ Books division of Warner Communications is buying one week July campaign in 30 markets. Target audience is women, 25 to 49. Vitt Media, New York, is buying service.

**Dial Finance Co.** □ Company will launch extensive spot radio drive in mid-May, covering more than 50 markets and lasting 18 weeks. Target audience will be men and women, 25 to 49. Marvin H. Frank & Co., Chicago, is handling media placement.

**Magic Fingers Inc.** □ Alabama-based company begins TV blitz introducing Magic Fingers Pea Sheller in all parts of country except top 10 markets, investing about \$250,000 in two four-week flights. First flight is set to start April 19 in more than 100 markets; second, starting in early June, will cover almost 200 markets. Frost & Frost, Gadsden, Ala., is agency of record but TV campaign was planned and is being executed by Chuck Holmes & Associates, Tucker, Ga., which is aiming toward women of all ages. Spot TV is only medium being used to spread distribution nationwide.

**Dunlop Tires** □ Use of spot TV by Dunlop Tires centers on new campaign relying exclusively on 10-second commercials. Advertising depicts individual showing up for sports date with tires. More than 65 markets will carry commercials for three months, starting April 19. Rumrill-Hoyt, New York, is zeroing in on men, 18 to 49, via buys in and around syndicated sports programs. Spot buy is buttressing extensive TV network participation by Dunlop during late spring and summer.

**Pharmacraft** □ Division of Pennwalt Corp., Rochester, N.Y., will emphasize Allerest allergy medication in TV and radio campaign on network with some spot fill. Prime-time 30's geared to men and women are scheduled from April 19 into October. Theme is "We help relieve America's sneeze." Rumrill-Hoyt, New York, is agency.

**Dutch Boy Paints** □ Paint products will be displayed in spot TV spread to begin in early May for two months in many markets. Humphrey Browning MacDougall, Boston, is directing commercials toward men, 25 to 54.

**Rep appointments** □ WUTV(TV) Buffalo, N.Y.; Bolton/Burchill International, New York. KMPH-TV Fresno-Tulare, Calif.; WNPT(AM) Tuscaloosa, Ala. and WNVL(AM) Nicholasville, Ky.; Avery-Knodel, New York. WPBS(FM) Philadelphia; WYCR(FM) York-Hanover, Pa.; WNAK(AM) Nanticoke, Pa., and KADE(AM) Boulder, Colo.; P/W Radio Representatives, New York. WABX(FM) Detroit and WCTO(FM) Smithtown, N.Y.; Selcom, New York. Woww(AM) Naugatuck, Conn. and WBLM(FM) Lewiston, Me.; Kadetsky Broadcast Properties, Boston. WNBPA(AM) Newburyport, Mass.; PRO/Meeker, New York.

**Shulton Inc.** □ Honcho men's fragrance line of after-shave splash and cologne by Shulton (Clifton, N.J.) is being tested in four markets with TV fringe and prime-time 30's for three weeks beginning May 31. Theme is "Put a little on before you take off." No firm date to go national, according to Della Femina, Travisano & Partners, New York, agency.

**Janar** □ Janar (Grand Rapids, Mich.) toothbrush with refillable dental floss is

subject of six-week TV campaign beginning May 24. Daytime fringe, news and access 30's are targeted to women, 18 to 34. Peter Martin Associates, New York, is agency.

**Godchaux-Henderson** □ Godchaux sugar is on spot TV, with new schedule to begin in mid-April in 13 markets for six weeks, supplementing flight already in progress for past month in 12 markets. Spot radio will be used in three major markets to add frequency to TV campaign, which runs primarily in South. Noble-Dury & Associates, Nashville, is seeking to reach women, 18 plus and 25 to 49, through buys on daytime, fringe and prime slots.

**Norcliff-Thayer** □ Ora-Fix, denture product, is highlighted in spot TV effort scheduled to begin April 19 for one month in substantial list of markets. Compton Advertising, New York, plans time periods appealing to men and women, 35 and older.

**Ciba-Geigy Corp.** □ Ciba-Geigy, Ardsley, N.Y., will promote Spectracide home lawn and garden insecticide in 75 TV markets beginning April 26. Six-week campaign of fringe, prime-time and weekend 30's are geared to men and women, 25 to 54. One of four spots uses new creative material; theme is "the all-purpose insecticide." Budget is approximately \$1.2 million. Ketchum, MacLeod & Grove, New York, is agency.

**Scott** □ Paper company, along with Lever Bros. (both through J. Walter Thompson), has added up 45% clearance for time-bank barter deal to stations. Arrangement involves compilation of eight 90-minute specials culled from *Your Show of Shows*, early fifties variety show with Sid Caesar, Imogene Coca, Carl Reiner and Howard Morris. JWT Syndication is bartering specials, which include new taped intros by Mr. Caesar, Miss Coca and Mr. Reiner. Stations get show free with 20 minutes to sell locally. Stations signing up so far include KABC-TV Los Angeles, WNAC-TV Boston, WGN-TV Chicago and WCCO-TV Minneapolis.

**Schweppes U.S.A. Ltd.** □ Spot and network TV form backbone of new advertising spree for company's tonic water, bitter lemon, club soda and ginger ale. Network TV began last week and will continue until October on major sports coverage; spot TV is slated to start in May

# WE TURNED AN EMPTY HOUSE INTO A PLACE THAT HUNDREDS OF PUERTO RICAN CHILDREN NOW CALL "HOME."

**T**o a Puerto Rican ghetto kid in New Haven, home is a two-room apartment that eight people share. It's a stoop, a parking lot, any spot where there's some space to stretch out.

One of the Hispanic community's most vibrant leaders had other ideas about where these children should be spending their time.

Mrs. Pura Velez saw the need for a community center. So she solicited funds, and raised just enough money to buy a house.

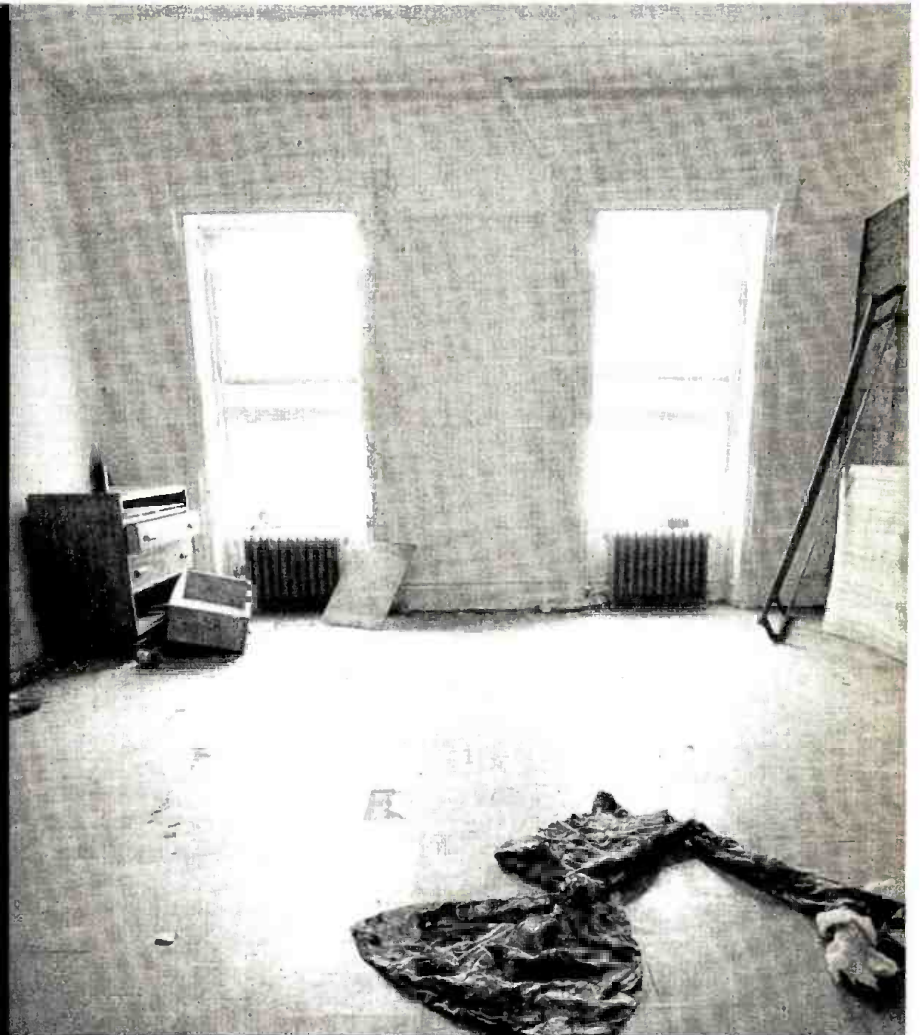
And still rich in dreams, but poor in dollars, Mrs. Velez had no way of turning that empty house into a furnished reality. So she told us about her problem.

And our station got inspired. We decided to reach the people who could help Mrs. Velez fill her house.

Instead of writing a news feature, we had Mrs. Velez do her first TV commercial. Targeting it to reach the right ears.

The fact that our star wasn't an actress, but a humanitarian, only added to the impact of our spot. It worked. As Mrs. Velez walked through the empty house, describing her dreams of a center, it touched people lost in their own dreams.

So that today this house is more than an empty vision. It's home for hundreds of Hispanic young people, their teachers and friends. Today, they lounge in



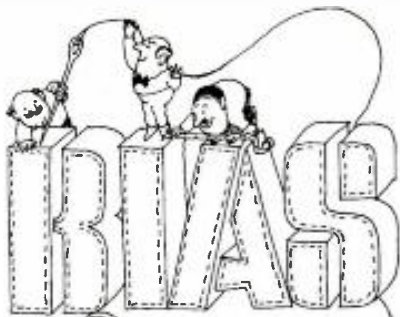
friendly, furnished rooms. Compose songs on a baby grand piano. Cook in a well-equipped kitchen. And develop their own photographs in their own dark room. All of which they got, just for asking New Haven, WTNH-TV, and our viewers.

Which proves that if wishing can't make your dreams come true, asking enough of the right people often can.

## WTNH-TV

New Haven

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



# The Custom Computer

The Bias computer system is so flexible you'll think it's custom made. Bias gives you so many program options. As an example, there are four different sales avail formats so you can select which one or combination best suits your needs, or choose all four.

And thanks to our automatic switching interface, you can now "plug" your automated master control switcher directly into the Bias system.

That's not all. We're also linking our computer network to that of Donovan Data Systems to provide, through the rep, error free, high speed scheduling and faster payments to customers.

Want to know more about this real time, on-line computer system? Call 901-332-3544 collect; ask for Pat Choate, Director of Marketing.

# BIAS

BROADCAST INDUSTRY  
AUTOMATION SYSTEM



a division of Data  
Communications Corp.  
3000 Directors Row,  
Memphis, Tennessee 38131

and run in 15 major markets for eight weeks. Spot radio in limited number of markets will also be used. Ted Bates & Co., New York, is seeking to reach men, 21 to 49.

**J. M. Smucker Co.** □ Jams and jellies will be focus of spot TV and radio campaign to run in about 10 markets, starting in early May and continuing for 17 weeks. Company's punchline is "With a name like Smucker, you've got to be good." Commercials will be placed to reach women, 25 to 49, by Wyse Advertising, Cleveland.

**H. J. Heinz** □ Ketchup by H.J. Heinz, Pittsburgh, will be featured product in approximately 35 spot TV markets as "overlay" for network campaign to begin May 17 for about 14 weeks. Three new commercials are tentatively set for prime-time and late fringe 30's, targeted to women, 18-49. Leo Burnett, Chicago, is agency.

**Mennen Co.** □ Mennen Co., Morristown, N.J., will begin seven-week campaign May 17 for new Apple Vinegar Shampoo (recently out of test period) in limited number of markets. Daytime, access and prime-time 30's are geared to women, 12-49. Warren, Muller, Dolobowsky, New York, is agency.

**Tibbals Flooring Co.** □ Oneida, Tenn., firm is planning major national consumer TV and print campaign for its Hartco solid-oak parquet floor tiles. Paddock, Smith and Aydlotte, Atlanta, is newly appointed agency for account.

**Gorton's Foods** □ Division of General Mills is ready to start spot TV campaign in early May for about eight weeks. Daniel & Charles, New York, is directing commercials at women, 18 to 34.

**Lever Bros.** □ Corporation will be built-in sponsor, through J. Walter Thompson, of strip barter feature for television called *Today's Woman*. Feature, produced by Newsweek Broadcasting Service, runs two minutes and 45 seconds per episode and covers topics from single-parent housing in Ottawa to women's squash professionals in Philadelphia. JWT Syndication is bartering, which gives show to stations in exchange for time-bank spots for Lever Bros. Show has achieved 60% clearance rate and most stations are running segments within their local newscasts. Among stations signed are WNEW-TV New York, KHJ-TV Los Angeles, KGO-TV San Francisco, WLS-TV Chicago and WBZ-TV Boston.

**'Prevention'** □ Monthly magazine has joined with Cinema Sound Ltd., New York, to barter *Good Health*, 13-week radio series of strip half-hours starring Carlton Fredericks. Stations get *Good Health* free in exchange for one 60-second *Prevention* magazine spot daily, run-of-station. Five public-service minutes produced by The Advertising Council are built into each half-hour by Cinema Sound, but if stations find local advertisers, they may excise Ad Council minutes.

**Italian Government Tourist Office** □ New theme has been developed for spot-TV and radio campaign urging potential visitors to "come back to the Italy you have never seen before"—cities other than Rome, Venice and Florence. Spot TV schedule begins April 26 in New York, Chicago, Los Angeles, Philadelphia and Boston and continues for 13 weeks. Similar campaign on radio will run for eight weeks. Gaynor & Ducas, New York, is directing efforts to men and women, 21 to 49.

## BAR reports television-network sales as of March 14

ABC \$178,872,400 (31.5%) □ CBS \$197,166,100 (34.6%) □ NBC \$193,179,500 (33.9%)

Day parts	Total minutes week ended Mar. 14	Total dollars week ended Mar. 14	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	138	\$ 768,600	1,320	\$ 7,415,000	\$ 6,516,900	+13.8
Monday-Friday 10 a.m.-6 p.m.	1,024	12,420,600	10,435	125,290,100	110,894,300	+12.9
Saturday-Sunday Sign-on-6 p.m.	324	6,402,600	3,328	73,145,000	51,481,700	+42.0
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,984,000	1,070	31,351,900	26,983,300	+16.2
Sunday 6 p.m.-7:30 p.m.	19	889,500	244	11,239,900	4,888,100	+129.9
Monday-Sunday 7:30 p.m.-11 p.m.	414	29,052,400	4,318	283,449,500	266,540,700	+6.3
Monday-Sunday 11 p.m.-Sign-off	213	4,061,800	2,056	37,376,600	31,335,300	+19.3
<b>Total</b>	<b>2,232</b>	<b>\$56,579,500</b>	<b>22,771</b>	<b>\$569,218,000</b>	<b>\$498,640,300</b>	<b>+14.2</b>

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from B. Cecil West, Cecil West & Associates, Jacksonville, Fla.

## An advertising way of life for an insurance company

Seven years ago, Independent Life & Accident Insurance Co., Jacksonville, Fla., launched one of the largest radio campaigns ever ventured by a Southern-based insurance company.

The campaign covered every city with an Independent Life or Herald Life office (Herald Life is an Independent Life subsidiary) throughout the 14-state area in which the company operates. Our agency, Cecil West & Associates, had begun planning this campaign soon after the agency was awarded the account in 1967.

In that year, by the way, Independent Life had about \$1.5 billion in life insurance in force. This year, Independent Life will be passing the \$4 billion mark.

And that growth says a lot for the effectiveness of radio advertising, because Cecil West & Associates has continued to use radio for Independent Life ever since that first campaign was launched.

Radio is paired with outdoor. The outdoor delivers, of necessity, an extremely simple message. We depend on radio to explain and to persuade.

But we've had more than continuity of media; we've had continuity of advertising concept. From the beginning we've identified Independent Life and Herald Life with the "Total Way of Life" concept of insurance planning.

"Total Way of Life" is a marketing-oriented, customer-oriented selling idea. We knew what the customer wanted—and it wasn't insurance. The customer wanted his family to be able to live the same good life he was providing, even if he were unable to provide it himself. And "Total Way of Life" was our exclusive way of telling the customer that Independent Life knew how to protect his family's total way of life.

Outdoor could display the words, along with pictures, but it took radio to bring it to life.

And radio did. "Total Way of Life" became a new and unique approach to insurance planning; it became the measure of how much insurance a man should have; it became a way of deciding exactly what a family wanted out of life; it became a way of seeing that a family was better prepared for life; it became a way, not just of planning insurance, but of thinking about life.

When Cecil West & Associates began buying radio on a large scale for Independent Life we screened over 200 radio stations from Miami to South Bend, Ind., to make our initial choices.

Today we're screening almost 600 sta-



B. Cecil West formed Cecil West & Associates 10 years ago. Before that he was associated with N. W. Ayer & Son, McCann-Erickson and Ruthrauff and Ryan. He has had creative responsibility for such accounts as Lever Brothers, Allied Chemical, Chrysler Corp., and Chase-Manhattan Bank. Mr. West has had more than 30 years of experience in illustration, art direction, account management and agency administration.

tions. The buy is targeted at men, 25 to 49, because that's the way that Pulse and Arbitron break it. But our primary market comes closer to 21 to 40, and so we prefer stations that skew young within this demographic.

We try to achieve the optimum net reach factor for our budget in every market. This is important because we want to reach all of the agent's potential prospects versus attempting to sell insurance in depth to fewer prospects.

In addition, it's important to recognize that the agency does not always buy the number-one station. We often find a combination of stations below the number-one rank that will provide us with a broader psychographic reach (because of a combination of two formats versus one) and, in addition, we can often achieve a higher net reach factor.

To help us maximize our buys we use the computer services offered by Telmar

and many of the rep firms.

With that kind of criteria, formats vary from market to market and even within markets and our selections run the gamut of the programming spectrum. We find ourselves buying a potpourri of good music stations, country-western stations, ethnic and contemporary stations—it just depends on what most of our prospects in a given city want to hear.

We've also got to keep our finger on the public pulse. People change, they grow older, new prospects keep appearing—and what they want to listen to may be a lot different than last year's crop, or those of the year before. We're primarily an Arbitron shop but we use Pulse information in many markets and Hoopers for the smaller markets.

Our buy centers in morning drive time, primarily because of the numbers, but also because this showcases the company within a time period when people are alert and receptive and bridging the gap between family and work.

Creatively there have been changes, too. When we started we ran 60-second spots, then switched to 30's. That switch wasn't just because we wanted increased reach and frequency, it was because we wanted to stay in step with the rhythm of the times.

Radio's immediacy is right in line with one of this agency's most important creative concepts: You've got to be "with it."

We believe, with Shakespeare, that: "There is a tide in the affairs of men, which, taken at the flood, leads on to fortune."

The tone, the mood, even the ideas expressed in our radio advertising must strike a responsive chord in the listener. So your creative people have to be "with it"; they have to know "where it's at."

For example, a few years ago, when everybody seemed to be affluent and there seemed to be no dark clouds on the horizon, we used the phrase "our exciting times" in our radio spots.

Today, with the nation and the world struggling to get out of a recession, well, we wouldn't use that particular phrase. Whatever else we said, that phrase would destroy our credibility.

And it's the immediacy of radio that makes us particularly sensitive to the necessity of making our spots talk to people in a mood that matches their mood.

This business of advertising, whether from an agency point of view or a media point of view, is simply one of reaching people. That's why we use radio. Because it reaches the people we want to reach for Independent Life. And because, we believe, timely radio spots are bound to "reach" the people you've reached.

■ indicates new or revised listing

## This week

**April 12**—Presentation of *Janus Awards*, designed to recognize excellence in financial news programming, 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 13**—Meeting of *Hollywood chapter of the National Academy of Television Arts and Sciences*. Panelists will include Delbert Mann, Directors Guild of America; George Flaherty, International Alliance of Theatrical Stage Employes; Don Rickles, American Federation of Television and Radio Artists; Stanley Rubin, Producers Guild, and Nathan Stern, International Brotherhood of Electrical Workers. Sportsmen's Lodge, Hollywood.

■ **April 15**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker will be Roone Arledge, president, ABC Sports, Beverly Wilshire hotel, Hollywood.

**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.

## Also in April

■ **April 20**—*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 April 5. Replies are now due May 20, FCC, Washington.

**April 20-24**—Annual TV Newfilm Workshop, sponsored by *National Press Photographers Association and University of Oklahoma*, UO, 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, Billmore 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.* North-east 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*.

## Major meetings

**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.

**April 17-20, 1977**—*National Cable Television Association* annual convention, Conrad Hilton, Chicago.

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 Hrasnik, 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 Year: 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 28-29**—*Television Bureau of Advertising* retail television workshop, Hotel Billmore, New York.

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

**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 are now due May 21, FCC, Washington.

**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.

## 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**—*FCC's* deadline for comments on proposals to insure adequacy of New Jersey VHF service (Docket 20350). Replies are due May 24, FCC, Washington.

**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.

**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**—Presentation luncheon for winners of George

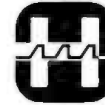
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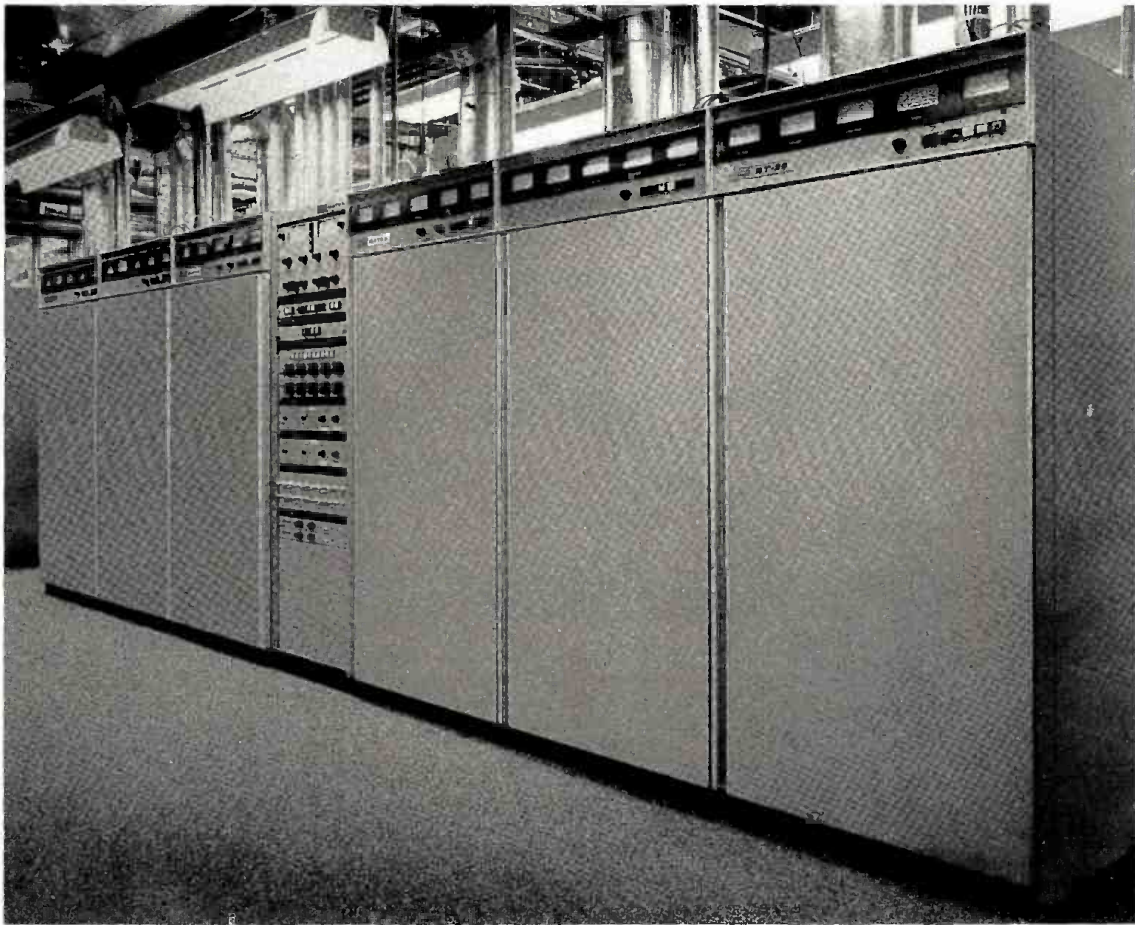
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Foster Peabody awards, sponsored by the *Broadcast Pioneers*. Hotel Pierre, New York.

**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 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 7-9**—Northeast regional meeting of the *National Association of Farm Directors*. Holiday Inn, Quincy, Ill.

**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**—Radio Day of *The Advertising Club of Metropolitan Washington*. International Inn, Washington.

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

**May 11-14**—Electro '76, Bicentennial convention of *The Institute of Electrical and Electronics Engineers*.

Hynes Auditorium and the Sheraton-Boston hotel, Boston.

**May 12**—*New York Women in Communications* Matrix Awards dinner. Edwin Newman, NBC News correspondent, will be speaker. Hotel Lexington, New York.

**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, Afton 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 19**—*National Radio Broadcasters Association* sales seminar. O'Hare Hilton hotel, Chicago.

**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* annual management conference. Speakers: Senator Dick Clark (D-Iowa), Representative Lou Frey (R-Fla.), Iowa Governor Robert D. Ray, William B. Ray, chief of FCC Complaints and Compliance Division. Hotel Fort Des Moines, 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 24-27**—Annual convention, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 25-26**—Seminar on television and film lighting to be presented by E. Carlton Winckler, Imero Fiorentino Associates, Bradley University, Peoria, Ill. Information: Joel Hartman, Bradley University, Center for Learning Resources, 1501 West Bradley Avenue, Peoria 61625; (309) 676-7611, ext. 209.

**May 26**—*National Radio Broadcasters Association* sales seminar. Essex House, New York.

**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.

**May 30**—Tenth World Communications Day, co-ordinated in U.S. by the communications department of the *United States Catholic Conference*, Washington.

## June

**June 1-4**—*Canadian Cable Television Association* 19th annual convention and trade show. Four Seasons Sheraton hotel, Toronto.

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

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

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

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

**June 6-9**—*Mutual Advertising Agency Network* annual meeting. Drake hotel, Chicago.

**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 8-10**—*Armed Forces Communications and Electronics Association* 30th annual convention. Sheraton Park hotel, Washington.

**June 8-11**—*Annual convention of National Broadcast Editorial Association*. Mayflower hotel, Washington.

■ **June 10-11**—*Arizona Broadcasters Association* spring convention. Little America hotel, Flagstaff.

**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 Programing Conference (TVPC)*, Marco Island, Fla. Contact: Tay Voye, secretary for TVPC, WTVJ(TV) Miami.

■ **June 13-15**—*Florida Association of Broadcasters* annual convention. The Breakers, Palm Beach.

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

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

**June 16-18**—*Broadcasters Promotion Association* 21st annual seminar. FCC Chairman Richard Wiley will be luncheon speaker June 16. Statler Hilton, Washington.

**June 16-19**—*Virginia Association of Broadcasters* spring convention. Mariner's hotel, Virginia Beach. Convention chairman: Larry Saunders, WTAR(AM)-WKEZ(FM) Norfolk, Va.

**June 18-19**—*Alabama AP Broadcasters Association* annual meeting and awards presentation. Rode-way Inn, Birmingham.

**June 20-22**—*New Jersey Broadcasters Association* 40th annual convention. Great Gorge hotel, MacAfee.

**June 20-23**—*NBC's 50th anniversary meeting of TV and radio affiliates*. Waldorf-Astoria, New York.

■ **June 24-26**—*Pennsylvania Cable Television Association* spring meeting. Seven Springs Mountain Resort.

**June 24-27**—*Rocky Mountain Broadcasters Association* annual convention. Jackson Lake Lodge, Jackson Hole, Wyo.

**June 25-26**—*Tennessee AP Broadcasters Association* annual convention. River Terrace hotel, Gatlinburg.

**June 26-29**—*Georgia Association of Broadcasters* annual convention. Lanier Lake Islands.

## July

■ **July 1**—*FCC's* deadline for comments on its proposed amendment of noncommercial FM broadcast rules (Docket 20735). Replies are due Aug. 16. FCC, Washington.

**July 7**—*Texas Association of Broadcasters* annual convention. Americana Inn of Six Flags, Arlington.

**July 11-12**—*South Carolina Broadcasters Association* summer convention. Mills-Hyatt House, Charleston.

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## Double standards

EDITOR: It's time something is done about double billing in print.

Since when does government have no control over a practice that is not only dishonest, but illegal? Government finds a way to make print media pay taxes, fill out reports, practice equality in hiring and so on. There is no excuse for them to look the other way about double billing.

It's time the National Association of Broadcasters made a full-scale attack, if it's the friend of radio it claims to be. At the same time, broadcasters could launch an awareness move on Congress.—*B.D. Thornton, president and general manager, KMAM(AM)-KMOE (FM) Butler, Mo.*

## The out-of-towner

EDITOR: At the National Association of Broadcasters convention in Chicago, once again I was distressed at the lack of mention in the daily newspapers of radio stations' calls and frequencies. I travel a good deal throughout the country, and time and time again I pick up local newspapers so that I can check out various radio stations' formats. Invariably, I cannot find all of the listings for the AM and the FM properties in the market. I think this is a serious problem, one that the NAB or the Radio Advertising Bureau ought to address itself to.

Another serious problem is that many hotels provide TV sets but no AM or FM radio facilities. For me, this is simply an inconvenience, but for a timebuyer who has to make decisions such as radio versus TV, checking into a hotel room that provides TV but no radio certainly can be a meaningful, although, subliminal influence. I would urge every radio station manager and owner to address himself to both of these problems within his own market—*Norman Wain, president, Penton Broadcasting Co., Cleveland.*

## Backwards

EDITOR: Your article entitled "Commercial Hit of New York Cable: Midnight Blue" (March 15) contained a paragraph that is in error. New York University Broadcast Lab does not have 30 minutes at 1:30 a.m. Saturday night. I leased the time. The first program, which I directed, was produced by the New York University Broadcast Lab. I obtained permission to use that program on time on Channel J as a pilot to gain audience response.

The series is titled *Audition Night at*

*Catch a Rising Star.—Vincent J. Novak, Glass Eye Productions, New York.*

## Different animals

EDITOR: I have been greatly concerned lately upon reading various analyses of the syndication field that seem to take delight in lumping animal and game shows together in derogatory manner.

I have nothing against game shows per se. They undoubtedly have their place. But as a producer of wildlife series for the past two decades, I would like to go on record as stating that production of wildlife-adventure series is certainly a more ambitious project than, say, taping five game show episodes in a studio in a single day. It requires endless research, crews around the world, a special kind of expertise and even the cooperation of governments on a global scale.

I do not think it is fair for the media to arbitrarily place wildlife programs and game shows in the same category. And to further intimate that animal-wildlife shows are not of the necessary quality to be shown in prime-access time seems grossly unfair.—*Bill Burrud, Bill Burrud Productions, Los Angeles.*

## Beauty and the beast

EDITOR: I was shocked by the March 22 letter from Murray J. Green.

In spite of abuses by CB users, there is a real need for this service. I quote from a speech by Senator Thomas F. Eagleton (D-Mo.) on March 1. It regards a report from Colonel S.S. Smith, superintendent of the Missouri highway patrol, concerning installation of CB radios five months before in all 700 of his patrol cars: "Already, Colonel Smith reports, as a result of CB operators notifying highway patrol cruisers, 671 drunk drivers have been arrested, 61 people driving in the wrong direction on a dual highway have been stopped and a whopping 20% of all auto accidents handled by the highway patrol in that period have been reported by CB operators. Response time to accidents reported by CB's has been cut by 40%."

This is the "new monster" to which Mr. Green refers.

The Communications Act covers all radio services. It does not single out broadcasting for favored treatment, but it does use the phrase "in the public interest, convenience and necessity." What could be more in the public interest than the events reported by Colonel Smith?—*Robert E. Brooking, Burbank, Calif.*

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Political Spirit

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ABC NEWS



## Top of the Week

### Van Deerlin moves in as Macdonald steps down

With key House chairmanship now settled, broadcasters eye prospects of Hartke in Senate

Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee since 1967, announced last Thursday that he will resign the chairmanship April 26. Only the day before he had posted notice that he will retire from Congress at the end of this session. His reason for both actions is poor health.

In a letter to House Commerce Committee Chairman Harley O. Staggers (D-W.Va.), Mr. Macdonald urged that Lionel Van Deerlin (D-Calif.) be named to succeed him. He asked specifically that the Democrats on the committee pass Mr. Van Deerlin's name to the House Democratic Caucus for election as permanent Communications Subcommittee chairman.

Mr. Van Deerlin, a former broadcast newsman, said he would willingly accept the top Communications Subcommittee spot and was "appreciative" of Mr. Macdonald's endorsement, which, he said, "carries a lot of weight." If elected, he will have to give up the chairmanship he now holds, that of the Consumer Protection and Finance Subcommittee.

Mr. Macdonald, who is 58, said his decisions to retire after 11 terms in the House and to resign his chairmanship were the hardest of his life, and in his retirement statement he explained: "I find I can no longer come up to the standards which I have set for myself. After consultation with my doctors and after undergoing a thorough physical examination, I realize that I can regain my good health if I am able to remove as many pressures as possible."

The congressman has been resting at home for the past two weeks after nearly two weeks of hospital tests and treatment for a condition he has described as an imbalance in his metabolism (BROADCASTING, March 29). It has been reported that he hopes to have recuperated enough by the end of Congress's Easter recess, April



Pastore



Macdonald



Hartke



Van Deerlin

26, to return to the Hill to complete the remainder of his term.

Mr. Macdonald will "continue to be a force on the subcommittee" this year, according to the subcommittee counsel, Harry Shooshan, and will urge a continuation of the work he set out to accomplish, an ambitious agenda of hearings and studies that includes a major re-examination of cable TV regulation and TV frequency allocations, license renewal reform, a television violence inquiry, FCC reform and a look at public broadcasting employment practices. Mr. Macdonald's ill health and now his resignation from the chairmanship have put all those projects on hold until a new chairman takes over. But last week, Representative Van Deerlin said the cable inquiry is the "first and urgent issue" and indicated that if he is elected he will move ahead with cable hearings this session.

The subcommittee's cable project was at the center of a controversy begun early last week when Representative John Moss (D-Calif.), chairman of the Commerce Committee's Investigations Subcommittee, told the National Cable TV Association in Dallas that if something does not happen soon on cable, he would take up the problem at FCC oversight hearings he has planned for his subcommittee May 3 (see page 43). Mr. Moss's pronouncement, made without consulting any members of the Communications Subcommit-

tee, ruffled the sensitivities of some of his colleagues on the Commerce Committee who felt he was invading the turf of another subcommittee chairman. By mid-week, Commerce Committee Chairman Staggers had stepped in to head off Mr. Moss and was on the verge of announcing the start of cable hearings before the Communications Subcommittee the week of April 26. He was going to name John Murphy (D-N.Y.), the next-ranking Democrat on the subcommittee, to preside. But that was before he received Mr. Macdonald's letter of resignation from the subcommittee chairmanship.

There was widespread speculation, too, that Mr. Murphy would be named acting chairman of the subcommittee for the remainder of this session, but that was ended when Mr. Macdonald nominated Mr. Van Deerlin. The work he had laid out for the subcommittee was too important, Mr. Macdonald said, to go forward under a temporary chairman. Mr. Van Deerlin outranks Mr. Murphy in seniority on the Commerce Committee, and on hearing of Mr. Macdonald's intention to retire was planning a bid for the Communications Subcommittee chair next year, a bid it is presumed he would have won ("Closed Circuit," Feb. 16).

Broadcasters face changes in the leadership of the communications panels on both sides of Capitol Hill. Nearly all the issues and bills that affect the industry are

funneled to those two bodies. Late last year, Senatore John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee for 20 years, announced he would retire from the Senate at the finish of this year (BROADCASTING, Oct. 13, 1975). His successor, if he is re-elected, will be Senator Vance Hartke (D-Ind.). Next in line after Senator Hartke is Senator Frank Moss (D-Utah), a liberal Democrat who as chairman of the Senate Consumer Subcommittee has taken strong stands against broadcasting for what he sees as less than responsible programing and advertising on television for children.

Broadcast officials in Washington welcome the return to the Communications Subcommittee of Lionel Van Deerlin. A member of Congress since 1962, the 61-year-old representative was on the panel from 1965 to 1974, then left to become chairman of the Consumer Subcommittee. In the last two years, Mr. Van Deerlin has made no secret of his desire to get back on Communications; he told a television audience at the National Association of Broadcasters convention in Chicago last month that "broadcasters are a hell of a lot more fun to be with than manufacturing chemists." He is respected for his understanding of the inner workings of the industry.

Mr. Van Deerlin was for nearly 10 years a broadcast journalist, beginning in 1953 as news director and commentator for XETV(TV) Tijuana, Mexico, which broadcast into San Diego. From 1954 to 1958 he directed radio and TV news for KFSD-AM-FM-TV San Diego (now KOGO(AM), KFSD-FM, KGTV(TV) separately owned stations).

Mr. Van Deerlin last week said his taking over the chairmanship would not mean the opening of a whole new chapter in communications oversight and legislation. On most issues he agrees with Mr. Macdonald, save one: He supports legislation to abolish the fairness doctrine and wants to undertake hearings soon to find out "to what extent the doctrine stultifies free and open debate." He said he has been "a long-time doubter of ascertainment but on license renewal legislation he would oppose any bill that would give broadcasters a "lock" on their licenses.

In talking about cable TV regulation Mr. Van Deerlin notes that the largest cable system (Cox Cable's Mission Cable TV Inc.) is in his district, and that broadcasters and cable operators there have not only made peace, but both are thriving.

Mr. Van Deerlin also departs from Mr. Macdonald on the issue of TV violence. Mr. Macdonald has long used the power of his chair to try to persuade broadcasters to reduce violence. But Mr. Van Deerlin said: "I just won't be an apostle of moving in on things like this."

Mr. Van Deerlin's re-election is taken for granted in his home district of San Diego. He is unopposed for the Democratic nomination and faces the same Republican opponent he beat by a 70% to 30% margin in 1974.

Broadcasters in Washington have considerably less confidence in the good will of Senator Vance Hartke. The senator told

BROADCASTING last week that in his opinion the industry cares too much about making money and not about the public, whose interests broadcasters are licensed to serve. "They [broadcasters] worship that god Nielsen," he said. "Is that a fair way to run a business?"

The industry's preoccupation with profits is particularly apparent, Senator Hartke believes, in programing on television of shows with violence. "My philosophy is to oppose violence wherever it rears its ugly head," he said last week, adding that he is sure the only reason for the high level of violence on TV is that it generates money.

The senator also criticized the "shabby" treatment Ronald Reagan received recently from television networks when he sought to buy prime time for a national address. Mr. Reagan, who opposes President Ford for the Republican presidential nomination, got time on NBC, but his first request had been rejected by all three networks (BROADCASTING, April 5). Had he been chairman, Mr. Hartke said, he would have called hearings immediately to investigate the refusals.

It is difficult to determine where Senator Hartke stands on specific broadcast issues before the Communications Subcommittee. Although a member of that panel, he has been preoccupied with other committee assignments, particularly with the Subcommittee on Surface Transportation which he heads.

For the moment he talks in terms of the philosophy of this nation's broadcast system and wants to undertake hearings next year "across the whole spectrum" to find out if the system conforms with the ideals of the Communications Act or if changes are needed in communications regulation. He said he wants to look at the "new communications technologies coming down the road that no one I know has done a lot of preparations for."

He said he was disturbed to find on his visit to the NAB convention in Chicago that there persists a "constant agonizing antagonism" between broadcasters and cable operators. "It appears that the NAB is against CATV and CATV is against the NAB. Period. Don't you think that's kind of sad?"

In his speech at that convention he urged broadcasters to bend with the new technologies, but added in what might be a significant footnote that Congress should explore ways to integrate new technologies "without damaging the existing levels of community services."

Senator Hartke is confident about his chances for re-election this year. At 56, he is finishing his third term. Indiana newsmen following his race say he is probably in bigger trouble than ever before, but they add that they have said that before too, then watched him land on his feet. They presume he will beat first-term Representative Phil Hayes (D-Ind.) for the Democratic nomination, then will face either former Indiana Governor Edgar Whitcomb or former Indianapolis Mayor Richard Lugar in the fall. No one is giving odds on the winner in November.

## Pay regulation by New York attacked in suit

**Rates should be set by market, NCTA and individual systems say**

Cable TV leaders asked a federal court last week to overturn New York State's attempted regulation of pay cable rates as illegal and unconstitutional.

The suit raised the first court test of—and could determine for all U.S. systems—the legality of the FCC's pre-emption of authority over pay cable rate regulation. The absence of such a test had been cited by the New York State Commission on Cable Television when it ordered all existing pay cable operations in the state to file by April 30 for appropriate pay rate approvals (BROADCASTING, March 8).

Last week's suit, announced at the National Cable Television Association convention (see separate stories), was filed against Chairman Robert F. Kelly and other members of the New York state cable commission by the NCTA, the New York State Cable Television Association, Home Box Office and individual New York systems that are subsidiaries of Teleprompter, Viacom, Warner, UA-Columbia and American Television and Communications. It was filed in the U.S. Northern District Court of New York at Albany.

The complaint contends that the FCC has repeatedly since 1971 "pre-empted the pay cable field and determined that pay cable rates should not be subject to regulation by any governmental body but should be left to free marketplace forces."

"More than that, the complaint continues, the New York cable commission participated in at least two proceedings in which the FCC reached or reaffirmed the pre-emption policy. In neither case, the complaint asserts, did the state commission appeal from or ask the commission to reconsider the decision.

State regulation of pay rates would also constitute "anticompetitive discrimination between competing media of communications," the complaint charges, because neither the state "nor any other governmental authority purports to regulate the rates of advertiser-supported television, radio, over-the-air pay television, hotelvision, video disks and cassettes, movie theaters, live theaters, closed-circuit prize fights and other events, sports arenas, concert halls, night clubs, book stores, newspapers, magazines or other media of information, news and entertainment protected by the First Amendment."

The complaint cites comparative costs to show "the magnitude of this arbitrary and anticompetitive discrimination." At current pay cable rates, it says a family of four can watch eight new feature films a month for 20 cents to 30 cents per person per film, whereas New York theaters gen-

erally charge admission prices of \$2 to \$4 per person. "Yet New York State now proposes to regulate rates of pay cable but not motion picture theaters," the complaint observes.

It also maintains that "pay cable programming constitutes speech and expression protected by the First Amendment." Regulation of pay cable rates, it continues, will interfere with the exercise of First Amendment rights because it

"will make the transmission of some programming over pay cable commercially impossible, will prevent many pay cable subscribers from receiving the programming of their choice at rates they are willing to pay."

The complaint asks the court for a declaratory judgment holding the state commission's rate order to be in violation of the orders of the FCC, the Communications Act of 1934 and the Constitution.

ter, takes over the pay cable committee previously headed by Mr. Baruch. Amos (Bud) Hostetter, Continental Cablevision, will head utility relations. Robert Hughes, Communications Properties, will head a "blue ribbon" committee to overview NCTA's internal operations—a process undertaken every three or four years.

Other assignments: Bob Weary, Communications Services Inc., by-laws; Marc Nathanson, Falcon Communications, convention; Don Shuler, Viacom of Dayton, federal-state-local; Ken Gorman, Viacom New York, financial; Mel Gilbert, Snyder (Tex.) Community TV, independent operators board; Dick Jackson, Jackson Communications, associate members; Pat Nugent, Karnack Corp., elections; John Calvetti, Oceanic Cablevision, satellites; John Gwin, Cox Cable, reregulation; Linda Brodsky, Broadband Communications, public relations, and Jim Lahey, Muskegon (Mich.) Cable TV, engineering.

Mr. Harris also said he would appoint an equal employment opportunity committee, and the board adopted a resolution recognizing the industry's "legal and moral" obligation to achieve EEO goals with "deliberate speed." "Minorities and women feel we've done a poor job," Mr. Harris said, "and I'd say the same thing." He noted that cable's performance was not poorer than other industries, and that, considering its origins in rural areas with fewer minority members in their populations, the industry may even meet legal requirements. "Notwithstanding," he said, "we should do better." The day before, President Schmidt had announced his intention to draft an affirmative action program for the association itself (see page 42). He said that "we have to start with our own house in Washington" as an example to the membership at large.

Mr. Harris acknowledged that there had been some "chiding" about NCTA staff turnover, which has seen a number of key executives leave and months of delay in the appointment of an executive vice president—a post filled on convention eve by Thomas Wheeler of the Grocery Manufacturers Association (see page 41). This is "absolutely normal" when you're dealing with good people, Mr. Harris said. "The brighter the people you hire the shorter their life with you," he said, adding that "I don't expect Bob Schmidt to have a lifetime career heading up NCTA." All he asked, Mr. Harris said, was that they do a bang-up job while they're there.

Speaking of the rest of the world, in terms of competition, Mr. Harris voiced his opinion that cable was complementary to broadcasting and that the two would learn to live together, although he acknowledged that cable might present some problems to some stations. He also remarked that he anticipated keen competition from over-the-air pay TV, and that the urban markets would be served by that medium before they are by cable. "We can all live together," Mr. Harris said. "All can serve the public." Added Bob Schmidt: "We've never been afraid of competition. What we want is a chance to compete."



Harris



Schmidt

## The highs of Texas: NCTA leaves with a glow on

**The convention was the best ever because the industry is in its best shape ever, says the new chairman of the association, who sees a wired nation on the way**

"It's like a rolling stone."

Burt Harris, the new chairman of the National Cable Television Association—in a euphoric mood as the organization closed out its 25th annual meeting last Wednesday (April 7)—was speaking of the suddenly resurging cable business. "There's nothing like having an upbeat industry," he said jubilantly.

Mr. Harris had taken over in a fortunate hour. The regulatory news could hardly have been better; the FCC the week before had eased off most of the ambitious rebuild requirements whose deadline cable had faced a year from now. Pay cable was riding a skyrocket; from 16,000 subscribers three years ago, to 50,000 two years ago, to 200,000 last year, to 600,000 now and to perhaps a million by the end of this year. The association had a new president, Robert L. Schmidt, in whom it seemed well pleased. Capital, if neither easy nor abundant, was nevertheless available.

Where would it all end? In Mr. Harris's long-range view, not short of the wired nation. "I've always believed in it," he told a post-convention press conference, "and I still do. The country is already wired for telephone . . . every home, one day, will have a communications terminal. In time, we hope to get some revenue from every home we pass."

Given that scenario, "Television [the retransmission of broadcast signals] could become the tail of the dog," Mr. Harris

said. How soon that day might arrive depends largely, he said, on whether the industry is hampered by regulation. In any event, he doesn't expect it to come overnight: "I can't believe we would take our emphasis off the basic business" in the near term, he said. "We have to keep viable in the meantime."

The convention itself he called NCTA's best. It attracted over 4,100 registrants to the Dallas convention center, along with observers from eight foreign countries. The facilities were judged to be excellent. The industry was "maturing more," Mr. Harris said, and that was reflected in "some style and some class" being brought to the occasion. "Substantial" people, he said, were joining the board.

