

FCC's violence-obscenity-sex report goes to Congress
Off and limping: 1975-76 TV pilot season

Link to department's back issue

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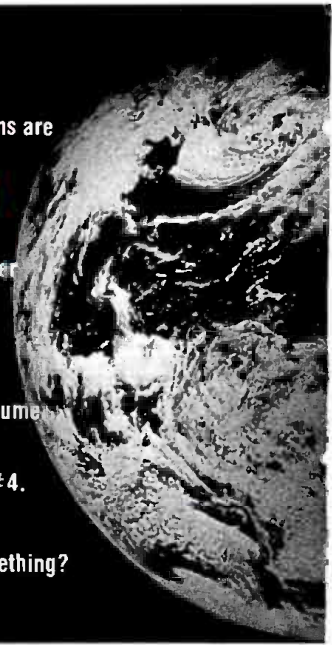
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Doesn't all this tell you something?

Sources:
SRDS November 1974;
ARB October/November 1974;
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Snapping back. National-spot radio business appears to be enjoying brisk sales in recent memory. "We had the first good January in three years," one leading sales rep says. "Mostly it's late placements for early starts, but it hasn't let up. It's a really good feeling." Another top rep says his firm "went into February this year with the same amount of business we had when February ended last year." All acknowledge last year's first quarter, in midst of energy crisis, was disaster for spot radio, but most tend to agree this year's first quarter should look good even if last year's had been decent.

As usual, sales vary from market to market without discernible pattern. Nor is upturn ascribed to any one factor. Car makers' rebate advertising obviously has helped, but sales authorities say that's only part of it. Several suggest another part may be that missionary work done by reps and Radio Advertising Bureau — including "Radio: Adflation Fighter" campaign, which RAB says is being carried by probably thousand or more stations — is paying off. Whatever reason, one rep noted, advertisers and agencies seem to have "a greater degree of confidence in radio" than they once showed.

In the bag. Poll of members of National Association of Broadcasters television board indicates they'll vote to put family viewing amendment in TV code at their special meeting in Las Vegas next April. Several, however, say they won't be comfortable with their affirmation of television code board's proposal. But, as one said, voting against amendment "would be like voting against motherhood," now that FCC, networks, Congress and code board have lined up behind drive to get sex and violence out of early evening.

No negative vote was found among 13 directors polled (out of 15 total), although four said they had not yet made up minds. Three said amendment doesn't go far enough, that industry should move against what one director called "video porno" in daytime TV.

Celebrity night. Annual banquet of Radio and Television Correspondents Association in Washington March 13 promises to draw biggest names to attend in recent years. President Ford and Vice President Rockefeller are expected; in protocol-minded Washington their presence means other ranking officials will turn out. It's NBC's turn to provide entertainment, and network has called on its number-one MC, Bob Hope, to enliven event that laid egg or two during Johnson and Nixon administrations.

Disagreement on agreements. FCC broke into variety of positions last week when commissioners discussed proposed notice of inquiry aimed at clarifying kind of citizen-station agreements commission will accept. Principally at issue was staff-drafted statement placing no restraints on substance of agreement but making it clear broadcasters must retain responsibility for operating station ("Closed Circuit," Feb. 10). There seemed so many differences among commissioners — and number of staffers reportedly pitched in with additional conflicting views — that it was uncertain

final document would contain any statement; some thought commission would simply issue inquiry listing number of questions with no direction given.

Participants in two-hour session left with feeling that Commissioner James H. Quello has not softened position on agreements even to degree his speech three weeks ago indicated (*Broadcasting*, Feb. 10). He is said to have resumed attacks on groups for allegedly threatening petitions to deny to force broadcasters into agreements and to have come close to urging ban on such agreements.

Back in business. Tom Moore, former president of defunct Tomorrow Entertainment Inc. (folded by General Electric Co. last Dec. 31) and one-time president of ABC-TV, has formed Tommoore Entertainment Inc., New York, and is said to have completed deals with NBC for three made-for-TV movies and with CBS for one feature film.

A while yet. FCC is expected to begin final deliberations on pay cable soon, but swift action is unlikely. Cable Television Bureau staff has drafted 70-odd-page final order, but although it embodies rules outlined by FCC last November (*Broadcasting*, Nov. 18, 1974), some details are sticky. Rule designed to prevent cable from siphoning sports from television is one example. It is to be based on formula involving percentage of games in given sport that have been on air, but calculation of formula gets complicated by such questions as whether playoff games count with regular-season games. Right now arithmetic is bogged down.