Mr. Harris announced his two discretionary appointments to the executive committee: Ed Allen of Western Communications and Bill Bresnan of Teleprompter. The other members, as a result of the offices they hold, are Vice Chairman Dan Aaron of Comcast Corp., Treasurer Henry Harris of Cox Cable, Secretary Ralph Baruch of Viacom, Rex Bradley (the immediate past chairman) of Telecable and Mr. Harris.

Also announced were new committee assignments—two made noteworthy by their absence. NCTA is disbanding its "Project 77" committee in the belief its work is essentially "wound up," and there's to be no copyright committee unless a bill doesn't pass this session.

Rex Bradley was named to head the regulatory committee, an assignment that acknowledges his past accomplishments on that front and seeks to maintain their momentum. Russell Karp, of Telepronip-

## Trial on family viewing is under way

Opening days feature each of several sides' versions of how it all came about

Family viewing—and how its creation is seen from a variety of points of view—was the production on view in federal district court in Los Angeles last week. Conflicting versions were presented by attorneys for each of the six parties in the case.

One insider's view was offered by Dr. Barry Cole, a former consultant to the commission, who as the first witness began describing Chairman Richard E. Wiley's preparations for meeting with network executives on the subject of reducing sex and violence on television at times when children are watching. There was talk of efforts to detain voluntary action on the part of the networks, Dr. Cole related, and there was also talk of specific programs that might not be suitable for the entire family.

At issue in the case is the effort on the part of Hollywood writers and producers seeking an injunction to bar implementation of the family viewing policy, under which broadcasters reserve the first two hours of prime time for viewing they believe suitable for the entire family. The creative community's suit, which names the networks, the National Association of Broadcasters and the FCC as defendants, alleges that the commission, through Chairman Wiley, coerced the networks and the NAB to adopt the policy. They say the policy violates their First Amendment rights.

Dr. Cole, who was one of the FCC staff members who worked on the family viewing project, was testifying for the plaintiffs under subpoena. And, under questioning by Ronald Olson, counsel for the plaintiffs, he began by describing the meeting Chairman Wiley held with the staff in advance of the session he was to have with the network presidents in his office on Nov. 22, 1974.

"It would be ideal if all three networks would say 'We understand your concern and we will do our best to program accordingly,'" Dr. Cole recalls Chairman Wiley saying. "A joint policy statement would be fine."

Before the court began hearing from Dr. Cole, seven of the attorneys involved in the case told Judge Warren J. Ferguson how each of them saw the background.

Mr. Olson began. Speaking for the plaintiffs, who feel family viewing, which went into effect last fall, places intolerable restrictions on their artistic freedom of expression. He said it used implied threats of trouble at license renewal time for the stations owned by the three networks to force their compliance and that the networks, in

To page 25

## In Brief



Wood

- Speculation, yet un denied, that **Robert D. Wood was out as president of CBS Television Network** was having strong impact on organization last Friday (April 9). Situation in Hollywood was described as "comatose." There's as yet no replacement for Perry Lafferty as West Coast programing VP, or for Frank Barton as No. 2, and uncertainty over Mr. Wood's status had creative community at loss over "what to produce or whom to please." There were reports Mr. Wood might take West Coast post, of some description, himself ("Closed Circuit," April 5). Speculation on successor centered on Robert Wussler, VP for sports, or Frank Smith, VP for sales.
- ABC-TV has scored still another programing coup in signing **Redd Foxx**, star of NBC-TV's hit *Sanford and Son*, to long-term, multimillion dollar contract. He will star in own comedy-variety series in September 1977; Mr. Foxx remains committed to 24 episode run on NBC next season. ABC deal comes as blow to NBC, which is having one of its worst prime-time seasons in recent memory; in five years on air (Friday, 8-8:30 p.m.), *S and S* has been network's highest-rated series and anchor of entire Friday night schedule.
- After only 30 years, **television is bigger—worldwide—than telephone** (100 years old) and motor vehicle (approaching 80), according to estimates today (April 12) by RCA. They put number of TV sets in world at 364 million, telephones at 360 million, autos and trucks at 300 million. In U.S., it's 144 million phones, 130 million motor vehicles, 120 million TV's. Russia, on other hand, has 50 million TV's, only 15.8 million phones, seven million motor vehicles.
- President Ford is back in business of **giving interviews to stations** in primary states. He will be seen in 30-minute interview with KDFW-TV Dallas on April 17 at 7:30 p.m. Consideration is being given to interview requests from another Dallas station and from one in Houston. Latter interview, if granted, would be done in Houston on April 28, three days before Republican primary.
- National Association of Broadcasters executive committee decided last week at Washington meeting to keep next national convention in Washington—if accommodations work out. If they don't, 1977 gathering will be in Las Vegas, planned site for 1978. Problem now is with Washington Hilton hotel, which has scheduled public show of National Rifle Association Saturday following NAB convention (March 27-30). NAB exhibitors need at least two days to break down exhibits, which means they may collide with gun exhibitors trying to set up for NRA. **And NAB exhibitors thought they had trouble with labor in Chicago this year...**
- Secretary of State Henry Kissinger has told Daniel Schorr, CBS correspondent who has been suspended while House investigates leak to him of secret House CIA report, that "**I think you got a bum rap**, especially since the essence of the report had already leaked before the report was published. . . . The blame should fall on whomever leaked the report, not on the journalist who received it." Conversation between two took place at Gridiron Dinner in Washington April 3.
- Television violence pollutes young minds and "has contributed to an epidemic of youthful violence that seriously threatens the health of American youth," claimed Anne Sommers, Rutgers University professor and community health specialist, in *New England Journal of Medicine* article. Dr. Sommers—who wrote "**it is difficult to overstate**" **television's influence on children**—cited statistics showing that violent deaths brought death rate in 15-to-24 age group up 19% from 1961 to 1974.



- Amendment to copyright bill in House to **limit library distribution of network news shows** and documentaries to scholarly researchers is being pushed in subcommittee by Representative Edward Pattison (D-N.Y.). CBS is behind him; it has been in court three years trying to stop Vanderbilt University from storing and lending network news tapes. Amendment to permit Vanderbilt to continue practice was added to bill in Senate by Howard Baker (R-Tenn.). CBS says Baker wording is too broad and virtually takes away network's control over news works.
- FCC regards efforts to encourage dialogue between broadcasters and citizens—through ascertainment of community needs, among others,—and its 1974 policy statement on children's programming as among **25 most significant actions** it has taken in past 10 years to benefit consumer. List had been requested by Senate Commerce Committee ("Closed Circuit," Feb. 16) and Commissioner James H. Quello disclosed portions of it in speech to American Council for Better Broadcasts, in Madison, Wis., last week. Other items he mentioned: Rules banning discrimination in employment on basis of race, color, religion or national origin; periodic en banc meetings with members of public, and establishment of Consumer Assistance Office.
- NBC and striking National Association of Broadcast Employees and Technicians resumed meetings with Federal Mediation and Conciliation Service last Thursday after **NBC sued union for \$500,000** on 17 charges of "sabotage" dating back to Feb. 10. Union denied charges. Union struck April 1 in dispute over wages and jurisdiction. Union offered to return to work last Wednesday, but NBC said it feared sabotage if workers returned before contract was settled. NBC reported operations nearly normal with nonunion employees on job. At NBC's WKYC-TV Cleveland, American Federation of Television and Radio Artists refused to cross NABET picket lines. Court order prohibiting picketing at Broadway entrance to New York's Ed Sullivan Theatre where NBC's *Women of the Year* awards was taped on Thursday enabled First Lady Betty Ford to appear on program and receive her award without crossing picket line.
- Warner Cable Corp., **incensed over ABC's involvement** in FCC's cable rate regulation inquiry (BROADCASTING, March 22), has asked commission to institute inquiry into broadcasting rate determinations and profitability levels of industry. Request came not as rulemaking petition but in reply comments that charged network's filing of comments on "internal" cable matter is one more demonstration of broadcasters' "kill cable" campaign. "If rate regulation of cable is in any way justified, said Warner, "then it would seem that broadcaster charges would be similarly subject to supervision."
- ABC may be **first in ratings**, but it's **third in air forces**. Testimony in family viewing suit in Los Angeles last week (story page 24) disclosed that ABC executives had to hitch ride on CBS President Arthur Taylor's plane when summoned to meet with FCC Chairman Richard Wiley in Washington. "There was great concern over the fact that ABC did not own its own airplane," attorney Ronald Olson, representing plaintiffs, told court. Crisis was solved when CBS invited ABC President Elton Rule and Senior Vice President Everett Erlick to ride in one of its two aircraft. NBC also offered them ride. On return trip, said Mr. Olson, CBS plane landed in New Jersey, where Mr. Taylor lives, and Messrs. Rule and Erlick had to return to New York by car.
- **Robert Hunt**, president and general manager of Chicago Tribune Co., parent of WGN Continental Broadcasting Co. and WPix Inc., named chief executive officer. He succeeds **Stanton Cook**, who continues as chairman of Tribune Co. and as publisher of *Chicago Tribune*.
- U.S. judge in Philadelphia has fined Assorted Music Inc. \$40,000 after company pleaded **no contest to payola charges**. Kenneth Gamble, president of Gamble-Huff Records Inc., was fined \$2,500, and Earl Shelton, president of Assorted Music, and Harry Coombs, executive vice president of Gamble-Huff, each were fined \$1,000. Edward Richardson, promotion director of four companies involved, was fined \$500.
- House Appropriations Committee Friday approved **\$78.5 million for Corporation for Public Broadcasting** for this fiscal year, \$8.5 million more than administration suggested. Committee earmarked that \$8.5 million go directly to radio and TV stations. Appropriation goes now to full House.
- Latest count shows **Ronald Reagan's campaign** has taken in between \$450,000 and \$500,000 in contributions as result of his national address on NBC-TV two weeks ago (BROADCASTING, April 6). Subtract \$100,000 Republican presidential contender had to pay network for half hour of prime time.

turn, pressured the NAB into going along.

As he outlined it, FCC Chairman Wiley was under a mandate from Senate and House appropriations committees to report to Congress by Dec. 31, 1974, as to what action the commission was taking to remove excessive violence and obscenity from television. Chairman Wiley, Mr. Olson stated, summoned the top executives of the networks to a summit meeting in Washington and told them he wanted sex and violence removed from the air up to 9 p.m. Noting that the 15 TV stations owned by the networks produced \$105.7 million in income for 1974 and that network revenues of \$500 million a year were threatened by matters before the FCC, Mr. Olson said the networks had no choice but to go along with Mr. Wiley's demands.

The meeting of Chairman Wiley with the network presidents on Nov. 22, 1974, had been preceded by a meeting with the networks' top Washington executives on Nov. 9 and was followed by "foothill meetings" in New York in December with the program executives of the networks, who were visited separately by FCC staff members. The strategy worked, Mr. Olson told the court. On Dec. 30, CBS issued a statement that it had proposed a modification of the NAB television code to restrict the first hour of prime time network programming (8-9 p.m.) to programs suitable for family viewing. A few days later, NBC also endorsed the idea and ABC followed suit shortly thereafter.

The NAB was next. "Wiley wanted to jawbone the NAB into line as he had the networks," Mr. Olson stated. But the NAB TV code review board at first dragged its feet. Instead of adopting the CBS proposal it referred that matter to its program standards committee, which was told to consider it and report back to the code board in April. But Mr. Wiley, who had a new February deadline from Congress, kept on plugging and the NAB board of directors at its January meeting asked the TV code board to speed things up. On Feb. 3, the FCC reported to Congress that the networks had adopted the new family viewing policy and that indications were that the NAB would go along. The report was right. On Feb. 4, the TV code board approved a rule ordering all code subscribers to show programs suitable for family viewing from 7 to 9 p.m. In April, that change was upheld by the NAB television board.

Speaking for the FCC, Department of Justice lawyer David Anderson denied that there had been any government pressure on broadcasters. Congress, he said, had urged the FCC to take action, but "Chairman Wiley saw that the industry might achieve improvement through self-regulation" and the tactic worked, although the broadcasters rejected all of the chairman's specific suggestions.

Philip K. Verleger, a CBS attorney, said the idea of family viewing time originated with CBS, not the FCC. When Arthur Taylor, CBS president, joined the network from a field outside of television, he was concerned about programming, he said. "He thought something ought to be done,

not to please the FCC but because CBS felt something should be done. The other networks, in following us, said they did it because CBS did. CBS put them on the spot and they had to move."

Irving Segal, attorney for NBC, asked: "If the FCC chairman threatened to clean up TV at a time when parents and kids are watching who was hurt?"

ABC had been aware of the public reaction to sex and violence on TV since at least 1972, attorney Daniel H. Margolis told the court. "Networks hear from the public, from government and from their affiliate stations which may accept or reject network programs," he said, and it was plain that "gratuitous violence" was objectionable.

The trial is expected to run for six to eight weeks. It will recess for the Passover holidays. Among witnesses expected to be called—in addition to key executives of the defendant companies—are retired *New York Times* critic Jack Gould, former FCC general counsel Henry Geller and former FCC Commissioner Nicholas Johnson.

## PBS objective: minority programs for mainstream

Larry Grossman, president of the Public Broadcasting Service, told the American Council of Better Broadcasts last Thursday (April 8) in Madison, Wis., that the "most difficult and surely the most important of all problems" for PTV is its responsibility for minority and target-audience programming. "Public television has an absolute and primary responsibility to fulfill the programming needs of minorities in this country who have always been underserved or just unserved," he said. PBS has devoted more of its schedule and a higher percentage of its resources to that objective than has anyone else in television, reported Mr. Grossman.

Nevertheless PBS's target audience programming does not generally pull in an audience of even measurable size, Mr. Grossman said. To schedule such programming in prime time is a "poor use of a valuable resource benefiting too few," he concluded. The answer, according to Mr. Grossman, is major prime-time special programs and series—aimed at attracting the total audience—with significant production values that portray the "spiritual, cultural and historical experiences of our minority populations." With such programming, Mr. Grossman said, public television would bring minority programming into the mainstream—a merger of the interests of the country's minorities with the interests of the majority of PTV viewers.

Other problems addressed by Mr. Grossman included the "UHF handicap," the large number of public TV stations licensed to school boards or educational bodies, operating problems resulting from

the democratic framework of public broadcasting, difficulties in getting unified funding that would enable continuity in production efforts, and the question of who should gain access to public TV programming.

## MacAvoy says there's not enough to go on for cable bill

**Research is limited at moment, says head of White House regulatory reform group**

If Congress is to act this year on cable television legislation—and that is a large if—virtually all of the motive power would have to come from the Congress itself and the FCC. The White House will not be ready with its proposals at any time soon—possibly not much before the "Second Coming."

Paul MacAvoy, a member of the Council of Economic Advisers and head of a Domestic Council regulatory reform group attempting to develop cable legislation, said as much last week. The information available for predicting the effects of proposed changes in cable regulation, he said, is simply not good enough.

Mr. MacAvoy, whose group has been active in a number of other areas in which the Ford administration is attempting to ease regulations and introduce a greater degree of competition, said the group was confident it could predict the outcome of its proposals in such fields as airlines and railroads.

But that is not true of the work being done in the universities, the foundations and government regarding cable, he said. "I have no idea as to what would happen to service in any particular city as a result of cable de-regulation."

As a result, more work needs to be done. Mr. MacAvoy indicated the scope of the problem by noting that he had written a 28-page memorandum describing 30 items he feels must be researched before the information available will "meet my standards" for the quality of work needed to "make a good argument."

He declined to offer any kind of serious estimate as to the length of time that would be required to complete the work. But Mr. MacAvoy, whose duties as a member of the CEA cover a wide range of issues—from food stamps to asparagus imports—gave an indication: "If I divide my 800 different ways, that means I will be done before the Second Coming, but just barely."

Mr. MacAvoy's felt need for additional research is not the only obstacle reform group members see to drafting proposed legislation. Jonathan Rose, deputy assistant attorney general for antitrust, feels it would be helpful to the group to see the

conclusion of congressional work on copyright legislation, a controversial section of which involves cable television, and the outcome of the court appeals of the FCC's pay cable rules before drafting its proposed legislation.

Thus, Mr. MacAvoy and Mr. Rose confirmed reports circulating for weeks regarding the problems the regulatory reform group was encountering in grappling with the cable issue ("Closed Circuit," March 29). The group had undertaken the project early last fall, with some members confidently predicting that a draft bill would emerge from the group by the end of that year.

Mr. MacAvoy said he had not discussed the matter with the President. But he did say that he had discussed it "informally with senior White House staff members." And those individuals, who would presumably be sensitive to political pressures in an election year—agreed with him, he said, that more work is needed on the project.

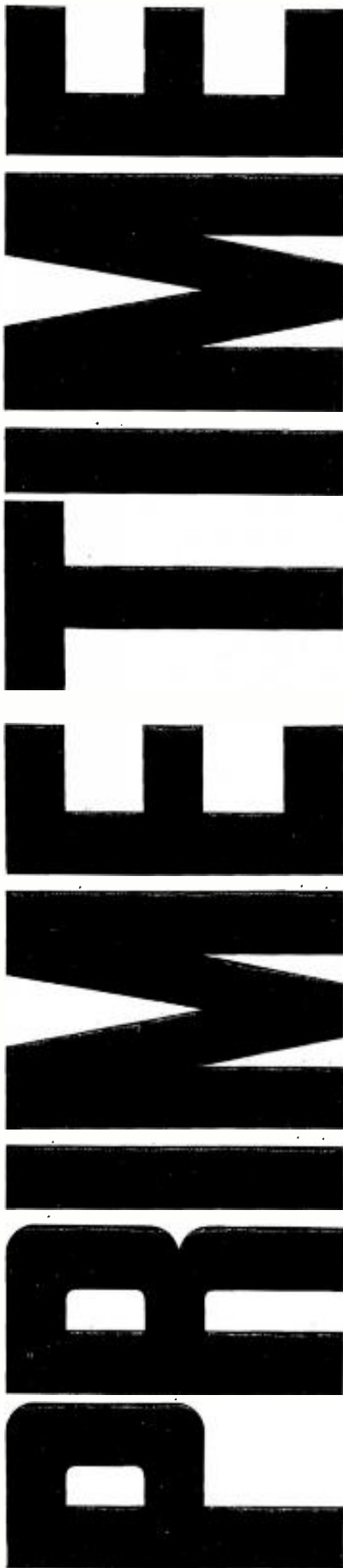
Mr. MacAvoy discussed the matter on Thursday in briefing reporters following the President's meeting with representatives of 10 regulatory agencies on the administration's efforts to reform the regulatory process by substituting competition for regulation. At about the same time, on Capitol Hill, the chairmanship of the House Communications Subcommittee was beginning to change hands, with Representative Torbert Macdonald (D-Mass.) announcing his resignation from that post but calling for a continuation of the work he had begun, which includes cable television legislation. And the person expected to succeed to the chairmanship, Lionel Van Deerlin (D-Calif.), said that if he does take over the post, he will call for such hearings this year (story page 21).

Most observers doubt that Congress will enact legislation during this session. Time is beginning to run short, and election year politics would be expected to militate against swift action. Furthermore, there is no sign of interest in the subject in the Senate, where Mr. Macdonald's counterpart, Senator John O. Pastore (D-R. I.) has announced his plans to retire at the end of this session.

The one-and-a-half-hour meeting of the regulators with the President—which Commissioner Robert E. Lee attended with Chairman Wiley—did not produce much news.

Edward Schmultz, deputy counsel to the president and co-chairman of the committee overseeing regulatory reform, reported that the President asked each of the chairmen to review the most significant reform under way at his agency and the most persistent problem facing it.

The President also asked for a second progress report on regulatory reform efforts by Sept. 15. He urged the agencies to take a hard look at how regulations are affecting the public. "Specifically," Mr. Schmultz said, "the President wants the agencies to make their progress as well as their regulations more understandable."



## RCA VIDEO: A KEY TO CONSISTENT QUALITY AT TELETRONICS INTERNATIONAL, INC.

### A major teleproduction center.

Teletronics International, Inc., New York, provides complete production and post-production services for many leading advertising agencies and sponsors, and also produces programs for private, corporate and institutional video networks.

Teletronics has brought an innovative approach to their sophisticated computer editing capability—that of separating the creative functions from the whirl and bustle of the video tape room. Producers, clients and editors are isolated in a comfortable room environment, where creative judgments can be exercised without operational distractions. The result is faster, smoother editing and a better end product.

### RCA quality for tape.

The video tape room at Teletronics operates for two full shifts a day, and sometimes churns around the clock to meet tight deadlines. Two banks of TR-70C tape machines line the room (see photo). They routinely handle a full range of demanding tasks: recording, mastering, on-line computer editing, dubbing. With its unsurpassed video and audio specifications the TR-70C records and reproduces every nuance of picture quality, delivering masters and multiple-generation copies that satisfy the most demanding clients.

### Shoot on film, transfer to tape.

Many Teletronics assignments start with 16mm or 35mm film which is transferred to tape, a process that actually enhances the quality and colorimetry of the photography. The transfer to tape permits easier editing and faster completion of commercials with superior picture quality.

### TK-28 brings out the best in film.

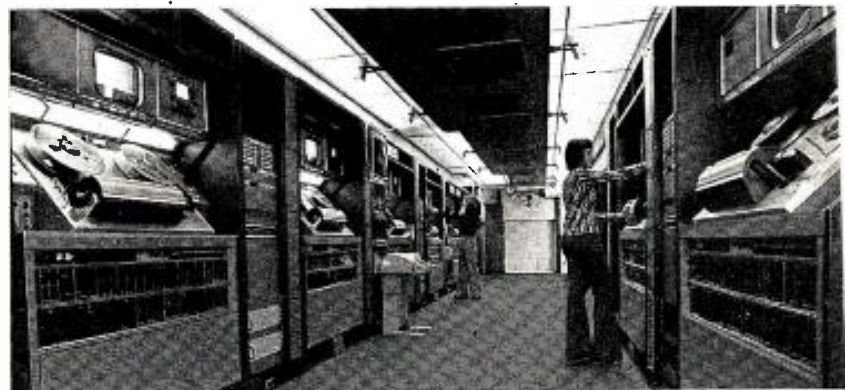
For their film work, Teletronics uses the RCA TK-28 film system. The TK-28's unique ability to resolve a variety of picture quality problems and to enhance the reproduction of film gives Teletronics an advantage. The TK-28 corrects for variations in film density and contrast range; low color saturation; film base errors; scene-to-scene matching; and color fidelity.

### Quality is standard.

Consistent quality performance is standard at Teletronics International. It comes from dedicated people operating in a creative environment, using the latest electronic tools: computer editing systems and top-performing video tape and film systems.

RCA is pleased to be a part of Teletronics' outstanding video center.

Ask your Representative for information on RCA products for teleproduction.



# RCA

# TK-76 PROVES ITS PICTURE QUALITY —AND MORE—WITH ITS OWN DEMO TAPE.

## Steel mill to supermarket.

Your RCA Representative has an unusual TV camera tape to show you: the TK-76 portable camera demonstrating its capabilities.

In available light situations as varied as a steel mill and the interior of a supermarket, the TK-76 proved its unusual adaptability. Even when taping the

contrast of brilliant molten metal and the mill's shadowy surroundings, the TK-76's automatic features held color balance while the camera produced excellent color resolution and consistent picture quality.

Good operating characteristics came through in overcast weather, in the bright artificial lighting of a



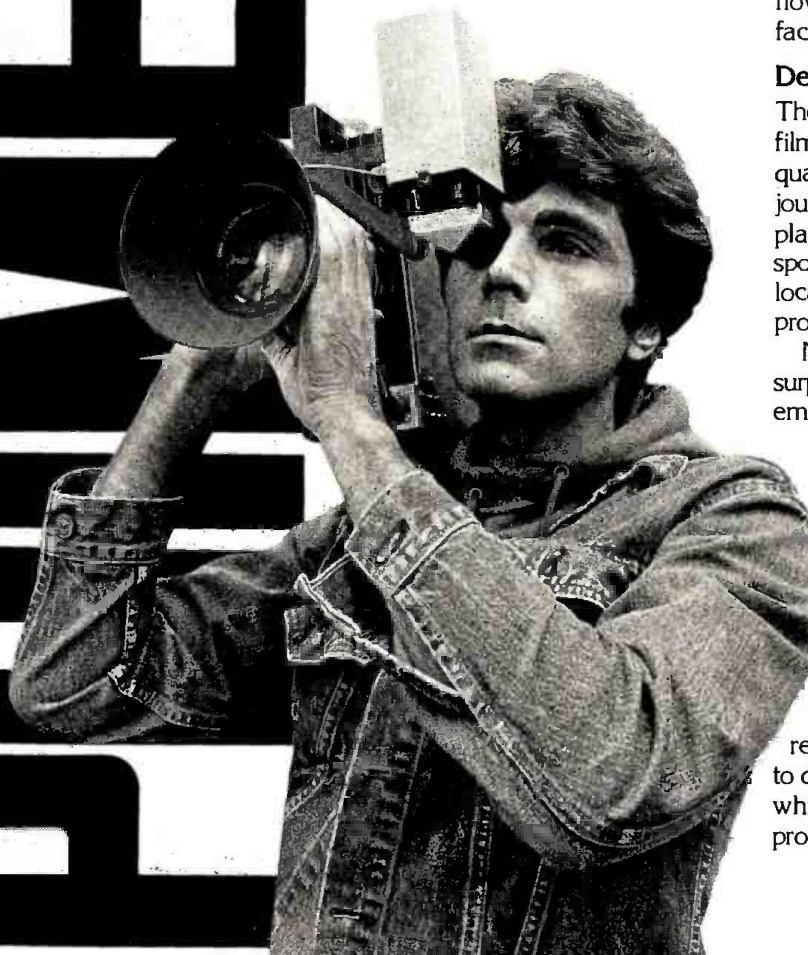
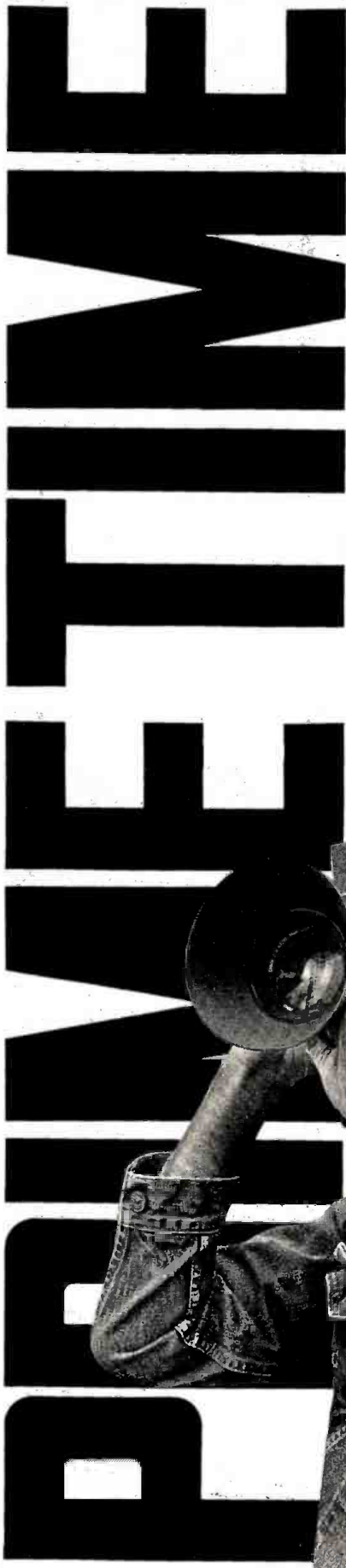
flower shop—even transmitting faces illuminated only by low light.

## Designers surprised.

The TK-76 was created to bring film camera freedom and high quality pictures to electronic journalism. This new camera was planned for secondary uses in sportscasting, documentary and local on-location commercial production.

Now, its performance has surprised even its designers. It is eminently suited to its proposed application, yet it's also a surprisingly good studio camera—as its own demo tape clearly shows.

Among the studio sequences are scenes of a girl's face that show the excellent closeups and detailing the TK-76 can achieve, and a slow panning across recognizable commercial products to demonstrate the clarity with which the TK-76 can show a product.

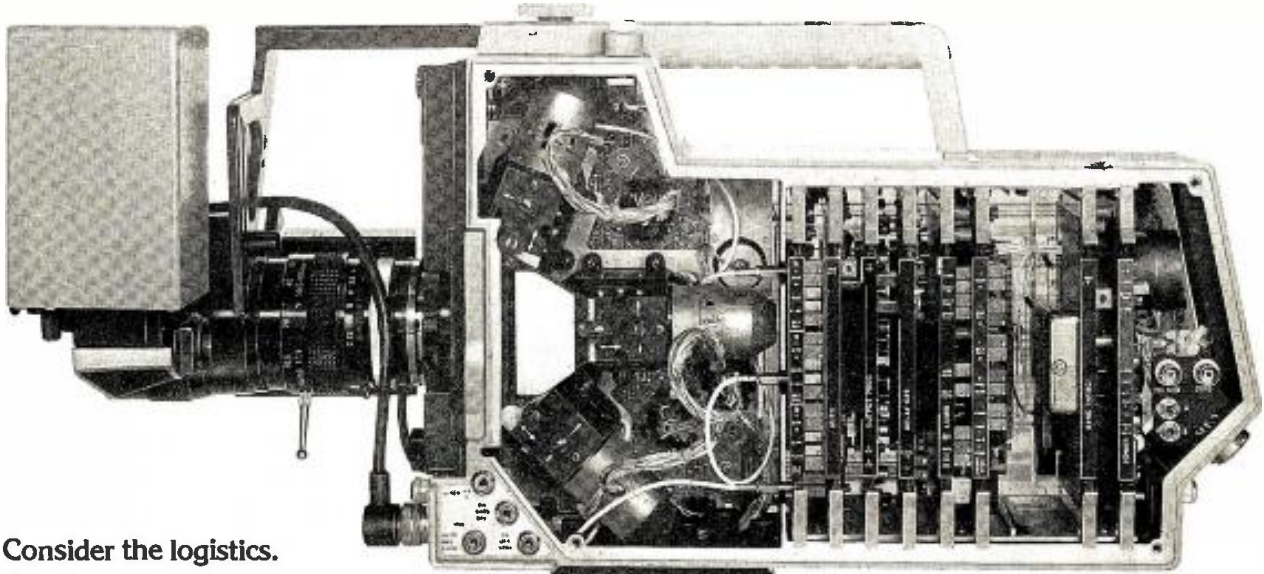


## A new camera generation.

The TK-76 is the first camera to pack big-camera electronics into a 20-pound package without a backpack, all at a most attractive price: under \$35,000.

Among the desirable features of the new-generation TK-76 are:

- Self-contained—no backpack or separate CCU
- Exclusive shock-mounted optical system
- Prism optics— $f:1.4$ ; freedom from reflections
- Picture quality equal to or better than that produced with commonly used news film
- Bias light—less lag in low light
- Three  $\frac{2}{3}$ -inch PbO's
- Built-in sync generator—genlocks to external black burst or complete signal
- Vertical and horizontal contour enhancement—with comb filter and coring
- Rugged cast aluminum case
- T-bone construction—holds optical alignment
- Sealed camera case
- $1\frac{1}{2}$ " (38 mm) diagonal viewfinder
- Fully adjustable viewfinder
- Interchangeable pentaprism viewers
- Automatic iris control with manual override
- Automatic white balance control
- Video level indicator in VF senses peak white or flesh level
- +9dB video gain switch—for extremely low light levels
- +12 volt DC power source
- Lightweight (6 lb.) battery belt
- Optional AC power adaptor
- Flat mounting base
- Convenient carrying handle
- Shoulder-balanced—minimizes fatigue
- Light weight—only 20 lb.
- Instant "on" from standby
- Fast warmup—5 to 7 seconds from cold start
- High sensitivity—450 LUX @  $f:1.6$
- Full bandwidth encoder
- Operates from  $-10^{\circ}\text{F.}$  to  $+120^{\circ}\text{F.}$
- Built-in filter wheel
- Flare correction



## Consider the logistics.

If you have been planning to enter electronic journalism or improve the portability of your teleproduction facilities, you have probably weighed the cost-versus-quality of portable cameras quite carefully.

The prime purpose of EJ is to build station ratings and reputation with exciting, where-it's-happening reportage. An inflexible, limited-use EJ camera cannot achieve this goal; thus even its reasonable cost is expensive. Nor is a costly EJ camera a good return on investment if its performance can be equalled by a medium-priced camera.

That medium-priced high performer is here: the TK-76. It is

the first camera to combine the picture quality of expensive EJ cameras with the handling ease of a limited-capability portable. As bonuses, the TK-76 offers a high degree of studio capability, plus film camera freedom of movement and picture quality.

The logistics favor the TK-76!

## See the TK-76 tape.

Your RCA Representative will gladly screen the TK-76 demonstration tape. We think you'll find it a most rewarding twenty minutes.

Contact him today—and join the scores of TV stations and teleproducers who have already ordered new TK-76 cameras.



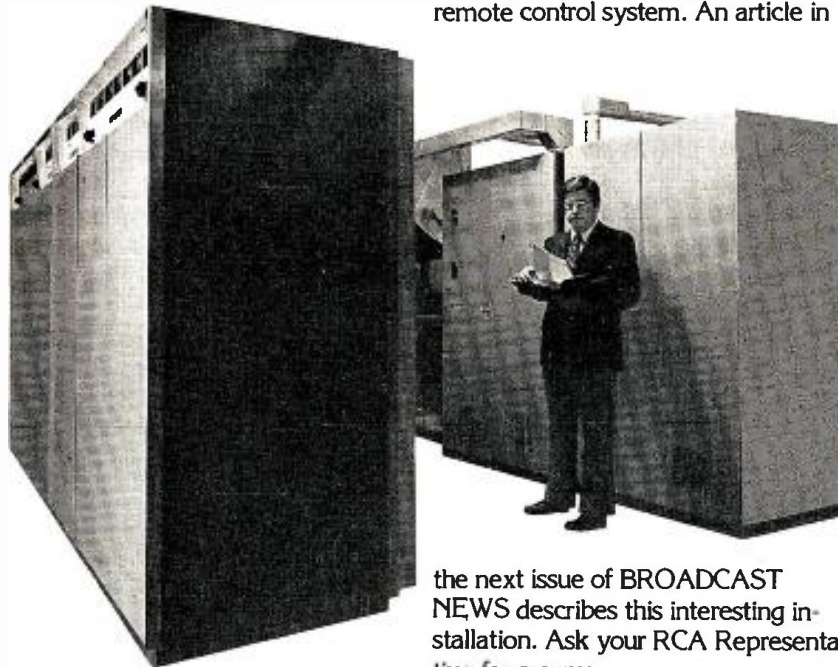
# RCA

# PRIME TIME

ANTENNAS AND TRANSMITTERS

## STATIONS REPLACE VETERAN RCA TV TRANSMITTERS WITH NEW RCA'S.

KNTV, San Jose, replaced its transmitter in 1973. WBAL-TV Ch. 11, Baltimore, did so on Christmas Eve, 1975. These highband stations replaced long-running RCA transmitters with new generation maximum solid state RCA's. Their good experiences with the older RCA systems made their choices relatively easy.



## "TWIN TRANSMITTERS ADAPTED WELL TO REMOTE CONTROL," SAYS CHIEF ENGINEER LOU BELL, KNTV.

"San Jose is a tough, competitive TV market," reports Mr. Bell. "Picture quality is a 'must'. And, with today's extended broadcast schedules, total redundancy is also essential. That's why we're operating two

**"...on-air switching by remote control...good response, no adjustments."**

RCA 17 kW transmitters as an Alternate-Main system.

"The transmitters were installed a year apart, one in 1973 and the other in 1974. Then the entire transmitter RF output system—including switching, coax lines, filterplexer and dummy load—was optimized on-site for low VSWR. This permits on-air switching by remote control with good system response and with no further adjustments needed."

"The TT-17-FH transmitters," Mr. Bell adds, "operate within 1/2° differential phase and 1% differential gain."

Numerous unusual features are incorporated in KNTV's digital remote control system. An article in



## "DEPENDABILITY MADE US CHOOSE RCA AGAIN," SAYS OTTO CLAUS, CHIEF ENGINEER, WBAL-TV.

"We went on-air with our new RCA TT-50-FH transmitter last Christmas Eve. By then, our 21-year-old RCA 50 kW transmitter had logged some 163,000 hours," Mr. Claus says.

"This tradition of dependable serv-

**"...impressive performance parameters."**

ice and long-term performance helped us to decide on the TT-50-FH when we were considering a new transmitter. Of course, the technical features were most important—maximum solid state design, automatic controls, redundancy and the impressive performance parameters. The new parallel system is equipped with an Opto-Switcher for optimum VSWR. It also has Bi-Level switching which lets us stay on-air at 77% of power, even with one side of the transmitter down.

**"We can see the difference, and so can other broadcasters."**

"Picture quality has improved and our signal is definitely quieter with the new transmitter. We can see the difference, and so can the other broadcasters in town.

"Satisfaction with RCA's engineering, their back-up support and parts availability over the years were factors in our decision to buy RCA—again."

the next issue of BROADCAST NEWS describes this interesting installation. Ask your RCA Representative for a copy.

# RCA

## Six are in, five are out, four switches in new CBS fall schedule

**'Medical Center' and 'Cannon' are dumped along with three freshman series; new entries include one by Lear and one in 'Rich Man, Poor Man' mold; 'All in the Family' is moved again—this time to Wednesday**

CBS-TV announced its 1976-77 prime-time schedule last week: It will cancel five series, add six new ones and shift time periods on four holdovers.

ABC's lineup was released the previous week (BROADCASTING, April 5) and NBC's is expected this week.

The seven-year-old MGM Television dramatic series *Medical Center* (Monday, 10-11 p.m., NYT) and the four-year-old Quinn Martin private-eye show *Cannon* (Wednesday, 9-10 p.m.) fell by the wayside along with three first-year shows: MGM Television's cop show *Bronk* (Sunday, 10-11 p.m.); Universal Television's feminist Western *Sara* (Friday, 8-9 p.m.), and Allied Artists sitcom *Popi* (Tuesday, 8:30-9 p.m.). Of these five, only *Cannon* reached a 30-share average for the first quarter of 1976 (the rest ranged from *Medical Center's* 29-share average to *Popi's* 18), and CBS sources said *Cannon's* demographics were levitating more toward low-income, rural men and women over 50 than toward the 18-to-49-year-olds that advertisers are most interested in.

In engineering the time-slot changes, CBS's programing vice president, Lee Currilin, acknowledged the most radical of the shifts—*All in the Family* to Wednesday at 9 to 9:30 p.m. (from Monday at 9) and *Good Times* to Wednesday at 8 to 8:30 p.m. (from Tuesday at 8)—were "a direct counterprogramming move against ABC on Wednesday." With *The Bionic Woman*, *Baretta* and *Starsky and Hutch* on Wednesday, ABC has demolished its competition in the first quarter of 1976 (although *Starsky* will be moved to Saturday next fall and a tongue-in-cheek melodrama called *Charlie's Angels* will take its place).

So Mr. Currilin said CBS will make a frontal assault with four sitcoms and a returning cop show (Lorimar's *The Blue Knight*, at 10 p.m.). Two of Wednesday's sitcoms are new, but they will be "protected," he says, by being sandwiched between *Good Times* and *All in the Family*.

The 8:30 p.m. position on Wednesday goes to *Ball Four*, Mr. Currilin continued, which is being slotted in family hour be-

cause "with the baseball setting and the group of funny characters, the kids will dig it." It's a CBS in-house production, based on Jim Bouton's comic autobiography of the same name, and Mr. Bouton, a sports reporter on WCBS-TV New York who's done some acting (most notably as a villain in Robert Altman's theatrical movie "The Long Goodbye"), will star as a relief pitcher for a major-league team called the Washington Americans; most of the action will revolve around the locker room and the bullpen.

Wednesday's 9:30 p.m. comedy (shoehorned between *All in the Family* and *The Blue Knight*) is *Alice*, a David Susskind-Warner Bros. Television production based on the recent hit movie, "Alice Doesn't Live Here Any More." Mr. Currilin said the series will soft-pedal the 30ish-woman-on-her-own-in-a-hostile-world aspect of the movie and instead focus on the raucous, "gang-comedy" possibilities of blue-collar life among wisecracking waitresses in a noisy diner.

CBS will try to maintain its strong position on Monday by moving its hit comedy, *Maude* (going into its fifth year), up to 9 p.m. (the slot vacated by *All in the Family*) behind *Rhoda* and *Phyllis*, and scheduling a new Norman Lean comedy called *All's Fair* at 9:30 p.m. and a new "contemporary human drama" set in a large corporation, MGM Television's *Executive Suite*, at 10-11 p.m. *All's Fair* will zero in on a May-December romance complicated by irreconcilable political differences between the mismatched pair. Richard Crenna plays a right-wing columnist in his late forties (a character modeled, according to Bob Schiller, one of the creators of the series, on William Safire of *The New York Times*) and Bernadette Peters plays a radic-lib photographer in her mid-twenties. The show is set in Washington.

Mr. Currilin admits that *Executive Suite* will be looking to approximate the success of ABC's *Rich Man Poor Man* mini-series by stringing out plots and character development in cliffhanger fashion.

**CBS breaks ABC streak.** With well over half the sets in use tuned in to the four hours of *Helter Skelter*, CBS-TV broke ABC's string of 11 straight weekly wins by rolling to a 21.5 rating for the seven days ended April 5, compared to ABC's 20.4 rating and NBC's 14.3. In the season-to-dates, CBS has a 19.6 rating, ABC an 18.9 and NBC a 17.8. The second half of *Helter Skelter*, the made-for-TV movie based on the nonfiction book about the Charles Manson murders, harvested a 37.3 rating and 59 share on Friday, April 2 (9-11 p.m., NYT), to finish first for the week. The first half, on Thursday, April 1 (also 9-11 p.m.), chalked up a 35.0 rating and 56 share to come in third. The second-place winner was ABC's Academy Awards telecast (Monday, March 29, 10 p.m.-12:35 a.m.) which got a 35.5 rating and 64 share.

"Interpersonal conflicts," says CBS's fact sheet on the series, will involve "executives, office workers, factory hands and their families."

If Monday and Wednesday constitute the nights of boldest experimentation, CBS will make one other surprising move by revamping *Tony Orlando and Dawn* (which managed only a 27-share average for the first quarter of 1976) and moving it to Tuesday (8-9 p.m.) in an attempt to take some of the edge off ABC's smash-hit comedies *Happy Days* (a first quarter 40-share average) and *Laverne and Shirley* (mid-forties share average since its debut in February).

CBS will leave Thursday and Saturday alone on the don't-mess-with-success theory. (CBS has regularly won both nights throughout the first quarter.) Friday's one newcomer, *Spencer's Pilots* (8-9 p.m.), a CBS in-house production (Bob Sweeney and Bill Finnegan are the executive producers), features "the barnstorming, stunts and spectacular aerial acrobatics" of "two free-wheeling pilots" who work for "a small, independent aviation company."

Sunday's newcomer is CBS's only new hard-action series, *Delvecchio*, about a big-city detective who has a law degree. William Sackheim is the executive producer for Universal Television.

CBS sources say this schedule guarantees the network a first-place finish for the 1976-77 season, and go on to point out that ABC "has made some serious mistakes" on its schedule, among them giving "a limited nightclub act," Captain and Tennile, a weekly series and moving the hit cop show *Starsky and Hutch* out of its protected Wednesday (10-11 p.m.) time period into direct competition on Saturday with *The Mary Tyler Moore Show* and *The Bob Newhart Show*. Also, the CBS people say ABC depleted its theatrical movie titles in the 1975-76 season.

Other industry sources say CBS may be hurting itself by hanging on to too many "tired" series, such as *The Carol Burnett Show* (going into its 10th year), *Hawaii Five-O* (ninth season), *M\*A\*S\*H* (fifth season, and its first season without Larry Gelbart, the head writer, although Mr. Currilin says Mr. Gelbart, who had resigned, is "inching his way back" into doing some work on next season's episodes) and *Barnaby Jones* (also fifth season).

CBS's 1976-77 schedule reads: Monday, 8-8:30 p.m.: *Rhoda*; 8:30-9 p.m.: *Phyllis*; 9-9:30 p.m.: *Maude*; 9:30-10 p.m.: *All's Fair*; 10-11 p.m.: *Executive Suite*.

Tuesday, 8-9 p.m.: *Tony Orlando and Dawn*; 9-9:30 p.m.: *M\*A\*S\*H*; 9:30-10 p.m.: *One Day at a Time*; 10-11 p.m.: *Switch*.

Wednesday, 8-8:30 p.m.: *Good Times*; 8:30-9 p.m.: *Ball Four*; 9-9:30 p.m.: *All in the Family*; 9:30-10 p.m.: *Alice*; 10-11 p.m.: *The Blue Knight*.

Thursday, 8-9 p.m.: *The Waltons*; 9-10 p.m.: *Hawaii Five-O*; 10-11 p.m.: *Barnaby Jones*.

Friday, 8-9 p.m.: *Spencer's Pilots*; 9-11





# TRY TELLING HIM THAT THE BEST THINGS IN LIFE ARE FREE.

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

For many of the 22 million Americans 65 and over, life is becoming a struggle for survival.

Because most have fixed incomes, inflation is devastating them. Nearly one in six lives in poverty. It's estimated that one-third gets fewer than 3 meals a day. Some are starving. Others literally eat from garbage cans.

As rents rise, many are forced into "gray ghettos" in big city slums. Lonely and often ill, they become prey for drug pushers and other criminals when they venture out. Purse-snatching, for example, is especially common when Social Security checks arrive.

Storer Stations believe we must start making adequate provisions for our senior citizens. And

now. For when the year 2000 rolls around, it's estimated the average American will live to age 90.

WSPD-TV in Toledo is one with an ongoing commitment to the plight of the aged. Recently, for example, they produced a six-part mini-documentary series on the problems they face. Covered were prominent legislators, experts in Social Security, transit, housing and nursing homes as well as senior citizens.

WSPD-Radio, meanwhile, on successive "People to People" programs held discussions alerting Toledoans to two new area services: 1. home health aid for the elderly unable to clean their homes or leave them to buy food and medicines; and 2. the availability of meals three times a day for the elderly, particularly those unable to prepare food for themselves.

In Milwaukee, WITI-TV

programmed a half-hour special on elderly citizens as victims of crime. The program focused on federally funded Neighborhood Security Aides that could be used in high crime areas to patrol the streets. WITI-TV's "Contact Six" often comes to the rescue of senior citizens, too.

All Storer Stations believe it's important to get involved in the affairs of the communities they serve.

The way 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

p.m.: CBS Friday Movies.

Saturday, 8-8:30 p.m.: *The Jeffersons*; 8:30-9 p.m.: *Doc*; 9-9:30 p.m.: *The Mary Tyler Moore Show*; 9:30-10 p.m.: *The Bob Newhart Show*; 10-11 p.m.: *The Carol Burnett Show*.

Sunday, 7-8 p.m.: *60 Minutes*; 8-9 p.m.: *The Sonny and Cher Show*; 9-10 p.m.: *Kojak*; 10-11 p.m.: *Delvecchio*.

## Tidying up the top 100: ABC's lead still holding

The tide that swept ABC-TV affiliates to record audience gains in the initial returns from Arbitron Television's February-March local sweep (BROADCASTING, March 29) was still evident in new reports now available, although it seemed to have moderated somewhat.

With reports in from all of the top-100 markets, ABC researchers said ABC affiliates were first in prime-time households in 51, compared with seven just a year ago, whereas CBS-TV's first places in the top 100 had dropped from 61 to 36 and NBC's from 35 to 14 (see table).

In the 28 top-100 markets whose reports were not previously available, ABC affiliates gained prime-time audiences in 26 and lost in two, slipping by 1.1% in Raleigh-Durham, N.C., and dropping a walloping 55% in Sioux Falls-Mitchell, S.D.—because, ABC sources said, KXON-TV Mitchell's tower had fallen. In the same 28 markets, CBS affiliates gained in six, declined in 21 and held even with year-ago levels in one; while NBC affiliates gained in three, lost in 24 and showed no change in one (see list at right).

In 35 three-network markets below the top 100, ABC affiliates ranked first in prime-time households in 13 and tied for first in two others, were second in seven and tied for second in two others and were third in 11.

ABC researchers' recomputation of estimates for some markets, using Arbitron's full reports instead of the day-part averages provided before the regular reports became available, resulted in some changes in previously reported rankings. The ABC affiliate in Birmingham, Ala., for instance, turned up with an 0.8% decline for prime-time audience instead of a gain of about the same magnitude; the one in West Palm Beach, Fla., was shown by the final figures to be second instead of first in that two-affiliate market, and the one in Chattanooga, Tenn., turned out to be tied for first place rather than the undisputed first.

The new returns brought at least one more major UHF story: ABC-affiliated KVUE-TV Austin, Tex., on channel 24, tied for prime-time first place with KTBC-TV, the channel 7 outlet for CBS.

The list at right shows how the respective affiliates fared in terms of prime-time

### PRIME TIME HOUSEHOLDS (000) AND PERCENTAGE CHANGE FROM FEB.-MARCH 1975

Market	ABC		CBS		NBC	
	Rating	%	Rating	%	Rating	%
Denver	167	+40.3	106	- 8.6	112	-15.2
Charlotte, N.C.	59	+25.5	133	+ 3.1	94	- 2.1
New Orleans	99	+16.5	140	+ 6.1	100	- 2.0
Oklahoma City	95	+ 5.6	84	-23.6	107	- 5.3
Charleston-Huntington, W.Va.	74	+12.1	87	- 1.1	130	- 0.8
San Antonio, Tex.	98	+27.3	86	- 8.5	73	- 5.2
Raleigh-Durham, N.C.	92	+ 1.1	97	+ 2.1	12	- 7.7
Wichita-Hutchinson, Kans.	81	+32.8	75	-14.8	73	-14.1
Greensboro-High Point-Winston-Salem, N.C.	89	+ 7.2	98	- 1.0	74	+ 2.8
Little Rock, Ark.	83	+13.7	66	-13.2	90	- 5.3
Des Moines, Iowa	76	+33.3	75	- 1.3	71	- 2.7
Shreveport, La.-Texarkana, Tex.	80	+23.1	86	- 5.5	64	- 9.9
Tulsa, Okla.	98	+30.6	65	-23.5	53	-20.9
Omaha	106	+45.2	75	- 7.4	75	-10.7
Mobile, Ala.-Pensacola, Fla.	71	+12.7	72	-12.2	62	-11.4
Roanoke-Lynchburg, Va.	47	+34.3	81	- 9.0	62	- 0
Cedar Rapids, Iowa	72	+41.2	57	- 6.6	56	- 6.7
Spokane, Wash.	68	+36.0	49	- 3.9	49	-16.9
Albuquerque, N.M.	73	+30.4	43	- 8.5	48	- 5.9
Lincoln-Hastings-Kearney, Neb.	38	+22.6	65	- 5.8	16	-15.8
Springfield, Mo.	23	+35.3	49	+ 2.1	61	-14.1
Jackson, Miss.	28	+16.7	47	-17.5	58	-18.3
Bristol, Va.-Kingsport-Johnson City, Tenn.	23	+ 4.5	46	-14.8	59	-13.2
Sioux Falls-Mitchell, S.D.	9	-55.0	75	+ 8.7	40	+110.5
Greenville-New Bern-Washington, N.C.	27	+28.6	51	- 8.9	49	+ 2.1
Fargo, N.D.	33	+57.1	45	+ 4.7	42	- 4.5
Columbia, S.C.	27	+28.6	24	.0	59	-13.2
Baton Rouge, La.	29	+20.1	49	- 7.5	58	- 4.9

### ARB Prime Time Households Feb/Mar 1976 Top 100 Markets

	HOUSEHOLDS (000)			% Change*
	Feb.-Mar. 1975	Nov. 1975	Feb.-Mar. 1976	
ABC	10,829	11,496	13,895	+28
CBS	13,365	12,866	12,719	-5
NBC	12,137	12,245	11,172	-8

	THREE NETWORK SHARES (%)			% Change*
	Feb.-Mar. 1975	Nov. 1975	Feb.-Mar. 1976	
ABC	29.8	31.4	36.8	+24
CBS	36.8	35.1	33.7	-8
NBC	33.4	33.4	29.6	-11

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

	NUMBER OF FIRST PLACES*		
	Feb.-Mar. 1975	Nov. 1975	Feb.-Mar. 1976
ABC	7	22	51
CBS	61	43	36
NBC	35	40	14

\*Includes ties

homes in Arbitron Television's February-March measurements in the 28 top-100 markets for which results were not available for BROADCASTING's March 29 report. The homes figures are averages expressed in thousands (add 000) and were compiled

by ABC researchers. The percentages of gain or loss from the February-March 1975 reports were computed by BROADCASTING. Prime-time hours were 8-11 p.m. NYT Monday through Saturday and 7-11 p.m. Sunday.

## ABC-TV will take 'Amos Burke' back to court

Network will appeal jury verdict that it is guilty of misusing TV character and must pay creator \$1 million

ABC-TV said last week that it would appeal a New York State Supreme Court jury decision on April 2 awarding more than a million dollars to writer Frank D. Gilroy for ABC's alleged misappropriation of a TV-series character he created.

The character was called Amos Burke, and was played by Gene Barry in a series called *Burke's Law*, which ran on the ABC network from 1963 to 1966. According to various sources familiar with the situation, ABC bought the TV and merchandising rights to the character from Mr. Gilroy (who went on to win a Pulitzer Prize for his 1965 play, "The Subject Was Roses") in 1963. A year later, ABC, as part of its merchandising rights, hired an author to write two paperback Amos Burke novels for use as tie-ins to the series. When the books were published by Dell, Mr. Gilroy filed suit, claiming that he still retained publication rights. He said the paperback quickies had "ruined" his plans to write a series of Amos Burke books himself, along the lines of an Agatha Christie or an Erle Stanley Gardner.

The first decision in the case, by Justice

Sidney A. Fine of Manhattan State Supreme Court in 1972, awarded Mr. Gilroy the profits from the two books, a sum of \$15,000, as compensation for the misappropriation of the character.

Mr. Gilroy turned down the \$15,000 and appealed on the grounds that he could have reaped as much as seven figures if the two paperbacks hadn't been written. And that's essentially what the jury found on April 12.

ABC's appeal of that finding, to a five-judge panel of the Appellate Division of New York State, will probably be decided sometime next fall, these sources say. In addition to ABC, the appellants are Four Star Television, Barbety Television Enterprises, Simon & Schuster Inc. and the Dell Publishing Co.

## Radio and TV take largest share of Writers Guild honors

Eighteen winners of Writers Guild of America awards for scripts produced in 1975 in television, radio and motion pictures were announced March 25 at dinners held simultaneously in New York and Los Angeles. Fourteen of the awards went to television and radio. Of those 14, eight went to CBS, four to ABC and one each to NBC and the Public Broadcasting Service.

Television winners were:

Andrew Rooney, *Mr. Rooney Goes to*

Washington, CBS, for documentary script/current events; Irv Drasnin, *The Guns of Autumn*, CBS, for documentary script other than current events; Sandor Polster, William H. Moran and Carol Ross, *CBS Evening News*, April 29, 1976, for news script; Claire Labine, Paul Avila Mayer, Mary Munisteri and Allen Leicht, *Ryan's Hope*, ABC, for daytime serial; Yanna Brandt, *The Superlative Horse*, PBS, for children's script; Jerome Kass, *Queen of the Stardust Ballroom*, CBS, for original anthology script; Fay Kanin, *Hustling*, ABC, and David Rintels, *Fear on Trial*, CBS, for anthology script adapted from another source; Arthur Ross, story by Stephen Kandel, *Prior Consent*, *The Law* series, NBC, for dramatic episodic script; Everett Greenbaum, Jim Fritzell and Larry Gelbart, "Welcome to Korea," *M.A.S.H.*, CBS, for comedy episodic script; Sybil Adelman, Barbara Gallagher, Gloria Banta, Pat Nardo, Stuart Birnbaum, Matt Neuman, Lorne Michaels, Marilyn Miller, Earl Pomerantz, Rosie Ruthchild, Lily Tomlin and Jane Wagner, *Lily*, ABC, for variety script.

Radio winners were: Norman Morris and Dale Minor, *The American Inheritance*, CBS, for documentary script; Sam Dann, "Goodbye, Karl Eric," *CBS Radio Mystery Theater* series, for dramatic script, and Hill Edell, *Voices in the Headlines*, ABC, for news script.

A new award for graphic art went to Emil Sabbione Jr. for his introductory graphics to *The Great American History Test*, WCBS-TV New York.

**'Adams Chronicles' data.** February Nielsens for top 13 PTV markets show *Adams Chronicles* to be highest rated series in PTV history with audience averaging 4 million viewers weekly, consistently four times that of usual prime-time non-commercial programs.

**CBS Reports.** April 20 broadcast (10-11 p.m.) of CBS News's *CBS Reports*, narrated by Charles Kuralt, will explore "Inside Public Television." Premise is "when a kind of television labels itself 'public' and spends tax dollars, it's earned the right to be reported on." Paul Greenberg wrote, directed and produced program.

**Encyclopaedia Britannica.** Company's educational division plans new batch of 14 half-hour children's documentaries. Twentieth Century-Fox Television is distributing them with 34 markets on tap so far, including WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, KYW-TV Philadelphia and WTOP-TV Washington.

**Handyperson.** Alcare Communications, Wayne, Pa., reports 16 stations have signed this year for *Maintenance Ms.* television series. Household repairs are explained by Jane Norman, young housewife, in 117 90-second features.

**Special plans.** Group W Productions has begun taping (at New York's Apollo Theater) six 90-minute specials called *The Apollo Presents*. First two will be made available to stations this June. Featured

## Programming Briefs

performers on these include Cab Calloway, singing group LaBelle and comedian George Kirby.

**New adventures.** Cinema Sound Ltd., New York, is making available for radio syndication new productions of five adventure series (13 30-minute episodes each): *Dick Tracy*; *Brenda Starr*; *Terry and the Pirates*; *Colin Doyle, M.D., Crime Doctor*; and *Counterspy ... CIA*. Stations in markets like New York and Los Angeles are being asked to pay \$200 per week for five strip half hours, in markets of Cleveland's and Cincinnati's size \$100 per week and in small markets \$50 per week. There'll be six commercial minutes in each half hour.

**Melting pot.** Ethnic and racial heritage of Americans is explored in *American Mosaic*. Radio series of 100 two-and-a-half-minute segments is researched, written and narrated by former Voice of America correspondent, Don Burgess. Syndication is by Merit Associates, Simi Valley, Calif.

**Right show, wrong year.** *The Presidents: 76 Years on Camera*, four one-hour specials to be produced by Corporation for Entertainment and Learning, New York, in association with Post-Newsweek Stations Inc., Washington, and Scripps-

Howard Broadcasting Co., Cincinnati are scheduled to be aired during second quarter this year, not next year as BROADCASTING reported March 22. James Garner, star of NBC-TV's *The Rockford Files*, will be host of series which is to include filming at White House.

**'One.'** MCA TV will call syndicated reruns of *Emergency*, which will continue next fall on NBC-TV (Saturday, 8-9 p.m., NYT) *Emergency One!* Over 100 stations have already bought series for airing in syndication next September.



**Brought to life.** Metromedia's WTTG(TV) Washington yesterday (April 11) was scheduled to air its *Patty Hearst: On the Witness Stand*, hour-long program adapted from transcripts of Hibernia Bank robbery trial in San Francisco. Program was produced by Tim McDonald, directed by Bill Dobbs, with set design by Joe DeVito. Show is being offered for syndica-

tion, has been sold thus far to KPLR-TV St. Louis.

**New quarters.** Studio Film Exchange Inc. and new affiliated company, Studio Tape Exchange have relocated on both coasts: 630 Ninth Avenue, eighth floor, New York, (212) 977-9330; and 6424 Santa Monica Boulevard, Hollywood, (213) 466-8101.

**Italian accent.** Italia '76 media awards are being given by Gruppo Eapontenti, organization of Italian and business firms in New York City, for TV-radio broadcasts and print articles on Italian life and culture. Two first awards of \$3,500 each and two second awards of \$1,500 each will be given to winners in both categories. Four winners also will receive New York-Rome round-trip tickets. Further information: *Italia '76 media awards, 630 Fifth Avenue, suite 1565, New York 10020.*

## Frank supporters sound common plea

**Proposed limitation would afford wider programing choice, they say; opponents, however, fear censorship**

Syndicator Sandy Frank's proposal to ban multiple exposure of shows during prime-time access periods (BROADCASTING, Feb. 16) is attracting comments. More than 90 letters supporting the Frank plan have been received at the FCC, most of them from producers and syndicators. Many letters are identical, and stated that the purpose of the prime-access rule "cannot be achieved unless and until opportunity is created for as many different programs as possible to obtain clearance in the very limited access period in the top-50 markets." The ban would give the public, Sandy Frank's supporters said, "a wider choice of programing."

In reply comments Sandy Frank said the "broad consensus" of support expressed in the filings requires the commission to initiate a rulemaking.

Not everyone is for the proposal though; ABC said a ban will involve the FCC in censorship and "it is not the function of the commission to say that station scheduling judgments with respect to particular programs are wrong." GE Broadcasting (licensee of three network affiliates in top-50 markets) agreed, claiming a ban would be viewed as "a rule of censorship" and that the access rule should not be changed until its present form is given a chance to operate "for a period of time," a position also voiced by Anthony Entenprises, producer of the *Merv Griffin Show*.

Multiple episodes, said ABC, are not inherently objectionable and most of those shows are only a half hour whereas many prime-time network offerings are one to two and a half hours long. The shorter shows stimulate, rather than stifle, the diversity of programing, it claimed.

Connecticut Television Inc., licensee of WHBN-TV New Britain, added that there is no evidence that the public objects "to the presentation of multiple episodes."

## Pay cable: the big P in big D

**NCTA's 25th anniversary convention is dominated by pay cable promise; its care, feeding and cultivation are main business of CATV industry, principal concern of Hollywood and broadcast interests whose oxen would be either fattened or goled by this new medium**

The motion picture industry for some time has been looking for another outlet to market its product and offset sagging employment. The cable TV industry likewise has been looking for a new source of revenue without the high upfront capital investment associated with expanding cable plants. Enter pay cable. Add federal regulation and a concern from broadcasters over program siphoning and the resultant scenario brings out the kind of two-hour pay cable exchange that closed last week's National Cable Television Association convention in Dallas.

It was but the last of many: Pay cable had dominated the NCTA's silver anniversary convention from the first. It was everywhere on the agenda; by the time Wednesday rolled around, it had been analyzed from every angle and not yet found wanting. It dominated the exhibits, too (see page 48); demonstration earth stations surrounded the Dallas convention center, and pay cable programs were on monitors everywhere.

Movies, of course, were discussed the most. They provide the bulk of present pay cable fare, and the alliance between Hollywood and pay cable is expected to grow. That can't happen too soon for Kathleen Nolan, president of the Screen Actors Guild, who told the closing session that it was "time we got our act together." (SAG's past president, Dennis Weaver, was also on the NCTA agenda; see page 39.) Added Miss Nolan, "Communications technology and artistic endeavors have up 'til now not been used together. Pay cable is that once in a lifetime opportunity to fill the void. It is time to stop looking at our differences," she continued, "and find a way to make all things work."

The utilization of pay cable as a home box office for great films like *Jaws* is fine, Mrs. Nolan said, but pay cable should be providing those special films that may be too special for network television to broadcast. An audience of less than one million TV homes is too small for the networks, she said, but not for pay cable. The entertainment industry would like to negotiate with pay cable directly for that kind of programing, Mrs. Nolan said, such as opera

and ballet. "We must start right now to work together."

Jack Valenti, president of the Motion Picture Association of America, saw an increase in movies and better quality films through pay cable. Pay cable would allow the films to be made that presently do not suggest revenue levels required by over-the-air commercial broadcasting, he said. "MPAA is anxious, even eager, for broadcast television to grow and prosper . . . they are good customers. Likewise we are anxious for pay cable to grow and prosper. I see no conflict nor a collision between the two," explained Mr. Valenti.

The revenue gap between pay cable sales and conventional television sales for the motion picture industry will not be bridged in his working life, said Mr. Valenti. During 1975 movie sales to broadcast television accounted for \$230 million in revenue, he said, while only \$5 million in revenue came from pay cable. "There can be no siphoning unless the mass producer is economically insane."

The key question regarding pay cable, said Mr. Valenti, is whether this new kind

*MPAA's Jack Valenti:*

"If the public wants to see 'Fiddler on the Roof' not interrupted 72 times by commercial messages, then by God they should have that right."

of business is going to be allowed to grow or not to grow. That decision cannot be determined by government decisions, he added, but by the public's desire to buy. "The American public ought to be the FCC of pay cable," Mr. Valenti said. "If the public wants to see *Fiddler on the Roof* not interrupted 72 times by commercial messages, then by God they should have that right."

C. Wrede Petersmeyer of Corinthian Broadcasting, New York, did not see pay cable in the same light. "Pay cable is dependent on cable which in turn is dependent on free broadcasting," he said. Pay cable is not the independent medium it is often represented to be, he added. It takes the broadcasters' product and is therefore outside the normal ground rules of free competition, Mr. Petersmeyer said. "I urge the cable industry to drop that argument."

The scope of pay cable's impact on the broadcaster in the future cannot be judged entirely by its present impact which may be under a different regulatory framework, Mr. Petersmeyer said. "One does not have to have cancer all over the body to realize a small cancer will spread."

Mr. Petersmeyer predicted that small market TV stations would be forced off the air if pay cable is allowed to develop free of all regulations. Pay cable should act as a supplementary service to broadcast televi-



**The last word.** NCTA's final convention session, as many before it, was occupied with pay cable. L to r: FCC Commissioner Benjamin Hooks, MPAA President Jack Valenti, SAG President Kathleen Nolan, moderator

Ralph Baruch and Madison Square Garden's Michael Burke. Also a panelist, but blocked from view by the speaker's stand, Wrede Petersmeyer of Corinthian Broadcasting.

sion, he said, and not a destructive service. If not, Mr. Petersmeyer suggested that pay cable will end up going for the maximum dollars and becoming a mass entertainment programming service—offering only movies and sports.

FCC Commissioner Benjamin Hooks, who claimed somewhat lightheartedly that the commission's pay cable rules must be right since everyone has brought suit against them, expressed concern that the "choice" offered by pay cable may not be a choice for disadvantaged citizens if pay cable has a negative impact on the present

*Corinthian's Wrede Petersmeyer:*

"One does not have to have cancer all over the body to realize a small cancer will spread."

television system. It remains to be seen, said Mr. Hooks, how long the tremendous growth of pay cable subscribers over the last year will continue.

Ralph Baruch, Viacom International Inc., charged broadcasters with contradicting themselves when it comes to pay cable. Broadcasters claim the government has no right interfering in programming decisions, he said, yet they want the FCC to regulate what can be shown on pay cable. Mr. Baruch asked for a "fair trial" for pay cable. The "gold" in pay cable has yet to be discovered, he added. "The goose has not yet laid the golden egg."

**Panelists examine interlocking roles of pay cable, MDS and over-air subscription service**

Pay cable, just a growing child itself, is already looking over its shoulder with mix-

ed concern at its less-developed cousins—over-the-air subscription television and multipoint distribution service. Several cable operators are now making use of MDS to deliver pay programming in cities such as Houston (Muskegon Cable TV) and Atlanta (Cox Cable Communications) and others are using MDS to interconnect headends of existing cable plants. Mark Foster, Microband National Systems Inc., claims 90% of MDS customers are cable systems. And Solomon Sagall, Teleglobe Pay-TV System, suggested that in the future subscription TV and pay cable could help each other and perhaps even share incomes derived from cable carriage of over-the-air pay TV signals.

Not all of the talk at the NCTA convention panel devoted to pay TV options last week saw the relationship between the three pay distribution systems as necessarily complementary. Marc Nathanson, Harris Cable Corp., maintained that the advent of STV or MDS in certain markets could take away cable subscribers whose reason for hooking to the cable is singularly based on the premium movie channel service. Mr. Nathanson suggested that the government limit MDS to non-wired areas and prohibit STV's from going into cable areas or apartment districts where MDS is providing service. If such a plan is not brought forth, he added, then cable should consider "raising a third child." The suggestion of a limited market for pay TV brought opposition from the floor, voiced by Frank Merklein of 20th Century-Fox, whose views received applause from part of the audience.

Mr. Sagall claimed "economics today definitely favor over-the-air pay TV in large markets and possibly for the next 10 years or so." He illustrated his point by citing as an example Los Angeles, where American Subscription TV of California Inc. is planning to start a pay TV station. It would take some 10 to 15 years to wire Los Angeles at a probable cost of a billion dol-

lars or more, he said, but over-the-air-TV can grab 20,000-25,000 homes at a monthly subscription cost of about \$2.50 per subscriber. Mr. Sagall noted that pay cable has the inherent advantage of multi-channel capacity over STV, but "realistically" the public will not continue to pay for all TV products. "The pay TV industry will have to develop its own program format," he concluded.

Robert Rosencrans, UA-Columbia Cablevision, urged CATV operators to regard their basic cable service as primary with pay as an ancillary service, albeit an "important one." He cautioned cable operators about building a system where the pay service would be the cornerstone for acceptance by subscribers. "Pay must not be looked at as a panacea," he warned, but instead should be viewed as an overlay placed on an established cable business. Developing cable systems in the reverse order, he said, would subject CATV operators to the "ups and downs" of the motion picture industry and give more leverage to film distributors. It is important to insulate cable from those pressures, Mr. Rosencrans added.

Cable can service lower penetrations for pay, which traditionally has a higher turnover rate than basic cable service, if pay cable is not allowed to become critical to the cable business, Mr. Rosencrans said. His advice: "Don't build a system just because pay cable can make it fly."

James Lahey, Muskegon (Mich.) Cable TV, claimed MDS is basically a system for bringing pay to apartment houses and multiple dwelling unit clusters. The basic problem in the apartment market, he said, has not been gaining entrance to buildings but selecting the right demographics in buildings to market pay TV service. "Young marrieds" are best, Mr. Lahey said, while "swinging singles" are not. Citing an apartment complex in Houston with mostly married couples, Mr. Lahey claimed a 32% saturation level.



**Report from the trenches on pay cable.** Three of the leading practitioners of the pay cable art were represented on this NCTA panel. L to r: Alan Greenstadt, president of Optical Systems, who announced the second pay cable satellite network, to begin in September; Nate Levine, of Sammons Communications, who described the security problems attendant to pay cable operation, as well as the options one has in entering the market (by satellite, by microwave, or standing alone); Robert Weisberg, Telemation Program Services, who emphasized the problem of tailoring pay cable programming to individual markets; moderator Bill Bresnan, of Teleprompter; Jerry Levin, of Home Box Office, who described for NCTA delegates how far his system has gone in its first satellite year, and Allen Adler of Columbia Pictures, who described the impact he anticipated pay cable would have on the revenues of motion picture companies.

## Optical Systems makes it two in pay cable by satellite

**Systems owner announces at NCTA that it will join HBO as programmer; no clients yet other than itself for two-channel service**

One year to the convention after Home Box Office revolutionized the pay cable business with its announcement of a satellite network, the first competitor has gotten into the act. It's Optical Systems, a pioneer pay cable company, which announced last week that it will begin a 15-hours-daily service, on two channels, via Western Union's Westar II this September.

HBO's cable network, now reaching 28 earth stations and with orders placed for another 47, is oriented to the RCA satellite. Optical's decision to go with Westar was said to have been heavily influenced by the public broadcasting system's plans to erect a nationwide service using 165 earth stations and the Western Union system.

Optical President Alan Greenstadt's announcement was not met with the enthusiasm that greeted HBO's news in New Orleans last year, although cable industry spokesmen were quick to applaud

the vote of confidence it gave to pay cable and the advent of new competition into the market. But many were skeptical. Optical's announcement was not accompanied by news of clients, as was HBO's last year (UA-Columbia Cablevision and American Television & Communications announced their initial earth station orders simultaneously). Moreover, many felt the multiple-channel concept was premature and the introduction of a new satellite carrier confusing. HBO's deal with RCA is for six years at a minimum of \$9 million. Optical isn't saying what it has agreed to pay Western Union, and referred questions to a tariff filing to be made at the FCC sometime before the September start-up.

Mr. Greenstadt noted that Optical may be its own first client. It has 28 pay cable systems in operation now, with a number interconnected by microwave. Optical's specialty is the leased-channel concept, wherein it pays the cable operator a fee for use of the hall, and conducts all marketing functions on its own. HBO, by contrast, provides the service but leaves marketing up to the cable operator, sharing revenues roughly 50-50.

Mr. Greenstadt said the new Optical network would also be aggressive in marketing single episode sports packages and distant signal carriage. He referred specifically to the one-time-only sports events transmitted by the Robert Wold organization, and said arrangements were being made to secure many of these for the Optical system. In addition, the company said it will, in selective situations, purchase

earth stations for lease to a group of CATV systems in a given area.

Mr. Greenstadt stressed multiple-purpose earth stations, and said he would urge the FCC to grant approval for such operations. He said the cable operator could serve as the "gateway" to all communications into the community, and said Optical would offer affiliated marketing services in that time-sharing activity.

The key to Optical's hopes seemed to rest with public broadcasting time sharing. Others considered it a can of worms, trying to interface public moneys and ambitions with a private pay cable business.

## HBO one year later

**Time Inc.'s pay-cable network reports at NCTA that it's up to 386,000 subscribers, but more systems sign on in Dallas**

The company that started it all (in satellite pay cable networking) in New Orleans last year was still making news in Dallas last week. Home Box Office, the Time Inc. subsidiary, reported that on the pre-convention Friday, April 2, HBO's pay cable programming reached 386,000 subscribers and passed 3,101,000 homes. The airborne portion reached 75,000 of those subscribers, and passed 943,000 homes. The original terrestrial network had 306,000 subscribers and passed 2,158,000 homes. (The other 5,000 of HBO's pay subscribers are MDS-served apartments.)

The transitory nature of such figures was emphasized at mid-week, when HBO reported it had concluded arrangements at the convention for these additional markets: Communications Services Inc. for Manhattan, Junction City, Fort Riley and Salinas, all Kansas; RVS Cablevision Corp. for Wauwatosa and Waukesha, both Wisconsin; Cheyenne Cable Colorvision (Wyoming Cable TV); First TV Corp. (General TV Inc.) for Fridley and St. Cloud, Minn.; South Florida Cable TV Corp. for Bonita Springs and Fort Myers Beach, both Florida; Storer Cable TV of Florida for Sarasota, Venice and Englewood, all Florida; American Video Corp. for Pompano Beach, Fla.; Vikoa Inc. for Rochester, New Castle and Uniontown, all Pennsylvania, and for Zanesville, Ohio; Coaxial Communications for Columbus, Ohio, and Comcast Corp. for New Kensington, Pa. Especially significant, said HBO President Gerald Levin, was that many of these affiliations "are a gateway to others in the same geographical area or mark the beginning of new MSO relationships." All together, they add 200,000 cable homes to HBO's potential. The company says its penetration experience is about 26%.

And last Friday (April 9) HBO could announce the beginning of still two more cable operations, as earth stations were activated in Winston-Salem, N.C. (Summit Communications) and Florence, Ala. (Teleprompter). North Carolina became the 26th state with an HBO affiliate.

## Cable in the eyes of five beholders

**Movie maker Hirschfield's ardor is mixed with anger at government; Time's Heiskell maps his company's course in getting into pay cable; a money man assays money matters; Wiley invites them to go it alone; Weaver speaks for the actors**

The heavy hitters have begun to bat at NCTA conventions. Witness last week's session on "Perspectives on Cable Television," which featured the chairman of Time Inc., the president of Columbia Pictures, a partner in Salomon Brothers, a past president of the Screen Actors Guild, the chairman of the FCC and, but for poor health, the chairman of the House Communications Subcommittee.

Not only did they appear, but each had something to say.

Perhaps the most vigorous in saying it was the movie-maker, Alan J. Hirschfield, who coupled his enthusiasm for pay cable with a spirited denunciation of the federal government's standing in its way. Among other things, he characterized the FCC's adoption of the "three-and-10-year rule" as "really something like the National Football League seeking government protection to restrict a new football league from drafting players unless they are either freshmen in college or over 40 years old."

(The "three-and-10" rule prescribes, in general, that pay cable may have access to movies only when they are less than three or more than 10 years old—subject to various qualifications.)

Mr. Hirschfield's agitation didn't dampen his over-all ardor, however. He called pay cable "the best of both worlds," offering movie companies relatively inexpensive access to the public at the same time it offers an economic base that will support quality programming.

Mr. Hirschfield said there are three technological developments that must precede the realization of pay's potential: an affordable large-screen (three to five feet) TV set, quality stereophonic sound and

"pay per view" capability. The last he termed an "absolute must if the medium is truly to become 'event' oriented and attract the capital needed for quality entertainment."

Time Inc.'s Andrew Heiskell struck a First Amendment chord in his own attack on what he saw as unwarranted governmental protection of existing media to the detriment of a new one. "We know that horse cart manufacturers were not protected from the automobile industry," he said. Even closer to home, he noted that "the big mass circulation magazines—like *Life* and *Look*—were not protected from network television. That kind of protection is invalid. It contravenes the Constitution. Particularly the First Amendment, which eloquently states that 'Congress shall make no law ... abridging the freedom of speech or of the press.'"

Mr. Heiskell traced Time Inc.'s circuitous path toward pay cable, including its acquisition of broadcast properties and the subsequent sale of all but one of them, the acquisition of cable systems and the subsequent sale of all but Manhattan Cable—which brought to Time an operation called Home Box Office, then serving 375 pay subscribers in Wilkes-Barre, Pa.

"We've all come quite a way," he said. "Somewhat erratically, sometimes confusingly, occasionally contradictorily." (Later, asked whether Time had any regrets over divesting so heavily from broadcasting, Mr. Heiskell said no; "All you can do in television is make money," he said.)

Salomon's Robert La Blanc, representing the almighty dollar, offered a short course in economics, tracing the ups and downs of the stock and bond markets and the downs, principally, of cable's capital prospects. He surfaced to focus on four problems.

- A two-tier credit market, with high-grade borrowers offered many options and lower-grade borrowers (cable's category, generally, in the eyes of high finance) restricted to local and regional supplies and dependent on short-term bank credit.

- A general lack of liquidity caused by cable's inability to sell common stocks or float long-term bonds.

- An increasing preference for quality on the part of investors, frightened by

bank failures, corporate bankruptcies and New York City's fiscal problems, among other factors.

- The government's voracious appetite for credit due to high deficits (projected at \$77 billion in fiscal 1976).

There remains a way out, in Mr. La Blanc's view. "It means you [in cable] must be using every means at your disposal to reverse the trend of capital needed to produce revenue—the use of satellite technology and pay programming certainly are excellent first steps—[and] other profit-improving technology/new service offerings must be pursued."

His final word on the subject: "Between now and 1980, only those companies able to show attractive debt-to-equity ratios and growing, high-quality earnings will be able to win investors' confidence and thus be able to attract the capital necessary to provide the high-quality entertainment service we have come to expect from the cable industry."

FCC Chairman Richard E. Wiley brought to that Tuesday session essentially the same message he had enunciated on Monday (see page 40): that cable should "ask not what your government can do for you but what you can do for yourselves." Cable's future, he said, will and should be determined in the marketplace.

But the chairman did dwell on one regulatory problem—overlapping and duplicative regulation. He recommended the development of "a federal regulatory superstructure or skeleton which may be fleshed out by compatible and nonduplicative rules and policies at the state and local level." His particular target, he admitted, was the state of New York, which has asserted jurisdiction in the pay cable area the FCC has claimed for its own. The NCTA and other cable entities filed suit against New York last week (see "Top of the Week"), and the FCC was certain to support that attack.

Dennis Weaver, the actor and former guild president, appeared in behalf of two constituencies: the employed actor and the unemployed. The first, he said, deserved compensation for his labors, and thus he urged the NCTA to hasten the way to copyright legislation. The second, he said, desperately needs the program market expansion that pay cable represents.



Hirschfield



Heiskell



La Blanc



Wiley



Weaver

## Wiley to NCTA: You've got the room to prove yourselves

FCC chairman tells convention that industry has been freed from most excuses of poor regulation; he also delivers a slap at cable's EEO record

The same chairman of the FCC who gave broadcasters a "New Ethic" prescribed a "New Realism" for cable operators last week. Richard E. Wiley, in what he billed as his penultimate NCTA convention appearance, said that what the government had undone for it (in terms of deregulation) was sufficient to eliminate most of the industry's excuses; that from here on out, it's up to cable to demonstrate in the marketplace that it deserves a place in the telecommunications future.

Mr. Wiley, while generous in his vision of the industry's promise, was not overwhelmed by it. "Cable is not the be-all and end-all of the telecommunications in this country," he said, adding that he questioned whether it is a "necessity" that should be funded by the government—a reference to the staff report of the House Communications Subcommittee which included a Rural Electrification Administration-type program among its recommendations (BROADCASTING, Feb. 2). The chairman was prepared to grant that cable was a "new and useful way of bringing diverse, broadband services to the consumer," but was not so all-consuming that it would "destroy commercial broadcasting to the mass of the American people." He struck a stance against "blue sky" and in favor of free enterprise. "Mark me well," he advised the NCTA, "these things [ancillary services] will and should develop only when the public really wants them, and only when the public is willing to pick up the tab."

Mr. Wiley was particularly anxious to counsel the cable operators against seek-

### Wiley on cable regulation:

"Unfortunately, however, the government's attempt to foster a new technology while not harming an existing service has been marked—from time to time—by over-conservatism, over-protectionism and under-vision."



Wiley

ing federal assistance through regulation. "What this industry needs is less, not more, government intervention," he said, advising the NCTA to beware of a "Big Brother" who "may end up trampling you in his efforts to be of assistance."

As is his custom in dealing with constituents, Mr. Wiley brandished both carrots and stick. The carrots last week were in a list of actions the FCC had taken the week before to help ease cable's burdens: to eliminate access and channel capacity requirements for systems with fewer than 3,500 subscribers, to permit systems with more than 3,500 subscribers to have only one (instead of the previous four) access channels, to abolish the "one-for-one rule" that demanded one non-broadcast channel for every broadcast channel carried, to eliminate reconstruct requirement for old systems with more than 3,500 subscribers but without two-way capacity, and to extend to 1986 the demand that systems with fewer than 3,500 subscribers enlarge capacity to 20 channels.

The stick came in the matter of EEO—equal employment opportunity. Mr. Wiley, in his closing remarks, cited a string of statistics to illustrate his disappointment with cable's record in hiring minorities and women. He cited 1974 figures showing only 538 blacks (3.1%) out of 17,300 employes in cable reporting units, and, "worse yet," in his view, only 2.2% in the higher job categories. Women, he said, represented only 8% of employes in high-salaried positions. "Over-all," he said, "this is a disappointing performance—one which should be changed through voluntary action and, if necessary, additional governmental attention."

Mr. Wiley had at least two other demands of the cable industry. One, a familiar theme, was that it support "reasonable copyright payment." The other, of more recent vintage, was that it support forfeiture legislation the FCC has proposed for cable television. "I cannot imagine why any honest, responsible busi-

nessman in this audience, by opposing such legislation, would seek to protect a few 'bad apples' who refuse to comport with a decent standard of professional conduct," he said.

Mr. Wiley left them as he had begun, with a string of "it is time" admonitions. "It is time," he said, "to take your product to the American people. It is time to stop fretting and complaining about government regulation—and to start selling your services to the public with determination. It is time to adopt a 'New Realism.'"

## Schmidt hints trouble ahead if programing is irresponsible

He also says TV broadcasting will adapt to cable expansion

Increasing concern over the nature of program content cable TV is bringing into the home was on Robert Schmidt's mind as made his maiden address as president to an NCTA convention last week. Along with equal employment opportunity concerns (see also page 42) and privacy matters, it led his nonregulatory agenda for the industry's future attention.

Speaking extemporaneously, but following the general outline of his prepared text, Mr. Schmidt said those issues are not to be "exploited in an irresponsible manner," but deserve "thoughtful consideration and action" by the cable industry and "where appropriate" by government. He did not elaborate.

"The key to our growth and success is tied to the public," he said. "Our industry would not have reached the point that we are at today if we had not kept the views and desires of our subscribers uppermost in our minds."

The second major concern for the industry outlined by Mr. Schmidt was how to respond to CATV's adversaries. The best way to meet challenges from established communications is in the marketplace, he said, and government should permit cable to meet the challenge there. Mr. Schmidt pointed to remarks attributed to the president of the National

### NCTA's President Schmidt:

"If our opponents want to spend the next 25 years attacking cable and pay cable, that is their concern. Our emphasis in the cable television industry will be positive. Cable and broadcasting can co-exist."



Association of Broadcasters, Vincent Wasilewski, two weeks ago in Chicago when Mr. Wasilewski said, "Cable and pay cable are two massive reefs upon which our free television system may be shipwrecked."

"If our opponents want to spend the next 25 years attacking cable and pay cable, that is their concern," said Mr. Schmidt. "Our emphasis in the cable television industry will be on the positive. Cable and broadcasting can co-exist."

"For all of the broadcasting industry's problems—problems which have yet to have any impact on that \$750-million bottom line—broadcasting has made great contributions to our society and I hope it will continue to make great contributions," he continued. Television broadcasting will have to change, he said, just as radio and the motion picture business changed with the arrival of television. "But like those other industries," he said, "I'm sure it will be around when cable is celebrating its golden anniversary."

In assessing the CATV industry today, Mr. Schmidt said cable is "coming off a year of great progress on the regulatory front and we're coming off a year of substantial progress in the development of our business." That is not "explosive" progress and growth, added Mr. Schmidt, but "steady and logical progress." In the past, the cable industry has been guilty of "creating expectations" beyond what it could deliver, he said, and the industry must now make sure the "pendulum doesn't swing back too far in the other direction." Cable's future course should combine a "realistic approach to logical planned growth with fervor and excitement for the virtually limitless potential of our industry to serve the public," explained Mr. Schmidt.

In reviewing specific regulatory and legislative issues ahead, Mr. Schmidt cited the pole attachment problem as "one of the most serious. The government cannot grant monopoly rights to a utility and then decline to supervise the provision of services under those monopoly rights."

Mr. Schmidt told cable operators that the industry is moving toward a resolution of the copyright issue. That is not to say NCTA intends to try to get copyright legislation enacted at any cost, he said. "My pledge to you is to work for the best copyright bill possible. I think we can achieve that goal."

Cable television is entering its second quarter century, and still there is no clear resolution of the fundamental problem of jurisdiction and multitiered regulation, Mr. Schmidt said. "That resolution won't come until our relationship to broadcasting and other communications industries is clarified by Congress," he added. The cable industry can fight the battles "issue by issue, day by day, lawsuit by lawsuit as we must," said Mr. Schmidt. But once the ground rules are established, he added, the public will be better off because the cable industry can go about its business of providing services to the American people.



New team at the top: NCTA's Wheeler and Schmidt

## Schmidt taps executive of grocery association to fill number-two slot

**Thomas Wheeler worked extensively with commerce committees**

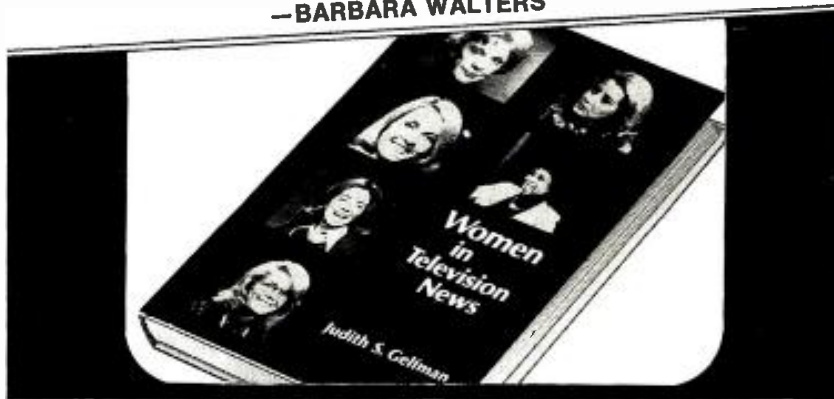
Thomas E. Wheeler, vice president for public affairs for the Grocery Manufacturers of America Inc., has been appointed executive vice president and director of government relations for NCTA. NCTA President Robert Schmidt's selection of his number-two man, announced at last week's convention, concludes several months of interviewing.

Mr. Wheeler, who is 30 years old, joined the GMA in 1969 as manager for state and public affairs. His legislative work has brought him in close contact with com-

merce committees in both houses of Congress; he expects his initial work to be more focused on government relations than administrative tasks, which are also part of the \$45,000-a-year position. Mr. Wheeler will not assume the post until he has finished some legislative affairs for GMA. He expects those responsibilities to take no longer than 60 days.

Mr. Wheeler was approached by NCTA three weeks ago, when a mutual friend of his and Mr. Schmidt's—ex-Ohio Governor Mike DiSalle—suggested the match. Mr. Wheeler has had no working experience with the cable television industry in the past. Prior to joining GMA, he was assistant director of alumni affairs for Ohio State University, where he received a BS in business administration. Mr. Wheeler has also done graduate work at Ohio State in administrative science.

**"You are taken less seriously—  
it's a tougher job for a woman." —  
—BARBARA WALTERS**



## WOMEN IN TELEVISION NEWS □ By Judith S. Gelfman

Besides Miss Walters, author Judith Gelfman talked candidly with 29 other women who have "made it" in the traditionally white male bastion of the TV newsroom—including Lesley Stahl, Melba Tolliver, Pia Lindstrom, Pauline Frederick and Pat Collins — as well as with several prominent male news executives and newscasters. Their forthright comments—on women's problems in broadcasting, salaries, working conditions, the effects of prejudice, glamor (or the lack of it), job-getting techniques, etc. — provide an unusually frank, behind-the-screen glimpse of an exciting field in which opportunity has become a reality. Photographs. \$7.95



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# Marshall extracts industry, NCTA promises for EEO programs

Head of Black Media Coalition wins at cable convention what he lost at broadcasters'

Pluria Marshall accomplished with cable in Dallas what he failed to do with broadcasting in Chicago: He extracted a promise from the National Cable Television Association that it would write out and implement its own affirmative action program in equal employment opportunity.

It was a remarkable display of leverage. Mr. Marshall, chairman of the National Black Media Coalition, had begun by forcing the FCC—through a Freedom of Information request—to disclose the cable industry's minority hiring record. Then, just before the National Association of Broadcasters convention in Chicago, Mr. Marshall criticized that group for failing to have minority members on its panels or to address the EEO question head-on. During the FCC panel session at that convention, Mr. Marshall rose from the floor to continue that attack, and was supported from the stage by FCC Commissioner Benjamin Hooks, who remarked on the NAB's lack of an affirmative action program and volunteered to assist in the creation of one. (BROADCASTING, March 29). The NAB refused to do so, said Mr. Marshall.

Back in Washington, however, NAB President Vincent Wasilewski said his association is drafting a written affirmative action program for itself, that the plan will be presented to the NAB executive committee at its next gathering in May and that it will ultimately be published. Mr. Wasilewski credited neither Mr. Marshall nor Commissioner Hooks with persuading NAB to put an EEO program in writing and said in fact that NAB has not had conversations with either man since the NAB convention. He added that NAB is under no obligation to negotiate with Mr. Marshall.

Between the NAB and the NCTA conventions, NCTA President Robert L. Schmidt arranged for a special EEO panel session during an otherwise free period Tuesday afternoon. It was too late to appear in the program, but was announced periodically during convention sessions—especially after FCC Chairman Richard Wiley devoted the closing moments of his convention address to a commentary on the cable industry's EEO record, which he termed "disappointing" (see story page 40).

Attendance at the panel session was itself disappointing. "There aren't many blue badges [system operators] in the room," said incoming NCTA Chairman Burt Harris. (By Mr. Schmidt's count there were 60 people there, among them

representatives of 12 MSO's.) It nevertheless accomplished the goal of demonstrating NCTA's alertness to the subject and good faith intention to deal with it. Said Mr. Harris: "There's no question that our industry has done a poor job." Said Mr. Schmidt: "We have heard. We will take heed."

The NCTA president said that he would draft the affirmative action plan to insure that minorities are represented on the staff (which now has only one black in all, and none among the executive ranks). Mr. Harris, for his part, said he would name an EEO committee to spur industry compliance.

The cable industry itself is required by law to operate under equal employment opportunity rules. NCTA General Counsel Stuart Feldstein began the panel session with a recitation of their key requirements: (1) that the system owner not discriminate in hiring, (2) that all systems with more than five employees have an affirmation action program ("It must be both written out and carried out," said Mr. Feldstein), (3) that it must be filed with the FCC along with an annual report of any EEO complaints and their disposition, (4) that an annual employee breakdown report (Form 395) must be filed with the FCC, and (5) that all documents concerning the above must be maintained in a public file for five years.

Those existing requirements were described by Mr. Marshall as sufficient. "We don't need any new rules," he said. "What we need now is enforcement." He said the FCC's Cable Bureau had no one assigned to processing EEO reports on file now, and indicated his intention to maintain pressure in that quarter as well.

Also appearing on the panel were Sheila Mahoney of the Cable Television Information Center, William Dabney of the East Bay (Oakland, Calif.) Skills Center, Connie Ellington of the Garfield Training Center in Dayton, Ohio, and Reginald

**Prime mover.** This table contains the information that prompted FCC Chairman Richard E. Wiley's criticism of minority employment in the cable television industry. In his speech to the National Cable Television Association last

Job Categories	Total		Male	
	Number	%	Number	%
Officials and managers . . .	2,410	(14)	1,990	(12)
Professionals . . . . .	740	(4)	670	(4)
Technicians . . . . .	4,620	(27)	4,580	(26)
Sales workers . . . . .	890	(5)	730	(4)
Office and clerical . . . . .	3,990	(23)	230	(1)
Craftsmen (skilled) . . . . .	2,600	(15)	2,530	(15)
Operatives (semi-skilled) . . . . .	1,620	(9)	1,600	(9)
Laborers (unskilled) . . . . .	260	(2)	250	(1)
Service workers . . . . .	170	(1)	160	(9)
Total . . . . .	17,300	(100)	12,740	(74)
Total employment from previous report (if any) . . . . .	10,890	(100)	8,000	(73)

Dunn of the Cablecommunications Resource Center.