Draft does make one thing clear: Cable will be permitted to bid on movies under contract for television broadcast in cable system's market, whether contract is held by local station or by network with affiliate in market. FCC staff foresaw appeal in court if distinction had been made between local or network contracts for movie broadcasts.

Reprieve. FCC is expected this week to issue rulemaking to eliminate or postpone March 31, 1977, deadline that older cable systems face to rebuild systems up to channel capacity, with prescribed access channels, that FCC decreed in rules adopted in 1972. Commission voted unanimously after staff said forced compliance with 1977 deadline would impose undue hardship. After disposing of this rulemaking, FCC will issue another exploring question of technical and franchise standards it should impose on systems operating before 1972 rules took effect.

Album to watch. Early warning of what may be one of 1975's major albums came in addition of two cuts from new *Rock 'n' Roll* nostalgia LP by John Lennon at WABC-AM New York. *Peggy Sue* and *Stand By Me*, latter to be released as single this week, are first album cuts added at WABC since 1972.

Branching out. TVS Television Network, which transmits many top college basketball games each winter and which did weekly game telecasts during World Football League's first season, is getting word out that it's in market for specials produced by advertisers or agencies and rejected by ABC, CBS and NBC. Highly placed sources at TVS, which is owned by Corinthian Broadcasting, say network can guarantee clearance of 150 or so stations, for 85% coverage of U.S.

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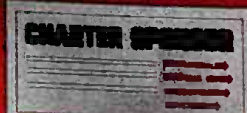


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Top of the Week

A Wiley move. *FCC report to Congress on sex and violence recommends broadcaster self-regulation to avoid adoption of rules that "might involve government too deeply in program content, raising serious constitutional questions."* Commission also cites its recent censure of WBAI(FM) New York as proof of its action to clean up radio waves, and it asks for law to include TV and cable in obscenity and indecency ban. Page 25.

Watch that sex and violence. *Word was out last week to pilot producers to go easy on potentially objectionable material that might be slated for family viewing hour. Number of pilots is down from last year. Page 26. Which shows are auditioning for which networks. Page 26. A program development scorecard. Page 27. NATPE survey finds majority of programers thinks networks are "too permissive" in prime time. Page 34.*

New rating game. *ABC and CBS each have four shows in top 10 of McCall's magazine survey of most violent shows. Magazine says survey done to test network claims that violence is what people want to watch, but none of top 10 violent shows is in top 10 of most recent Nielsen ratings. Page 35.*

View from the catbird seat. *Study by Cox Broadcasting indicates steady growth for both the broadcasting and the cable television businesses, although future audiences will be "considerably fractionalized" by increase in number of UHF's, cable penetration and growth of video cassettes. Page 38.*

Midstream horse changing causes splash. *FCC rules in complaint against WBBM-TV Chicago that equal-time policies must be applied evenhandedly, can't be changed during election campaign. Mayor Daley loses bid to outmaneuver leading primary opponent in media spot placements. Page 41.*

Prospectors. *Geneve Corp., New York venture capital firm with Arab-Jewish backing and cable television interests, is object of suit by dental equipment maker to block takeover bid aimed at acquisition of large gold and silver inventories. Page 45.*

The Vegas program. *A rundown on what's up at the NAB convention in April. Plans call for conferences on radio and TV management, small and secondary market television, and 21 morning workshops. Page 43.*

Ronstadt's rising star. *With an album and two singles at the top of various charts, Linda Ronstadt emerges as sales generator equal to her talent. Page 47.*

Ghosts of television past. *ABC petitions FCC to allow use of circularly polarized transmitter as result of WLS-TV Chicago experiment. Change would cost more and require twice as much power, but it would eliminate ghosting, improve indoor antenna reception and boost over-all picture quality. Page 50.*

Rising to the challenge. *Wometco's Bill Brazzil, VP and general manager of WTVJ(TV) Miami, describes what he does to make the station an accurate reflection of the community as well as top drawer. Page 65.*

Index to departments on back cover.

Macdonald is skeptical, Pastore is quiet about FCC's report on sex and violence

House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), in reacting to FCC's report to Congress on TV violence and obscenity last week (see page 25), says he agrees with FCC goal of industry self-regulation, but "what bothers me about the report is that it seems to put a seal of approval on the manner in which self-regulation has worked in this instance." He said network self-regulation in program content "has been and continues to be a dismal failure. The essence of television programing seems not to be to educate, challenge or even entertain but rather to gratify its audience. Limiting sex and violence to certain hours does not address the continuing failure of television to cultivate the vast wasteland."