Ms. Mahoney, speaking of women, called the CATV's record "abysmal and deplorable," and advised system operators to seize the opportunity to correct it "before you are subjected to the kinds of challenges the broadcasters and the telephone company have been subjected to. If every MSO would put one woman in a position of prominence . . . it would make a lot of hay," she said, after remarking that "Polly Dunn [of Columbus, Miss., TV Cable Corp.] and Charlotte Jones [of Manhattan Cable] are the only line managers in the industry."

Later, after several heated exchanges between and among panelists and delegates, Mr. Marshall remarked that "broadcasters have chosen to pit women against



**The subject was EEO.** The occasion was last week's NCTA convention panel convened expressly to capture the attention of the cable industry. L to r: NCTA General Counsel Stuart Feldstein, CTIC's Sheila Mahoney, East Bay Skills Center Director William Dabney, NCTA President Robert L. Schmidt, NBMC's Pluria Marshall and Garfield Training Center's Connie Ellington. Not pictured: Reginald Dunn of the Cable Communications Resource Center.

week he said this data makes clear the need for a strong affirmative action employment program in the industry. It shows that minorities generally—blacks, Orientals, American Indians and Spanish-surnamed Americans—hold 9%

of the 17,300 jobs in cable television, or 1,559. It also shows that jobs as officials or managers account for .06% of the total industry employment. The data reflects the totals for all cable

units with five or more employees that filed reporting forms for the period between January and March 1974. The figures in parenthesis are the percentages of total industry employment.

Minority Group Employees

		Male					Female					Total							
		Negro		Oriental		American Indian		Spanish Surnamed American		Negro		Oriental		American Indian		Spanish Surnamed American		All Minorities	
Female Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
420	(.2)	12	(.07)	11	(.06)	15	(.09)	42	(.2)	1	(.006)	3	(.02)	2	(.01)	9	(.05)	95	(.5)
70	(.4)	11	(.06)	1	(.006)	6	(.03)	15	(.09)	2	(.01)	—	—	1	(.006)	—	—	36	(.2)
40	(.2)	110	(.6)	24	(.1)	31	(.2)	187	(1)	4	(.02)	5	(.03)	—	—	1	(.006)	362	(2)
160	(.9)	41	(.2)	3	(.02)	2	(.01)	44	(.3)	9	(.05)	2	(.01)	1	(.006)	5	(.03)	107	(.6)
3,760	(22)	25	(.1)	7	(.04)	4	(.02)	16	(.09)	90	(.5)	25	(.1)	18	(.1)	176	(1)	361	(2)
70	(.4)	134	(.8)	8	(.05)	27	(.2)	161	(.9)	3	(.02)	2	(.01)	—	—	6	(.03)	341	(2)
20	(.1)	75	(.4)	9	(.05)	10	(.06)	107	(.6)	—	—	1	(.006)	1	(.006)	1	(.006)	204	(1)
10	(.06)	13	(.08)	3	(.02)	1	(.006)	12	(.07)	—	—	—	—	—	—	—	—	29	(.2)
10	(.06)	8	(.05)	0	—	1	(.006)	15	(.09)	—	—	—	—	—	—	—	—	24	(.1)
4,560	(26)	429	(2.5)	66	(.4)	97	(.6)	599	(3)	109	(.6)	38	(.2)	23	(.1)	198	(1)	1,559	(9)
2,890	(27)	353	(3.2)	40	(.4)	31	(.3)	437	(4)	111	(1)	24	(.2)	13	(.1)	97	(.9)	1,106	(10)

minorities" in regard to EEO matters, and said that "women are 53% of the population. We're talking about the oppressed minorities, primarily based on color."

Mr. Marshall said that he and his colleagues "are here as diplomats to work with you if we can." Referring to the NAB's refusal to issue its own affirmative action program, he said, "That's all right. We'll just follow the other recourses open to us."

Although the NCTA officials and delegates were quick to admit that cable has a long way to go on EEO, several offered a quiet explanation, if not defense, of why the over-all figures are so low. Don Shuler, of Viacom's Dayton, Ohio, system noted that the classic cable system began outside the major markets where there tend to be fewer minority members in the available work force. Others noted that cable's employment record in major markets was much nearer a percentage of population basis; indeed, one official suggested that cable might even be in legal compliance on EEO, even though the nationwide percentage is so low (3.1% blacks, 8% women).

Much of the discussion centered on the work of the East Bay and Garfield training centers, both supported by equipment grants from the NCTA. Each is a local organization designed to assist minorities and other unemployed find their way into the work force. Mr. Dabney's California center has been in operation four years and now graduates six to eight trained workers each month, many of whom find their way into cable system jobs in other states. Mrs. Ellington's center, in operation only five months, has 38 trainees and expects to have graduates ready for employment this summer. Mr. Harris's EEO committee is expected to publicize these centers to cable system operators, and to encourage the establishment of others. Ms. Ellington urged the audience "not to make a maze of it; just call us."

The Garfield number is 513-223-4610.

Lionel Monagas, the FCC's equal employment opportunity officer, rose from the floor to note that (1) he had not been invited to appear on the panel and (2) that he was "appalled by the ignorance I've heard in here—or the deviousness." He urged cable operators to ask that EEO officials from the commission address their regional meetings on that subject.

## Government forum in Dallas buoys cable's hopes for deregulation

**Moss says oversight hearings will elicit data for 'overdue' review of industry status; FCC's Kinley promises help in combating New York inroads**

Representative John E. Moss (D-Calif.), chairman of the House Subcommittee on Investigation and Oversight, told the Dallas NCTA convention that when FCC oversight hearings begin May 3, they will be used to the "fullest extent necessary to develop supplemental material to aid the Communications Subcommittee in drafting cable legislation." The Office of Telecommunications Policy, the White House's Domestic Council and the FCC are "long, long overdue," he said, in presenting a cable regulation bill. Failing action on their parts, Mr. Moss said, the Oversight Subcommittee will make its own specific recommendations for cable legislation—if the task "falls to our lot."

Representative Moss, in reply to a question, predicted that a "definitive report"

on cable legislation should go forward before this Congress adjourns. That "realistic assessment," he said, was based on the view that once authorization bills are concluded, which under the new budgetary procedures must come first, legislative schedules will be open for subcommittee use. Mr. Moss said he favored an omnibus cable regulation bill rather than an addition and insertion into the present Communications Act. He added that he would like to see such a bill cross-referenced with a copyright bill.

Mr. Moss said he favors the encouragement of maximum competition in the communications field that is "fair and does not create chaotic conditions." Only then is there justification to move in to limit competition, he added. "Cable should have had a congressional charter many, many years ago," maintained Mr. Moss.

Mr. Moss was not the only government official to offer the Dallas conventioners hopes for deregulation. Co-panelists Jonathan C. Rose, deputy assistant attorney general at the Justice Department's Antitrust Division, and Thomas Keller, OTP's general counsel, also had encouraging words. Mr. Keller said he would "like to have an OTP cable bill before the Moss subcommittee by May," but cautioned cable operators that there were a "lot more players" involved. He also advised that by expanding groups exposed to the cable regulatory issue, it was likely to take longer for decisions to be made.

Mr. Rose said the Justice Department "fundamentally feels there is good merit in the direction to lessen regulation," adding that copyright is the key to breaking up the existing regulatory framework. "We're not trying to promote cable, just let it have a fair position in the marketplace," he said. Accordingly, Mr. Rose suggested keeping regulation to a minimum and not loaded with public service obligations while assuring that cable growth does

*Congressman Moss:*

“Cable should have had a congressional charter many, many years ago.”

*Cable Bureau's Mr. Kinley:*

“In the government forum, contrary to conventional wisdom, I don't think you should lobby. Be light on rhetoric, heavy on facts . . . the facts are on your side.”

*Justice's Mr. Rose:*

“We're not trying to promote cable, just let it have a fair position in the marketplace.”

not adversely affect broadcasters, particularly in the rural areas.

FCC Cable Bureau Chief David Kinley promised the commission's support in challenging the New York State Commission on Cable Television's attempt to regulate pay cable. He promised “full and strong intervention” in any law suit brought by the industry in challenging the New York commission. Mr. Kinley also advised the cable industry that: “In the government forum, contrary to conventional wisdom, I don't think you should lobby. Be light on rhetoric, heavy on facts . . . the facts are on your side.”

Andrew Miller, attorney general for Virginia, presented views on the deregulatory area confined to the states and local municipalities. He offered a model of a state advisory agency assisting local governments in regulating certain cable functions with the emphasis at the local level. Unlike the present three-tier regulatory setup (federal-state-local), Mr. Miller's model would involve no duplicative regulation between the state agency and local government. “There is little

doubt,” he said, that local governments should regulate non-operational cable arrangements, such as bonding, franchising and rights of way. The state, on the other hand, does have a “legitimate interest” in other areas such as educational uses of cable, he added. While the Virginia model of an advisory state agency may not be appropriate for all states, said Mr. Miller, there is the risk of retarding expansion of CATV if nonfederal governments cannot come to grips with a regulatory structure.

Dean Burch, the former FCC chairman who moderated the Monday “government forum,” pointed to the long history and final dismissal of the controversial leap-frogging rules in an attempt to characterize the present cable regulatory environment: “When from 1972 to 1976 a rule like leap-

frogging can be dismissed out of hand, then there is an entirely different atmosphere. Sensitizing [of the government] has been accomplished. The outlook for a more enlightened approach in the future is 1,000% better.”

## Financing has become one of cable's lesser problems, panel at NCTA attests

**There's more 'new' money to be had, especially short-term**

An upsurge in important financing of cable by insurance companies was cited last week as further evidence of the fiscal turnaround that industry has experienced in the past year. According to preliminary results of an independent survey by David O. Wicks, vice president of Warburg Paribas Becker, New York, such lending is projected to account for \$116 million in 1976, compared to only \$40 million in 1975.

Moreover, Mr. Wicks told last week's NCTA panel on “The Money Action Ahead,” those will be new funds, not rollovers of existing debt. They also will represent the largest single source of cable financing this year, which Mr. Wicks's report—based on returns from 83 of 100 leading institutions—puts at \$248 million over-all. The other two categories: commercial banks, at a projected \$110 million, and intermediate lenders, at \$32 million.

The attractiveness of cable to insurance companies is far from universal, however; only borrowers “in the Cox Cable or American TV & Communications” category need apply. Indeed, the typical progression of cable financing begins not even with the banks but with the industry's equipment suppliers. And Herbert S. Ornstein, of Jerrold, told that same panel that his company is converting from a long-term to a short-term lender as the volume of applications mounts. “The supplier,” he said, “should not be asked to tie up money for extended periods.”

Before Jerrold can pass a customer along to the banks, however, the system must be in place and operating—a syndrome Mr. Ornstein described as “feeling the merchandise.” Fortunately, he reported to his NCTA audience, “the banks are awash with loanable funds.” That was one of four elements he listed under “positive aspects” of the current financial

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market. The others: (1) that banks are giving credence to pay cable as a reliable source of income, (2) that "1975 is behind us," and (3) that Wall Street is resurging.

One of those banks was represented on the panel by Richard Briggs of Philadelphia's Fidelity Bank. His demeanor, however, did not suggest a man monetarily "awash," although he acknowledged an improved financial market. The demand for money is down, he said, but "there is still a lot of credit consciousness" left over from the bad loans of 1975. He predicted a rise in the prime rate to 8%, or perhaps higher, by the end of the year.

While admitting to an interest in pay cable revenues, Mr. Briggs said that Fidelity was not prepared to consider them for debt repayment. He's still looking to basic cable revenues for that financial qualification while pay is in "the testing stage."

Ed Zukerman of Firstmark Financial Corp., Indianapolis, represented the intermediate lender community. He said the demand for cable loans still exceeds the money supply, and that borrowers should expect to pay 4%-6% over prime to commercial lenders.

Publisher and financial specialist Paul Kagan called cable a "bankable" industry, with few candidates for longer term insurance loans. But he noted, also, that cable is no longer so capital intensive and that, indeed, it was no longer "hung up" on financing. As one indication he pointed out that there was only a moderate crowd for the financial panel, whereas similar NCTA sessions in recent years had played

to standing room only audiences. The SRO crowds this year were across the hall, hearing about pay cable.

John Snead of the Society National Bank, Cleveland, said that cable might look to regional banks such as his for borrowings up to the \$1 million range. He, as did others, stressed the importance of management in evaluations of cable loan requests, and advised that operators make their industry "as easy as possible to understand" to bankers more familiar, generally, with mortgage loans. Indeed, he said that cable loan considerations are remarkably like those for mortgage loans, and suggested they be explained in that light.

J. Patrick Michaels Jr. of Communications Equity Associates, Bloomington, Ind., briefed the audience on the possibilities of industrial development authority (IDA) financing, now available in 45 states, but not available for working capital or debt retirement. He advised interested cable operators to contact their state's agency in charge of IDA's for further information.

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## Pole rates are still a problem

**NCTA workshop draws SRO crowd to discuss situation, solutions**

The gravity with which the cable television industry views the pole attachment prob-

lem was evidenced by a standing room crowd at an NCTA session devoted to that topic. And the need for FCC intervention to resolve the disputes between cable operators and power and telephone companies over attachment rates was often sounded. (Indeed, an NCTA membership meeting later in the day adopted a resolution calling on Congress and the FCC to take immediate action to settle the problem.)

Amos (Bud) Hostetter of Continental Cablevision helped put the pole attachment issue in perspective when he claimed the \$3.50 average rate per pole now charged nationwide represents between 5% and 10% of CATV's gross income and between 10% and 20% of the industry's total operating costs.

Jay Ricks, attorney with the Washington law firm of Hogan & Hartson, said the FCC has to assume responsibility and must support a standard rate formula or initiate a rate-making case. FCC Chairman Richard Wiley, who was standing in the back of the room, was asked about the possibility of that happening. He declined to predict, noting that he had voted in the minority for tackling the jurisdictional question at the FCC.

Harold Farrow, of Farrow, Schildhouse & Dent, said the pole attachment issue should be settled privately, not litigated. Mr. Farrow, billed as a "heavyweight" in the pole dispute, said he was less than totally happy with the NCTA-FCC-AT&T temporary agreement that froze pole rates in all states excluding California and



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Pennsylvania, where a \$2.50 rate was established until 1980 (BROADCASTING, Oct. 6, 1975). The problem with the formula used to produce that temporary agreement (which includes only AT&T poles and not those of independent telephone companies or any power companies), said Mr. Farrow, is that it sets no parameters for figuring costs, leaving the results open to the wide differences in figuring each user's share of supporting a pole's cost.

Operators raising questions from the floor were concerned how they could fight back against rate increases while the jurisdictional issue was being resolved. Mr. Hostetter called attention to the valuable public relations tool of forcing a pole owner to throw a cable system off, and then having to face disgruntled citizens no longer able to receive television service.

A representative from the Maryland-Delaware Cable Television Association, which had just successfully won a battle with the Delmarva Power & Light Co. in getting a smaller increase than proposed, offered other advice. He favored a business settlement rather than what he characterized as a "legal adversary" approach in negotiating with pole owners. (The Maryland-Delaware Association negotiated a 60% increase in place of the proposed 100% increase, by calculating various costs in accordance with a formula similar to that developed by the FCC staff and released last fall.)

The opposition was represented by

Lloyd D. Young, an attorney for independent telephone operators, who warned cable operators about getting the government involved in a dispute over property rights. Private property rights are as valuable to the cable industry, said Mr. Young, as any other industry. He added that laws passed today to restrain a problem with private property rights of pole owners can as easily in the future apply to cable television in a negative way. Changes in the property right laws "may come back to haunt you," he said.



Wallace

## Wallace suggests checkbook journalism could find a home on pay cable

**CBS newsman addresses NCTA, suggests 'nonfiction programming' will find lucrative market there; he's critical of Schorr's giving CIA report to 'Village Voice'**

Broadcast newsman Mike Wallace started out to defend against the "checkbook journalism" charges leveled against CBS for paying H.R. Haldeman more than \$50,000 ("perhaps a lot more") to be interviewed on *60 Minutes*, and ended up recommending that pay cable seriously consider adopting it as a way of life. "Cable may turn out to be one of the most lucrative markets for nonfiction programming," he told the opening-day (April 4) audience at the NCTA convention in Dallas. "I believe the day is coming when nonfiction will be at the top of the best-seller lists not just in books but in pay cable too."

The suggestion struck a responsive chord; it was discussed in many quarters as the convention progressed last week—along with the irony of its coming from a newsman, not an entrepreneur, and from one who works for the competition, at that. Mr. Wallace had been paid \$3,500 to keynote the NCTA convention; many thought they'd gotten their money's worth from that suggestion alone.

For the most part, however, Mr. Wallace dealt with conventional broadcast journalism concerns. He spoke, for example, of Daniel Schorr, the CBS correspondent now relieved of reporting duties while the Congress investigates the leak of the Pike intelligence report first to him then through him to the *Village Voice*. Mr. Wallace seemed to fault him for so doing, indicating his belief that the document had been leaked not to Mr. Schorr but to CBS, and thus that its subsequent disposition should have been at the option of that company. Mr. Wallace called Mr. Schorr "a maverick and a glory seeker," and then, spreading the criticism around, called Congress "a bunch of damn fools for pursuing this matter." (He emphasized, later, that his opinion was his own, not CBS's.)

Mr. Wallace resurrected Vice President Spiro Agnew's 1969 Des Moines speech long enough to remark that "there are still millions of Americans who believe Mr. Agnew was right then [in his criticism of the broadcast media] and is right now." He aligned himself with those who think a measure of soul-searching is in order; for example, that "we must weigh the nation's security needs against the people's right to know," and that the press should consider whether "in our own zeal to publish" it might not be doing serious damage to persons or institutions. "We [in the press] have as big a stake in America's success as anyone," he said, suggesting that television, in particular, find more legitimate good news to tell.

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**The cowboy and the lady.** Rex Bradley, the outgoing NCTA chairman, was presented with a Stetson by Dallas native and convention chairperson (and Mr. Bradley's assistant for corporate development) Beverly Land as the silver anniversary convention got under way April 4. It had been Mr. Bradley's year, in many ways; he is credited with much of cable's regulatory progress, and particularly in achieving favorable votes at the FCC. It was Ms. Land's week; she was not only credited with much of the success of the convention, but at its final banquet was presented the Idell Kaitz memorial award.

## Operators cite local stone walls to rate hikes

**NCTA panelists urge reforms, some suggesting bargaining ploys**

The quest for subscriber rate increases has long been a touchy problem to the cable television industry, which continues to complain that local political realities disfavor any kind of rate hike. Those problems will get worse, said Gustave M. Hauser, of Warner Cable Corp. and moderator of a rate panel at last week's NCTA convention, now that many cable systems are starting to show a profit. "A crisis in rate adjustments is coming in the second round," he added.

Mr. Hauser claimed the test of any rate should be the marketplace. Short of that, he suggested a "procedural adjustment" to the present regulatory set-up where rate increases are held up while lengthy and expensive rate hearings take place. Mr.

Hauser would like to see new rates put in effect immediately, and then later, if the local government decides the increase is unwarranted, a cable system could make refunds.

Mr. Hauser said a utility type approach to figuring a rate of return for cable systems is inappropriate, because unlike monopolistic utilities the cable business does not always show consistent results year after year. John Goddard, Viacom, Dublin, Calif., echoed that view: "Our industry doesn't look like or smell like a public utility, yet gets a public utility rate of return." Unlike public utilities which often receive a 10% rate of return, Mr. Goddard explained that cable systems need. City council members could then base to provide a 24% return on equity.

Mr. Goddard favored total federal preemption of rate regulation for cable, except in areas where there are fewer than three TV signals available over-the-air. The industry must work towards that end, he said, otherwise it will never attract the capital needed to develop.

E.C. Oldfield Jr., Telecable Corp., Norfolk, Va., suggested CATV operators should bargain for higher rates than they need. City council members could then "save face" by cutting the proposed rates, while cable operators would still be left with a reasonable rate. Mr. Oldfield explained that timing is the key to gaining rate increases. Don't, for example, go to city governments with a rate increase proposal that coincides with the effective date

of new utility rates in the community, he said.

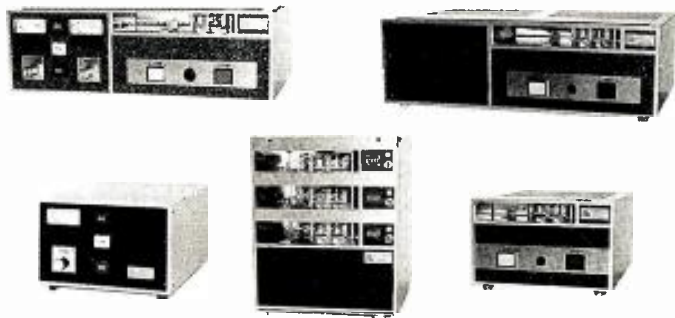
Alan Gerry, Liberty (N.Y.) Video Corp., advised cable operators to seek rates that are consistent with other systems in the area.

**To NCTA's board.** Newly elected NCTA board members: Monroe Rifkin, American Television & Communications, Gustave Hauser, Warner Cable, and William Bresnan, Teleprompter; all for three-year terms; Richard Munro, Time Inc., and William Strange, Sammons Communications, for two-year terms, and Gil Oldfather, Televents, for a one-year term.

**Laurels.** The NCTA's three major awards went last week to:

- Alfred R. Stern, senior vice president of Warner Communications and a past chairman of the association, who received the Larry Boggs award, NCTA's highest.
- Beverly J. Land, assistant to the president of Telecable Corp., Norfolk, Va., and this year's convention chairman, who received the Idell Kaitz memorial award.
- Ray V. Schneider, CATV vice president for Times Wire & Cable Co., Wallingford, Conn., who received the Robert H. Beisswenger memorial award, given annually to an associate member.

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## Pay cable gear in center ring at NCTA exhibit

And it was more than just interest, judging from reports of sales; makers of addressable taps also report good flow at booths

Nowhere was the pay cable thrust of NCTA's Dallas convention more evident than on the exhibit floor, where pay cable hardware and software—and especially satellite receive earth stations and addressable taps—received the greatest attention. The dominance of pay cable-related products was contrasted against the stark exhibition of so-called "peripheral" hardware, especially products related to local origination. There was only one TV camera exhibited on the floor—displayed by JVC along with its U-matic video-tape recording machines. Despite the increase in exhibitors over last year (112 paid exhibitors were spread across 40,000 square feet at the Dallas convention center), two large exhibitors of cameras and VTR equipment—Sony and Akai—were conspicuously absent.

For those involved in pay cable products, the reports on traffic and sales were good. As one exhibitor, who was not connected with pay cable equipment, put it:

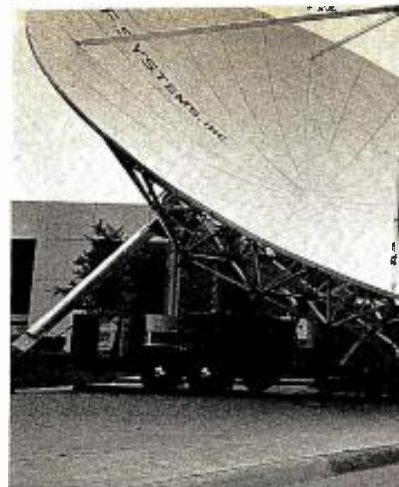
"Certain people are having their interests served; others are not." Those having their interests served aside from pay cable exhibitors were the "soup-to-nuts" exhibitors, as one phrased it, who displayed the basic cable hardware of amplifiers, cable trunk, line extenders, etc.

Equipment displays were not confined to the convention center floor, however; four earth station antennas or perhaps "three and a half," as one delegate put it, referring to the Collins 4.5 meter dish.) stood outside, oriented towards the RCA Satcom satellite and bringing in feeds from the Home Box Office pay cable network to monitors at the companies' booths inside the building. Andrews Corp., Radio Mechanical Systems, RF Systems and Collins all had earth stations operating from the convention parking lot. Also representing earth stations, but only inside, was Scientific-Atlanta, which up until now has captured the largest portion of the satellite-connected pay cable market with 30 installed earth terminals and 24 more on order.

Next largest in the earth station field so far is Andrews Corp., which has 31 satellite receive terminals on order and several in operation. Both S-A and Andrews are showing 10-meter dishes priced generally in the \$65,000 bracket, depending on options and how the total earth station package (antenna, amplifier, receiver and installation) is parcelled out.

New earth station entries to the cable TV market are RF Systems, Cohasset, Mass., which showed a prime focal feed 10-meter dish in a similar price range, and Radio Mechanical Structures Inc., Kilgore, Tex., which exhibited an 11-meter antenna claiming gain and signal-to-noise ratios that surpass FCC requirements and meet "tougher" public broadcasting specifications (at a total package price of \$85,000 installed). Collins Radio Group also displayed a working earth station, but more to "prove a point" than as the introduction of a product ready for CATV use. The Collins' dish features both transmit and receive capability and is 4.5 meters in size—a configuration that the FCC has authorized on an experimental basis but has not yet approved for pay cable use. The point Collins hoped to make at Dallas last week was that earth stations can be transportable (its model is carted around on a 36-foot trailer) and adequate signal quality can be obtained from a smaller and less expensive earth station. Rough estimates suggest the 4.5 meter antenna falling in a \$15,000-\$20,000 range as compared to a \$50,000 ballpark figure for 10-meter antennas exclusive of receivers and amplifiers. More sophisticated low-noise amplifiers would be needed in conjunction with the smaller antenna, however. Collins was also showing its low-noise amplifier for use with 10-meter antennas—an item that cable operators can use presently.

Another entry in the earth station competition was announced last week by IT&T Space Communications, which is offering complete a turnkey, receive-only terminal package, including installation, maintenance and training, at \$65,000. Although



not exhibited at the convention, ITT currently has a demonstration station located in Ramsey, N.J.

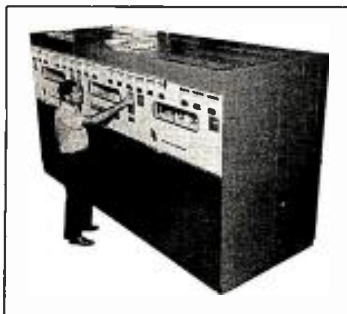
While earth station terminals were more visible at the convention, addressable taps (or so-called "smart taps") were equal competitors as attention grabbers. Such devices permit the cable operator to connect and disconnect subscribers from a central office or headend and, even more important, to add or take away premium channels a subscriber is getting in the package. Five manufacturers had them on display. Many viewed addressable taps as the hardware that would open up the per-program approach to pay cablecasting, because of its ability to selectively shut off or open up the pay channel to subscribing homes with the throw of a switch. Although opinion is not unanimous, there is a growing belief among pay cable operators that the per-program approach is superior to the presently used per-channel concept as major film distributors may not be willing to lump their blockbuster movies with lesser known film products for a total percentage of pay cable revenues. The key advantage at hand for addressable taps is in the security area, where in-home converters will no longer be necessary.

Delta Benco Cascade Limited, Rexdale, Ont., exhibited its "intelligent tap" in a four-port or four output configuration for strand mounting and a 60-port unit for apartment house use. The four-port tap, the IT-4, sells for approximately \$60 in quantity without a pay TV option, enabling only connect and disconnect functions. The pay-TV option puts the IT-4 in the \$100 range. The IT-60 for apartment houses is estimated at a \$1,000 cost figure. The apartment house tap is just in the prototype stages, but D-B-C is promising delivery on the IT-4 this October. First shown at the Western Cable Show several months ago, D-B-C claims 1,200 IT-4's have been sold in the last two months.

The other component to the addressable tap, the calculator or computer that does the addressing, can range from a couple of thousand dollars—in the case of a modified desk calculator whose switches must be thrown manually—to mini-computers that bring prices in the five digit range.

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Magnavox's CATV Division is promising delivery of its addressable taps the first part of next year. Single pay channel taps are priced at about \$125 with add-on options of two pay channels.

Ameco Inc., Phoenix, was showing its "nova addressable tap" that has been field tested at several cable systems including systems in San Angelo, Tex., and San Clemente, Calif. Without a pay TV option, Ameco is offering its four-port tap at \$70; with the pay option at \$90. Delivery is expected in six to eight weeks and the taps are billed as "usable with any new or existing system." Five thousand subscribers can be addressed in 30 seconds, claims Ameco, with the number of subscribers addressable on the system set at 16,000—although it can be expanded up to 250,000 subscribers with optional equipment.

Oak Industries Inc., Crystal Lake, Ill., showed its "control tap" featuring three channels per port with four-ports per tap. With the three-pay-channel option the tap sells for \$128. Oak is also showing a \$1,200 \$1,200 subcarrier transmitter to address the taps. Features include the ability to send 8,000 addresses in seven seconds for the basic connect-disconnect service and 2,000 addresses in the same time frame for a full-service tap that can screen pay channels from the basic cable service package.

Pro-Com Electronics Inc., Poughkeepsie, N.Y., offered its "Pass III" addressable tap geared towards the apartment house market. The basic unit features a standard connect-disconnect service and three-pay-channel option. The Pass III provides 24 outputs packaged in a wall box for installation in apartment buildings. A line-tap for use with individual homes is expected to be introduced within six months. The basic 24 output unit sells for \$825 with a \$3,000 controller to address the taps, using solid state components. Delivery is expected in six to eight weeks.

There are still questions about addressable taps in the minds of many cable operators. Costs are relatively high when contrasted to regular nonaddressable taps that typically cost \$10 and under and require no sophisticated calculator or computer. Nevertheless, the new addressable taps are seen as a way to eliminate the need for sending service crews out to check on il-

legal hookups and make connections—resulting in significant savings to CATV operators. Several manufacturers that claim to have developed addressable taps, or at least the technology to manufacture them, say they are holding off. As one put it, "We are waiting for a cohesive philosophy to emerge on the functions and uses of addressable taps."

Other products shown at last week's NCTA convention included:

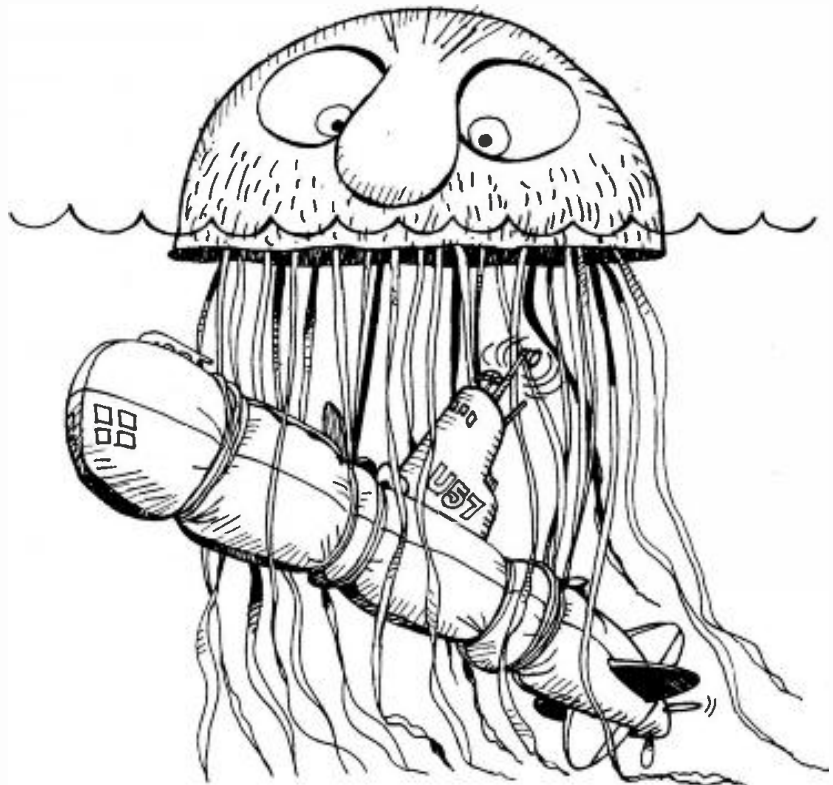
- Blonder-Tongue Laboratories Inc.'s pay TV scrambler box for under \$60 that scrambles both picture audio with a parental key-lock for in-home use.

- Jerrold Electronics Corp.'s "Com-

mander III" top-line headend processor (priced at \$1,545 complete) and its new tap lines—the FFT series for strand mounting and the EFT series for underground installation.

- RCA's 151 model amplifier line with trunk amplifier, bridger trunk amplifier, intermediate bridger amplifier and line extender that costs \$900 per mile as a turn-key system.

- IDR Inc.'s (subsidiary of Reuters) hardware, software, data package for cable origination channels that uses a high speed one-way retrieval system, for accessing news, financial and home economic services.



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## Media

### NAB gathering dossier on scars caused by cable

Association sends questionnaire to small-market TV stations; FCC advised of network findings

The National Association of Broadcasters has taken FCC Chairman Richard Wiley up on his call for more facts to back broadcaster claims of injury from cable TV systems. The association has two projects ongoing: a letter to NAB 100-plus market TV members asking evidence of real or potential cable damage to their stations, and a study by NAB Research Vice President John Dimling.

Mr. Dimling said last week he has some evidence of cable damage to broadcasters now and that he is continuing his search for more. He could not predict when he would be finished or what his findings would ultimately show.

The letter to small-market TV's, drafted by NAB's newest government relations staffer and 100-plus TV market specialist, George Gray, seeks data from stations with cable systems in their markets on audience trends and revenues which demonstrate some hurt. The letter went out three weeks ago; responses to it were only beginning to come in last week.

Meantime, NAB prepared and sent to each FCC commissioner last month a summary of broadcast-cable data that has been in circulation awhile. The information was culled from broadcaster letters and studies submitted last November to the White House Domestic Council's regulatory reform group which is charged with drafting a proposal for cable regulation (BROADCASTING, Nov. 17, 1975). Among the material quoted is an ABC study in November showing broadcast audience losses in homes with cable TV in eight small markets. The figures: WCJB(TV) Gainesville, Fla., has lost 23% of its audience in homes with cable; KCTV(TV) San Angelo, Tex., lost 33%; WLFI-TV Lafayette, Ind., lost 40%; KOAI(TV) Flagstaff, Ariz., lost 65%; KNOP-TV North Platte, Neb., lost 56%; KGNS-TV Laredo, Tex., lost 56%; KTCM(TV) Helena, Mont., lost 43%, and KXGN-TV Glendive, Mont., lost 54%.

CBS data on two medium markets in the summary contrasted local stations' 98% share in noncable homes with their 77% in cable homes in Tulsa, Okla. In the Quad Cities area of Iowa-Illinois the local stations commanded a 96% share of noncable homes, against a 79% share of homes with cable. The CBS study noted that independent stations imported into Tulsa and Quad Cities did as well in cable households there as in their own markets. The cable systems in those two markets began operation after the FCC adopted its present cable rules in 1972.

Fractionalization of audience by cable is

particularly severe, the NAB study said, in early fringe time, during which stations were said to generate about 25% of their revenues. It illustrated with data from counties in four markets: the county of Kern, Calif., (Bakersfield market) had a 63% audience loss in cable homes; Ogle county in Illinois (Rockford market) lost 56%; Lubbock county in Texas (Lubbock market) lost 55%, and Riverside county in California (Palm Springs market) lost 74%. On the average, according to the data, local stations' share of audience in these counties was 62% lower in cable homes than in noncable.

On the strength of studies by ABC and NBC, NAB concluded cable's effect on UHF TV is disastrous. All of the stations in the Bakersfield and Palm Springs markets are UHF's, and, according to ABC figures, the Bakersfield U's lose nearly three-fourths of their audiences in cable homes in early fringe time, and the Palm Springs U's lose nearly two-thirds of theirs. For the total day, according to the data, Palm Springs UHF stations' loss of audience in cable homes is "well over 40%." And in Rockford and Lubbock, where there is a mixture of UHF and VHF stations, the UHF stations' audience losses in cable homes are about 20% higher than the losses for the VHF's.

NAB said in its summary that a station's loss of a given percentage of audience to cable will result in a reduction in revenues of about the same percentage. Some of the stations in the markets cited in the statistics are losing money now, it said, adding that others can expect to lose money as cable penetration increases and audiences begin watching the imported signals.

### 10 researchers receive grants from the NAB

The National Association of Broadcasters last week announced award of 10 grants for research in broadcasting. The grant program is an annual competition, now in its 10th year and aimed at stimulating interest in broadcast research in the academic community and at encouraging further development of researchers already in the field. NAB will pay the winners' out-of-pocket expenses incurred in their projects. The recipients and their topics:

John D. Abel of Michigan State University (the effect of parental justified and unjustified interpretations of television programming on children's perception of that programming); James D. Harless and William B. Toran of Ohio State University (information needs and format needs of radio station personnel); Gary A. Kishi of Michigan State University (the role of the commercial radio station in the local community: an attitudinal study of commercial radio station managers); Timothy L. Larsen of the University of Utah (station brokerage firms: market structure, conduct and performance); Mark R. Levy of Columbia University (the people look at

television news); Laurie Meringoff of Harvard University (a pilot effort at "informed" production of television material for a young audience); Timothy P. Meyer of the University of Massachusetts (black children's perceptions of television advertising; a cognitive developmental study); Galen R. Rarick and Robin E. Cobbey of Ohio State University (blind people and commercial radio); Lee R. Thornton of Michigan State University (gratification of basic need—self esteem—via television viewing), and Jane Trowbridge of the University of Chicago (historical parallels: the role of the mass media in the U.S. over the past 50 years).

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## Two reports critical of FCC hit in one week

**Citizens Communications Center comes down on FCC's EEO policies and practices; Rand author says commission does not allow full public participation**

The FCC's performance in dealing with citizen groups and their concerns was measured in two lengthy studies that became available last week, and in each the commission was found wanting.

One, issued by the Citizens Communications Center, is an examination of the FCC's equal employment opportunity regulation—"An agency in search of a standard." It concludes that the criteria the commission uses to assure EEO compliance by its licensees are "vague, variable and easily met, even by broadcasters who actively discriminate against protected minorities and women."

The other, "Citizen Participation in Broadcast Licensing Before the FCC," was issued by the Rand Corp. It says, "This could well be a propitious time for the commission to turn its back on its history of denying citizen participation [in commission proceedings] and of acting in an indecisive and dilatory fashion . . ."

The EEO study, by Nola A. Bowie, a Citizens attorney, and John Whitehead, a law student intern, contains analyses of EEO cases presented to the commission and the courts, as well as of EEO statistics available at the commission and of actions taken in what the authors say appear to be cases of racial discrimination in employment practices. The study did not deal with the issue of female employment.

The authors found that eight years after the commission adopted EEO rules, there were 378 broadcast stations with 10 or more full-time employees in areas with 5% or more minority population that had no full-time minority employees; 209 of them had no part-time minority employees, either.

The standards used in selecting the 378 stations are those the commission says it

uses in selecting stations to question on their EEO performance.

The commission also sends a letter of inquiry when the number of women or minorities at such stations decreases. But the study says that for the most recent six-month period, more than 80% of the stations which should have received EEO letters did not.

It also said the commission requires an unrealistically high standard of proof of discrimination before setting renewal applications for hearing—a sharp statistical disparity between area minority or female work force and a station's employment of minorities and women, as well as evidence of a lack of an adequate affirmative-action employment program or of instances of discrimination. As a result, the study says "only four" renewal applications have been designated for hearing on EEO grounds, and Citizens is involved as counsel in three of them.

With the study being issued as the commission staff is said to be completing a draft of a final order on guidelines broadcasters are to follow in implementing the commission's EEO rules, the authors offer a number of recommendations of their own for changes in commission procedures.

The commission should establish clearly discernible standards of performance in minority and female employment which a broadcaster must meet in order to gain renewal, and should grant renewal hearings on a showing that a broadcaster's record of employment of minorities or women falls below "a well-defined standard."

A key one is that the commission follow the practice of the federal courts in cases involving alleged discrimination under Title VII of the Civil Rights Act of 1964—that is, to regard statistics alone as establishing a prima facie case of discrimination and to accept only to a limited extent evidence of EEO upgrading after a complaint is filed. The commission now accords considerable weight to such upgrading.

The authors also call for the imposition of EEO goals and timetables. The commission, they say, "should recognize that the tools it has administratively developed to deal with EEO problems outside a renewal hearing are inadequate to assume meaningful change."

The Rand Corp. report, written by Joseph A. Grundfest under a grant by the John and Mary R. Markle Foundation, reviews the history of the citizen movement in broadcasting, which is said to have begun in 1966 when the U.S. Court of Appeals in Washington, in a case involving WLBT(TV) Jackson, Miss., directed the commission to permit citizens to participate in license-renewal cases.

And it concludes that the commission has been "less than enthusiastic over the prospect of citizen groups" participating in the broadcast licensing process. Each step forward for the groups, it adds, was won only on orders of the courts.

Mr. Grundfest feels the commission's actions last year in adopting guidelines

governing citizen-broadcaster agreements and agreements under which groups are reimbursed by stations—the key point in each is that broadcasters are not to delegate any of the responsibility to the groups—reflect "a less hostile attitude" toward the groups.

However, he expresses disappointment that the commission, "faced with a clear opportunity to break with its history and to take the initiative in providing for citizen participation," did not. Instead, he said, it issued general principles that will require "a great deal of application in practice before they can acquire real substance."

His exhortation to the commission is to "affirmatively promote responsible, effective citizen participation fully respectful of broadcasters' legitimate rights."

He makes several suggestions in that connection. One is that the commission request legislation allowing it to award costs to groups that have contributed significantly to the resolution of a matter, or to request the establishment of a "citizen legal fund" from which the commission would finance citizen group efforts.

Another recommendation—one echoed in the Citizens report—calls on the commission to adopt measures to eliminate the "catch-22" that Mr. Grundfest says groups face in petitioning to deny renewal applications: To persuade the commission to designate a renewal application for hearing, a group must make a sufficient evidentiary showing. But it cannot make such a showing until it gains the rights of discovery, which come only after a license has been designated for hearing.

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## McKee says figures show women are outpointing minorities in finding jobs

**Females are gaining in high-level jobs while blacks of both sexes are making no headway at all**

Clarence V. McKee, the deputy chief of the FCC's industry equal employment opportunity unit, is offering a rebuttal to charges that blacks and other minorities are "getting all the jobs" in broadcasting. And in the process, he is bringing into the open the concern of minorities that the government's effort to wipe out job discrimination on the basis of sex and race is resulting in competition between them and white women for jobs—a competition that white women, Mr. McKee suggests, are winning.

Mr. McKee does not dispute reports that minorities as well as women are making gains generally in gaining entry to broadcasting jobs. But he says FCC statistics indicate that, while women generally registered gains in the top four job categories—officials and managers, professional, technicians and sales—progress on the

part of black males and black females is virtually non-existent.

He cited this data:

The number of females employed as officials and managers increased from 9% in 1971 to 16.2% last year, while the number of black females increased from .4% to 1% and black males, 1.8% to 2.3%. The percentage of females in professional jobs increased in the last five years from 10.2 to 16.8, while the percentage of black females rose from .9 to 1.9, and of black males, 4.5 to 5.2.

The number of women employed as technicians rose from 1.5% to 3.8% in the last five years, while that of black females increased from .1% to .6%, and of black

males, from 4% to 6.1%.

And in sales, female employment in the top jobs increased from 8.5% of the total to 16%, while the number of black females increased from .2% to .7%, and of black males, from 2.5% to 2.9%.

Mr. McKee says the picture is the same or, from the minorities' point of view, worse, when totals for broadcast headquarters are considered rather than for the industry as a whole. For instance, the percentage of black males employed in professional and sales jobs at broadcasting headquarters decreased—.2% and .9% respectively—he said.

Mr. McKee, who submitted his findings in a letter to Larry Bryant, black on-air

personality at WTTG(TV) Washington, said "any hue and cry that 'blacks or minorities are getting all the jobs' is just not accurate."

However, he acknowledged that "at least FCC licensees are taking steps and making inquiries to seek out and find qualified blacks and other minorities." The same cannot be said, he added, of the major networks, group broadcasters, and Corporation for Public Broadcasting, the Public Broadcasting System and National Public Radio.

To Mr. McKee, the statistics indicate that "although nonminority females generally are moving ahead and becoming quite visible" in broadcasting, "minority females are not making such significant advances."

Indeed, he said he fears that the predicted collision between the "women's movement" and the "minorities movement" over the same jobs has occurred in broadcasting. He called this "unfortunate" but said the FCC cannot arbitrate disputes between ethnic groups or between sexes over jobs.

His suggestion—one he has recommended in the past—is for blacks in the industry "to do what other groups have done." And that is to "organize along common needs and interests so that their concerns and views can be effectively relayed to management and to the industry itself."

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## FCC: No exception

Late filing for St. Louis AM rejected as commission rules that black ownership in applicant is not reason for dispensation

The FCC says the presence of black ownership in a broadcast applicant is not an "overriding consideration" that outweighs "an inexcusable lack of diligence in complying with the commission's rules setting a deadline for the filing of broadcast applications. The commission reached that conclusion in reaffirming a Dec. 4, 1974, decision returning as unacceptable for filing the application of Bronco Broadcasting Co. for a new AM on 1380 khz in St. Louis.

The facilities were those of KWK(AM), which had gone off the air because of financial difficulties. The receiver in bankruptcy for the station had filed for renewal of the KWK license on Nov. 5, 1973, and the cut-off date for competing applications was Jan. 1, 1974. A competing application, tendered by Norman Broadcasting Co. (WGNU(AM) Granite City, Ill.) was filed in time, and the commission designated the KWK and Granite applications for a comparative hearing. But Bronco did not file its application until June 12, 1974, five months after the cut-off date. Bronco appealed the commission decision rejecting the application, and the commission subsequently asked the court to remand the case.

After further consideration, the com-

mission said that cut-off procedures are designed to help relieve a growing backlog pressure in processing new AM applications and that according black owners a preferred status in such circumstances would deprive applicants who had timely filed the protected status to which they are entitled. It also said that according black applicants such consideration could disrupt FCC procedures. The commission voted 6-to-1, with Commissioner Benjamin L. Hooks the lone dissenter.

## Media Briefs

**Untangled.** FCC has cleared up confusion concerning fee schedule. First schedule, adopted in 1970, exempted applications for new stations or major changes in existing stations filed before July 1, 1970, from paying grant fees. 1975 rules said all applications granted after March 1, 1975, would have to pay. Commission has now settled on 1970 rule for exemption, regardless of when FCC grants them.

**One down.** Detroit Media Coalition has appealed FCC order rejecting its petition to deny renewal of Storer Broadcasting's WJBK-TV Detroit. Coalition had charged station with failure to cooperate with local citizen organizations, ascertain community problems, comply with fairness doctrine and adhere to past programming proposals; with violating commission's equal employment rules and improper solicitation of support for license renewal (BROADCASTING, Feb. 23). Commission held that none of coalition's charges merited evidentiary hearing. Commission, however, did not renew station's license; another petition to deny, filed by Interfaith Centers for Racial Justice, is still pending.

**Designated for hearing.** FCC has ordered hearing on application of John Lamar Hill to move transmitter site of KJLH(FM) Compton, Calif., from Dominquez Hills to Baldwin Hills, where it has been operating on test basis since February 1975. Mr. Hill said he wants to serve Watts area of Los Angeles. But while hearing, resulting from petition filed by KJIS-FM Los Angeles, is underway, KJLH will be required to operate transmitter at Domiquez Hills. Commissioner Abbott Washburn, in dissenting statement in which Commissioner Benjamin L. Hooks joined, said commission's action will support arguments of those who charge "our regulatory procedures are needlessly burdensome, fraught with delay and overly expensive."

**Now refires.** National Organization for Women has asked FCC to reconsider commission's renewal of KOIN-TV Portland, Ore., license. Group filed claims of discrimination and retaliation by station and that station concealed information from FCC until after license was renewed. NOW said that since last pleadings in case, station fired two women and two blacks, three of whom filed equal employment opportunity charges against station. NOW said station did not notify commission of those charges within 30 days as required.

## Media Access Project wants FCC assignment

**It protests contract proposed to former staffer without bids**

The FCC has been attempting to award a work contract to a former associate general counsel. But the Media Access Project, a public interest law firm specializing in communications matters, wants an opportunity to compete for the contract itself, and keeps protesting to the General Accounting Office.

The former commission official is Hilbert Slosberg, who retired in December 1974. Originally, MAP contends, the commission planned to award him a \$20,000 contract to update the fairness-doctrine and political-broadcasting primers. The contract was to be awarded without competitive bidding on a "sole source" basis—that is, on the ground he was the only one qualified to do the job.

However, MAP's Collet Guerard wrote the commission on March 12 expressing MAP's interest in the project and noting that the organization has had experience in both areas. She asked for a prospectus on the contract and information on how MAP might bid on the job.

MAP received no answer and filed its first protest with GAO, on March 19.

A week later, Ms. Guerard was informed by the commission's contracting officer, Kenneth Gordon, that the request for proposals on the contract had been canceled and that he assumed, disposed of the protest.

But, Ms. Guerard and Harvey Shulman, her colleague at MAP, wrote GAO on April 5 that they learned that day from a search of the commission's file that the commission on March 31 had voted in executive session to direct the executive director to award a sole-source contract to Mr. Slosberg to update the political broadcast primer for \$8,500. They searched the file under a Freedom of Information Act request. It was during the search, they said, that they learned the original contract was to be for \$20,000.

Mr. Slosberg signed the contract on Wednesday, but the commission's executive director, Richard D. Lichtwardt, has not yet signed it for the commission. He was away from the office on commission business last week, and was not due back until today (April 12).

## GCC's FM buy closer to fruition

GCC Communications of Chicago, whose effort to acquire WEFM(FM) Chicago and transform the old-line classical music station to rock has involved it in years of litigation before the FCC and the courts, won a round at the commission last week. The Broadcast Bureau said all issues in the case should be resolved in favor of GCC and the sale approved.

The commission did approve the \$1-

million sale, from Zeneth Radio Corp., once before, in March 1973. But the Chicago Citizens Committee to Save WEFM—a group dedicated to preserving the station's classical music format—appealed, and the U.S. Court of Appeals in Washington sent the case back to the commission for a hearing on the format-change issue.

The Broadcast Bureau, which participated in the hearing, last week filed with the administrative law judge its proposed findings and conclusions of law.

Responding to the issues in its ultimate conclusion, the bureau said:

■ WEFM's program format is not unique in Chicago; other stations there provide a reasonable alternative source of classical music.

■ Zenth lost a substantial amount of money—over \$2.3 million—in the 1965-71 period and the losses are substantially attributable to the station's classical music format.

■ GCC did not make misrepresentations to the commission in connection with the community leader survey. At issue were questions of whether six persons contacted by GCC had been told by the applicant there would be a change in the program format, and when GCC decided on the change. The bureau said the applicant had not told the leaders of a proposed change and concluded that GCC did not decide to change the format until after it had completed the community leader and music preference surveys.

Meanwhile, GCC, which began operating the station after the commission approved the sale in 1973, is continuing to operate it as a classical music outlet under special permission from the court.

## Radio Liberty gets breather from Spain

**Government there gives service two-month extension of lease for transmitter site; officials hope to get formal renewal**

Although its contract expired March 23, Radio Liberty will continue to operate its main transmitters near Barcelona, Spain for at least another two months. The respite is the result of American efforts to renew the contract of the radio information and propaganda service that broadcasts to Russia and is taken as a sign of hope for a formal renewal.

The Spanish government told Radio Liberty several months ago it would not renew the contract for the 1.25 million watt transmitter facility. (BROADCASTING, March 1). Spain's reason for that step is not clear, but it has been speculated that the country is trying to improve its relations with the Soviet Union, which has denounced Radio Liberty and Radio Free Europe as fronts for the Central Intelligence Agency. The two services were financed secretly by the CIA until 1971. They now get their money through direct appropriation from the Congress, how-

ever, and are overseen by the Board for International Broadcasting.

The president of Radio Liberty and Radio Free Europe, Sig Mickelson, and Board for International Broadcasting Chairman David Abshire had two rounds of meetings with the Spanish foreign office and the Ministry of Information and Tourism, one round March 16-17, the other March 24-25, to negotiate the contract. Mr. Mickelson said last week the Americans received assurances that Radio Liberty does not have to leave immediately. He added that talks will resume in early summer.

Meantime, Radio Free Europe, after having been kicked out of the winter Olympic games in Innsbruck, Austria, is planning to cover the summer Olympics in Montreal and has its credentials in hand. Press credentials for the games are granted by the Olympic committee of the host country. At the winter games, however, the International Olympic Committee stepped in to revoke RFE's passes.

## Changing Hands

### Announced

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

■ WCIR-AM-FM Beckley, W.Va.: Sold by

Waldron Broadcasting Corp. to Carper-Southern Broadcasting Corp. for \$450,000. Seller is owned by Thomas M. and Maxine Waldron who have no other broadcast interests. Buyer is owned by Ira W. and Judy M. Southern and W. Grady and Ruth Carper. Mr. Southern is mayor and owns consumer electronics stores in Princeton, W.Va. Mr. Carper owns insurance agency and has real estate interests in Princeton. WCIR is on 1070 khz with 10 kw day, 500 w night. WCIR-FM is on 103.7 mhz with 25 kw and antenna 360 feet above average terrain.

■ KITT(FM) San Diego: Sold by Shepard Broadcasting Corp. to Melvin L. Wheeler and Russell B. Chambers for \$282,000 plus \$45,000 noncompetition covenant. Seller, also licensee of WLAV-AM-FM Grand Rapids, Mich., is principally owned by John J. Shepard, Daniel Duffy and Michael Coyne. Mr. Shepard also has interests in KVF(M) San Fernando, Calif., and KQAM(AM)-KSAQ(FM) San Antonio, Tex. Mr. Wheeler is president and director of Bass Brothers Telecasters and Broadcasting, group owner with cable interests. He also owns 25% of WCK Media which has bought KROD(AM)-KUOE(FM) El Paso, Tex. (BROADCASTING, Dec. 22, 1975). Mr. Chambers owns KPLC-TV Lake Charles, La. KITT is on 105.3 mhz with 120 kw and antenna 180 feet above average terrain. Broker: Hogan-Feldmann Inc.

■ WBRM(AM) Marion, N.C.: Sold by Lake

City Broadcasting Corp. to Childress Broadcasting Corp. of West Jefferson for \$225,000. Seller is owned by Will P. Erwin, Jack L. Reynolds Jr., Stella W. Anderson and Stella A. Trapp. Mr. Erwin, Mrs. Anderson and Mrs. Trapp have interests in WIFM-AM-FM Elkin, N.C., and Mrs. Anderson and Mrs. Trapp are principals in WBBO-AM-FM Forest City and WPNF(AM) Brevard, both North Carolina, and have interests in four North Carolina newspapers. Buyer, also licensee of WSKS(AM) West Jefferson, N.C., is owned by James B. Childress who has interests in WMSJ(AM) Sylva and WKRK(AM) Murphy, both North Carolina. WBRM is 1 kw daytimer on 1250 khz.

■ Other sales reported at the FCC last week include: WCID(AM) Juncos, P.R. (see page 68).

### Approved

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

■ WFAS(AM)-WWYD(FM) White Plains, N.Y.: Sold by Courtland Broadcasting Corp. to Affiliated Broadcasting for \$2.4 million. Seller is owned by Harry H. and Lucille Stone who have no other broadcast interests. Buyer is owned by publicly held Affiliated Publications Inc. which publishes *Boston Globe*. (Affiliated's purchase of KEEN(AM)-KBAY(FM) San Jose, Calif., fell through after competing application was filed for KBAY frequency [BROADCASTING, Jan. 26].) WFAS is on 1230 khz with 1 kw day, 250 w night. WWYD is on 103.9 mhz with 500 w and antenna 670 feet above average terrain.

■ WOCN(AM) Miami: Sold by WOCN Inc. to Minority Broadcasters for \$900,000. Principals in seller are Ed Winton and Myer Feldman who own WWBA-AM-FM St. Petersburg and WCGL(AM) Jacksonville, both Florida. Buyer is headed by Manolo Reboso, Miami city commissioner and contractor, and Carlos Fernandez, Miami attorney and former municipal judge. Other stockholders are Tomas Garcia Fuste who manages Spanish programming at WKID(TV) Fort Lauderdale, Fla., and Eduardo Cantera, Miami attorney. WOCN is on 1450 khz with 1 kw day, 250 w night.

■ WRRR(AM) Rockford, Ill.: Sold by Radio Rockford Inc. to Miller Broadcasting Inc. for \$500,000. Sole owner of seller is Alan H. Cummings who also owns WNAM(AM) Neenah-Menasha, Wis., and KARR(AM)-KOPR-FM Great Falls, Mont. Principal in buyer is Howard Miller, WIND(AM) Chicago air personality and former owner of WGIL(AM) Galesburg, Ill., WFOX(AM) Milwaukee (now WNOV) and WGEZ(AM) Beloit, Wis. WRRR is 1 kw daytimer on 1330 khz.

■ Other sales approved by the FCC last week include: WAUC(AM) Wauchula, Fla.; WVLC-AM-FM Orleans, Mass.; WQMA(AM) Marks, Miss.; WVBS-AM-FM Burgaw, N.C.; WAMG(AM) Gallatin, Tenn.; KROD(AM)-KUOE(FM) El Paso; KDOX(AM) Marshall, Tex.; WVLR(FM) Sauk City, Wis. (see page 68).

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## Need for antacid warnings could bring changes in broadcast copy

**FTC rulemaking will seek to determine steps necessary to protect OTC customers; TVB says \$42.8 million spent last year for such products in networks and spot television**

"Contains sodium." "May cause constipation." "If you have kidney disease, ask your doctor before using this product."

Warnings of that kind may have a future in broadcast and print advertising. Federal Trade Commissioner Elizabeth Hanford Dole last week announced a unanimous FTC decision to begin a rulemaking proceeding to determine what warnings, if any, should be included when antacids are advertised (BROADCASTING, April 5).

While the rulemaking involves only antacids—carrying such brand names as Alka Seltzer, Maalox, Tums, Gelusil and Pepto Bismol—the FTC has let it be known that the proceeding may serve as precedent for the entire OTC drug industry. The FTC has already offered another proposal which would ban in advertising what the Food and Drug Administration (FDA) has banned in labeling (BROADCASTING, March 8).

In addition, the FTC and FCC in February announced plans to co-sponsor three Washington panel discussions May 20-21 on OTC drug advertising on television.

"There are strong grounds for questioning whether a warning which appears on the label alone offers adequate protection to the potential consumer," Commissioner Dole said. But, she added, the FTC "does not presently envision that the requirements for labeling and advertising will be necessarily identical."

The announcement came in an address she made before the annual meeting of the Washington-based Proprietary Association, held in Palm Beach, Fla. James Cope, president of the association, a trade group of nonprescription drug manufacturers, released a simultaneous statement, claiming that such a rule would be "counterproductive, would tend to confuse the consumer, and would increase over-the-counter drug costs."

Broadcast Advertising Reports for 1975, according to the Television Bureau of Advertising, put network and spot spending for "proprietary drugs" at \$364.7 million, with spending for "digestive aids and antacids" at \$42.8 million.

Commissioner Dole cited a 1974 FDA survey which found that 43% of the population primarily relied on advertising for OTC drug information, with only 13% primarily depending on labels. An FTC official added that 18% said they didn't read

labels at all, and about one-third of that group is over age 65. Mr. Cope had a different interpretation of the figures, asserting that about half of all consumers read the labels, and of those that don't, half said they were already familiar with the information on labels.

Mrs. Dole also said that "a substantial number of people each year require medical attention as a result of adverse reactions to over-the-counter drugs." According to an FTC official, one estimate submitted to Congress a few years ago claimed that 300,000 persons a year were hospitalized because of the reactions. A Proprietary Association official later called that figure "a gross exaggeration."

"The best place for such information is on the label where instructions can be reread every time . . ." Mr. Cope said.

Commissioner Dole said advertised warnings about Food and Drug Administration findings "may be no different in principle from the FTC requiring disclosure of the former surgeon general's findings on the dangers of cigarette smoking."

Through the rulemaking proceeding, the FTC is seeking information not only regarding the need for warnings and their effect on consumers, but also, on the phrasing of warnings and which warnings should appear in advertisements. Comments are due June 11. The proceeding is expected to take at least a year.

## Department and discount stores up spending in television

**TVB details those making the biggest outlays and says speakers from some of them will address its retail workshop**

Television's top-10 department store advertisers doubled their expenditures in the medium in 1975 while the 10 leading discount store users boosted their TV outlays by 42%.

Actually, the top-15 department store spenders performed about as well as the top 10. They didn't double their TV total but they did boost it by 99%. And department stores in markets below the top 25 were not idle, either: The top-10 department store TV spenders in those markets increased their TV budgets by 88%.

And if the big department and discount store chains are counted, the results are also worth mentioning: The top 15 in this category increased their combined outlays—in local television alone—by 33%.

These figures and the tables from which they're drawn were compiled by the Television Bureau of Advertising in

### Chicago Area Stations

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**Discount Stores**

Rank/Store/Market*	1974	1975	% Change
1. Korvette's/New York	\$3,681,600	\$ 3,486,800	- 5
2. Two Guys/New York	1,765,400	1,999,100	+ 13
3. Akron/Los Angeles	943,700	1,957,500	+107
4. Zody/Los Angeles	518,000	1,551,900	+200
5. Two Guys/Philadelphia	707,600	1,306,700	+ 85
6. Two Guys/Los Angeles	1,055,000	1,295,200	+ 23
7. Fred Meyers/Portland, Ore.	404,800	680,800	+ 68
8. Community Family/Chicago	774,700	678,200	- 12
9. Jefferson Super/Miami	136,000	652,300	+380
10. Venture/Chicago	-0-	606,500	-
<b>Total top 10</b>	<b>\$9,986,800</b>	<b>\$14,215,000</b>	<b>+ 42</b>

Note: National chains (K-Mart and Woolco) have not been included in the above listing.

\*Based on investments in a single market.

Source: Television Bureau of Advertising, based on broadcast Advertisers Reports figures.

**Department Stores**

Rank/Store/Market*	1974	1975	% Change
1. May Co./Los Angeles	\$1,207,100	\$ 2,231,700	+ 85
2. Jordan Marsh/Boston	942,000	1,709,700	+ 81
3. Abraham & Straus/New York	731,700	1,667,400	+128
4. Famous Barr/St. Louis	279,900	1,617,400	+478
5. Macy's/New York	955,700	1,469,700	+ 54
6. Bon Marche/Seattle-Tacoma	388,100	1,283,400	+231
7. Gimbel's/New York	580,800	1,097,100	+ 89
8. Broadway/Los Angeles	619,900	1,084,100	+ 75
9. Macy's/San Francisco	579,000	1,073,700	+ 85
10. Foley/Houston	867,900	1,063,000	+ 22
11. Rich's/Atlanta	782,600	1,054,700	+ 35
12. Hecht Co./Washington	297,600	990,500	+233
13. Burdines/Miami	426,300	946,400	+122
14. Sanger Harris/Dallas-Fort Worth	570,900	881,100	+ 54
15. Goldblatt/Chicago	311,500	822,400	+164
<b>Total top 15</b>	<b>\$9,541,000</b>	<b>\$18,992,300</b>	<b>+ 99</b>

Note: National chains (Sear's, Ward's, Grant's, and Penney's) have not been included in the above listing.

\*Based on investments in a single market.

preparation for its two-day retail television workshop, to be held April 28-29 at the Biltmore hotel in New York (BROADCASTING, April 5). Representatives of several of these top-10 and top-15 lists will be among the workshop speakers, also announced by TVB last week.

The list of top department store spenders in television—counting each one's investments in only a single market—is led by the May Co., Los Angeles, whose 1975 total of \$2.2 million was an 85% increase over 1974. The top 10 in that list spent \$14,297,200 in TV, up from \$7,152,100 in 1974, while the top 15 spent \$18,992,300, up from \$9,541,000 (see table).

Representatives of fourth and 10th ranking stores on this list will be workshop speakers: Jack Meizlish of Byer & Bowman Advertising, Columbus, Ohio, representing Famous-Barr, St. Louis, and Lee Dubow, sales promotion vice president of Foley's of Houston.

Local discount stores—again disregarding the chains and counting investments in only one market in each case—were led in 1975 by Korvettes, New York, even though its \$3.5 million represented a 5% drop from 1974. This was one of two declines in the list, the other being Community Family Store, Chicago, down 12% at the \$678,200 level. The eight others had increases ranging up to 380% in the case of Miami's Jefferson Super (see table).

Workshop speakers from this list will include Gary Hubschman, senior vice president and general merchandising manager of Vornado, parent company of Two Guys stores, and Mike Shapira of W.B. Doner Agency, Detroit, whose clients include Venture Stores, Chicago, and Fred Meyer Store, Portland, Ore.

In markets below the top 25, the list of single-market department store TV spenders is led by Lazarus of Columbus, Ohio, whose \$788,700 in 1975 represented a 321% increase from 1974. All of the top 10 except ninth-ranked Strouss of Youngstown, Ohio, increased their TV outlays in

1975 by percentages ranging from 17% for Belk's of Charlotte, N.C., which ranked seventh with spending totaling \$313,400, to 162% for Shillito of Cincinnati, whose \$592,800 ranked third in the list, and 422% for Denver Dry Goods of Denver, eighth-ranked at \$291,600. Strouss was down 3% to \$253,100.

Stores in this list to be represented among workshop speakers are Elder Beerman of Dayton, Ohio, by Linell Vines, director of broadcast advertising; Belk's, by Guy Byerly Jr., sales promotion vice president; and Shillito, by Jane B. Roggers, sales promotion vice president.

Among the chains, Sears, Roebuck led the 1975 list of local-TV spenders with a total of \$21,660,600, up 4% from 1974. Montgomery Ward and Jefferson's were second with \$18,112,500, up 12%, while May Department Stores were third with \$9,455,000, up 131%, and Federated Stores were fourth with \$8,511,000, up 106%.

The lowest-spending member of the top 15, Dayton-Hudson Corp., put \$2,349,200 in TV, an increase of 126% from its 1974 level. The total for the top 15 was \$114,119,000, a 33% increase.

Excluded from these calculations are the network TV investments of the big national department-store and discount chains, which rose 16% to \$55.8 million in 1975.

Among other workshop speakers announced by TVB were Bill Keller, advertising director, Gee Bee, Pittsburgh; Doug Gantos of Gantos, Grand Rapids, Mich.; Doris Shaw, senior vice president, Saks Fifth Avenue, New York; Irving Barnett, Young & Rubicam Enterprises, New York, agency for Alexander's, New York; Sheldon L. Levine, Ingalls Associates, Boston, agency for Filenes, Boston, and for the Zayre chain; Peter A. Mayer of Peter A. Mayer Advertising, New Orleans, agency for Maison Blanche, New Orleans; Milt Guttenplan, director of advertising and marketing for Barney's, New York.

## Senators want ads to identify parent firms

**Abourezk and Senate colleagues seek more definitive FTC action on major firms using small-family image in their advertising; single manufacturers of competitive products also are criticized**

Six U.S. senators, led by James Abourezk (D-S.D.) petitioned the Federal Trade Commission last week to crack down on large corporations that make themselves appear in advertising to be small, family-owned businesses. They also urged the FTC to require advertisers that are subsidiaries or divisions of larger corporations or conglomerates to name the parent companies in their ads.

The petition said ads that represent big companies as small ones are deceptive and are already outlawed in the FTC Act, but it asked for a trade rule anyway to make clear what the commission's policy is.

Senator Abourezk said last week that consumers consciously select goods from small businesses because they feel they are getting quality products and prompt and personal service on warranty claims. For large companies to make themselves sound small "is not only deceptive advertising," Senator Abourezk said; "it also robs the small business of its most important asset."

The senator cited several examples of advertisers who are guilty of the practice he described, among them: Pepperidge Farms bakery products, made by Campbell Soup Co.; Sarah Lee products, made by Consolidated Food Corp.; Dad's Root Beer, a product of Illinois Central Railroad; Celeste Pizza ("Mamma's old family recipe), produced by Quaker Oats.

The petition said it is equally important



for advertisers to name parent companies because that might affect consumer choice. For one thing, said Senator Abourezk, "It is obviously unfair when one corporation is advertising two of its own products as if they were legitimately competing products . . . Through slick advertising campaigns, the large corporations try to cover up the lack of meaningful competition."

He pointed out that Bristol-Myers makes both Excedrin and Bufferin, two supposedly competing pain relievers, and that Sterling Drug makes Bayer Aspirin, Cope, Midol and Vanquish, which are also pain relievers.

He had other examples: Procter and Gamble makes both Crest and Gleem toothpastes, three dishwashing liquids with different brand names, five hand-soaps, three floor cleaners and five laundry detergents. General Foods makes five different coffees, and Dow makes both Saran Wrap and Handi-Wrap.

Said Senator Abourezk: "I feel it is important for the American people to become aware of the degree of economic concentration and monopoly in major industries supplying us with products and services."

Mr. Abourezk had another reason for wanting disclosure of parent companies in ads: "People should know that Minute Maid orange juice is made by Coca-Cola, that Madria-Madria Sangria is made by Gallo and that Wonder Bread is made by ITT. This type of knowledge is healthy for the marketplace, I believe, because consumers can reward a socially responsible company for its positive contributions or avoid the products of a corporation they feel is not acting in the public interest."

Joining in the petition were Senator Philip Hart (D-Mich.), chairman of the Senate Antitrust Subcommittee, of which Mr. Abourezk is a member; Vance Hartke (D-Ind.), member of the Consumer Subcommittee; and William D. Hathaway (D-Me.), Floyd Haskell (D-Colo.) and Thomas J. McIntyre (D-N.H.), all members of the Senate Small Business Subcommittee on Monopoly.

## Ford taps Sowell for FTC post

### UCLA professor expected to face no difficulty getting confirmed

President Ford has nominated Thomas Sowell, a University of California at Los Angeles economics professor, as a member of the Federal Trade Commission.

The nomination of Mr. Sowell, a 45-year-old native of Gastonia, N.C., has been expected (BROADCASTING, Feb. 23). No obstacles to his confirmation presently are foreseen. Mr. Sowell would complete former FTC Chairman Lewis A. Engman's term, which expires Sept. 29, and be subject to reappointment at that time. Hearings on his nomination will be held after the Senate returns from its Easter recess April 26.

A former U.S. Labor Department econ-

omist, Mr. Sowell also has taught at Brandeis, Cornell, Howard and Rutgers universities. He is the author of a 1973 study on higher education, "Black Education: Myths and Tragedies."

Still another FTC nomination is available to the White House. Commissioner Stephen A. Nye announced his intention to leave the FTC as of May 1 (BROADCASTING, April 5).

## Success didn't come easy to this singer; it cost him a lot in TV advertising

### Peter Lemongello of New York spends \$150,000 there promoting his record album, gains recognition, takes his campaign to Las Vegas and Los Angeles

A young New York singer who failed to gain a foothold in the music business the traditional way is trying to make it on his own and on some \$300,000 worth of television advertising promoting himself and his album, *Love '76*.

Peter Lemongello, who spent nine of his 29 years banging on the doors of New York recording companies and went through eight talent agents, eschewed them both last year and formed his own firm, Lemongello Enterprises. He then

took the bulk of nearly \$400,000 he coaxed from investors and put it into television advertising.

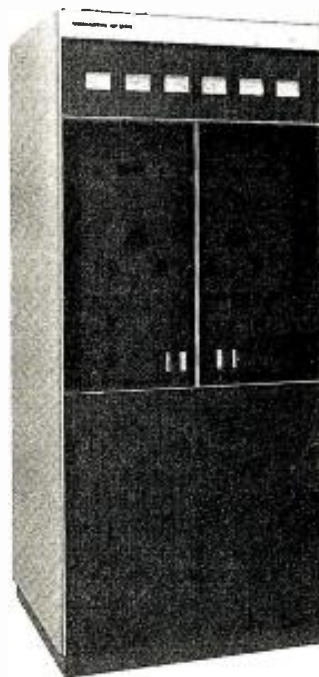
He engaged Triad Media Associates, New York, to help him create commercials for his album and to buy time on New York stations. Triad recommended eight to 10 commercials a day on the six commercial stations. The schedule began last January, starting with 10-second commercial teasers that said: "Peter Lemongello . . . *Love '76* . . . watch for it." After two weeks, 30-, 60- and 120-second spots were slotted in various dayparts on the stations.

"By the third week the sale of records and tapes, which sold for \$6.98 and \$7.98, was running at a profitable level," remarked Eve Goldwasser, a principal in Triad Media. "By the time the 13-week campaign in New York ended, more than 30,000 records and tapes were sold. There was a solid profit."

Now, he's taking his self-promotional show to Los Angeles and Las Vegas for a six-week TV campaign on all the commercial stations in the two markets. Spots will begin there this Saturday (April 17). He will spend about \$150,000 there, the same sum he spent on New York TV.

Other good things are happening. To wind up his ad campaign in New York, Mr. Lemongello arranged a concert in Lincoln Center's Avery Fisher Hall in late March. The house was sold out two weeks in advance—at \$10 top. Lincoln Center asked him to make an encore performance; it is

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scheduled for May 7. And only last week Nickelindian Productions, New York, reported it will produce a half-hour special, *Who Is Peter Lemongello?* for sale to stations.

The next stops for Mr. Lemongello are Los Angeles and Las Vegas. And shortly there will be a resumption of the TV advertising in New York and a radio campaign to help push a new album he's recording.

Can Mr. Lemongello sing? He modestly says he's "a good singer," but quickly adds that "it could have been done with somebody who wasn't a good singer." Ms. Goldwasser of Triad Media is less restrained: "Peter is a very handsome guy. And he has a great voice. 'I'd say it's a young Frank Sinatra voice.'"

## CBS and NBC won't sell Church half hour

**New entrant in presidential race still has hopes for ABC**

The national chairman of the Frank Church for President Committee, Carl Burke, said last week that while CBS and NBC have "flatly refused to grant Senator Church the half-hour access to the public airwaves that was accorded to the Republican candidate . . . we still have hope that fairness will prevail in the board rooms of ABC." His announcement came after meetings with all three networks April 5 to request time similar to that which NBC-TV sold Ronald Reagan for a March 31 broadcast (BROADCASTING, April 5).

CBS-TV responded as it did to Mr. Reagan's request, saying it has made available one-minute and five-minute program segments for purchase prior to the fall general election campaign, during which half-hour time periods will be sold to presidential candidates. "We believe that our willingness to offer these time segments provides a reasonable opportunity to the candidates to purchase time," Frank Smith, vice president-sales, CBS-TV, wired the Church committee.

NBC-TV informed representatives of the Idaho Democrat that it is not network policy to offer to sell time to candidates while state primaries are still in progress. The circumstances surrounding Mr. Reagan's request (that he is running against a single opponent, the incumbent President), made the earlier exception necessary, NBC spokesmen said.

ABC-TV would only say it is "not prepared" to discuss its decision.

## Advertising Briefs

**Reiner's back.** Reiner Media Services Inc., New York, has been formed by Samuel J. Reiner, president, as independent media buying service. Principal formerly headed S.J. Reiner & Co., Carle Place, L.I., barter, media buying and promotional service,

which went bankrupt. Reiner Media Services was said to have completed "substantial financing" and has made arrangements with William B. Tanner Co., Memphis, to provide facilities and services to new media operation. Reiner Media Services will have offices at 919 Third Avenue, New York 10022 (212-895-2338) and at 3000 Marcus Avenue, suite 1-W-9, New Hyde Park, N.Y., 11040.

**Togetherness in Dallas.** Stan Levenson Associates, public relations/specialized advertising agency, Dallas, has merged with Glenn, Bozell & Jacobs there, agency of Bozell & Jacobs International, New York. New unit, Glenn Bozell & Jacobs Public Relations and Specialized Media Services Division, has departments in media buying, promotion, graphics, and production, and will assume full responsibility for directing public relations and sales promotion programs for GB&J clients, 6060 North Central Expressway, Dallas 75206.

**WOR-TV's ad agency.** Gallagher Group, New York, has been appointed advertising agency for print media for WOR-TV New York. Gallagher will work with Andrew Duca, station's director of creative services, in preparing next fall's brochure and regular weekly and monthly print advertisements.

## Mobil makes bid at 'fourth-networking'

**Oil company has 'Exploration' series to barter, denies it's being used for propaganda**

Mobil Oil Co., through SFM Media Services Corp., has begun trying to line up commercial TV stations in the top-40 markets to barter a 10-part BBC/Time-Life series called *The Age of Exploration*.

The target date for the first part (each episode runs 60 minutes) is January 1977, according to Herbert Schmertz, Mobil vice president, who says the plan now is to try for a 10-week, fourth-network-type simulcast in all the markets.

Mr. Schmertz said Mobil has been looking into the fourth-network concept as an outlet for specials or limited series for many months now. Mobil is giving the go-ahead now, he added, because of the "superb quality" of *The Age of Exploration*, which focuses on dramatized re-creations of the odyssey of men like Captain Cook, Pizarro and Roald Amundsen. Mobil bought the series outright from the BBC and Time-Life for \$670,000.

Reports that Mobil would use the series for oil-company propaganda were "categorically" denied by Mr. Schmertz, who said the three-minute American album spots, which eschew hard-sell commercial pitches, would open and close the series. He added that this fourth-networking of *The Age of Exploration* would in no way take money away from Mobil's \$2-million-plus yearly commitment to the Public Broadcasting Service.

## White House press corps irked at Ford

**Thomas criticizes President's meetings with media outside Washington; meanwhile, he's cutting back on pre-primary talks with local newspeople**

President Ford is regarded by local news media representatives as having made history of a sort by discovering and serving their needs, holding news conferences for them in their home towns and having them in to the White House for interviews. But now, there is a sign that that course is causing the President's normal news media constituency—the White House press corps—to feel slighted.

Helen Thomas, UPI's chief White House correspondent, wrote a piece for the wire service last week noting that the President "is holding more and more news conferences out of town and fewer with the White House press corps." She also said the President "discourages" questions from the White House press corps on the campaign trail and takes questions "only from local reporters" and that at "regional news conferences," the White House reporters are barred from asking questions.

The story was triggered by White House News Secretary Ron Nessen's announcement on Tuesday that there would be no presidential news conference in Washington last week—one had been promised "soon"—and that the President would meet Saturday (April 10) with Texas reporters while in Dallas on a campaign swing.

Mr. Ford also plans a news conference with members of the American Society of Newspaper Editors this week.

President Ford may soothe some of the White House press corps' ruffled feathers this week. Bob Mead, his television adviser, said a White House news conference is planned, though the question of whether it would be televised in the East Room or whether it would be a less elaborate session, without cameras, in the Oval Office was still to be decided.

The news conference planned for last week was dropped, Mr. Mead said, both because of scheduling problems and the commitment the President had made to the Dallas and Fort Worth press clubs to participate in a news conference with their members on Saturday. There was a likelihood of facing many of the same questions twice in one week, Mr. Mead said.

But he also indicated that the White House is showing sensitivity to charges—from, among others, Ronald Reagan, the President's challenger for the Republican presidential nomination—that Mr. Ford is taking unfair advantage of his office to garner publicity in his drive for the

nomination. "He doesn't want to take advantage of the opportunity to go on television every time he has a press conference," Mr. Mead said.

Indeed, that sensitivity apparently was a factor in the decision to abandon, at least for the time being, the practice of setting up White House interviews with the President for news media representatives from states in which primary elections were to be held.

"My feeling was that since we received a lot of heat" as a result of the interviews with local-media representatives "we ought to cool it for a while," Mr. Mead said.

Actually, the interviews were, in part, at least, a solution to the problem of responding to the hundreds of requests for opportunities to question the President that the White House has received. And Mr. Mead said it is possible the President will meet with Texas journalists either in the White House or in Texas, in advance of the primary there on May 1.

As for Miss Thomas's complaint about the President shutting out White House regulars on the road, Mr. Mead said that if a White House reporter asks a question, the President will answer it. But, he added, "we try to follow local rules" when news conferences are arranged by local media groups. And some local groups, he noted, "restrict questioning to their members."

## State court holds free-press rights are applicable to broadcasting

**New York judges turn down request from children's home to block showing of WABC-TV documentary, despite circumstances of filming**

A panel of five justices of the New York State Supreme Court Appellate Division held unanimously last week that television journalism is protected by the First Amendment.

In a decision upholding a lower court's refusal to restrain WABC-TV New York from showing a video-tape report depicting conditions at a Staten Island children's home (BROADCASTING, March 15, et seq.), Presiding Justice Harold A. Stevens wrote:

"While the protection of freedom of the press is not absolute, the burden of demonstrating a condition which warrants a prior restraint is indeed a heavy one. Television broadcasting falls under the umbrella of protection afforded the press for it too, in matters such as the subject under review, is engaged in the dissemination of information of public concern.

"We recognize that there are here competing interests, competing rights and values. The children at this home are minors and wards of the state. The intrusion was upon private property without

**Wrong guesses.** ABC News and NBC News miscalculated Michigan primary last week, predicting that Morris Udall would win the tight race. ABC had Mr. Udall winning by a "narrow margin" at 9:27 p.m. Tuesday; NBC projected him a winner "by a modest margin" about an hour later. CBS maintained throughout that the race was too close to call. Jimmy Carter was the ultimate victor by one percentage point.

authorization from those in charge [of the home]. Additionally, since the children interviewed were minors, it is questionable that they could or did validly consent to the intrusion upon their privacy. If abuse is demonstrated, the respondents doubtless will be called to account.

"After viewing the video tape we are not persuaded that its sole or even its chief object is to provide information which could lead to a correction of the conditions it claims exists. However, nothing appears on the video tape which, in our opinion, warrants a prior restraint upon its exhibition. The appellants [representatives of the home involved, St. Michael's Home Inc.] have not met the heavy burden of showing a justification for the imposition of a prior restraint."

While affirming WABC-TV's right to show the taped report, the court stayed the broadcast for five days to give the home time to file an appeal. Gerald E. Bodell, counsel to St. Michael's, did file notice of appeal to the State Court of Appeals and asked for continuation of the stay until the appeal is decided.

The report was made by reporter John Johnson and a camera crew who visited the home on March 9. In it, some of the children were shown answering questions that were described in Justice Stevens's decision as "leading and suggestive" and having to do with "drugs, assaults, etc." Initially, the home obtained a restraining order preventing the showing of the report, on grounds of trespass and violation of the children's privacy.

The decision last week was not unanimous, but the lone dissenter objected only that the children, as wards of the state, should be protected from "exploitation" and from disclosure of their identities. On the constitutional question, Justice Louis J. Capozzoli said in his partial dissent that "although [the report was] obtained as a result of a trespass, it is, nevertheless, protected by the First Amendment and can be exhibited."

Justice Theodore R. Kupferman felt the majority opinion didn't go far enough. Dissenting from the five-day stay granted to allow time for appeal, he said that "after viewing the proposed broadcast tape, I conclude that this is investigative reporting done with restraint and high purpose. No injunction was warranted under any view of the First Amendment. The stay and any restraint should be vacated immediately."

Justice Harold Birns, in a concurring opinion, said it was irrelevant whether the

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**Just talking.** "I am currently in the very early stages of negotiations... with NBC," said *Today* show co-host Barbara Walters last week in response to published reports that she met several weeks ago with ABC President Elton Rule, ABC Television President Fred Pierce and ABC News President William Sheehan to discuss the possibility of her coanchoring the *ABC Evening News with Harry Reasoner*. Miss Walters said negotiations for renewal of her current three-year contract with NBC-TV, which expires in September, would continue unimpeded by her talks with ABC.

report was good investigative reporting or showed "restraint" or "high purpose." But he continued:

"Appellants made some showing that the news or information to be broadcast through television was procured unlawfully by trespass and that the respondents intruded upon the privacy of infants, wards of the court. However, such activity, we agree, does not warrant the imposition of an order restraining a news broadcast based upon said episode. Under existing case law no prior restraint on such broadcast would be warranted, certainly in the circumstances of this case..."

"Further, an intrusion into an area of protected privacy is insufficient to bar the dissemination of news..."

## Now Westinghouse trims foreign bureaus

"We find that, 15 years after the fact, the validity and purpose of our news services generally are operating in a different context," said Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., explaining the company's plans to cut back its foreign news forces.

The restructuring of Westinghouse's foreign news service will be completed within a month and will be along the lines of the Washington bureau's redesign. In a move last fall (BROADCASTING, Oct. 20, 1975), that bureau staff was reduced from 20 to four including an engineer and a secretary, and the scope was redirected from national to "selective."

The worldwide reshaping does not necessarily mean all six foreign correspondents will be let go, Mr. McGannon said, but some bureaus will be shut down. The quality of service will be maintained through stringers, AP Audio and ABC Radio.

The reduction is basically an economic necessity. The services that were initiated in the late 1950's and early 1960's are "not, from a cost and distribution standpoint, viable now," Mr. McGannon said.

Specifics will be announced as soon as personal and contractual plans are taken care of, a Westinghouse spokesman said. At present, the company's full-time foreign news bureaus are in London, Paris, Bonn, Beirut, Tel Aviv and Hong Kong.

**1976 medalists.** Among recipients of annual University of Missouri Distinguished Service in Journalism awards, to be presented in Columbia, Mo., April 23, are James W. (Wes) Gallagher, president and general manager of Associated Press; CBS-TV's *60 Minutes*; Mahlon Aldridge, KFRU(AM) Columbia general manager; Avis Tucker, publisher of Warrensburg, Mo., *Daily Star Journal*, president of KOKO(AM) there and Carl Nichols, chief executive officer of Cunningham and Walsh, New York.

**Matrix awards.** New York Women in Communications Inc. will honor 12 recipients of annual Matrix awards at banquet May 12 at Hotel Lexington, New York. Winner in broadcasting category is Marlene Sanders, vice president and director of television documentaries for ABC News. Edwin Newman, NBC News correspondent, will be guest speaker.

**Says Bella.** In address to American Women in Radio and Television's New York chapter April 6, Representative Bella Abzug (D-N.Y.) said that "the question of persecuting Daniel Schorr, for that's what it is, has taken the place of investigating what is in the report." Unless communications industry fights "putting out to pasture" of Mr. Schorr, warns Mrs. Abzug, "an important principle of democracy will go by the wayside." Mrs. Abzug led House members in support of Mr. Schorr, who is under fire for his part in the release of a suppressed report on the CIA (BROADCASTING, March 8).

**Fears precedent.** Senator Abraham Ribicoff (D-Conn.) has introduced resolution opposing Soviet attempts to bar Radio Free Europe from covering Olympic games this summer in Montreal. Under pressure from Soviet Union and its allies, International Olympic Committee revoked RFE's press passes during winter Olympics in Innsbruck this year (BROADCASTING, Feb. 16). Mr. Ribicoff voiced fear that if Russians succeed now, they might use political judgments to decide which news organizations can cover 1980 summer Olympics in Moscow.

**Olympic record.** Largest number of media representatives in history of games—7,850 with more than 63% from electronic camp—has been accredited to cover 1976 Summer Olympics in Montreal July 17 to Aug. 1. Olympic organizing committee reports that 400 of 669 Americans accredited will come from ABC-TV, network with rights to event, and 15 from various radio networks and stations.

**Driving home.** WAMB(AM) Nashville was name drawn to receive "NIS News Wagon," fully equipped mobile unit for radio, presented by NBC Radio's News and Information Service. Bill Veeck, owner of Chicago White Sox, picked winner March 24 during National Association of Broadcasters annual convention in Chicago.

## Schorr is given Headliners award

**Dozen other honors conferred on broadcasting organizations in annual Atlantic City affair**

Television and radio stations and networks were presented with 13 National Headliners Awards in Atlantic City April 9-10. Among the broadcasters cited was Daniel Schorr, for his controversial report on CIA activities.

Radio station awards: WJR-AM-FM Detroit, for consistently outstanding radio reporting, in its coverage of the disappearance of James R. Hoffa; WROV(AM) Roanoke, Va., for consistently outstanding reporting (cities under 250,000); WTLC(FM) Indianapolis, for outstanding public service with its "Because We Care"; and KGON(FM) Portland, Ore., for its outstanding documentary for *The Strange Story of "The Two"*.

Radio network awards: CBS Radio Network, for outstanding public service; CBS News correspondent Daniel Schorr for his report on the CIA, and ABC Radio Network, for its outstanding documentary, *Scenes From a War*.

Television station awards: WCKT Miami, for consistently outstanding TV reporting; WIBW-TV Topeka, Kan., for consistently outstanding reporting (cities under 500,000); KWTv Oklahoma City, for outstanding public service—*The Gift of Life*. WCBS-TV New York received the Mall Dodson Memorial Award, for its outstanding documentary, *"Shadows Behind the Golden Door"*.

Television network awards: NBC-TV, for consistently outstanding TV reporting in presenting *Beirut*; ABC-TV, for outstanding public service by a network with its *Closeup on Lawyers: Guilty as Charged*, and CBS-TV, for its outstanding documentary, *The American Way of Cancer*.

The annual Headliner Awards are also presented in other media by Atlantic City.

## The new plumbers

The House Committee on Standards of Official Conduct (ethics committee) has hired 13 former Federal Bureau of Investigation men to trace the leak of the secret House Intelligence Committee report on CIA abuses to CBS correspondent Daniel Schorr.

All of the former agents have at least 25 years experience with the FBI and will be paid anywhere from \$300 to \$10,000 apiece. Their contracts, totaling \$80,000, were approved last week by a House Administration subcommittee, and will expire Jan. 3.

It was reported last week that the investigators, headed by former FBI agent David Bowers, have begun interviewing members of the now-defunct Intelligence Committee to find out who leaked the committee's report to Mr. Schorr. The report was printed in the *Village Voice*.

# Fates & Fortunes

## Media

**George J. Mitchell**, VP/general manager, WKCF(TV) Dayton, Ohio, named president of Ohio operations for licensee, Springfield Television Broadcasting Corp., Springfield, Mass.

**Charles Keller**, general manager, Capital Cities Television Productions, Philadelphia; **Walter Liss Jr.**, general manager, KFSN-TV Fresno, Calif., and **Robert Niles**, director of engineering, Capital Cities Communications, Philadelphia, all elected VP's, Capcities.

**Frank Scott**, VP of KTLK(AM) Denver, named general manager, WRC(AM)-WKYS(FM) Washington, succeeding **Harold L. Green** who resigned to become operations/engineering manager of Kaiser Broadcasting, Oakland, Calif. (BROADCASTING, April 5).

**Candace Caruthers**, researcher/associate producer, noncommercial WNET(TV) New York, named community relations director, WABC-TV there.

**William P. Cogger**, senior accountant, Coopers and Lybrand, Philadelphia, named business affairs manager, WCAU-TV there.

**Kim T. Bene**, copywriter, WBBH-TV Fort Myers, Fla., named creative services director, WQXI-AM-FM Atlanta.

**Edward P. Weber**, advertising/promotion/press information director, WLS-TV Chicago, named promotion manager, WWJ-AM-FM-TV Detroit.

**James Cuzzo**, senior director, KDAL-TV Duluth, Minn., named operations manager.

**Ron Lloyd**, operations manager, WTVR-TV Richmond, Va., named creative services director.

**Marijo Nolan**, publicity/research director, WJW-TV Cleveland, named on-air promotion director.

**Robert Dambach**, faculty member, Juniata College, Huntingdon, Pa., named development coordinator, noncommercial KMUW(FM) Wichita, Kan.

**Rod Bates**, producer/director/cinematographer, noncommercial KPBS-TV San Diego, and **Edwin R. Clay**, TV production manager, Miami University Telecommunications Center, Oxford, Ohio, named producer/directors, Nebraska Educational Television Network, Lincoln.

**Allan H. Land**, executive VP, T/R Inc., Zanesville, Ohio (licensee of WOMP-AM-FM Bellaire, WNXT-AM-FM Portsmouth and WHIZ-AM-FM-TV Zanesville, all Ohio), elected chairman, Ohio Educational Television Network Commission, Columbus. **Charles W. Vaughn**, president/general manager, noncommercial WCET(TV) Cincinnati, named vice chairman. **Richard B. Hull**, immediate past chairman, named chairman emeritus.

## Broadcast Advertising

**Bruce Cynar**, sales manager, Roy H. Park Broadcasting Group, New York, named national sales manager, WTVR-TV Richmond, Va. **Fran Slaughter**, WTVR-TV national sales coordinator, named sales/program traffic manager.

**Leslie R. Gray**, with Radio Advertising Representatives, radio sales unit of Group W, New York, named sales manager of Group W's WBZ-AM-FM Boston.

**Will Howard** and **Lloyd Stein**, account supervisors, J. Walter Thompson, Chicago, named VP's.

**Steven Penchina**, copy supervisor, Needham, Harper & Steers, New York, named VP. **David J. Zola**, assistant controller, NH&S Chicago, named financial manager of that office. **Budd Shehab**, creative supervisor, Chicago, named associate creative director of agency.

**Geoffrey Frost**, **Peter Bemis**, creative supervisors, and **Arnold Semsky**, assistant media director/group head, Grey Advertising, New York, named VP's.

**Howard S. Schaeffer**, assistant media director, SSC&B, New York, named associate media director, Bozell & Jacobs there.

**Lawrence Butner**, senior VP/radio-TV director, and **Robert L. Stewart**, senior VP/account supervisor, Albert Frank-Guenther Law, New York, elected to board of directors.

**William Landgraf**, VP/media director, Lee King & Partners, Chicago, named senior VP/media director.

**Tom Tiernan**, Midwest sales director, Mutual Broadcasting, Washington, rejoins Major Market Radio, New York, as VP/Eastern manager.

**J. Ray Padden**, general sales manager, KLAC(AM) Los Angeles, named VP/West Coast regional manager, Metro Radio Sales. Both are Metromedia properties. **Stuart Levy**, KLAC local sales manager, succeeds Mr. Padden as general sales manager.

**E. Freeman Bunn**, senior VP (in charge of General Mills cereal accounts), Dancer-Fitzgerald-Sample, New York, named management supervisor.

**Bill Kaletta**, local sales manager, WTVN(AM) Columbus, Ohio, named general sales manager, succeeded by **D. Manning Haynes**, account executive.

**David C. Lehmkuhl**, media planner, N.W. Ayer ABH International, New York, named associate media director.

**Joseph L. Wright**, broadcast traffic manager, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named assistant producer, broadcast department.

**Margaret Auchstetter**, associate media director, Clinton E. Frank, Los Angeles, named

media director.

**Louis Redmond**, VP/copy chief/co-creative director, Bozell & Jacobs, New York, named senior copywriter, Carl Ally Inc. there.

**Dale Howard**, director, club management department, American Advertising Federation, Washington, resigns to become advertising director of Southern Heritage Press, Upperville, Va. **Rod Mays**, senior VP, AAF's Western region office, San Francisco, assumes additional duties as acting director of club services. **Marcia Hatch**, former Western region office manager, named acting director of that office until permanent successor to Mr. Mays is appointed.

**Peggy Fiddick**, buyer, Robert S. Block Advertising, Milwaukee, named media director, MAS advertising there.

**Carol Roderick**, regional account coordinator, Stanford & Taft, advertising/promotion/public relations, Portland, Ore., named office manager.

**Jeffrey C. Osborne**, national sales manager, KSBW-TV Salinas, Calif., and co-owned KSBY-TV San Luis Obispo, Calif., named account executive, Blair Television, San Francisco.

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**Steve Bossin**, account executive, WIXY(AM) Cleveland, named local sales manager.

**Larry G. Leese**, salesman, WBNS-TV Columbus, Ohio, named local sales manager.

**Larry J. Nussmeyer**, account supervisor, BBDO, New York, named account executive, William Cook Advertising, Jacksonville, Fla.

**John R. Jones**, VP/manager, Metro TV Sales, New York, named local sales manager, KTLA(TV) Los Angeles.

**Eugene F. Murphy**, general sales manager, WZUU-AM-FM Milwaukee, named broadcast sales manager, William Eisner & Associates advertising, Hales Corners, Wis.

**Gary Gochal**, station manager, WAAL(FM) Binghamton, N.Y., named sales manager, co-owned WAAF(FM) Worcester, Mass.

**Tom Bennett**, assistant promotion director, WTHR(TV) Indianapolis, named research/sales promotion manager.

**Downey Hewey**, account executive, WAVV(FM) Tampa, Fla., named sales manager.

**Kenneth C. Spitzer**, account executive, WVBF(FM) Framingham, Mass., named sales manager.

## Programing

**G. Clark Ramsay**, VP, advertising/publicity/promotion, Universal Pictures, Universal City, Calif., named VP of parent, MCA Inc., and VP in charge of marketing services, Universal City Studios there.

**Matthew Ledbetter**, program director, WAMO-AM-FM Pittsburgh, named national program manager of licensee, Sheridan Broadcasting there.

**Roger B. Adams**, account executive, WLS-TV Chicago, named sales manager, syndication, Multimedia Program Sales, Cincinnati, responsible for West and parts of Eastern U.S.

**James J. Carr**, director, television national sales development, Avco Broadcasting, Cincinnati, named sales manager, *The Bob Braun Show*, musical/variety program originating from WLWT(TV) there.

**Sam F. Ewing**, producer, KGO-TV San Francisco, named executive producer.

**John Hartman**, news production director, KDAL-TV Duluth, Minn., named senior production director.

**Jack FitzGerald**, program director, KSTT(AM) Davenport, Iowa, named to same position, WQXI-AM-FM Atlanta. **Jeff Nimmo**, air personality, WPLJ(FM) New York, named WQXI-FM music director/air personality.

**Dave Miller**, program director, WIS-TV Columbia, S.C., named to same position, WCMH-TV Columbus, Ohio.

**Phil Haberkorn**, news director, WIFF-AM-FM Auburn, Ind., named program director.

**Clay Dalrymple**, former major league baseball player, named color announcer for 1976 Baltimore Orioles baseball games on WJZ-TV Baltimore.

**Don Stotter**, entertainment editor, WIOD(AM) Miami, named to same position, WINZ(AM) there.

**Mike Keen**, anchor, WPEC(TV) West Palm Beach, Fla., named sports reporter/weekend sportscaster, WJW-TV Cleveland.

**Jack Miller**, air personality, WCBS-FM New York, named music director.

**Michael Mannes**, designer of "look" of Public Broadcasting Services's *Sesame Street* and *The Great American Dream Machine*, heads newly formed Tapestry Video Productions, Hollywood. **Herb Wood**, advertising director, Motown Records, Detroit, named Tapestry VP/producer. **Robert Glassenberg**, with record companies on West Coast, named marketing director. *1050 North Wilcox Avenue, Hollywood 90038.*

## Broadcast Journalism

**Ronald L. Gleason**, director of research and sales promotion, ABC-owned KGO-TV San Francisco, named research/development director, ABC News, New York, replacing **Harvey N. Gersin**, named executive VP of television consultants, Reymor and Co., Detroit.

**Eugene H. Blabey**, New York state regional executive, UPI, Syracuse, named business manager for Africa, Europe and Middle East, succeeding **Ian Westergren**, transferred to Chicago bureau. **Bartholomew M. Kinch**, assistant news editor, New York general desk, named general news editor there. **Jack R. Payton**, manager, UPI Tel Aviv bureau, named Rome bureau manager, succeeded by **Stewart N. Kellerman**, who has been on New York foreign desk.

**Harrison E. Sallsbury**, retired editor of *New York Times* and host on Public Broadcasting Service *Behind the Lines*, named sole press critic for *CBS Morning News with Hughes Rudd and Bruce Morton*, twice weekly on CBS-TV. Previously, other critics shared assignment.

**Susan Ludel**, news producer, WNEW-TV New York, named assignment editor, NBC News there.

**Bill Redeker**, reporter, ABC-owned KABC-TV Los Angeles, named ABC News correspondent, based in Los Angeles.

**Don Hoover**, correspondent, WLS(AM) Chicago, named anchor, Mutual Broadcasting System, Washington. **Kurt Henschen**, reporter, WMAL(AM) there, named to same position at MBS.

**Mike McClellan**, anchor, WINS(AM) New York, named to same post, WINZ(AM) Miami.

**Mike Piller**, assistant news director, WBBM-TV Chicago, named news producer.

**Jerry Clark**, reporter, WIFF-AM-FM Auburn, Ind., named news director.

**Dennis W. Lee**, assistant news director, KBIZ(AM) Ottumwa, Iowa, named news director.

**Jim Bradford**, reporter, WNBC(AM) New York, named to same post, WWJ(AM) Detroit.

**Bob Edney**, associate producer, WNAC-TV Boston, named news producer, succeeded by **Lynwood Richards**, production assistant. **Pat Kreger**, assistant news editor, named news producer. **Kelley Chunn**, WNAC-TV administrative secretary, public affairs department, named news production assistant.

**Marshall Prichard**, news director, KLMS(AM) Lincoln, Neb., elected president, Nebraska As-

sociated Press Broadcasters. **Mike Cahill**, news director, KICS(AM) Hastings, elected radio VP and **Ray Depa**, associate news director, WOWT(TV) Omaha, named television VP.

**George A. Stralt Jr.**, reporter, WPVI-TV Philadelphia, named Washington correspondent, WCAU-TV Philadelphia.

**Stan Atkinson**, reporter, KTVU(TV) Oakland, Calif., returns to KCRA-TV Sacramento, Calif., as reporter/anchor.

**Dan Dettman**, studio cameraman, KDAL-TV Duluth, Minn., named news production director.

**David Brown**, news producer, WTVN-TV Columbus, Ohio, named to same position, WBNS-TV there.

**Michael Byrne**, news editor/reporter, WOAI(AM) San Antonio, Tex., named reporter, KEYH(AM) Houston.

**Charles Darling**, reporter/producer, KDKA-TV Pittsburgh, named ENG coordinator, KIRO-TV Seattle.

**Jim Murphy**, news director, WSAR(AM) Fall River, Mass., named to same position, WHIM-AM-FM Providence, R.I.

## Cable

**John S. Auld**, president, Philips Broadcast Equipment Corp., subsidiary of North American Philips Corp., New York, named VP, Warner Cable Corp, New York.

**W. Thomas Oliver**, marketing director, Home Box Office, New York, named affiliate development director. **Edward D. Horowitz**, transmission development manager, named affiliate development manager.

**Donald V. Pascarella**, sales director, CATV Division, Oak Inc., Crystal Lake, Ill., named sales VP. **Joseph W. Spells Jr.**, CATV engineering group leader, converter products, named engineering manager.

**Susan Q. Kelley**, press legislative staff aide to Representative William J. Hughes (D-N.J.), joins National Cable Television Association, Washington, as public affairs coordinator, filling vacancy left by **Kathleen Haaser**, resigned.

**Lee Tennebruso**, coordinator of public relations, Teleprompter, New York, named public relations services director, Channel 100, pay-television division of Optical Systems Corp., Burlingame, Calif.

**E.D. DeCesare**, assistant executive VP/marketing director, Encyclopedia Britannica Inc., Chicago, named marketing director, Teleprompter, New York.

## Equipment & Engineering

**John D. Jackson**, VP/general counsel, American Satellite Corp., subsidiary of Fairchild Industries, Germantown, Md., named executive VP/general manager.

**James M. Hollon**, salesman, Magnetic Audio/Video Products division, 3M Co., St. Paul, named sales supervisor, professional recording/broadcast markets.

**David L. Werschker**, marketing manager, Vidronics, Hollywood, named director, new

United Kingdom—Europe operation, Image Transform, London.

**George Grasso**, marketing VP, Commercial Electronics Inc., Mountain View, Calif., named marketing VP, Micro Consultants, Palo Alto, Calif.

**Guy Forney**, VP/general manager, special components division, Bourns Inc., Riverside, Calif., named development director, new antenna manufacturing plant for Antenna Specialists Co. in Puerto Rico.

**Nicholas LaVerne**, systems designer, Magnavox CATV, Manlius, N.Y., promoted to internal sales engineer.

**Dave Underhill**, engineering director, Westinghouse Broadcasting's Group W Washington news bureau, named engineer-in-charge of studio/post production, noncommercial WGBH-TV Boston.

**Thomas J. Brady**, VP/controller, RCA Global Communications, New York, named VP, finance.

## Allied Fields

**Nat C. Meyers**, managing director, AnCom Co., cooperative communications consulting firm, Scarsdale, N.Y., named VP, Goldmark Communications, Stamford, Conn.

**Bonnie Kraig**, special assistant to president of Goldmark, named corporate secretary.

Newly elected officers, Alpha Epsilon Rho, national honorary broadcasting society: **Andrew H. Orgel**, CBS Radio, New York, president (third term); **A. Paul Boscarino**, noncommercial WMHW-FM Mount Pleasant, Mich. (Central Michigan University), regional development VP; **Peter B. Orlick**, Central Michigan University, VP, professional/alumni relations; **Ronald J. Dahlgren**, noncommercial WKMS-FM Murray, Ky. (Murray State University), public information VP and **Richard M. Uray**, Broadcast College of Journalism, University of South Carolina, Columbia, executive secretary.

**Walter Cronkite**, CBS News, named to receive Man of the Year award of Greater New

York chapter, National Foundation—March of Dimes, from former Senator Sam J. Ervin Jr. (D-N.C.) at dinner May 13 in New York. **Leo Jaffe**, chairman, Columbia Pictures Industries, is general chairman of event, ABC Sports commentator **Howard Cosell** is dinner chairman.

**Elizabeth L. Young**, executive director, Kansas Public Television Commission, Topeka, named director, Telecommunications Center, Ohio State University, Columbus, succeeding **Richard B. Hull**, who retired due to ill health (BROADCASTING, Oct. 27, 1975).

**Bermuda Schwartz**, public relations/promotion director, Mutual Broadcasting, Washington, has resigned to form Bermuda Schwartz Associates, radio management consulting firm. 1025 15th Street, N.W., Washington, 20005; (202) 393-2010.

**William P. Clark Jr.**, corporate treasurer/first VP, Dean Witter brokerage firm, New York, named president/chief operating officer, Atwood Richards, barter firm there. **Robert I. Angelus**, marketing consultant, named executive VP of AR.

**Samuel Cooper III**, assistant general counsel, National Cable Television Association, Washington, and **Ruth S. Baker**, assistant managing counsel, FCC task force on AT&T rate inquiry there, have joined Washington law firm of Cohn & Marks as associates.

**Joan Z. Bernstein**, acting director of Federal Trade Commission's Bureau of Consumer Protection for past six months, resigns June 1 to join Washington office of Cleveland-based law firm, Baker, Hostetler, Frost & Towers. Mrs. Bernstein has been with FTC five years, has served as deputy director of bureau and twice as its acting director.

## Deaths



McBride

**Mary Margaret McBride**, 76, whose folksy manner on radio endeared her to huge audiences for more than 20 years, died Wednesday (April 7) at her home in West Skokum, N.Y., after long illness. Miss McBride retired from network radio in 1957, but she continued with thrice-weekly program on WOHQ(AM) Kingston, N.Y., not far from her home, until several months ago. After long experience as newspaper reporter in her native Missouri, Ohio and New York City and as writer for *Saturday Evening Post* and *Cosmopolitan*, she entered radio in 1934 with interview and conversation program on WOR(AM) New York and remained there for six years. Over the next 14 years Miss McBride conducted programs over CBS Radio and NBC Radio, earned a reputation as superb salesperson and often was referred to as "female Arthur Godfrey."

**Harry Nyquest**, 87, retired Bell Telephone Laboratories scientist, died April 4 at his Harlingen, Tex., home. Holder of 138 patents, Mr. Nyquest invented method of transmission for television that became widely used and found system of correcting distortions of images caused by delays in transmissions. Survivors include one son and two daughters.

**Julius Schachter**, 67, concertmaster/violinist, NBC orchestras from 1950 to 1966, died of heart ailment March 31 at his New York home.

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**Man for many media.** The \$1.5 billion-plus business interests of the late Howard R. Hughes, who died last Monday at age 70, covered the world and included broadcasting and cable. Mr. Hughes bought the CBS-TV affiliate in Las Vegas, KLAS-TV, in 1968, just a few months before he offered \$148,500,000 for 43% of the American Broadcasting Co. (BROADCASTING, July 8, 1968). The purchase would have given Mr. Hughes de facto control of the network and was so strongly and persistently opposed by its management that he withdrew the offer about two weeks later. He did get a network of sorts, owning Hughes Television Network, syndicator of live and taped sports events. Through Hughes Aircraft he owned 4.1% of Teleprompter Corp., the largest CATV operator in the country with about 135 systems. Hughes Aircraft also owns, jointly with Teleprompter, Theta Cable of California which serves more than 75,000 subscribers in the Los Angeles area.

# The Broadcasting Playlist Apr 12

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

## Contemporary

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	3-7p	7-12p	
2	1	<b>Lonely Night (Angel Face)</b> (3:17) Captain & Tennille—A&M	1	1	1	2
1	2	<b>December 1963</b> (3:21) Four Seasons—Warner Bros.	2	3	3	1
4	3	<b>Disco Lady</b> (3:50) Johnny Taylor—Columbia	3	5	2	3
3	4	<b>Dream Weaver</b> (3:15) Gary Wright—Warner Bros.	5	4	4	4
11	5	<b>Bohemian Rhapsody</b> (5:55) Queen—Elektra	4	2	6	5
10	6	<b>Right Back Where We Started From</b> (3:16) Maxine Nightingale—United Artists	6	6	5	6
7	7	<b>Dream On</b> (3:25) Aerosmith—Columbia	7	7	9	7
18	8	<b>Boogie Fever</b> (3:25) Sylvers—Capitol	9	8	11	9
5	9	<b>All by Myself</b> (4:22) Eric Carmen—Arista	8	11	8	12
15	10	<b>Let Your Love Flow</b> (3:16) Bellamy Bros.—Warner Bros.	12	13	7	10
9	11	<b>Money Money</b> (3:17) Bay City Rollers—Arista	15	10	10	8
8	12	<b>Theme from "S.W.A.T."</b> (4:07) Rhythm Heritage—ABC	10	9	14	11
13	13	<b>Only 16</b> (2:44) Dr. Hook—Capitol	11	12	13	13
20	14	<b>Show Me the Way</b> (3:25) Peter Frampton—A&M	13	16	12	14
19	15	<b>Sweet Love</b> (3:20) Commodores—Motown	14	14	16	16
6	16	<b>Sweet Thing</b> (3:18) Rufus Featuring Chaka Khan—ABC	21	15	15	15
25	17	<b>Welcome Back Kotter</b> (2:48) John Sebastian—Reprise	16	20	17	20
14	18	<b>50 Ways to Leave Your Lover</b> (3:29) Paul Simon—Columbia	19	17	19	18
17	19	<b>Love Machine, Part 1</b> (2:55) Miracles—Tama	18	19	20	19
12	20	<b>Love Hurts</b> (3:03) Nazareth—A&M	23	18	21	17
21	21	<b>There's a Kind of Hush (All over the World)</b> (2:53) Carpenters—A&M	17	21	18	23
22	22	<b>Foiled Around and Fell in Love</b> (2:58) Elvin Bishop—Capricorn	20	22	22	24
27	23	<b>Trying to Get the Feeling Again</b> (3:45) Manilow—Arista	22	23	24	27
23	24	<b>Deep Purple</b> (2:47) Donnie & Marie Osmond—MCA	27	30	23	22
31	25	<b>Lorelei</b> (3:21) Styx—A&M	35	24	26	21
16	26	<b>Take It to the Limit</b> (3:48) Eagles—Asylum	26	27	27	28
32	27	<b>Shannon</b> (3:50) Henry Gross—Lifesong	24	28	28	31
30	28	<b>I Do, I Do, I Do, I Do, I Do</b> (3:15) Abba—Atlantic	25	26	30	29
—	29	<b>Rhiannon</b> (3:46) Fleetwood Mac—Reprise	33	39	25	26
26	30	<b>Golden Years</b> (3:27) David Bowie—RCA	29	29	31	30
24	31	<b>Slow Ride</b> (3:45) Foghat—Bearsville	54	25	29	25
43	32	<b>Sara Smile</b> (3:07) Hall & Oates—RCA	30	31	32	32
36	33	<b>Strange Magic</b> (3:22) Electric Light Orchestra—United Artists	28	33	33	33
34	34	<b>Silly Love Songs</b> (5:54) Paul McCartney—Capitol	31	40	34	35
47	35	<b>Shout It Out Loud</b> (2:38) Kiss—Casablanca	34	34	37	34
29	36	<b>Action</b> (3:29) Sweet—Capitol	36	41	36	38
33	37	<b>Looking for Space</b> (3:56) John Denver—RCA	38	38	38	41

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	3-7p	7-12p	
—	38	<b>Theme from "Happy Days"</b> (2:40) Pratt & McClain—Reprise	37	36	41	39
—	39	<b>Happy Music</b> (3:04) Blackbyrds—Fantasy	40	37	39	37
28	40	<b>Fanny (Be Tender with My Love)</b> (3:26) Bee Gees—RSO	32	48	35	50
38	41	<b>Living for the Weekend</b> (2:50) O'Jays—Phila. Int'l	39	44	40	43
39	42	<b>Evil Woman</b> (3:15) Electric Light Orchestra—United Artists	*	32	50	36
37	43	<b>We Can't Hide It Anymore</b> (3:47) Larry Santos—Casablanca	41	42	44	46
—	44	<b>Love Really Hurts Without You</b> (2:58) Billy Ocean—Ariola America	42	46	42	45
35	45	<b>You Sexy Thing</b> (3:30) Hot Chocolate—Big Tree	50	43	45	42
40	46	<b>Come on Over</b> (3:38) Olivia Newton-John—MCA	43	47	46	48
—	47	<b>Hurt</b> (2:05) Elvis Presley—RCA	49	50	43	44
—	48	<b>Saturday Night</b> (2:56) Bay City Rollers—Arista	*	35	*	40
44	49	<b>Love Fire</b> (2:40) Jigsaw—Chelsea	44	49	*	*
—	50	<b>Unlon Man</b> (3:20) Cate Brothers—Asylum	45	*	49	*

## Country

2	1	<b>Together Again</b> (3:56) Emmylou Harris—Reprise	1	3	1	6
1	2	<b>Till the Rivers All Run Dry</b> (3:27) Don Williams—ABC/Dot	2	5	2	4
3	3	<b>You'll Lose a Good Thing</b> (2:50) Freddie Fender—ABC/Dot	3	2	5	2
8	4	<b>I Couldn't Be Me Without You</b> (2:40) Johnny Rodriguez—Mercury	6	4	6	5
6	5	<b>Come on Over</b> (3:38) Olivia Newton-John—MCA	4	10	3	8
11	6	<b>Don't the Girls All Get Prettier at Closing Time</b> (2:56) Mickey Gilley—Playboy	7	8	4	3
5	7	<b>Till I Can Make It on My Own</b> (3:00) Tammy Wynette—Epic	9	1	8	7
4	8	<b>If I Had to Do It All over Again</b> (2:33) Roy Clark—ABC/Dot	10	6	9	11
—	9	<b>What I've Got in Mind</b> (2:39) Billie Joe Spears—United Artists	5	9	11	1
—	10	<b>My Eyes Can Only See as Far as You</b> (2:36) Charley Pride—RCA	8	11	7	12
—	11	<b>You Could Know as Much about a Stranger</b> (2:49) Gene Watson—Capitol	12	13	10	9
7	12	<b>Drinking My Baby off My Mind</b> (2:23) Eddie Rabbitt—Elektra	13	7	18	10
10	13	<b>Without Your Love (Mr. Jordan)</b> (2:00) Charlie Ross—Big Tree	14	14	13	13
12	14	<b>Angels, Roses and Rain</b> (3:14) Dickey Lee—RCA	11	15	14	20
20	15	<b>Hey, Lucky Lady</b> (2:20) Dolly Parton—RCA	15	18	12	18
14	16	<b>Faster Horses</b> (2:51) Tom T. Hall—Mercury	21	12	*	16
16	17	<b>(Till) I Kissed You</b> (2:32) Connie Smith—Columbia	18	22	16	14
13	18	<b>Broken Lady</b> (2:37) Larry Gatlin—Monument	17	19	20	17
9	19	<b>Good Hearted Woman</b> (2:57) Wayton Jennings & Willie Nelson—RCA	16	20	24	15
22	20	<b>If I Let Her Come in</b> (3:05) Ray Griff—Capitol	20	21	15	22
19	21	<b>The Roots of My Raising</b> (2:44) Merle Haggard—Capitol	19	16	23	27
21	22	<b>The Battle</b> (2:44) George Jones—Epic	22	24	19	25
25	23	<b>The Good Night Special</b> (3:08) Little David Wilkins—MCA	*	17	22	23
23	24	<b>I'm So Lonesome I Could Cry</b> (2:47) Terry Bradshaw—Mercury	23	25	21	19
18	25	<b>Paloma Blanca</b> (3:27) George Baker Selection—Warner Bros.	*	*	25	21



# 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 were 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 refiling 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 (BROADCASTING, March 29). 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. It has also relaxed rebuild requirements it would have imposed on systems by that time (BROADCASTING, April 5; see also this issue). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed cancellation of 1977 deadline in U.S. Court of Appeals in Washington.

**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 have met with Canadian Radio Television Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTC was cool (BROADCASTING, March 22).

**Children's TV.** FCC's policy statement on children's television programming, 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).

**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 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.



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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.

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 began last week in Writers Guild case (see story, this issue).

**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).

**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 were due last week (see story, this issue), 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. Oral arguments have been held (BROADCASTING, April 5). 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, has begun hearing on license on ground of licensee abdication of responsibility.

**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 Broadcasters 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 As-

sociation 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).

**Prime-time reruns.** FCC's Office of Network Study is considering comments submitted in response to October 1974 notice of inquiry concerning proposal to limit amount of network re-runs shown during prime-time.

**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. Ford 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). Senate Communications Subcommittee held hearing on educational broadcasting facilities funding measure (BROADCASTING, April 5).

**Ratings.** Nielsen prime-time averages season-to-date (30 weeks): CBS 19.6, ABC 18.9, NBC 17.8 Thirtieth week alone: CBS 21.5, ABC 20.4, NBC 14.3.



■ **Section 315.** FCC has changed its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as on-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). FCC has also rejected WGN Continental policy of selling political time only in units of five or more minutes (BROADCASTING, March 1). And FCC has also ruled that if station gives candidate time within 72 hours before election day, opponents must be notified by station promptly (BROADCASTING, April 5). There are also equal-time-revision bills, introduced by Senate Communications Subcommittee Chairman John Pastore (D-R.I.) and his House counterpart, Torbert Macdonald (D-Mass.). Hearings have been held on Senator Pastore's bill and more are to come; no hearings have been scheduled yet on the Macdonald measure.

**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 anten-

nas 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).

**WPIX(TV).** FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

## For the Record

As compiled by BROADCASTING, March 29 through April 2 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—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

#### AM applications

■ Kernersville, N.C.—Radio Kernersville seeks 1170 khz, 500 w-D. P.O. address: 615 High Point Rd., Box 386, Kernersville, N.C. 28284. Estimated construction cost \$45,400; first-year operating cost \$84,000; revenue \$96,000. Format: MOR & C&W. Principals: Leslie G. Frye, Hubert B. Parks, Harrell Powell Jr. and Gary S. Smithwick (25% each). Mr. Frye has law, real estate and banking interests and small interest in WQB(X) Blacksburg, Va. Mr. Parks owns car dealerships and is bank director. Mr. Powell has law interests and connections with WQB(X) and WKTE(AM) King, N.C. Mr. Smithwick is lawyer. Ann. March 31.

■ Surfside Beach-Garden City, S.C.—Lower Grand Strand Broadcasting Co. seeks 1270 khz, 5 kw-D. P.O. address: Drawer A, Surfside Beach, S.C. 29577. Estimated construction cost \$93,277; first-year operating cost \$15,000; revenue \$25,000. Format: C&W. Principals: Five owners with 17.9% each and one owner with 10.5%—no other broadcast interests. Applicant also has application pending for FM there. Ann. March 31.

#### AM actions

■ Newland, N.C.—J. T. Parker Jr. Broadcast Bureau granted 1130 khz, 1 kw-D. P.O. address: Box 1369, Kingsport, Tenn. 37662. Estimated construction cost \$52,500; first-year operating cost \$30,000; revenue \$40,000. Principal: J. T. Parker Jr. (100%). Mr. Parker has interest in WGO(C) Kingsport, Tenn. and

WCBR-AM-FM Richmond, Ky. (BP-19.616). Action March 25.

■ Conway, S.C.—Kingston Broadcasting Co. Broadcast Bureau granted 1050 khz, 5 kw-D. P.O. address: 1501 3rd Ave., Conway 29526. Estimated construction cost \$143,109; first-year operating cost \$65,800; revenue \$100,000. Format: C&W. Principals: J. Oliver Benton et al. (10% each) are area businessmen, professional and student (BP-20034). Action March 26.

■ WGCA Lookout Mountain, Tenn.—Broadcast Bureau canceled CP and assignment; deleted call letters (BP-17993, BAP-825). Action March 30.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ WKVM San Juan, P.R., to June 1 (BMP-14153); KLJB Minot, N.D., to Oct. 1 (BMP-14157); WKNG Tallapoosa, Ga., to Sept. 15 (BMP-14156); WNOP Newport, Ky., to Oct. 13 (BMP-14159); WHND Monroe, Mich., to June 1 (BMP-14158). Action March 29.

#### AM start

■ KERR Polson, N.D.—Authorized program operation on 1070 khz, 25 kw-D, 1 kw-N. DA-N. Action March 22.

#### FM applications

■ Stevenson, Ala.—Lynn Ltd. seeks 101.7 mhz, 937 w, HAAT 493 ft. P.O. address: c/o Bill Huber, Box 238, Rainsville, Ala. 35986. Estimated construction cost \$45,228; first-year operating cost \$46,500; revenue \$48,000. Format: C&W. Principals: E.R. Knox, Marvin Downer, Charles M. Pendley, B.W. Huber and David Williams each own 20%. Mr. Knox is junior college president; Mr. Pendley is dean of same school. Mr. Williams is sales manager of WQEN(FM) Gadsden, Ala. Mr. Huber is part owner of WVSM(AM) Rainsville, Ala. Ann. April 2.

■ Parker, Ariz.—O.M. Broadcasting seeks 99.3 mhz, 202 w, HAAT 956 ft. P.O. address: c/o Rick L. Murphy, Box BN, Parker 85344. Estimated construction cost \$22,815; first-year operating cost \$29,014; revenue \$65,000. Format: contemporary, country. Principals: Rick L. Murphy (45%), William Olson Jr. (45%) and Lyle Murphy (10%). Mr. Olson owns construction firm and is part owner of KZUL(AM) Parker. Lyle Murphy works for water district in southern California, and owns part of KZUL. Rick Murphy is general manager and part owner of KZUL. Ann. April 2.

■ \*Ridgecrest, Calif.—Maranatha Christian Media seeks 89.1 mhz, 10 w. P.O. address: 130 Balsam St., Ridgecrest 93555. Estimated construction cost \$9,357; first-year operating cost \$2,000. Format: religious. Principal: Applicant is non-profit corporation, formed "to disseminate Christian information." Ann. March 31.

■ \*Cocoa, Fla.—Spacecoast Educational Broadcast Commission seeks 88.7 mhz, 10 w. P.O. address: 996 Macco Rd., Cocoa 32922. Estimated construction cost \$1,560; first-year operating cost \$2,280. Format: variety. Principal: Applicant is community group formed for purpose of creating proposed station. Ann. April 2.

■ \*Champaign, Ill.—Parkland College seeks 88.7 mhz, 3.29 kw, HAAT 291 ft. P.O. address: c/o Edward Kelly, advisor, 2400 W. Bradley Ave. 61820. Estimated construction cost \$65,650; first-year operating cost \$15,700. Format: variety. Principal: Applicant is state community college. Ann. March 30.

■ Galesburg, Ill.—Creative Broadcasting Ltd. seeks 92.7 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Glenn Barger, 36 Park Plaza, Galesburg 61401. Estimated construction cost \$67,388; first-year operating cost \$29,960; revenue \$71,000. Format: contemporary. Principals: Glenn W. Barger (90%) and Harold O. Bastian (10%). Mr. Bastian is part owner and general manager of WAIK(AM) Galesburg. Mr. Barger owns insurance agency and is president of Creative Broadcasting, licensee of WAIK. Ann. April 2.

■ \*Indianapolis—Franklin Township Community School Corp. seeks 91.5 mhz, 25 w, HAAT 136 ft. P.O. address: c/o Robert Mason, 6141 S. Franklin Rd. 46259. Estimated construction cost \$35,072; first-year operating cost \$5,000. Format: variety. Principal: Applicant is public school system. Ann. March 30.

■ Ironwood, Mich.—Big G. Little o seeks 106.9 mhz, 25 kw, HAAT 515 ft. P.O. address: 810 E. Iron St., Bessemer, Mich. 49911. Estimated construction cost \$69,441; first-year operating cost \$50,000; revenue \$84,000. Format: MOR, C&W. Principals: John and Dorothy Gervasio (30%), Raymond and Norma Rignon (30%), Marjorie Gervasio (30%) and Charles and Rochelle Gervasio (10%). No broadcast interests. Ann. March 30.

■ Newberry, Mich.—Newberry Broadcasting Co. seeks 93.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Box One, Newberry 49868. Estimated construction cost \$8,850; first-year operating cost \$3,000; revenue: none given. Format: MOR. Principal: T.S. Backus is licensee

of WNBX(AM) Newberry. Ann. March 30.

■ Bozeman, Mont.—Northern Sun Corp. seeks 93.7 mhz, 100 kw, HAAT 221 ft. P.O. address: c/o William Reier, Box 147, Bozeman 59715. Estimated construction cost \$63,366; first-year operating cost \$20,310; revenue \$36,000. Format: beautiful music, jazz. Principal: William Reier is permittee of KBOZ(AM) Bozeman. Ann. April 2.

■ Scottsbluff, Neb.—Tracy Corp. seeks 92.9 mhz, 100 kw, HAAT 741 ft. P.O. address: 621 E. 28th, Scottsbluff 69361. Estimated construction cost \$115,510; first-year operating cost \$73,270; revenue \$150,000. Format: MOR. Principal: Michael J. Tracy owns half of insurance agency, no other broadcast interests. Ann. April 2.

■ Ardmore, Okla.—J.W. Brauer seeks 92.1 mhz, 3 kw, HAAT 212 ft. P.O. address: 3815 N. Shoreline Lane, Corpus Christi, Tex. 78402. Estimated construction cost \$20,770; first-year operating cost \$25,200; revenue \$38,000. Format: MOR. Principal: Mr. Brauer owned KOKL(AM) Okmulgee, Okla. until 1973. Ann. April 2.

■ Pauls Valley, Okla.—Garvin County Broadcasting seeks 97.7 mhz, 3 kw, HAAT 303 ft. P.O. address: Box 610, Pauls Valley 73075. Estimated construction cost \$24,400; first-year operating cost \$17,800; revenue \$45,000. Format: easy listening. Principals: Luther W. Martin (26%), Mary P. Casey (24%), Ronald R. Casey and Jeanne F. Martin (25% each). Martins (husband and wife) have printing and electronics interests and partial ownership of KALV(AM) Alva, Okla. and KVLH(AM) Pauls Valley. Caseys have ownership in KVLH. Ann. April 2.

### FM actions

■ \*Newark, Del.—University of Delaware. Broadcast Bureau granted 91.3 mhz, 10 w. P.O. address: 220 Hulihan Hall, Newark 19711. Estimated construction cost \$3,580; first-year operating cost \$4,520. Principal: Richard W. Sline, assistant dean of students (BPED-2075). Action March 29.

■ Fairfield, Iowa—Carousel Broadcasting Corp. Broadcast Bureau granted 95.9 mhz, 3 kw, HAAT 131 ft. P.O. address: 57½ S. Court St. 52556. Estimated construction cost \$8,698; first-year operating cost \$8,400; revenue \$21,600. Principals: Ray L. Sherwood (50%) is president and general manager of KMCD(AM) Fairfield; Gordon L. Snyder (50%) is Illinois realtor (BPH-9365). Action March 26.

■ \*West Chester State College, West Chester, Pa.—Broadcast Bureau dismissed application for new FM station (BPED-1296). Action March 15.

■ Amarillo, Tex.—Jimmy Swaggart Evangelistic Association. Broadcast Bureau granted 98.7 mhz. Estimated construction cost \$112,660; first-year operating cost \$80,000; revenue \$75,000. Format: gospel. Principal: Applicant is non-profit corporation and licensee of WLUX(AM) Baton Rouge and has 20% interest in KGOY(FM) Bethany, Okla. Bureau also granted joint request by Swaggart and Tascosa Broadcasting, originally an applicant for same facilities, which provides that Swaggart pay Tascosa up to \$400 towards cost of preparation, filing and advocacy of Tascosa's application. Action March 25.

■ Mauston, Wis.—George S. Blum. Broadcast Bureau granted 91.2 mhz, 1.4 kw, HAAT 390 ft. P.O. address: West Milwaukee, Mauston 53948. Estimated con-

struction cost \$17,500; first-year operating cost \$7,272; revenue \$16,400. Format: Standard pops, C&W, talk. Principal: George S. Blum (100%) owns WRJC(AM) Mauston (BPH-9535). Action March 26.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ \*WKCR-FM New York, to March 17 (BMPED-1378); \*WCPE Raleigh, N.C., to July 25 (BMPED-1371); \*WGVO Greenville, Ohio, to Sept. 10 (BMPED-1369); WFI Philadelphia, to Sept. 4 (BMPH-14754); KPXI Mt. Pleasant, Tex., to Sept. 17 (BMPH-14764); WERC-FM Birmingham, Ala., to Sept. 30 (BMPH-14765); WSG Hazard, Ky., to June 1 (BMPH-14753); KAOH-FM Duluth, Minn., to June 8 (BMPH-14762). Actions March 29.

### FM starts

■ WRCV Mercersburg, Pa.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 295 ft. Action March 19.

■ \*KPGR Pleasant Grove, Utah—Authorized program operation on 88.1 mhz, ERP 12.5 w, HAAT-1180 ft. Action March 23.

## Ownership changes

### Applications

■ KITT(FM) San Diego (105.3 mhz, 120 kw [H], 31 kw[V])—Seeks assignment of license from Shepard \$282,000 and \$45,000 noncompetition covenant. Sellers: John J. Shepard (was 29.2%) also has interest in KVFM(FM) San Fernando, Calif. and KQAM(AM)-KSAQ(FM) San Antonio, Tex. Gilbert Gans has interest in KALO(AM)-KEZQ(FM) Little Rock, Ark. (which are presently awaiting commission consent for sale) and WGLD-AM-FM High Point, N.C. Three other stockholders. Buyers are Melvin L. Wheeler and G. Russell Chambers (50% each). Mr. Wheeler is director of Bass Brothers Telecasters (no stock ownership) and part owner of applicant for assignment of license of KR0D(AM)-KUOE(FM) El Paso, Tex. Mr. Chambers owns KPLC-TV Lake Charles, La. Ann. April 1.

■ WSUB-AM-FM Groton, Conn. (AM: 980 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Seeks assignment of license from Lucille N. Noonan, executrix, to Lucille N. Noonan. Ms. Noonan is assuming stock from estate of deceased husband. Ann. March 29.

■ WTAL(AM) Tallahassee, Fla. (1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Capitol City Broadcasting from Wallace D. Hoy (100% before; none after) to WTAL Inc. (none before; 100% after). Consideration: \$750,000. Principals: Wally Hoy has no other broadcast interests. Buyer is owned by Gene Camp (70%), Frederick, Md., oral surgeon, and Frank Veihmeyer (30%), sales manager of WFMD(AM)-WFRE(FM) Frederick, Md. Dr. Camp and Gene Smith sold WFRC(AM) Reidsville, N.C. for \$350,000 (BROADCASTING, Feb. 12). Ann. April 1.

■ WHIT(AM) New Bern, N.C. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from New Bern Broadcasting Co. to David E. McCutchen for \$175,000. Seller is owned by Boyce J. Hanna and Gray Ingram. Mr. Hanna also has interests in WADA(AM)

Shelby and WGAS(AM) South Gastonia, both North Carolina. Buyer is former part owner and general manager of WDKD-AM-FM Kingstree, S.C. Ann. April 1.

■ WPBS(FM) Philadelphia (98.9 mhz, 14 kw)—Seeks assignment of license from Bulletin Co. to WFIL Inc. for \$1,400,000. Seller: Bulletin Company is owner of Philadelphia Bulletin newspaper and licensee of KTMS-AM-FM Santa Barbara, Calif. Buyer is LIN Broadcasting, publicly held corporation. LIN is licensee of WIL-AM-FM St. Louis, KILT-AM-FM Houston, WBFB(AM)-WBFB(FM) Rochester, N.Y., WAND(TV) Decatur, Ill., WAVY-TV Portsmouth, Va. and WFIL(AM) Philadelphia. Ann. April 1.

■ WCIR-AM-FM Beckley, W. Va. (AM: 1070 khz, 10 kw-D, 500 w-N; FM: 103.7 mhz, 25 kw)—Seeks assignment of license from Waldron Broadcasting Corp. to Carper-Southern Broadcasting for \$450,000. Seller: Assignee wishes to retire from broadcast field, no other broadcast interests. Principals in buyer are Ira and Judy Southern (50%) and W. Grady and Ruth Carper (50%). Southern own electronics stores and Mr. Southern is councilman-mayor of Princeton, W. Va. Mr. Carper has insurance, motel and property interests. Ann. April 1.

■ WCID(AM) Juncos, P.R. (1460 khz, 500 w-D, DA)—Seeks assignment of license from Juncos Broadcasting Corp. to Aerco Broadcasting Corp. for \$130,000. Seller: No other broadcast interests; selling due to financial difficulties. Buyer is Angel E. Roman, who owns construction interests and 25% ownership of WRS(AM) San German, P.R. and permittee of WBOZ-FM Homigueros, P.R. Ann. April 1.

### Actions

■ WAUC(AM) Wauchula, Fla.—Broadcast Bureau granted acquisition of negative control of Barco Inc. by Samuel and Richard C. Rosenberger (25% each before; 50% each after) through stock purchase from Jerald A. and Georgia Brush (25% each before; none after) for \$36,000 (BTC-7969). Action March 22.

■ WGAF(AM) Valdosta, Ga.—Broadcast Bureau granted assignment of license from Valdosta Broadcasting Co. to Radio Valdosta. No consideration involved; name changed for "tax and other business reasons" (BAL-8619). Action March 30.

■ WRRR(AM) Rockford, Ill. (1330 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Radio Rockford Inc. to Miller Broadcasting for \$500,000. Seller: Sole owner of seller is Alan H. Cummings who also owns WNAM(AM) Neenah-Menasha, Wis., KARR(AM)-KOPR-FM Great Falls, Mont., and recently sold, subject to FCC approval, WTLD(AM) Evanston, Ill. Principal in buyer is Howard Miller, WIND(AM) Chicago air personality and former owner of WGIL(AM) Galesburg, Ill., WFOX(AM) Milwaukee (now WNOV) and WGEZ(AM) Beloit, Wis. (BAL-8597, BALST-296, BALRE-2971). Action March 30.

■ WVLC-AM-FM Orleans, Mass. (AM: 1170 khz, 1 kw-D, DA; FM: 104.7 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Seashore Broadcasting Co. from Ralph B. Hunter et al. (57.9% before; none after) to Rowland B. Jones Jr. (19.08% before; 77% after). Consideration: \$140,100. (BTC-7926). Action March 25.

■ WOMA(AM) Marks, Miss. (1520 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Quitman Broadcasting Co. to Robert P. Hansen Broadcasting for \$56,000. Buyer: Robert P. Hansen is salesman at WQMA (BAL-8582) Action March 26.

■ KBIL(AM) Liberty, Mo.—Broadcast Bureau granted acquisition of positive control of S&M Investments by M. Crawford Clark (49% before; 69.5% after) through stock arrangement with Mack Sanders (29.5% before; none after). Mr. Clark is giving in exchange, his stock in Jaco Inc., licensee of KFRM(AM) Salina, Kansas and KICT(FM) Wichita, Kansas (BTC-7975). Action March 24.

■ WFAS(AM)-WWYD(FM) White Plains, N.Y. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 103.9 mhz, 500 w)—Broadcast Bureau granted assignment of license from Courland Broadcasting Corp. to Affiliated Broadcasting for \$2,400,000 (subject to adjustment). Seller wishes to leave broadcast field, no other interests. Applicant is wholly-owned subsidiary of Affiliated Publications, in turn owned by Globe Newspaper Co., which has newspaper production and distribution interests (including the Boston Globe). Various executives have interest through Berkshire Hathaway Inc. of Washington Post Company and its broadcast stations (BAL-8594, BALH-2236, BALRE-2966). Action March 29.

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■ **WVBS-AM-FM** Burgaw, N.C. (AM: 1470 khz, 1 kw-D; FM: 99.9 mhz, 28 kw)—Broadcast Bureau granted assignment of license from Brown Broadcasting Co. to Smiles East Inc. for \$160,000. Seller: Assignor is licensee of **WBBS(AM)** Jacksonville, N.C. Buyers are Derwood Godwin (45%), Norman J. Suttles (45%) and John Ingraham (10%). Mr. Godwin has real estate interests and ownership in **WSML(AM)** Graham, N.C., **WRNC(AM)** Raleigh, N.C., **WLPM(AM)**-**WFOG(AM)** Suffolk, Va., **WSMY(AM)** Weldon, N.C. Mr. Suttles has interests in same stations. Mr. Ingraham has interests in Suffolk stations (BAL-8593). Action March 31.

■ **WAMG(AM)** Gallatin, Tenn. (1130 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Southern Broadcasters Inc. from I.D. Lewis Sr. (51% before; none after) to John Phillips, Jerri Joslin, Lee Raines (48.9% before; 100% after). Consideration: \$250,000. Sellers: Mr. Lewis's son sold his ownership (48.9%) to Mr. Raines last October with agreement to sell remaining stock. Buyers: Mr. Phillips is part owner of construction firms and real estate, Mr. Joslin is majority owner of real estate firm, Mr. Raines is already part owner of **WAMG (BTC-7944)**. Action March 25.

■ **KROD(AM)**-**KUOE(FM)** El Paso (AM: 600 khz, 5 kw; FM: 95.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Desert Horizons Inc. to WCK Media Inc. for \$450,000. Seller: Media Horizons Inc. owns **KDEF-FM** Albuquerque, N.M., **WGNY(AM)** Newburgh, N.Y., **KMEO-AM-FM** Phoenix, **WRAN(AM)** Dover, N.J., and **KDEF(AM)** Albuquerque (selling). Buyer: A. Boyd Kelley, W. Erle White, Ray Clymer and Melvin L. Wheeler (each 25%). Mr. Kelley has interests in **KDWT(AM)** Stamford, **KKDA(AM)** Grand Prairie and **KBID(AM)** Wichita Falls, all Texas. Mr. White owns **KORC(AM)** Mineral Wells, Tex., and with Mr. Clymer owns **KAUZ-TV** Wichita Falls (BAL-8577, **BAPH-588**, **BALRE-2954**, **BALST-291**). Action March 29.

■ **KDOX(AM)** Marshall, Tex. (1410 khz)—Broadcast Bureau granted assignment of license from **KDOX Inc.** to Big Country Broadcasting for \$155,000. Buyer: Ralph Wayne, owner of Big Country (100%) also owns 72% of Panhandle Broadcasting, licensee of **KKXN(AM)** Plainview, Texas and has insurance and bank interests (BAL-8583). Action March 29.

■ **WVLR(FM)** Sauk City, Wis. (96.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Sauk Prairie Radio to Daryl L. Fredine for \$120,000. Sellers: Thomas F. and Diane M. Clark and Gertrude Clark who have no other broadcast interests. Buyer is selling, subject to FCC approval, **KESM-AM-FM** El Dorado Springs, Mo. (BALH-2240). Action March 30.

## Facilities changes

### AM applications

■ **WAAY** Huntsville, Ala.—Seeks CP to increase daytime power to 50 kw, install DA-2. Ann. March 31.

■ **KASY** Auburn, Wash.—Seeks CP to increase daytime power to 2.5 kw, install DA. Ann. March 31.

### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KDHI** Twentynine Palms, Calif. (BMP-14,117), March 19; **WSGW** Saginaw, Mich. (BP-19,818), March 17; **WUCR** Sparta, Tenn. (BP-20,002), March 19.

### FM applications

■ **KGNO-FM** Dodge City, Kansas—Seeks CP to change trans. and studio location; install new ant. and trans.; increase height of ant. system; ERP 100 kw, HAAT 433.5 ft. Ann. March 30.

■ **KFMG** Albuquerque, N.M.—Seeks CP to change trans.-studio location; change trans. and ant.; decrease height of ant. system; HAAT minus 41 ft. Ann. March 31.

### FM action

■ **\*WUPI** Presque Isle, Me.—Broadcast Bureau dismissed application for change in frequency (BPED-1742). Action March 19.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KWKI** Kansas City, Mo. (BPH-9027), March 19; **KYKR-FM** Port Arthur, Tex. (BPH-9119), March 16; **WCGQ-FM** Columbus, Ga. (BPH-9228), March 23; **WCRD** Bluffton, Ind. (BPH-9512), March 19; **WWDW** Sumter, S.C. (BPH-9307), March 23; **WXKW** Allentown, Va. (BPH-9282), March 19; **WUNC** Chapel Hill, N.C. (BPED-1769) March 19; **WVSS** Menomonie, Wis. (BPED-1839) March 23; **WZBC** Newton, Mass. (BPED-1861) March 19.

## In contest

### Procedural rulings

■ **St. Louis and Granite City, Ill., AM proceeding:** Doubleday Broadcasting Co., seeking **KWK(AM)** St. Louis facilities (1380 khz), and Norman Broadcasting Co. (**WGNU(AM)** Granite City), seeking frequency change from 920 khz to 1380 khz (Docs. 20277-80)—**ALJ** Lenore G. Ehrig set hearing for July 12. Action March 29.

■ **WETT(AM)** Ocean City, Md., **license renewal proceeding**, Public Service Enterprises (Doc. 20674)—**ALJ** Chester P. Naumowicz Jr. set hearing for July 12 in location near Ocean City. Action March 25.

■ **Sault Ste. Marie, Mich., FM proceeding:** Miami County Broadcasting Co. and Q Communications Corp., competing for 101.3 mhz (Docs. 20627-8)—**ALJ** John H. Conlin set hearing for April 22. Action March 25.

■ **Rochester, N.H., FM proceeding:** J. Sherwood Inc. and Stafford Broadcasting Corp., competing for 96.7 mhz (Docs. 20618-9)—**ALJ** Byron E. Harrison scheduled hearing for June 22, in lieu of June 8. Action March 26.

■ **Soddy-Daisy, Tenn., FM proceeding:** Ra-Ad of Soddy, C. Alfred Dick, Community North Broadcasters and Teeter-Taylor Enterprises, competing for 102.3 mhz (Docs. 20503-6)—**ALJ** Joseph Stirmer scheduled hearing for April 26. Action March 31.

### Initial decisions

■ **Fairmont, Minn., FM proceeding:** Woodward Broadcasting and Kurth-Bush Broadcasting Co., competing for 106.5 mhz (Doc. 20703-4)—**ALJ** Ernest Nash dismissed application of Kurth-Bush Broadcasting Company; granted application of Woodward Broadcasting Inc. and terminated proceeding. Action March 25.

■ **Newark, N.J., AM proceeding:** Gilbert Broadcast-

ing Corp., Community Group for North Jersey Radio, Sound Radio, Fidelity Voices, W.M.E.D. Associates and Venture III Corp., competing for 1430 mhz (Doc. 20407-20412)—**ALJ** Ernest Nash dismissed with prejudice application of Venture III Corp.; dismissed as moot issues directed to Venture's application; retained in hearing applications of Gilbert; Community Group for North Jersey Radio, Sound Radio and Fidelity Voices; required remaining applicants to file affidavits of no consideration. Action March 24.

### Review board decision

■ **Camilla, Ga., FM proceeding:** Enterprise Broadcasting and Capel Broadcasting Co., competing for 105.5 mhz (Docs. 20245-6)—Review board certified proceeding to commission. In earlier decision review board granted application of Enterprise and denied that of Capel. Capel, on January 19, requested reconsideration. Action March 25.

## Fine

■ **WWBA(AM)** St. Petersburg, Fla.—Broadcast Bureau notified licensee of apparent liability for forfeiture of \$1,000 for operating with excessive power. Action March 25.

## Other action

■ **\*KVTT(FM)** Dallas—Broadcast Bureau granted modification of license covering change in licensee name to Research Educational Foundation (BMLED-103). Action March 29.

## Allocations

### Petitions

■ **Mother Lode Broadcasting Co., Sacramento, Calif.—Seeks** assignment of ch. 221A to Grass Valley, Calif. (RM-2672). Ann. March 29.

■ **National Association of Broadcasters, Washington—Requests** amendment to make available to TV broadcasters 6425-6525 mhz band on a coequal basis with common carriers (RM-2667). Ann. March 29.

■ **Osage, Iowa—Broadcast Bureau** proposed assigning 92.7 mhz (ch. 224A). Action was in response to petition by Harold A. Jahnke. Action March 26.

■ **Scott J. Bacherman, Belchertown, Mass.—Seeks** assignment of ch. 237A to Greenfield, Mass. (RM-2668). Ann. March 29.

■ **Bruce F. Elving, Adolph, Minn.—Seeks** assignment of ch. 269A to Two Harbors, Minn. (RM-2671). Ann. March 29.

■ **University of Texas, Austin, Tex.—Seeks** Class C station for non-commercial use at Austin, Tex. (RM-2669). Ann. March 29.

### Action

■ **Charlottesville, Va.—Broadcast Bureau** assigned 92.7 mhz (ch. 224A). Assignment was proposed in response to petition by **WUVA Inc.** **WUVA's** proposal was opposed by **Clay Realty Co.**, licensee of **WCHV(AM)** and **WCCV-FM** Charlottesville. Clay contended assignment would be inconsistent with FCC's "population criteria" and preclusion resulting from proposed assignment would adversely affect availability of channels in Staunton, Crozet and Waynesboro, Va. Action March 29.

## Rulemaking

### Action

■ **Commission** clarified ambiguity created by adoption of current fee schedule and continued exemption from grant fees for applications for construction permits for new broadcast stations or major changes in existing stations filed before July 1, 1970. Commission's 1970 Report and Order establishing first fee schedule, stated applications for grants received before July 1, 1970, would be exempt from payment of grant fee. At time of adoption Commission said all grants of authority made on or after March 1, 1975, would be subject to new schedule regardless of when application was filed. Contradiction resulted in uncertainty as to status of applications filed before July 1, 1970, but not yet acted on. Commission said it would continue to follow 1970 rule. Action March 30.

## 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

## Translators

### Actions

- Bird Point, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KAKM Anchorage; TPO 10 watts (K67AY). Action March 15.
- Girdwood, Alaska—Broadcast Bureau granted CP for new translator to rebroadcast KAKM Anchorage, via Channel 67 Bird Point, Alaska; TPO 10 watts (BPT-TV-5439). Action March 15.
- K04IK Noorvik, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KYUK-TV Bethel, Alaska and KUAC-TV Fairbanks, Alaska via video tape recordings (BPTTV-5463). Action March 24.
- K63AP, K65AV, K67AZ, Daggett and Daggett rural area, Calif.—Broadcast Bureau granted CPs for three translators rebroadcasting KTLA Los Angeles; rebroadcasting KHJ-TV Los Angeles; and rebroadcasting KTTV Los Angeles; TPO 100 watts (BPTT-2952-4). Action March 24.
- K03EK, K061Q, Newberry, Calif.—Broadcast Bureau granted CPs for translator stations rebroadcasting KTLA Los Angeles and rebroadcasting KHJ-TV Los Angeles; TPO 10 watts (BPTTV-5473-4). Action March 24.
- K65AW San Martin and Gilroy, Calif.—Broadcast Bureau granted CP for translator to rebroadcast KTEH San Jose, Calif.; TPO 100 watts (BPTT-2950). Action March 24.
- Clayton, Idaho—Broadcast Bureau granted CP for translator to rebroadcast WIVI Nampa, Idaho; TPO 1 watt (BPTTV-5469). Action March 11.
- K63AQ Sweetgrass, West Butte, Sunburst and Border Field Communities, Mont.—Broadcast Bureau granted CP for translator to rebroadcast CJOC-TV Lethbridge, Alberta; TPO 20 watts (BPTT-2963). Action March 24.
- K041Z Indian Springs, Nev.—Broadcast Bureau granted CP for new translator rebroadcasting KLAS-TV Las Vegas, TPO 1 watt (BPTTV-5364). Action March 24.
- K09MT Indian Springs and Indian Springs Air Force Base, Nev.—Broadcast Bureau granted CP for new translator to rebroadcast KVVU Las Vegas, TPO 1 watt (BPTTV-5382). Action March 15.
- K11NG, K130B, Silver Peak, Nev.—Broadcast Bureau granted CPs for two translators to rebroadcast KCRJ-TV Reno, Nev., via K70AB, Hawthorne and Babbitt, Nev.; and rebroadcast KTVN Reno, Nev., via K73BS, Hawthorne and Babbitt, Nev.; TPO 1 watt (BPTTV-5471-2). Action March 24.
- K03DB Christmas Valley, Ore.—Broadcast Bureau ordered license authorization forfeited and call letters deleted. Ann. March 31.
- K11NF, K130B, Hanna and Elmo, Wyo.—Broadcast Bureau granted CPs for two translators to rebroadcast KMGH-TV Denver; rebroadcast KBTV Denver; TPO 1 watt (BPTTV-5459A, 5460A). Action March 24.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

- Centre Video Corp., for Glassport borough, Clairton, Duquesne, Dravosburg borough, Elizabeth borough, Jefferson borough, Liberty borough, Lincoln borough, Port Vue borough and West Elizabeth borough, Pa. (CAC-06285-94): WOR-TV New York and delete WKBF-TV Cleveland.
- All Channel Cablevision, for Mt. Vernon and Boonville, Ind. (CAC-06265-6): WGN-TV Chicago and delete WDRB-TV Louisville, Ky.
- Greenfield Cable Television for Greenfield, Ind. (CAC-06267): WSNS Chicago and delete WXIX-TV Newport, Ky.
- New England Cablevision, for Lisbon, N.H. (CAC-06268): CBMT Montreal.
- Wolverine Cablevision, for Battle Creek township, Mich. (CAC-06269): Requests certification of existing operations.
- Marlin TV Cable Co., for Marlin, Tex. (CAC-06270): Requests certification of existing operations.

■ Service Electric Cable TV, for Shamokin Dam borough, Pa. (CAC-06271): Requests certification of existing operations.

■ Centre Video Corp., for Penn Hills township, Wilkensburg borough, Braddock Hills borough, Edgewater borough, and Forest Hills borough, all Pa. (CAC-06258-62): WOR-TV New York and delete WKBF-TV Cleveland.

■ Teleprompter County Cable TV Corp., for Mt. Vernon, N.Y. (CAC-06263): WPHL-TV, WTAF-TV, Philadelphia and delete WSNL-TV Patchogue, N.Y.

■ Princeton Cable TV, for Princeton, Ind. (CAC-06264): WGN-TV Chicago and delete WDRB-TV Louisville, Ky.

■ Complete Channel TV, 5723 Tokay Blvd., Madison, Wis. 53711 for Madison, (town of) Wisc. (CAC-06275): WISC-TV, WMTV, WKOW-TV, WHA-TV, Madison, Wis.; WMVS, WVTV, Milwaukee; WGN-TV Chicago.

■ Casco Cable Television, 8 Union St., Brunswick, Me. 04011 for West Bath (town of), Me. (CAC-06276): WGAN-TV, WCSH-TV, Portland, Me.; WMTW-TV Poland Spring, Me.; WCBB Augusta, Me.; WMEG-TV Biddeford Me.; WSBK-TV, Boston; WLVI-TV, Cambridge, Mass.; CHLT-TV, CKSH-TV, Sherbrooke, Quebec.

■ Centre Video Corp., for Castle Shannon borough, Baldwin borough, Whitehall borough, Brentwood borough, and South Park township, all Pa. (CAC-06277-81): WOR-TV New York and delete WKBF-TV Cleveland.

■ Coaxial Communications of Reynoldsburg, 3770 E. Livingston Ave., Columbus, Ohio 43227 for Reynoldsburg, Ohio (CAC-06282): WCMH-TV, WTVN-TV, WBNS-TV, WOSU-TV, Columbus, Ohio; WXIX-TV Newport, Ky.; WUAB Lorain, Ohio; WTTV Bloomington, Ind.

■ Service Electric Cable TV, 151 S. Main St., Wilkes-Barre, Pa. 18701 for Courtdale borough and Pringle borough, Pa. (CAC-06283-4): WBRE-TV Wilkes-Barre, Pa.; WDAU-TV, WNEP-TV, WVIA-TV, Scranton, Pa.; WPHL-TV Philadelphia; WOR-TV, WPXI, New York.

■ Suburban Cablevision, 134 Evergreen Place, East Orange, N.J. 07018 for Maplewood township, N.J., (CAC-06295): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPXI, WNYE-TV, WNYC-TV, New York; WNET, WBTB-TV, Newark, N.J.; WNJU-TV, Linden, N.J.; WNJM Monclair, N.J.; WXTV Paterson, N.J.; WPHL-TV, WTAF-TV, Philadelphia; WLIW Garden City, N.Y.

■ Liberty TV Cable, for Angola, Ind. (CAC-06272): Requests certification of existing operations.

■ Hart Cable Television, Box 724, Hartwell, Ga. 30643 for Hartwell, Ga. (CAC-06273): WFBC-TV, WGGG-TV, Greenville, S.C.; WSPA-TV, Spartanburg, S.C.; WLOS-TV, Asheville, N.C.; WAIM-TV Anderson, S.C.; WGTW Athens, Ga.; WTCC, WXAT-TV, WSB-TV, Atlanta; WRDW-TV Augusta, Ga.

■ Cable Vision, 256 Lisbon St., Lewiston, Me. 04240 for Lisbon, (town of) Me. (CAC-06274): WCSH-TV, WGAN-TV, Portland, Me.; WMTW-TV Poland Spring, Me.; WCBB Augusta, Me.; WMEG-TV Biddeford, Me.; WLVI-TV, Cambridge, Mass.; WSBK-TV Boston; CHLT-TV, CKSH-TV, Sherbrooke, Quebec.

### Certification actions

CATV Bureau granted following operators of cable TV systems certificates of compliance:

- DeKalb Cable Co., for specified areas of DeKalb county, Ind. (CAC-04872); Zionsville Cable Television, for Zionsville, Ind. (CAC-04988); Magic Valley Cablevision, for Hansen, Idaho (CAC-05596); Alpena Cablevision, for Alpena, Alpena township, Sanborn township and Maple Ridge township, all Mich. (CAC-05680-3); Bee Line, for Wilton, Me. (CAC-05718); Tele-View, for Roma, Tex. (CAC-05959); Utah Cable Television, for Brigham City, Utah (CAC-05960); Sullivan Cable TV Co., for Sullivan, Ind. (CAC-06038); Warner Cable of Kosciusko County, for Kosciusko county, Warsaw, and Winona Lake, all Ind. (CAC-06043-5); Bee Line, for Madison, Anson, Skowhegan, and Farmington, all Me. (CAC-06059-62); Fort Riley Cable TV Service, for Fort Riley, Kan. (CAC-05774R); Copper Belt Cablevision, for Winkelman, Ariz. (CAC-05812); Lamesa Cable TV Co., for Lamesa, Tex. (CAC-05831); Loudon County Cable TV, for Loudon Tenn. (CAC-05838); Tar River Cable TV, for Tarboro, N.C. (CAC-05865); Cable TV of Paola, for La Cygne, Kan. (CAC-05877); All Ameri-

can Cablevision Co., for Westerville, Ohio (CAC-05920); Blue Devil Cable TV, for Burgettstown, Smith township, both Pa. (CAC-05948-9).

■ Southern Illinois Cable TV, West Frankfort, Johnston City and Carterville, Ill.—CATV Bureau granted certificates of compliance to add KTVI, KMOX-TV, KSD-TV, St. Louis; denied opposition by Turner-Farrar Associates (CAC-5120-2). Action March 31.

■ Zionsville Cable Television, Zionsville, Ind.—CATV Bureau granted objection to request for authorization to carry signal of WLFI-TV Lafayette, Ind., filed by WISH-TV Indianapolis (CAC-4988). Action March 31.

■ Richmond, Mo.—Commission granted Missouri Valley Communications certificate of compliance for new cable system. FCC also granted waiver so system could be considered as outside all television markets. Action March 30.

■ Stark County Communications, Beach City, Wilmot, Justus, Harmon and Brewster, Ohio—CATV Bureau granted certificates of compliance to substitute signal of WPGH-TV Pittsburgh for dark signal of WKBF-TV Cleveland; granted objection by \*WOUC-TV Cambridge, Ohio so that system must commence carriage of \*WOUC-TV (CAC-05659-63). Action March 31.

■ Olympic TV Cable, Bremerton, Wash. and Kitsap county, Wash.—CATV Bureau dismissed application for certificates of compliance without prejudice (CAC-4930-1). Action March 26.

### In contest

■ Indian River Cablevision, Micco, Fla.—ALJ Joseph Stirmer granted joint request by CATV Bureau and Indian River; approved agreement; canceled all procedural dates and terminated hearing (Doc. 20671). Action March 29.

### Rulemaking

■ FCC initiated inquiry to gather information on cable television subscriber rate regulation. Commission said, while it was not proposing any changes in existing situation, it believed, because of extensive consideration being given to long range regulatory framework that should govern cable industry, it was appropriate to inquire into and gather data (Doc. 20767). Action April 1.

■ Commission amended rules with respect to reconstruction, access, and channel capacity requirements for cable television systems. Under amended rules, commission will: delete requirement that major market cable systems have capacity to provide one non-broadcast channel for each channel used to distribute broadcast programming; cease applying channel capacity and access rules to those systems (based on a headend or conglomerate system count) which have fewer than 3,500 subscribers; apply channel capacity and access rules to all systems or conglomerates of systems with 3,500 or more subscribers, regardless of whether they are within or outside of major television markets, apply access channel rules on headend or conglomerate system basis rather than community basis, so that in situations where access channel or channels are required, only one such channel[s] will be required per integrated system even if that system serves more than one community, delete requirement that older systems (those in operation prior to March 31, 1972) reconstruct to provide four dedicated access channels, and delete requirement that new systems (those in operation after March 31, 1972) provide such channels from commencement of operation, require provision of four access channels only for those systems that have sufficient activated capability to provide such channels and where demand for full time use has been made. For those systems with insufficient activated capability to provide four channels, require them to provide one composite access channel if technically possible (however, all systems with 3,500 or more subscribers must accommodate access services even if one composite access channel is not available, e.g., during duplicated network carriage time); require systems to expand number of channels available for access programming up to limit of each system's activated channel capability based on demonstrated use, but in no case require installation of converter to meet access channel needs,—require two-way capacity be installed on all systems with 3,500 or more subscribers, but not require that any system reconstruct solely to provide this capacity and require those systems with greater than 3,500 subscribers to reconstruct and comply with 20-channel and two-way capacity requirements no later than 10 years from now (Doc. 20508). Action April 1.

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See last page of Classified Section for rates, closing dates, box numbers and other details.

## 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.

**Partner needed** to manage small market Kentucky station, \$5,000. Cash required, Box Q-327, BROADCASTING.

**???Where are you** headed at your present station??? N.E. chain can offer position of general manager with good salary + commission + benefits. Plus ownership without any cash investment to good street salesperson. Must be close enough to New England for quick interview. Box R-8, BROADCASTING.

**Help wanted.** General Manager for successful individually programmed AM and FM stations in small midwest market. Only experienced management personnel apply. Box R-124, BROADCASTING.

**Station manager** and program director: Duties include heading full-time staff of five at NPR affiliate FM-stereo radio station, teaching course in announcing. Ph.D. in communications preferred. Master's degree with strong broadcasting experience required. Salary for 12 months: \$15,000-\$16,000. News and Public Affairs director for FM-stereo radio station. Duties include directing news operation for NPR affiliate, teaching one broadcast news class. Work with some television. Ph.D. in communications preferred. Master's degree with strong broadcast news experience required. Salary for 12 months: \$13,000-\$14,000. Qualifications determine ranks. Positions open July 1. Applications, resumes due April 19. To: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42701.

**Supervisor** 10 watt university FM radio station. Possible courses in radio/tv/film/speech communication. Salary, rank, part-time/full-time status dependent upon qualifications. Starting September, 1976. Send resume, credentials to Donald Loeffler, Department Head, Department of Speech/Theatre Arts, Western Carolina University, Cullowhee, NC 28723. 704-293-7491.

**Assistant Manager**, beautiful lower midwest growth area. Mild climate and major college. Must be outstanding local sales person. Sharp on detail and have broadcast management as career objective. Guarantee, commission and override, should generate first year minimum of \$18,000 for dedicated, hard-working broadcaster. EOE/IF. Charlie Powers, Box 68, Moraga, CA 94556.

**Major market** all news station needs heavy sales manager. Must be exceptional at all phases of big league sales management. \$50,000 first year. Rick Davenport, 312-693-6171, Ron Curtis & Company.

### HELP WANTED SALES

**Persons with sales** experience to represent growing Radio/Print Production company. Commission. Box Q-322, BROADCASTING.

**Sales Manager.** Highly rated progressive rocker in beautiful medium California market seeks highly motivated sales manager on his way up. Commitment to radio and proven track record a must. Real potential here. Please send resume, including references, to Box R-16, BROADCASTING.

**Sell at a professional** radio station. 30 thousand upper midwest community. No beginners. Box R-29, BROADCASTING.

### HELP WANTED SALES CONTINUED

**Commission.** Guarantee. Car allowance. Iowa. Interview required. Box R-30, BROADCASTING.

**Chicago Suburban AM** looking for aggressive, hard working salesperson. Excellent growth opportunities and company benefits. Box R-65, BROADCASTING.

**Contemporary Southeastern** daytimer seeks a dynamic account executive with good track record. Must be self-motivated and able to develop imaginative and productive sales packages and programs. Established list with plenty of potential. Equal Opportunity Employer. Send full detail resume to Box R-70, BROADCASTING.

**Medium market station** is looking for a full time sales person, male or female. Experience is necessary. Please send list of references and job track record. An Equal Opportunity Employer. Box R-71, BROADCASTING.

**Outstanding opportunity** for experienced sales person with management potential. Leading Pacific Northwest station. Salary, excellent commission, fringe benefits. Send resume, full details to Box R-84, BROADCASTING.

**Salesperson for Western Colorado FM.** Excellent salary/commission and fringe benefits, but must have proven past selling record. EOE. Send resume to Box R-97, BROADCASTING.

**New Mexico.** Good opportunity for solid sales person in one of the state's best radio markets. Great station great staff. Call Ray Stephens or Jack Chapman, KGAK, Gallup. 505-863-4444.

**Colorado 5,000** wattner needs an experienced salesperson with management potential, versatile radio background, creative ideas and ability to write and produce for key accounts. EOE. Send detailed resume to Gordon Stafford, KLMR, Lamar, CO 81052.

**Small market** West Texas seeking salesperson, or sales/news combo. Contact Gene Stanley, KLVV, Box 1230, Levelland, TX 79336, 806-894-3134.

**WCSM** needs salesperson. Good active account list. Sales growing, we need the right people. Let us hear what you can do. Write: WCSM Radio, PO Box 341, Celina, OH 45822.

**Account executive/sports** director. Opening June 1st for local on street salesperson. Established account list. Must have experience in sales and play by play. High school and big ten football and basketball. Send resume, salary requirements, and air check to General Manager, WITY, Box 142, Danville, IL.

**Number one** rated modern country station in growing Valdosta, Georgia, needs versatile professional able to handle personality show, cover some news, and handle existing account list. Station is heavy on sales and local news. Need a permanent member of a close-knit team. Prefer someone from South. No phone calls. Tape, resume, references to: Red Jones, Station Manager, WJEM, PO Box 368, Valdosta, GA 31601.

**Experienced sales manager**, good salary, benefits, and location are yours if you can produce immediate results. WZNG, 1505 Dundee Road, Winter Haven, FL.

**Account executive**, medium market experience, including agency contacts. This may be the station and market you've been looking for. Fast growth market. No drifters. Must have references. No collect calls. Tom Martin, 304-252-6452.

**Top rated**, group owned Buffalo Country music station needs aggressive, experienced, self-starter to assume station's top list. Call Ken Dodd at 716-854-1120.

### HELP WANTED SALES CONTINUED

**Strong sales person.** Disciplined, with good follow through, some understanding radio programing. An unusually good opportunity. Resumes to: William Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

### HELP WANTED ANNOUNCERS

**All phases** of radio! Know some, learn some. Eastern, small town. Box R-68, BROADCASTING.

**Washington state** small market radio station needs experienced air personality who can also handle sportscasting and reporting. Equal Opportunity Employer. Send complete resume. Box R-87, BROADCASTING.

**Somewhere there has** to be an announcer with a good voice, know how to read 3-syllable words correctly, is aware of the real world and its many pronunciations and meanings, can deliver a professional newscast and other written copy, believes weather, news and other information are at least as important as the latest release by the "Holpants 5", doesn't believe a tight board is the 11th Commandment, and is interested in learning more than he or she knows while doing a creative board and production job. EOE. Please send resume to Box R-126, BROADCASTING.

**KEZK-Schulke** Beautiful Music, St. Louis. We are looking for a pro with beautiful music experience. Good salary and benefits. Send tape and resume to Mike Liston, KEZK, 1780 S. Brentwood Blvd., St. Louis, MO 63144.

**We're looking** for an all around radio person who can blend the talents of an MOR announcer with the awareness to supplement an Award winning news department. Break out of the small market mold at a 10,000 watt regional operation, send tape, resume and salary requirements to Bill Miller, KGGF, Coffeyville, KS.

**5,000 watt** Southern Minnesota MOR station looking for stable, intelligent jock with first phone. Competitive salary, excellent fringe package, bonus possible. 1-year experience required. Contact Jack Connors, KQAO, Box 97, Austin, MN 55912.

**News/production announcer** for automated stations. Will train bright college grad. WATS/WAVR, 106 W. Lockhart St., Sayre, PA 18840.

**Suburban NYC COontemporary** MOR (AM) in growing market seeks morning person with minimum one to two years experience. Strong production, third endorsed, and desire are necessary. No beginners. Send air-check, production sample to: Jeff Topps, WGNV, Box 591, Newburgh, NY 12550. EOE.

**New Jersey Shore** contemporary station has openings for announcers, newsmen, sales executives. New station going on air summer 1976. Send resume, tape, salary to Joe Knox, WJRZ, Box 100, Ship Bottom, NJ 08008. EOE.

**Versatile jock.** Two years commercial experience. Third endorsed. Tape with news and spots and resume. Don't call. WKBK Keene, NH 03431.

**C/W personality** airshift, copy and production. 3rd endorsed or better. Tape, salary, references and resume to: Bud Andrews, WLAS, Bell Fork Road, Jacksonville, NC 28540. EOE: minorities and women encouraged to apply.

**WLKW AM/FM** in Providence, one of the nation's leading beautiful music stations seeks tapes and resumes from mature & experienced staff announcers. Must have a medium to heavy voice with a pleasant, relaxed interested one-to-one communication ability. Send tape & resume to Tony Rizzini, PD, WLKW, 1185 No. Main St., Prov., RI 02904. An EOE. No calls.



## HELP WANTED ANNOUNCERS CONTINUED

**Two openings** adult contemporary announcer, on 5000 watt AM, stereo FM in beautiful lakes region of New Hampshire. Immediate. Tape or call Jim Rising, WLNH 603-524-1323.

**Announcer.** Easy listening format. Also, sales opportunity. 45 minutes below Washington, Ms. Ada Gollub, WMJS, Box 547, Prince Frederick, MD 20678.

**Program Director,** morning person. Need a strong morning person who can maintain an adult audience. Format is maximum music, minimum talk and heavy local news. Salary and select list of local accounts for additional income. Need a mature communicator to anchor the morning in a competitive market. Send tape and resume. WTCM, Traverse City, MI 49684.

**Group broadcaster** looking for newpeople, versatile jocks, production and people who can do all. Send tape and resume to: Command Broadcasting Group, PO Box 511, Beacon, NY 12508.

**Western Oregon** radio station wants announcer-sales combo. Experienced in both. Sports and engineering ability preferred, but not required. 1-503-367-6381.

## 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.

**Experienced AM-FM** Automation engineer. Beautiful Intermountain West. Immediate opening. Full resume and references. Box R-4, BROADCASTING.

**Creative, aggressive** number 2 person, strong on all phases of transmitter and studio maintenance for 5 KW AM and 50 KW automated stereo FM. Opening in near future. New facility, excellent working conditions and benefits. Reply in confidence to Box R-15, BROADCASTING.

**Chief to take charge** of SMC automation. Class C FM, Class IV AM, heavy on maintenance. Compatible, willing to assist associates. No prima donnas. Pay is good. Warm dry climate. Box R-26, BROADCASTING.

**Chief Engineer** for AM directional/FM stereo near major midwest market. Experience in transmitter and studio maintenance, complete knowledge of FCC rules. Send resume including salary requirements to Box R-59, BROADCASTING.

**Chief Engineer.** University-based, 50,000 FM. Finalize minor installations, maintain studio complex, automation, SCA, STL, Remote equipment. First phone required. College degree desired. Salary open. EOE Employer. Box R-110, BROADCASTING.

**Chief Engineer** for NY state directional AM. Ability to construct new studios and install and maintain audio and transmitting facilities. Directional experience a must. Reply Box R-123, BROADCASTING.

**Chief Engineer,** AM/FM, Automation. Strong on maintenance. FCC regulations, 301-939-0800, WASA/WHDG, Box 97, Havre de Grace, MD 21078.

**Top station** in southern major market needs Chief. Directional, high power stereo FM, and union experience necessary. We need a shirt-sleeve leader who can get his hands dirty when necessary. Rick Davenport, 312-693-6171, Ron Curtis & Company.

## HELP WANTED NEWS

**Experienced newperson** knowledge medicine, science for New York broadcast news operation. Resume to Box R-34, BROADCASTING.

**One of the nation's** leading adult stations needs a creative news professional. If you can report, write and have a smooth and authoritative delivery, this could be a once-in-a-lifetime opportunity in one of America's most desirable communities. We're looking for an outstanding reporter-newscaster and will pay accordingly. Send tape, resume and other information to Al Perry, KOSI-AM-FM, PO Box 98, Aurora, CO 80010. Equal Opportunity Employer. M/F.

## HELP WANTED NEWS CONTINUED

**Newsperson** for news oriented contemporary MOR. Good opportunity. Send tape and resume to WBNR, PO Box 511, Beacon, NY 12508.

**News personality** wanted by leading station in market. Experienced only. Send tape and complete resume to Jim Martin, News Director, WDBO Radio, Orlando, FL 32802.

**Newscaster.** Good voice. Crisp, confident delivery. For top-rated medium-market contemporary. Start immediately. Also second opening, summer only, to start around June 1. Rush news tape, news copy, resume. Durham Caldwell, WHYN, Springfield, MA 01101. Equal Opportunity Employer. Please, no phone applications.

**Sports Director/Account Executive.** Opening June 1st for local sports director. High school and big ten football and basketball. Must have experience in play by play and sales. Established account list. Send resume, salary requirements, and air check to General Manager, WITY, Box 142, Danville, IL.

**Number 1 news dept.,** number 1 station, number 1 city needs digger with good air sound. Tape, resume to: Bill Hoel, ND, WLCX, PO Box 821, La Crosse, WI 54601.

**WPHM,** Port Huron, Michigan, seeks experienced newperson or newperson announcer. EOE. PO Box 247, Port Huron, MI 48060.

**Self-starter** for 50KW rural public station. Produce/anchor morning and noon news programs, and supervise students. Immediate opening. Tape and resume to Mark Lange, WVUB, 1002 1st Street, Vincennes, IN 47591. EOE.

**Assistant professor** teaching broadcast writing, journalism, programming, and introductory course. Ph.D. or A.B.D. College teaching and professional experience required. \$13-14,000. Dennis Harp, Director of Telecommunications, Box 4080, Texas Tech University, Lubbock, 79409. Equal Opportunity Affirmative Action Employer.

**Spanish News Network** in Texas now hiring anchor/reporters. Excellent pay and working condition. Bilingual is a must. Send tape (Spanish please), and send resume to Radio Sistema de Informacion, PO Box 15324, Austin, TX 78761.

**Agricultural association** needs professional radio-TV newperson. Strong writing skills a must for press releases in both newspaper and radio styles. Good pay and working conditions in San Francisco area. Send audio tape, writing examples, resume, and salary needs to Box 88684, Emeryville, CA 94662.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director** for commercial Gospel station. Northern California. Experience with station logs, FCC, Gospel music and air work. Box R-72, BROADCASTING.

**Program Director.** Strong production. Afternoon drive shift. Adult Contemporary format. Community involvement. Will consider good jock moving up to PD position. Call Bob Michael, Manager, WRGI AM/FM, Naples-Marco Island, FL. 813-775-3321.

**Walt Disney World.** National Marketing representative. Walt Disney World is seeking a marketing representative with 2-3 years agency/broadcast experience. Responsibilities include developing various national marketing projects and promotions with broadcast, retail and travel companies. Travel required; college degree preferred. Salary range low to mid teens. For consideration please send resume and salary requirements to: Walt Disney World, Professional Staffing MA-3, PO Box 40, Lake Buena Vista, FL 32830. An Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**Mgr./sales mgr.** 14 years experience. Sales. Program director, play-by-play, disc jockey, remotes. 703-371-3840 or Box R-18, BROADCASTING.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**Radio veteran** in his forties. Strong production, sales. Prefer small market fulltimer. Box R-35, BROADCASTING.

**No jack of all trades** master of all phases radio 30 years experience. Want midwest with stock options after produced success. Must relocate for personal reasons. Box R-76, BROADCASTING.

**Management position** in Pennsylvania with company who wants a proven creative street fighter. Excellent sales record and references. RAB trained. Very knowledgeable in newspaper, TV and agency side of advt. Box R-96, BROADCASTING.

**General Manager,** 20 years experience. Owner, general manager, religious programed stations. Sell for your station on commission, short term, manager, IT or sales manager. Box R-107, BROADCASTING.

**Professional broadcaster** with 20 years experience in all phases. 15 years owner-manager, thorough knowledge of management, news, programming, automation. Age 40. First phone. Available immediately. Box R-125, BROADCASTING.

## SITUATIONS WANTED SALES

**Six year veteran** of nonbroadcast sales seeks shot at broadcast sales. Real management potential. Box R-80, BROADCASTING.

**Indiana, Ohio.** Radio veteran seeks solid sales or sales manager position with stable operation with potential for advancement. Box R-113, BROADCASTING.

**Top man on staff,** 15 years experience small and metro markets will make your sales staff more productive. Box R-117, BROADCASTING.

## SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone,** tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Number one night** personality, major Ohio Metro AM, desires Top 50 dayside, MOR, Country, 7 years experience major markets. Complete professional, BA, excellent references. Into 5 figures. Box Q-248, BROADCASTING.

**Versatile hard worker** air personality looking for advancement in medium market. Box R-43, BROADCASTING.

**Hard working** college grad, B.A. Communications, 3rd endorsed, seeks first break anywhere. Box R-63, BROADCASTING.

**Now employed** twelve plus years same station. Country, beautiful music, oldies, Texas, New Mexico preferred, will consider all. Box R-101, BROADCASTING.

**Experienced Sports/News** director. Strong PBP. Will add maturity and stability. BA Marketing. Box R-102, BROADCASTING.

**D.J., Tight board,** good news, commercials, looking for break, willing to go anywhere. Ready now! Box R-103, BROADCASTING.

**Impossible?** Not at all, if you would like to have a 3rd endorsement D.J. for your MOR/Top 40 station, who loves music, doesn't watch the clock puts in many more hours than those paid for and works hard to make your station No. 1. Isn't picky about hours, easy to work with, follow format and policies, doesn't drink and has never been late for work. Willing to work long hours. Write Box R-115, BROADCASTING.

**Strong on news,** interviewing, Anncr. currently available. 1st phone. 2 yrs, exp. Box R-116, BROADCASTING.

**Jock, 3 years** in radio desires position in medium market contemporary, MOR, or progressive station. Interested? Box R-119, BROADCASTING.

**D.J./programmer** w/1st. phone and 5 1/2 yrs. experience country and MOR. I can do it for you, let's talk. Box R-120, BROADCASTING.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**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.

**Progressive rock announcer** looking for break in small market. Experienced in automation. Good production. Tape and resume on request, write John Stober, 3553 Davenport, Omaha, NE 68131.

**I'm available**. Top 40/Rock station. Currently employed at station going automated. 3 yrs. experience. Broadcast school grad. I'm dependable and reliable. Let's talk about me. call Paul Hunner, 504-872-6829.

**Good dependable DJ** seeking stable permanent position. Relocate anywhere for right offer. Third. Three years experience. Adult contemporary format preferred. Mike Hon, 373 Williams Daytona, FL 1-904-255-6950.

**Experienced news**, PBP, talk show, sales, production. Age 37. Creative, aware, 3rd endorsed with big voice. Resume etc. Ken Stepien, 2412 E. 6th St. Long Beach, CA 90814. 213-439-5929.

**Play-by-play professional**, 13 yrs broadcast experience includes play by play for 3 major colleges in all sports, from basketball to horse racing. Have successfully tackled all types of announcing positions, including program director. Father of three wants to find long stable employment. Available immediately. 812-234-0979.

**Experienced announcer** seeks professional operation. Contemporary or Top 40. Box 71. Park Forest, IL 60466.

**MOR/Adult/Contemp.** Smooth low base, metro mid-six/housewife style seeking weekends anywhere Major Market, promise reasonable time. Unique one to one relaxed comfortable clean sound that's rare and professional. No FM country. No connections force this ad. Available June, earlier if necessary. Rodgers 208-753-5111. If this appears thirty days, no one believed my offer.

**Established pro** would like to return to Texas 12 years at present job. Experience in all facets of broadcasting including, news, pbp sports, sales, and am presently music director. Would like shot at managing small mkt. radio or move into TV. Family man looking for spot to settle. Available June 1st. For resume, photo, tape, etc. call 501-492-6185.

**Experienced announcer**. First phone. Willing to relocate. Staff or production. Bob Ronningen. 612-226-8934.

**Jazz announcer** seeking to relocate around the Albany, NY area. Casual, open approach, well rounded knowledge of jazz, large personal library, 3rd phone. Contact Ron Sadowsky at 218-751-6393 or 131 Gemmel, Bemidji, MN 56601.

**First phone**. 25 single, BA Broadcasting. Four years small market experience. Good board, DJ news, production, copywriting. Prefer progressive, rock or contemporary but considering all offering liveable salary. Call or write Anthony Mortimore, 805-746-4266. Box 733, Shafter, CA 93263.

**At your service:** Ambitious, young DJ/MD with BA, 3rd endorsed and five years college experience. Excellent production, super-tight board, good news and commercials. Ready now, anywhere! Top 40, solid gold, country and MOR. Mike Daniels, 190 Woughloughy Street, Brooklyn, NY 11201. 212-625-6386.

## SITUATIONS WANTED TECHNICAL

**Many years** experienced building, moving and renovating AM & FM. Would like to keep yours operating for next ten years. Box R-33, BROADCASTING.

**Extensive electronics background** limited broadcast experience. 1st phone, CET, college. Willing to perform non-technical duties. Box R-57, BROADCASTING.

## SITUATIONS WANTED TECHNICAL CONTINUED

**Engineer**, executive, small market, radio, television, mature, competent, V.O.A. alumnus, reasonably expensive. 206-424-3637.

**Experienced chief**, degree. 6 years experience in AM, directional, FM, stereo, proofs, preventive maintenance. Will relocate. Call 415-687-4221.

## SITUATIONS WANTED NEWS

**Growth opportunity** sought. 14 years experience, solid journalism background. Now in New Jersey. Box Q-251, BROADCASTING.

**Started jockeying** in a medium-small market five years ago and had offers to move up; but sports is my first love and had to move down to learn pbp. Now accomplished in all phases of on-air work and would like to concentrate on sports. Box R-9, BROADCASTING.

**Four years experience** covering a major state capital. Experienced in both the gathering and delivery of news. I can write, edit, and produce. Willing to go anywhere if the offer is right. Box R-106, BROADCASTING.

**Very experienced world news editor**, written the way people like to hear without doubletalk: Interesting, accurate and clear! Box R-108, BROADCASTING.

**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.

**NIS stations** and others. Newscaster reporter. 4 years experience. Douglas O'Brien 313-534-0251.

**Young newsman** with some experience producing and delivering news. Am seeking a reporting/writing position with a NY NJ or Conn. sta. but will relocate. Call Al Gregory 212-889-8480 after 7 on weeknights.

**Sportscaster for hire**. Experienced PBP in BB, FB, BKB, and hockey. college and pro. Desire top sports station. Contact: Jim Lane, 282 Elmwood Dr., Mansfield, OH 44906. Call 419-522-8489.

**Mature, 7 years** in contemp MOR, talk news, PD wants to concentrate on news in New England medium to large market. Dick Roberts, 2 Hill Place, Springfield, VT 05156. 802-885-4157.

**News Consultant**. Fifteen years experience, five at CBS O&O and network all-news operations. Editor, writer, anchor, reporter. Excellent teacher. 212-362-7047.

**Young, dependable** hard working individual looking for newscaster, sportscaster or combination position. Commercial radio experience as writer, reporter and sportscaster. B.A. Political Science. MA Radio-TV-Film. Excellent references. Will relocate anywhere immediately. Don Shane, 3201 Vance, Monkton, MD 21111. 301-383-4659 (days) or 301-299-6990 (nights).

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Southwest**. Experienced copy writer. Female, 3rd. Good production. Box R-38, BROADCASTING.

**Currently Top 10 AOR MD**. Seeking major mkt. as MD or Medium as PD. Knowledge of getting numbers. 3 1/2 yrs. at present employer 9 yrs. exp. Extremely stable with excellent track record and references. Strong production. First phone. I want to work for or build a solidly organized winner. Prefer Southwest but consider all. Box R-109, BROADCASTING.

**Experienced country programmer** w/excellent track record. Let me put it all together. Box R-121, BROADCASTING.

**College senior** (Pre-Law) seeks summer position, first phone, seven years commercial experience, excellent references, copywriting. David Appelblatt, 713 Forest Grove, Dayton, OH 45406.

**Do you know** a dude seeking a copywriting or promotions job? Do you know a poop with two years small station experience, degree and a third, willing to work his first two weeks free? If you don't, call Wayne, 502-459-1481.

## 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.

### HELP WANTED SALES

**Group company** looking for experienced radio or TV account executive to handle important list. Should produce \$18-\$22,000 or more for right individual. College background desired. Must have good record in sales. Contact O.W. Myers, WOWK-TV, Huntington, WV, Box 1448. Phone 304-525-7661. 40th TV Market, will need resume.

**Attention:** Local salespeople earn big part time money selling your local auto dealers our fantastic television commercials. We will send you a video tape cassette. Call me now collect Art Alloway at 703-451-1588. All inquiries confidential and your present employer will only know if you tell him.

### 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.

**Maintenance Engineer**. Must have first class license. Maintain everything from cameras to transmitter. Major market; union shop. Reply Box R-64, BROADCASTING.

**Operating engineer**. Person with First Class FCC license to work in television control room. Experience necessary. Box R-94, BROADCASTING.

**Internat'l Tapetronics** is pursuing an aggressive program of product and market expansion. We have requirement for electronics design engineer with record of accomplishment in audio amplifier, digital and systems design related to tape recording industry. The position is for Senior Project Engineer, entailing design responsibility for electronics portion of each system project designed. A BSEE with at least 5 yrs. related experience is required and a MSEE would be a plus. We are looking for the individual who has the potential to be top in the field. Salary negotiable. Jack Jenkins, Exec VP, International Tapetronics Corporation, Bloomington, IL 61701 309-828-1381. An Equal Opportunity Employer.

**Maintenance Technician:** An opening with a Hallmark Cards subsidiary in Crown center, Kansas City, Missouri. We need a maintenance technician for a closed circuit color TV system. Cameras include both studio and ENG type equipment. Emphasis on 3/4 in. U-Matic video cassette format. RF or MATV experience helpful, but not necessary. In addition to a good salary commensurate with experience, we offer outstanding benefits including company-paid hospitalization, life insurance, and profit sharing. Call Virginia Kirlin, collect, 816-274-5663. Hallmark Cards, Kansas City, MO 64141. An Equal Opportunity M/F employer.

### 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.

**We're No. 1** at 11 p.m. and climbing. We want first class weatherperson. Medium market, Midwest. If you can handle the weather alongside the best news team in town, write Box R-46, BROADCASTING.

**Producer for early** and late evening newscasts. 'Action News' format needs person with flair for fast-paced, smooth production with concise writing. Experience a must. Reply to Box R-53, BROADCASTING.

**News Director**. Major Ohio VHF Net affiliate looking for effective administrator and journalist. Send resume to Box R-104, BROADCASTING.

**Reporter/Photographer** preferably with sports experience. Tape & Resume to: Gene Hodges, News Director, WWAY-TV, POB 2068, Wilmington, NC 28401.

## HELP WANTED NEWS CONTINUED

**Top ten market affiliate** looking for outstanding, experienced News and Public Affairs Producer. Also looking for experienced reporter. Send resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road Chicago, IL 60631. 312-693-6171. Minorities encouraged. No tapes, please.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Major market TV** looking for experienced producer/director in areas of news, commercials and program development. Send resume. Box R-42, BROADCASTING.

**Broadcasting station** has opening for experienced, chief fiscal officer/controller to head accounting department, supervise staff and procedures, develop financial policies for million dollar business. CPA or equivalent required. Send resume, salary requirements. Equal Opportunity Employer. Box R-77, BROADCASTING.

**Public Information Director.** Journalism degree; 5 years newspaper writing experience; advertising background helpful; must have knowledge of Kansas City market. \$13,000. An Equal Opportunity Employer. Reply by April 16 to KCPT, 2100 Stark, Kansas City, MO 64126. 816-461-8100.

**Commercial writer,** for heavy retail clients. Maintain current trade and develop ideas for potential clients. You get to work closely with the production along with good creative services team. Applications from women and minority groups are encouraged. Contact Bob Hammer, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. 813-936-0195.

**Producer/Director** to do News, Public Affairs, Com, on-air breaks. Director switches. Must have BA R&TV, and 3 yrs commercial/news experience. Should presently be doing major news program. Position will be filled May 1. Must receive resume, salary history and requirements and videocassette by April 16. Production Manager, WTHR, 1401 N. Meridian St., Indianapolis, IN 46202. Equal Opportunity Affirmative Action Employer M/F.

**Associate Professor/Professor** to help redesign and adapt graphic arts program to new communications technology. Strong professional experience required. Teaching experience and graduate degree desirable. An Affirmative Action/Equal Opportunity Employer. Write: Search Team, Graphic Arts, Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13210.

## SITUATIONS WANTED MANAGEMENT

**General Manager,** sales manager, programing, etc. Thoroughly experience and successful all phases, including station-ownership; group administration. Special expertise in: management, sales management-sales (local, regional); national; programing, film-buying, production, news, promotion; community involvement. Outstanding credentials! Television 21 years; radio 8. Total broadcasting experience 29 years. Age 46. Degreed. Accustomed to formidable challenges and much responsibility. Aggressive, quality competitor. Specialist in programing and sales! Can increase, substantially, your profits and prestige. Box R-73, BROADCASTING.

**Assistant manager** with full knowledge of all phases of radio and TV. Capable of supervising and inspiring entire staff; sales, technical, production programing and promotion. Proven ability and excellent references. Box R-89, BROADCASTING.

**All TV stations** are the same. Each has four walls, floor, roof and equipment. The difference is the people inside. The manager must be able to build and inspire a devoted, talented staff committed to being number one in all phases: ratings, sales, programing, production, engineering and promotion. He must be able to control expenses and deliver maximum bottom line while serving the area of license. I am such a manager with a proven track record. I am looking for a new challenge. If you want your station to be more than "Just another average box," let me help you build it into a sparkling daily Christmas present of pride and profit. Box R-91, BROADCASTING.

## SITUATIONS WANTED ANNOUNCERS

**Mature anchorman.** Available immediately. Permanent or vacation fill. News, weather, sports, commercials. Howard Davis, 3429C Cheshire Lane, Sarasota, FL 33580. 813-366-5842.

## SITUATIONS WANTED TECHNICAL

**Broadcasting technician.** First class license. Major market operations. Some digital experience. Desires career position maintenance/operations. Single. Will relocate, preferably West or Northwest. Dennard 212-493-3446.

## 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.

**No. 1 rated anchor** for past five years straight. Attractive young professional. Box Q-129, BROADCASTING.

**Hard-nosed reporter** seeks straight talking news director. Female. 3 yrs. experience news, producing. Box Q-249, BROADCASTING.

**Street Reporter.** I want to spend only the required time in your station. I like the streets where the news is made. Top 75 market. 3 yrs. experience, radio & TV. Looking for full time TV or combo radio. TV position. Box R-2, BROADCASTING.

**Young, experienced,** warmth, personality. This anchor/reporter looking for a team with enthusiasm and commitment. Box R-17, BROADCASTING.

**Aggressive journalist** seeks TV news/public affairs position. MA in RTV, major market O&O experience including reporter, anchor, variety/interview shows, documentaries. Published film/media critic, extensive travel. Box R-24, BROADCASTING.

**News Director.** Superb credentials, experience, seeks to relocate. Management support of news vital. South preferred. Box R-78, BROADCASTING.

**Experience is the ideal.** Next comes potential. I have the latter: good looks and voice, writing and interviewing ability. Some AM experience. (3rd). Would like a crack at anchoring. Box R-79, BROADCASTING.

**Experienced anchor-reporter.** MS in broadcaster journalism. Currently assistant producer at top 10 CBS affiliate. A natural anchor. A journalist who can dig out a story and make it move visually. Looking for top 50 station ready to move to Number 1 or improve its top position. Box R-81, BROADCASTING.

**A professional weather** presentation can make your station No. 1, or keep it there. AMS Member, degree in meteorology and environmental sciences, research on tornadoes. Excellent visuals. Will speak to civic groups for station PR. Box R-93, BROADCASTING.

**Current R/TV newsman** wants more TV. Anchor and sports experience. Need film training. Medium markets. Degreed with experience. Box R-114, BROADCASTING.

**Dedicated journalist.** Experience as news director, large market drive time anchor, radio documentary producer, talk show host. Seeks television opportunity. Call 413-458-5447 or Box R-120, BROADCASTING.

**TV News producer** with track record seeks news conscious station with the tools and talent, but missing a creative ramrod. Majors only please. Box R-127, BROADCASTING.

**News writer/researcher.** College grad, 22, seeking entry level position in industry. Willing to relocate. George Friedman, 246-03 61 Avenue, Douglaston, NY 11362.

**Imagine,** a personable local TV interviewer! If elected in '76, I'll release my tapes! Or my name isn't Dicky. Steve Sauro, Carl Place, Kinnelon, NJ 07405.

**Reporter-Anchor.** Top 20 market experience. 5 years in TV news. Statehouse reporter, features, documentary. People-oriented stories. Strong writer. 217-352-4560.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Ambitious,** intelligent female seeking production oriented career. Familiar with all phases of broadcasting and both sides camera. Willing to relocate. Box R-86, BROADCASTING.

**Programing Public TV** network goap of successful commercial TV production manager. Offer proven administrative & creative skills. M.A. Excellent references. Box R-88, BROADCASTING.

**Producer/Anchor.** Experience in TV news, public affairs, sports, music, drama. In-studio, remotes, film, minicam. Responsible for audience ascertainment. Wants a challenge. Box R-92, BROADCASTING.

**Media buyer** with mass communications degree, writing and production experience seeks jr. producer position or placement in such a training program. For resume, write Box R-100, BROADCASTING.

**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 SALES

**Wanted, an experienced,** imaginative, aggressive account executive whose bag is local sales. Largest Cable TV system in U.S. seeks "right" person to handle local sales for fastest growing commercial station in market. If you're not afraid to work and want to break into the industry where the action is, send your complete resume to Dick Fairbanks, MCTV, PO 19700, San Diego, CA 92119.

## BUY-SELL-TRADE

**No. 340 Utility Tower,** needed 60 feet 12 inch face FM tubular type. Call 312-266-7946.

**Deejay Dropins!** 500 Character voice tracks. Tape, cuesheets. \$20.00. Payable to: N. Anderson, 5921 Fair Ave., No. Hollywood, CA 91601.

### WANTED TO BUY EQUIPMENT

**Quality conscious** organization will purchase Gates BC-10B ten kilowatt AM transmitter. Must be in good condition. Box R-85, BROADCASTING.

**Educational FM** applicant needs tax-deductible studio and transmitter equipment donations. Box 2734, Phoenix, AZ 85002.

### FOR SALE EQUIPMENT

**One Telestrator** Model 600 (including symbol gen. & 4501 scan converter, complete and operational. Best Offer. Box R-118, BROADCASTING.

**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.

**IVC 800** Video heads \$75.00. RCA MI40790BZ Low Band Air bearing video head assembly. \$150.00. Trompeter video jacks type J-2 \$2.00. WE 233 looping plugs \$4.00. Ampex VR 1200 Capstan Motor \$150.00. Ampex VR 1100 solid state signal system \$125.00. Norman Gillaspie, Box 2124, Monterey, CA 93940 1-408-375-7424.

**Tektronix** 149 NTSC signal generator. Perfect condition \$2650.00. Mike Lincoln, KIQI, 700 Montgomery St., San Francisco, CA 94111 415-956-5101.

**Stereo limiter.** Spotmaster. Gates FM Stereo top level. Sacrifice prices. Box 33098, District Heights, MD 20028.

**1 KW AM Transmitters:** Collins 20-V, RCA BTA-1-R1, Gates BC-1G, Raytheon RA-1000, CCA AM-1000-D, Collins 20-V3. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**For Sale** One six bay horizontal and vertical polarized antenna. Frequency 101.5. Used six months, 50,000 kw. Two 200 foot used towers with base insulators. PH. 803-761-2518. W.H. Burckhalter, PO Box 114, Ladson, SC 29456.

## FOR SALE EQUIPMENT CONTINUED

**Ampex high speed 2"** video tape duplicator/ADR150-3. Ampex slo-mo recorder and computer editor/HS-100. HS-200 equipment almost new, expertly maintained. Make offer. Byron Motion Pictures, 65 K Street, N.E., Washington- D.C. Phone 202-783-2700.

**Ampex video tape recorder** model VR-1200B, 525/60, mono/color, high/low band with overhead monitoring. Includes Amtel-Colortel processing amplifier-Mark X video head. Practically new. Leo Goldman, c/o Olympic, 5800 W. Jefferson Blvd., Los Angeles, CA 90016. 213-837-5321.

**FM Transmitters:** GEL 15-KW, RCA 10-KW, Collins 10-KW, Visual 10-KW, RCA 5-KW, Collins, 5-KW, Gates, 1-KW, 1 TA 1-KW, Collins 1-KW, CCA 1-KW. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**Capital Comedy** zaps the polticos. Over 40 one-liners every 10 days. 3 months trail \$15. Sample \$2. Jack Posner, 220 Madison Ave., NY, NY 10016.

## MISCELLANEOUS

**Prizes Prizes! Prizes!** National brands for promotions, contests, programing. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Join Oldtime Announcers' Club.** Announcing experience dating back 25 years or more. No dues. PO Box 1174, North Little Rock, AR 72115.

**Free-lance!** Your own company! Profitable; all media; no investment! Details: Box 713-AB, Summit, NJ 07901.

**Best sports** deal in radio. Eight live golf reports personalized for your sponsor each week-end. Only \$1.00 each regardless of market size. We pay line charges. Sports Corporation of America, 305-582-2474.

**45 RPM reformed** 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.

## PROGRAMING

**Nationally known** management consultant is now available to pump up ratings and billings for under developed radio stations. Protect your investment. Bill Elliott & Associates. 305-967-8838.

## INSTRUCTION

**Cassette recorded first phone** preparation at home plus one week personal instruction in Boston, Atlanta, Detroit, Philadelphia, Chicago, Seattle, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

**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. June 21 and August 2.

**REI.** 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**REI.** 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

## INSTRUCTION CONTINUED

**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.

**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.

**Effective commercials** give more sales, better income. Learn how. Complete course. Sample \$5, refundable. Fuller, Box 692, Cincinnati, OH 45201.

**1st Class FCC**, 6 wks. \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**Job opportunities** and announcer-d.j.-1st class FCC license training at Announcer Training studios, 152 W. 42nd St., 3rd floor, NYC. Licensed and V.A. benefits.

**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.

**First Class FCC** license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

**FCC License** study guide. 377 pages. Covers third, second, first radiotelephone examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

**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.

## RADIO

### Help Wanted Management

#### BROADCAST EXECUTIVE

Group Broadcaster seeking operations executive to serve as administrative assistant to the President. Duties include coordination of station day-to-day operations with home office, including the supervision of engineering projects with each station's chief. Individual with good technical background preferred. Salary commensurate with experience and capability. Write in complete confidence detailing experience and general background to

**Box R-7, BROADCASTING.**  
*An Equal Opportunity Employer*

#### DIRECTOR OF MARKETING.

Well established firm wants super salesperson with radio background, must have solid track record. Please send resume today.

William C. Moyes,  
**FRANK N. MAGID ASSOCIATES**  
One Research Center  
Marion, Iowa 52302

#### MANAGER

##### UNIVERSITY RADIO STATION

Northern Illinois University is seeking a Manager for its 50W public radio station. Demonstrated ability to manage personnel, programs and budgets required. Contact: K.L. Beasley, Assistant to President, Northern IL University, DeKalb, Illinois 60115, by April 30. An Equal Opportunity/Affirmative Action Employer.

## Help Wanted Management Continued

Highly rated San Francisco area station looking for the Sales Manager who can do it all. We require strong personal sales, training and motivating salespeople, plus bottom-line awareness for this autonomous position. Money, by the way, is tops as are living conditions, fringes, etc. Rick Davenport, (312) 693-6171, Ron Curtis & Company.

## 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

### TOP M.O.R. PERSONALITY

You're an entertainer who knows the secrets of building and holding an audience. You pre-plan your show, "set up" each commercial, and involve your audience. You have a proven track record as a top M.O.R. personality and want to move to a job with a future. We're a community involved, number one, eastern major market radio station offering top pay and benefits. Equal Opportunity Employer. Box R-82, BROADCASTING.

### KLZ-FM Denver,

#### Album oriented Rock

seeks strong, experienced announcer with first ticket.

Send tape and resume to Program Director, KLZ-FM, 2149 S. Holly, Denver, CO 80222.

New York Market Beautiful Music Station seeks announcer who can read news, weather and commercials in soft, romantic, but natural style. Salary \$25,000 to \$30,000. Send audition tape and resume to P.O. Box 2727, Grand Central Station, New York City. Tapes will not be returned. Equal Opportunity Employer.

## Broadcasting

The newsworthy of broadcasting and allied arts

## 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

## 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

## Situations Wanted Management

Strong, experienced, radio GM with great record of achievement in major markets seeking position. Have managed top-flight stations in major markets. Reply in utmost confidence. Will answer all replies.

Box R-69, BROADCASTING.

# General Manager CLASSICAL MUSIC

SENSATIONAL TRACK RECORD IN SELLING CONCEPT OF CLASSICAL MUSIC FORMAT TO NATIONAL AND BLUE CHIP LOCAL CLIENTS: AVAILABLE FOR MAJOR MARKET.

Call or write: **BARRY SHERMAN,**  
Suite 2400

1370 Ave. of Americas, N.Y. N.Y. 10019  
212/765-3244

Have sold my stock in stations here. Desire to relocate. Complete background in all areas of management. Highly qualified in sales, programming & administration in both major and medium markets. Dedicated and dependable. Call Hal Fisher 205-272-1773.

## Situations Wanted News

### YOUR SUCCESS

News/Production person currently in an excellent position in small medium west coast market. Are you committed to the community? Do you treat News as a "tune in"? This young pro is ready to assist with your success ... right now.

Box R-74, BROADCASTING.

### YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.  
Washington, D.C. 20036

## Situations Wanted Programing, Production, Others

Major market DJ, Program Director, seeking position offering growth. Excellent career history included WABC, WIFE, WAKY and national TV show. Call 201-445-9772 or write 262 Gateway Road Ridgewood, New Jersey 07450.

JAY REYNOLDS

## TELEVISION

### Help Wanted Management

Major Market independent station requires Business Manager. Opportunity for a person looking for increased responsibility and future with growing company. M/F applicants from all races are desired. An equal opportunity employer. M/F.

Box R-112, BROADCASTING.

### 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

Experienced maintenance technician for central California network affiliate. Group broadcaster, excellent company benefits and opportunity for advancement within group. Require solid electronics background with technical school or equivalent, FCC first class license and capability of maintaining all types of broadcast equipment in modern television station. Equal Opportunity Employer, M/F. Send resume and salary requirements to

Box R-99, BROADCASTING.

## Help Wanted News

### NEWS DIRECTOR

We're a group owned station in a small California market and we're looking for a news director. We're number one in our market and we try to look and act like our large market sister stations who are also number one. If you're ready to take the first step in managing a number one news, tell us why you're ready and what you'd do to maintain our already strong reputation for local news leadership. Send letter and resume with salary requirements to

Box R-98, BROADCASTING  
An equal opportunity employer, M/F.

EXPERIENCED SPORTS DIRECTOR. To replace our man hired away by ABC O&O in San Francisco. We are looking for a mover with strength both on-the-air and in the field. Camera skills also a requirement for periodic coverage of local events. We want a pro who is willing to work hard for an eventual shot at California major markets. Beginners need not apply. Rush background and vtr to: Lee Scheil, KNTV, 645 Park Ave. San Jose, Ca. 95110.

## Situations Wanted Management

My resume is 30 years of success stories you will believe. References read like whos who in Broadcasting Profession. My target is midwest market making \$\$ for you and me plus stock options. Must relocate for personal reasons.  
Box R-75, BROADCASTING.

Looking for a challenging Management Position. "key" executive—super success record in top Management associations with CBS TV STATION NATIONAL SALES, THE EDWARD PETRY COMPANY, TELEREP, WTVJ, Miami, WJAR-TV Providence (then elevated to DIVISION DIRECTOR OF SALES for all OUTLET CO. STATIONS—WJAR-TV, WDBO-TV, KSAT-TV, WNYS-TV, WJAR-AM, WDBO-AM/FM. Ready to make detailed presentation, clearly documenting unique accomplishments in every phase of career. Best references. Call or write,

Bob Schneider,  
6 Bruce Lane,  
Warwick, R.I. 02886,  
401-884-5765.

## Situations Wanted News

### YOUNG NEWS PROFESSIONAL

Major market anchor, O&O street reporter. Group-owned radio News Director. Excellent references from top industry pros, including current employer. Anxious for new challenge as anchor, News Director, or combo. Executive ambition and potential. Early 30's, married. Looking for permanent home with a first-class organization.

Box R-111, BROADCASTING.

## Employment Service

### TV NEWS DIRECTOR

Previous experience as News Director or Assistant News Director desirable.



ROBINSON

Bruce Robinson Associates helps its clients implement their Affirmative Action Programs. Our clients are Equal Opportunity Employers. They are looking for pros

from the communications industry. Please mail your resume to us at the address below.

Bruce Robinson Associates  
200 West 57th Street  
New York, N.Y. 10019

## BROADCASTING'S CLASSIFIED . . .

If you need help, the right job . . . or for any needs related to Broadcasting:

**Lower Service**

**SWAGER TOWER CORPORATION**  
CABLES PRESTRESSED FOR TALL  
TOWERS SOCKETS ATTACHED

All work supervised by Certified  
Engineer  
Box 656, Fremont, Indiana 46736  
219-495-5165.

**Miscellaneous**



**THE STORY OF AMERICA'S IMMIGRANT HERITAGE**  
100 2½-Minute Programs  
Commercial Break Included

"... a fascinating, enjoyable and quickly sold chronicle of  
America's uniquely diverse ethnic/racial composition!"



For Demo Cassette, Write or Call Collect:  
**Merit Associates**  
4947 East Ringwood Street  
Simi Valley, California 93063  
(805) 526-6321

**Wanted To Buy Stations**

**SOUTH OR SOUTHEAST**

Multiple Station owner ready for expansion.  
Will buy full-time AM or AM/FM. Medium  
market or target. This is not a broker ad—  
replies confidential.  
Box R-83, BROADCASTING.

**For Sale Stations**

**FOR SALE**

Cable TV Company in North Arkansas  
town.  
Population 2000  
With approximately 600 hookups.  
System built in 1968.  
For additional information, please write  
Box R-20, BROADCASTING.

S.E.	Small	Fulltime	265K	29%
M.W.	Small	FM	210K	58
S.E.	Metro	Fulltime	425K	123
West	Small	Daytime	85K	Cash
East	Med.	Daytime	375K	Terms

Atlanta—Boston—Chicago—Dallas  
New York—San Francisco



**CHAPMAN ASSOCIATES®**  
nationwide service

5 Dunwoody Park

Atlanta, Georgia 30341

**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**

**FOR SALE**

5 KW with Small FM  
Good Business and Location.  
Box R-105, BROADCASTING.

**BROADCASTING**

will reach virtually 100% of the  
industry's decision makers.

**appraisals**

PAUL KAGAN  
ASSOCIATES, INC.  
100 MERRICK ROAD, ROCKVILLE CENTRE, N.Y. 11570 (516) 764-5516

**For Sales 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

**MOUNTAIN STATES**

AM-FM Combination  
\$385,000 on terms  
\$360,000 all cash

Average monthly gross—\$17,000

**MEDIA BROKERS  
APPRAISERS**

RICHARD A.  
**SHANEEN** INC.  
435 NO MICHIGAN AVE • 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, Man-  
agement, Sales, Etc. If this information is omitted we will deter-  
mine, according to the copy enclosed, where the ad should be  
placed. No make goods will be run if all information is not in-  
cluded.

The Publisher is not responsible for errors in printing due to il-  
legible 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., Wash-  
ington, D.C. 20036

BROADCASTING does not forward tapes of any kind.  
PLEASE do not send them to us ... they will be  
returned to you.

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 Agen-  
cies 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, in-  
itial, single figure or group of figures or letters as a word. Sym-  
bols such as 35mm, COD, P.D., GM, etc. count as one word. Hy-  
phenated 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. April 7	Closing Wed. March 31	Net change in week	% change in week	High	Low	1975-76	PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
<b>Broadcasting</b>													
ABC	ABC	N	27 7/8	27 1/4	+	5/8	+	2.29	29 5/8	13 1/8	28	17,187	479,087
CAPITAL CITIES	CCB	N	50	48 1/2	+	1 1/2	+	3.09	52 1/4	22	15	7,208	360,400
CBS	CBS	N	55 1/2	52 3/4	+	2 3/4	+	5.21	57 5/8	20 1/2	13	28,313	1,571,371
COX	CDX	N	34 5/8	34	+	5/8	+	1.83	36 3/8	10 1/4	14	5,852	202,625
GROSS TELECASTING	GGG	A	11 1/8	10 7/8	+	1/4	+	2.29	12	6 7/8	8	800	8,900
LIN	LINB	O	16	14 1/2	+	1 1/2	+	10.34	16 3/4	2 5/8	10	2,382	38,112
MOONEY	MOON	O	3 1/8	3 1/4	-	1/8	-	3.84	3 7/8	1 1/4	6	425	1,328
RAHALL	RAHL	O	4 1/2	4 1/2				.00	6 1/4	2 1/4	12	1,297	5,836
SCRIPPS-HOWARD	SCRIP	O	27 1/2	25 1/2	+	2	+	7.84	27 1/2	14 1/4	9	2,589	71,197
STARR** *	SBG	M	3 5/8	3 5/8				.00	7	2 3/4		1,091	3,954
STORER	SBK	N	23	22 1/2	+	1/2	+	2.22	23	12 1/8	8	4,548	104,604
TAFT	TFB	N	27 1/8	25 1/2	+	1 5/8	+	6.37	28 1/2	11 5/8	10	4,042	109,639
TOTAL										75,734		2,957,053	

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	4 3/4	5	-	1/4	-	5.00	5	3/4	13	1,250	5,937
AVCO	AV	N	11 5/8	10 1/2	+	1 1/8	+	10.71	11 5/8	2 3/8	4	11,481	133,466
BARTELL MEDIA**	BMC	A	1	1				.00	1 5/8	1/2		2,257	2,257
JOHN BLAIR	BJ	N	10 1/2	11	-	1/2	-	4.54	11	3 7/8	10	2,403	25,231
CHRIS-CRAFT**	CCN	N	6 1/8	8 3/4	-	2 5/8	-	30.00	8 3/4	2 1/8		4,167	25,522
COMBINED COMM.	CCA	N	16 3/4	15 7/8	+	7/8	+	5.51	17 1/4	5	11	4,899	82,058
COWLES	CWL	N	9 1/4	8 3/4	+	1/2	+	5.71	9 5/8	4 1/8	13	3,969	36,713
DUN & BRADSTREET	DNB	N	28 1/2	28 1/4	+	1/4	+	.88	33 1/2	18 3/4	18	26,527	756,019
FAIRCHILD IND.	FEN	N	9	8 7/8	+	1/8	+	1.40	9 7/8	3 3/4	13	5,708	51,372
FUQUA	FOA	N	8 1/2	8 1/4	+	1/4	+	3.03	9	3 1/4	213	8,689	73,856
GANNETT CO.	GCJ	N	37 1/4	36	+	1 1/4	+	3.47	39 5/8	23	20	21,108	786,273
GENERAL TIRE	GY	N	21	22 1/8	-	1 1/8	-	5.08	22 1/2	10 5/8	7	21,954	461,034
GLOBETROTTER**	GLBTA	O	2 7/8	2 5/8	+	1/4	+	9.52	3 5/8	7/8		2,783	8,001
GRAY COMMUN.		O	6	6				.00	7	6	5	4,775	2,850
HARTE-HANKS	HHN	N	25	24	+	1	+	4.16	25	6 1/4	14	4,369	109,225
JEFFERSON-PILOT	JP	N	26 7/8	27 1/4	-	3/8	-	1.37	38 3/4	26 1/4	11	24,068	646,827
KAISER INDUSTRIES	KI	A	12 1/4	12	+	1/4	+	2.08	12 3/4	4 5/8	5	27,575	337,793
KANSAS STATE NET.	KSN	O	3 7/8	3 3/4	+	1/8	+	3.33	4 3/4	2 7/8	5	1,815	7,033
KINGSTIP	KTP	A	7	6 7/8	+	1/8	+	1.81	8 3/8	1 7/8	5	1,154	8,078
KNIGHT-RIDDER	KRN	N	36 5/8	37 1/8	-	1/2	-	1.34	37 1/8	14 1/4	18	8,305	304,170
LEE ENTERPRISES	LNT	A	16 1/8	15 5/8	+	1/2	+	3.20	24 5/8	12	7	3,352	54,051
LIBERTY	LC	N	15 3/4	15 1/2	+	1/4	+	1.61	16 1/2	7 1/8	7	6,762	106,501
MCGRAW-HILL	MHP	N	14 3/8	15 1/8	-	3/4	-	4.95	15 5/8	6	11	24,601	353,639
MEDIA GENERAL	MEG	A	17	17 7/8	-	7/8	-	4.89	19 1/8	9 3/8	9	7,221	122,757
MEREDITH	MDP	N	16 5/8	17 1/8	-	1/2	-	2.91	17 1/8	8 3/8	7	3,041	50,556
METROMEDIA	MET	N	22 3/4	21 5/8	+	1 1/8	+	5.20	22 3/4	5 1/4	11	6,553	149,080
MULTIMEDIA	MMED	O	19 1/2	19 3/4	-	1/4	-	1.26	19 3/4	8 3/4	12	4,390	85,605
NEW YORK TIMES CO.	NYKA	A	13	15	-	2	-	13.33	16 1/4	7 1/2	11	10,938	142,194
OUTLET CO.	OTU	N	17 3/4	17 7/8	-	1/8	-	.69	19	8	6	1,387	24,619
POST CORP.**	POST	O	9 3/4	9 3/4				.00	11	3 1/4		871	8,492
PSA**	PSA	N	7 1/8	7 5/8	-	1/2	-	6.55	9	3 3/4		3,181	22,664
REEVES TELECOM**	R8T	A	1 7/8	1 3/4	+	1/8	+	7.14	2 1/4	3/4		2,376	4,455
ROLLINS	ROL	N	25 1/2	24	+	1 1/2	+	6.25	26 7/8	11 1/4	17	13,404	341,802
RUST CRAFT	RUS	A	9 3/4	9	+	3/4	+	8.33	9 3/4	4 3/4	8	2,328	22,698
SAN JUAN RACING	SJR	N	8	8 1/8	-	1/8	-	1.53	14 1/4	5 3/4	7	2,509	20,072
SCHERING-PLOUGH	SGP	N	57 3/8	57	+	3/8	+	.65	67 1/4	44 1/2	22	53,956	3,095,725
SONDERLING	SDB	A	11	11 1/8	-	1/8	-	1.12	12 3/8	4	5	727	7,997
TECH OPERATIONS**	TO	A	4 1/2	4 3/8	+	1/8	+	2.85	6 1/4	2 3/8		1,344	6,048
TIMES MIRROR CO.	TMC	N	20 1/2	20	+	1/2	+	2.50	22 5/8	10 1/4	15	33,823	693,371
WASHINGTON POST CO.	WPO	A	31	31 3/4	-	3/4	-	2.36	32 1/4	16 7/8	12	4,725	146,475
WOMETCO	WOM	N	16 3/4	16 7/8	-	1/8	-	.74	18 3/8	6 5/8	8	6,332	106,061
TOTAL										378,777		9,428,577	

## Cablecasting

AMECO	ACO	O	1/2	3/8	+	1/8	+	33.33	1 7/8	1/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1 7/8	1 7/8				.00	2 3/8	1/2		1,672	3,135
AMERICAN TV & COMM.	AMTV	O	18 1/2	20	-	1 1/2	-	7.50	21 3/4	6	23	3,322	61,457
ATHENA COMM. *		O	3/8	3/8				.00	2 1/4	1/8		2,125	796
BURNUP & SIMS**	BSIM	O	4 3/4	4 7/8	-	1/8	-	2.56	7 3/4	3		8,351	39,667
CABLECOM-GENERAL	CCG	A	7 5/8	7 3/4	-	1/8	-	1.61	8 1/2	1 5/8	7	2,560	19,520
CABLE INFO.		O	1/2	1/2				.00	1 1/4	1/4	3	663	331
COMCAST		O	3 1/8	3 1/8				.00	3 1/8	3/4	9	1,708	5,337
COMMUN. PROPERTIES**	COMU	O	3 5/8	3 3/4	-	1/8	-	3.33	3 3/4	1 1/4		4,761	17,258
COX CABLE	CXC	A	16	15 5/8	+	3/8	+	2.40	18 1/8	4 3/8	20	3,560	56,960
ENTRON	ENT	O	1 3/4	1 3/4				.00	1 3/4	5/8	2	1,358	2,376
GENERAL INSTRUMENT	GRL	N	12 5/8	11 5/8	+	1	+	8.60	31 1/2	7 1/2	32	7,201	90,912
GENEVE CORP.	CFUN	O	6 3/4	6 3/4				.00	7 3/4	4 1/4	45	1,121	7,566
SCIENTIFIC-ATLANTA	SFA	A	14 7/8	15	-	1/8	-	.83	18	11 1/8	13	1,374	20,438
TELE-COMMUNICATION**	TCOM	O	4	4 1/8	-	1/8	-	3.03	5	1		5,181	20,724
TELEPROMPTER**	TP	N	9	9 3/4	-	3/4	-	7.69	10	1 1/2		16,604	149,436
TIME INC.	TL	N	63 5/8	64	-	3/8	-	.58	67 1/2	24 3/4	14	9,975	634,659
TOCOM	TOCM	O	3	3				.00	3 1/4	1 5/8	11	617	1,851

Stock symbol	Exch.	Closing Wed. April 7	Closing Wed. March 31	Net change in week	% change in week	High	1975-76 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
UA-COLUMBIA CABLE	UACC	D 12 1/2	12 1/2		.00	.13	4 5/8	13	1,714	21,425
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 9 3/8	10 1/8	- 3/4	- 7.40	11 5/8	2 3/4	11	3,654	34,256
VIKOA**	VIK	A 2 3/8	2 1/8	+ 1/4	+ 11.76	2 3/4	5/8		2,529	6,006
<b>TOTAL</b>									<b>83,129</b>	<b>1,198,702</b>
<b>Programming</b>										
COLUMBIA PICTURES	CPS	N 6 3/8	6 1/2	- 1/8	- 1.92	9 5/8	2 3/8	7	6,748	43,018
DISNEY	DIS	N 60 1/4	60 3/4	- 1/2	- .82	62 1/4	21 1/4	28	30,977	1,866,364
FILMWAYS	FWY	A 8 3/4	9 7/8	- 1 1/8	- 11.39	10 1/8	2 3/4	8	1,792	15,680
FOUR STAR			5/8		.00	5/8	1/4		666	416
GULF + WESTERN	GW	N 24 3/8	24 5/8	- 1/4	- 1.01	26 5/8	18 1/4	5	30,058	732,663
MCA	MCA	N 25 1/2	70 1/4	- 44 3/4	- 63.70	89 1/8	25 1/2	2	8,672	221,136
MGM	MGM	N 14	14 1/2	- 1/2	- 3.44	18 3/4	12 1/4	7	13,118	183,652
TELETRONICS INTL.		O 7 1/2	7 1/2		.00	9 1/4	1 3/8	12	887	6,652
TRANSAMERICA	TA	N 11 3/8	12	- 5/8	- 5.20	12	6	10	64,947	738,772
20TH.CENTURY-FOX	TF	N 10 7/8	11 5/8	- 3/4	- 6.45	15 1/2	5 1/8	5	7,562	82,236
WALTER READE	WALT	O 3/8	3/8		.00	3/8	1/4		4,296	1,611
WARNER	WCI	N 24	24 1/2	- 1/2	- 2.04	24 1/2	8 1/4	45	16,718	401,232
WRATHER**	WCD	A 5	5 1/4	- 1/4	- 4.76	5 7/8	1 1/2		2,229	11,145
<b>TOTAL</b>									<b>188,670</b>	<b>4,304,577</b>
<b>Service</b>										
8800 INC.	8800	O 18 3/4	19 3/4	- 1	- 5.06	20 3/4	11 1/8	7	2,513	47,118
COMSAT	CO	N 28	29 1/4	- 1 1/4	- 4.27	46 1/2	24 1/2	6	10,000	280,000
DOYLE DANE BERNARD**	DOYL	O 12 1/2	11 5/8	+ 7/8	+ 7.52	13	6 1/4		1,816	22,700
FOOTE CONE & BELDING	FCB	N 12 1/2	13	- 1/2	- 3.84	13 1/8	5 1/2	7	2,130	26,625
GREY ADVERTISING	GREY	O 8 3/8	8 5/8	- 1/4	- 2.89	9 3/4	5 1/2	5	1,213	10,158
INTERPUBLIC GROUP	IPG	N 26 5/8	26	+ 5/8	+ 2.40	26 5/8	8 5/8	8	2,290	60,971
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 7/8	2 7/8		.00	3 7/8	1 3/8		15,826	45,499
MOVIELAB	MOV	A 1 5/8	1 7/8	- 1/4	- 13.33	2 3/8	5/8	6	1,407	2,286
MPD VIDEOTECHNICS**	MPD	A 3 1/8	3	+ 1/8	+ 4.16	4 1/8	1		537	1,678
NEEDHAM & HARPER	NDHMA	O 5 5/8	5 7/8	- 1/4	- 4.25	6 3/4	3 7/8	7	853	4,798
A. C. NIELSEN	NIELB	O 22 3/4	21 7/8	+ 7/8	+ 4.00	24 5/8	10 5/8	18	10,598	241,104
OGILVY & MATHER	OGIL	O 24 3/4	23 3/4	+ 1	+ 4.21	24 3/4	11 1/2	9	1,805	44,673
J. WALTER THOMPSON	JWT	N 11 7/8	12	- 1/8	- 1.04	12 1/2	4 1/8	10	2,649	31,456
<b>TOTAL</b>									<b>55,599</b>	<b>838,195</b>
<b>Electronics/Manufacturing</b>										
AMPEX	APX	N 7 1/2	7 5/8	- 1/8	- 1.63	8 1/4	2 5/8	75	10,885	81,637
CETEC	CEC	A 2 1/8	2 1/4	- 1/8	- 5.55	2 1/2	1	18	2,319	4,927
COMU, INC.	COMU	A 3 1/8	3	+ 1/8	+ 4.16	3 5/8	1 1/4	28	1,617	5,053
CONRAC	CAX	N 23 1/4	23 7/8	- 5/8	- 2.61	30 1/4	3 1/2	9	1,282	29,806
EASTMAN KODAK	EASKD	N 115 1/4	118 3/4	- 3 1/2	- 2.94	118 3/4	63	30	161,347	18,595,241
FARINON ELECTRIC	FARN	O 11 1/2	10 3/4	+ 3/4	+ 6.97	14 3/4	6 1/4	20	3,937	45,275
GENERAL ELECTRIC	GE	N 52	52 5/8	- 5/8	- 1.18	54 3/4	32 3/8	16	183,258	9,529,416
HARRIS CORP.	HRS	N 43 5/8	45 3/4	- 2 1/8	- 4.64	46 5/8	14 1/2	12	6,066	264,629
HARVEL INDUSTRIES *	HARV	O 6	6		.00	9	3	16	480	2,880
INTL. VIDEO CORP.**	IVCP	O 2 5/8	2 5/8		.00	3 3/4	3/4		2,711	7,116
MICROWAVE ASSOC. INC	MAI	N 15 7/8	16	- 1/8	- .78	26 7/8	9 3/4	10	1,320	20,955
3M	MMM	N 63 1/4	64 1/8	- 7/8	- 1.36	66 7/8	46 1/8	28	114,240	7,225,680
MOTOROLA	MOT	N 47 1/8	43 3/4	+ 3 3/8	+ 7.71	57 7/8	33 3/4	32	28,198	1,328,830
N. AMERICAN PHILIPS	NPH	N 29 5/8	28	+ 1 5/8	+ 5.80	32 1/4	12 3/8	11	12,033	356,477
OAK INDUSTRIES	OEN	N 10 3/8	9 1/2	+ 7/8	+ 9.21	11 1/2	5 1/2	14	1,639	17,004
RCA	RCA	N 26 3/4	27 3/4	- 1	- 3.60	28 1/4	10 3/8	19	74,547	1,994,132
ROCKWELL INTL.	ROK	N 30 5/8	29 1/2	+ 1 1/8	+ 3.81	30 5/8	18 7/8	10	31,200	955,500
RSC INDUSTRIES	RSC	A 2 1/8	2 1/8		.00	2 1/2	1 1/4	11	3,440	7,310
SONY CORP.	SNE	N 8 7/8	9 1/4	- 3/8	- 4.05	13 1/4	5	36	172,500	1,530,937
TEKTRONIX	TEK	N 58 3/4	60 1/4	- 1 1/2	- 2.48	60 1/4	18 1/8	18	8,671	509,421
TELEMATION**	TIMT	O 3/4	3/4		.00	1 1/2	3/4	1	1,050	787
VARIAN ASSOCIATES	VAR	N 14 1/2	15 1/2	- 1	- 6.45	18 1/2	6 1/2	13	6,838	99,151
WESTINGHOUSE	WX	N 15 3/4	16	- 1/4	- 1.56	20	9 3/4	8	87,091	1,371,683
ZENITH	ZE	N 36 5/8	36 1/8	+ 1/2	+ 1.38	39 3/8	10	27	18,797	688,440
<b>TOTAL</b>									<b>935,466</b>	<b>44,672,287</b>
<b>GRAND TOTAL</b>									<b>1,717,375</b>	<b>63,399,391</b>

Standard & Poor's Industrial Average 114.9 115.6 -.7

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 Hornblower & 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	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	2 7/8	3/8/76
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75



## Don Hewitt and accounting for every second of CBS's '60 Minutes'

The executive producer of CBS News's *60 Minutes* props his feet on his desk and relates, "I have a flamboyance that probably doesn't sit well with my colleagues at CBS News . . . I take my work very seriously, but I don't take myself seriously."

His work is an obsession—and not a very healthy one, he admits. He passes judgment on every *60 Minutes* story, reviews uncut versions of each segment of the show and then acts as a "play doctor," editing film until it suits his standards—which, those who work with him agree, are high.

His associates say Mr. Hewitt worries each week about each detail and every second in *60 Minutes*. To him, it's "not just a TV show."

If *60 Minutes* is not "just a TV show" now, it certainly wasn't in 1968, when Mr. Hewitt "invented" the television magazine format. At that time, he says, all three networks were doing hour documentaries, and all were drawing the same ratings—low. But, he figured, there were the "same documentary freaks out there" for each program, and if he "went multisubject and made it as attractive as Hollywood presents fiction, we could double the ratings."

*60 Minutes* is still on the air, and it now runs in prime time, at 7 on Sundays, and is averaging a 30 share since it moved to that time slot last December.

Which indicates Mr. Hewitt's obsession with his job is paying off. "It's an ideal life," he says. "I wouldn't trade places with anyone." (The words are hardly spoken when his wrist-watch alarm sounds to remind him to take blood-pressure medication.)

Mr. Hewitt was an early blooming journalist. When the other five-year-olds were playing cops and robbers, he played newsman, he says. He dropped out of New York University after one year on a track scholarship to join the *New York Herald Tribune* as head copyboy in 1942. He later served the paper as war correspondent, and joined the AP as night editor for its Memphis bureau in 1945. For the next two years he was editor of the weekly *Pelham* (N.Y.) *Sun*.

But in 1948 Mr. Hewitt learned of an opening at CBS News. He defied contrary advice ("TV is just a fad") and, starting at \$80 a week, became an associate director of *Douglas Edwards with the News*. He got the job, he says, "with credentials that today wouldn't get me a job in the mail-room." But in those days, he says, there was no competition.

He acted as producer-director of the Edwards newscast for 14 years, then was ex-



Donald Shepard Hewitt—executive producer, CBS News's *60 Minutes*; b. Dec. 14, 1922, New York; New York University, 1941; copyboy, *New York Herald Tribune*, 1942; war correspondent, 1943-45; night editor, AP Memphis bureau, 1945-46; editor, *Pelham* (N.Y.) *Sun*, 1946-47; night telephoto editor, Acme News Pictures, 1947-48; CBS News associate director, *Douglas Edwards With the News*, 1948; producer-director, 1948-62; executive producer, *CBS Evening News with Walter Cronkite*, 1963-64; executive producer, various special reports and documentaries, 1965-68; *60 Minutes Post*, September 1968 to present; divorced; children—Lisa, 10; Jill, 23; Steven, 28; Jeffrey, 29.

ecutive producer of the *CBS Evening News with Walter Cronkite* from its inception in 1963 until January 1964. He also did documentaries and directed CBS News's coverage of the 1948, 1952, 1956 and 1960 Democratic and Republican conventions, and the floor coverage of both conventions in 1972.

He also produced and directed CBS's leg in the three-network Kennedy-Nixon debates in 1960, and directed for CBS in the three-network *Conversations with the President*—JFK in 1962 and Lyndon Johnson in 1964—and was producer-director of the coronations of Queen Elizabeth in 1953 and Pope John XXIII in 1958.

Mr. Hewitt has been honored for his accomplishments, including six Emmys for *CBS Reports: Hunger in America*, for coverage of the assassination and funeral of the Rev. Dr. Martin Luther King Jr., for Lord Snowdon's *Don't Count the Candles* and for *60 Minutes* as a series and for two segments of the show.

Mr. Hewitt remembers the early days in the business when it was "unthinkable"

that the big names would be "the news guys." It was fortuitous that television was inherited by the radio networks with a history of public service, rather than by Hollywood, he thinks—"CBS, NBC and ABC might have been MGM, 20th Century and Paramount." It is also fortunate that TV always resisted the temptation to "go tabloid," he says, to appeal to the lowest common denominator. "Even the so-called 'happy talk' news hasn't gone the old *National Enquirer* route," he says.

It has been Don Hewitt's personal good fortune to hit upon a middle ground that defies the traditional rules of television, that "you either get a hot product that soars in ratings but bombs with the critics, or a prestige show that no one ever sees." His middle ground is budgeted at \$5 million-plus annually, or \$105,000 per broadcast.

His professed success formula for the program is simple: He says he has the same short attention span as the average viewer, he always hires people who are smarter than himself and he demands attention to detail. He is "simpatico" with the great mass of people, he tells his elitist-liberal friends, whose problem is "they talk to the people at the Dakota [a New York apartment landmark], on Central Park West; I talk to people in North and South Dakota in the real West."

He says that *60 Minutes* has never been pigeonholed as 'liberal' or 'conservative.' And while it does not displease him that the program is watched by "college presidents, newspaper publishers, Supreme Court judges and the White House," he claims he broadcasts "for cops, hardhats, school teachers and college kids."

Hewitt has a visceral understanding of the basic rules of journalism, according to Morley Safer (a social friend as well as a colleague) who says, "I argue like hell with him but he's the best editor I've ever worked for. He is the world's best boss because you get an instant reaction from him. He can be a softie sometimes, but that's another matter . . ."

"Inventive," "resourceful" and "enthusiastic" are just a few of Mike Wallace's descriptions of the boss. "His story sense is almost unerring," Mr. Wallace says, and "he understands to a remarkable degree how to be a 'doctor' to an ailing film report."

And Dan Rather praises Mr. Hewitt's mastery of both journalism and showmanship—his ability "to keep people working at or near their peak," his insatiable, child-like curiosity and his kindness, "in a business not given to kindness."

All three correspondents rally against those who find fault with this man who does not take himself seriously. As Mr. Rather says, "I consider him a genius and without apology."

## The broadcast press

Broadcasters could hardly ask for a better statement of their First Amendment rights than was contained in a majority decision of the Appellate Division of the New York Supreme Court last week. It was written by Presiding Justice Harold A. Stevens in a case involving WABC-TV New York, and it is reported in some detail elsewhere in this issue. In its most pertinent passage it holds:

"While the protection of freedom of the press is not absolute, the burden of demonstrating a condition which warrants a prior restraint is indeed a heavy one. Television broadcasting falls under the umbrella of protection afforded the press, for it too, in matters such as the subject under review, is engaged in the dissemination of information of public concern."

None of the five justices disagreed with the notion that WABC-TV could not be restrained from showing the video tape in question, which depicted conditions at a Staten Island children's home. (The home, of course, didn't want the tape shown.) Even the lone dissenting justice, who felt the decision didn't adequately protect the identities of the children involved, held that "although [the tape] was obtained as a result of a trespass, it is, nevertheless, protected by the First Amendment and can be exhibited."

The decision is subject to appeal, and anticipating the ultimate outcome in such cases is always a chancy business. Broadcasters should hope that their rights will be as forcibly upheld on appeal, if it comes to that.

## Disorder on the Hill

Political fortunes being subject to unexpected change, it cannot be said with certainty who will be the chairmen of the Senate and House Communications Subcommittees after the new Congress is organized next year. It can be said, however, that both subcommittees will be different in style and operation after the departures of their incumbent chairmen. In the House subcommittee the difference will become noticeable very soon, when the formality of Lionel Van Deerlin's succession to the chairmanship is completed.

All committees and subcommittees tend to take on the character of chairmen. In the Senate for the past two decades the Communications Subcommittee has been John O. Pastore (D-R.I.), who did his homework, held a wet finger to the political wind, made hot statements and kept a cool head. In the House for a shorter time it has been Torbert H. Macdonald (D-Mass.), who went to Harvard, Cape Cod and the Solomon Islands with Jack Kennedy and has been in failing health longer than he has admitted. Not until last week, when he announced he would not run for re-election, did Mr. Macdonald permit a reference to his physical condition which has been the subject of concern to others for a long while.

The Senate Communications Subcommittee has taken no serious action on communications matters since Senator Pastore announced last October that he would retire at the end of this Congress. The House Communications Subcommittee has gone through spasms of activity, most of it in recent months generated by staff, though brave statements about extensive hearing schedules were issued in Mr. Macdonald's name.

Nobody else in the Senate is apt to take over on communications as long as Senator Pastore is on the scene. In the House the man who had been expected to succeed Mr. Macdonald at some future date has been suddenly propelled into the chair by Mr. Macdonald's unexpected resignation. That turn of events headed

off others that could have been dispiriting to broadcasters.

With an infirm chairman at the head of the Communications Subcommittee and an ambitious staff chafing to make a name for itself, a vacuum of authority had been created. Signs of a willingness to fill it had begun coming from others, including John Moss (D-Calif.), chairman of the Investigations and Oversight Subcommittee, who was active in the investigations of quiz scandals and FCC corruption in the late 1950's and can scent publicity in broadcast subjects upwind at 100 yards. Mr. Moss, as reported elsewhere in this issue, told the National Cable Television Association early last week that he was interested in conducting hearings on cable regulation—to help the Communications Subcommittee with its work, of course. Mr. Moss's plan to get into the Communications Act has now been frustrated, to the relief of everyone involved.

There was also a moment last week when Harley O. Staggers, chairman of the parent House Commerce Committee, was thinking of appointing John Murphy of Staten Island, N.Y., the ranking Democrat under Mr. Macdonald on the Communications Subcommittee, as acting chairman to preside over cable-regulation hearings. No news could have been worse for the television networks, which Mr. Murphy hates with a passion that only a candidate who feels slighted by the networks' owned stations in New York can cultivate.

Mr. Van Deerlin, a California Democrat, is moving into a chairmanship that he has clearly wanted for some time. Assuming he continues to be re-elected, he may be expected to occupy it into the future. Among some broadcasters, that prospect will draw cool reactions. Those with a genuine fear of competition from cable will be wary of a man whose San Diego district contains the heaviest cable penetration of any major market. Those who want a chairman with ignorance that can be manipulated would prefer someone else. Mr. Van Deerlin grew up as a newspaperman and was a successful broadcast journalist before he turned to politics.

On the other side of the Capitol, Senator Vance Hartke (D-Ind.) wants the Communications chairmanship and can probably get it if he survives the elections in November. Nobody sees a reincarnation of John Pastore in the senator from Indiana who, as an interview reported elsewhere in this issue notes, tends to deal in sweeping overviews to the exclusion of the sometimes perplexing specifics of communications policy.

Mr. Van Deerlin is another type. He may not be an unquestioning champion of every broadcaster cause, but he is knowledgeable and intelligent and will be fair. Wise broadcasters will be glad to settle for that.



Drawn for BROADCASTING by Jack Schmidt

"Make my opponents look a little green on the close-ups."

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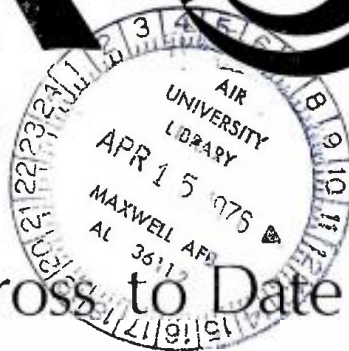
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