Spokesman for Senator John Pastore (D-R.I.), chairman of Senate Communications Subcommittee, said last week that senator had no comment on FCC report, but that subcommittee will discuss it in FCC oversight hearings, perhaps some time in March. Senator Pastore is also chairman of appropriations subcommittee that has jurisdiction over FCC budget.

Representative John Slack (D-W.Va.), chairman of House appropriations subcommittee that handles FCC budget, said he had not read report as of last week, would talk to Representative Edward Boland (D-Mass.) before determining how report would figure in appropriations hearings this year. It was Mr. Boland's appropriations subcommittee that had jurisdiction last year and first demanded violence report from commission.

Meanwhile, FCC officials were surprised by play daily newspapers gave to section in report saying commission will ask for legislation to deal with obscenity and indecency on television. Legislation would make it clear that present obscenity statute applies to TV as well as radio, and decision to request it, official said, was "almost an afterthought - a throwaway." Commission officials feel agency has authority to deal with obscenity and indecency on television under present statute. But since it is written in terms of "utter[ance] of...language," some thought it might be helpful to have language prohibiting "explicit depictions of sexual material," as commission noted in its report.

Another round on prime-time access: Pros and cons give views to court

Friends and foes of FCC's prime-time access rule attacked it in its third incarnation last Friday in briefs filed with U.S. Court of Appeals in New York. Friends say some amendments tacked on to what is essentially PTAR I are unconstitutional or arbitrary, or both, and should be stripped from it; foes challenge constitutionality of rule itself, and urge reversal of FCC order adopting it.

PTAR III, like PTAR I (version now in effect), would prohibit top-50 market affiliates from taking more than three hours of network or off-network programing in prime time. But amendments adopted in III would exempt from rule children's, public affairs and documentary programs, as well as sports runovers and various types of news and political programs.

CBS, only one of three networks appealing rule, and, in separate pleading, six major studios and more than 70 independent television producers, urged court to reverse commission order adopting rule on ground it violates First Amendment. CBS said PTAR III "constitutes an attempt to regulate the content of programing according to the commission's idiosyncratic view of public needs." Regulatory scheme, it added, is "in plain contravention of the First Amendment and the strictures of the Communications

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Syracuse

**THE
CHRISTAL
COMPANY**

Act." Major producers — Warner Brothers, Columbia Pictures Industries, MGM Television, United Artists, MCA and 20th Century-Fox Television — along with National Committee of Independent Television Producers and Lorimar Productions said four years of experience with PTAR prove it to be "unconstitutional and counterproductive." And in its newest form, they add, rule is "totally arbitrary" and "clearly impermissible" censorship.

Supporters of rule who oppose one or more of rule's exemptions are National Association of Independent Television Producers and Distributors, Westinghouse Broadcasting Inc. and Sandy Frank Program Sales Inc. Principal target is amendment exempting from rule's reach children's, public affairs and documentary programs, although NAITPD also cites sports runover exemption. Group W and NAITPD say exemptions violate First Amendment; Sandy Frank says they are "arbitrary and capricious." Frank also said commission erred in ignoring interests of public groups and, instead, compromising interests of private parties. And along with NAITPD, Frank said order should be reversed on ground its effective date — September 1975 — is unreasonable in view of time independent producers need to gear up for new season under provisions of PTAR III.

Court also heard from former FCC General Counsel Henry Geller, who took no position on merits but said case should be remanded to commission on ground it had not followed ex parte rules he had suggested it follow in cases like PTAR. He said in pleading filed with commission in December that interested parties in cases involving valuable privilege should be barred from contacting members of commission off record. Mr. Geller, who is now associated with Rand Corp. but who was expressing only his own views, said court should send case back to commission with instructions that it record off-record contact and afford interested parties opportunity to comment on those presentations.

Supporters of PTAR III — FCC, ABC and NBC — are scheduled to file their reply briefs on March 3. Court will hear oral argument on March 7.

STV finally loses suit against theaters

Federal judge in Los Angeles last week dismissed \$93 million antitrust lawsuit filed decade ago by Subscription Television Inc., one-time pay TV operator in Los Angeles and San Francisco, against Southern California Theater Owners Association and 15 other theater groups. U.S. District Judge Ronald N. Davis, in fifth week of trial, granted motion by theater groups on grounds STV failed to sustain burden of proof (*Broadcasting*, Jan. 27). STV, which originally asked for \$117 million in damages, charged that theater owners conspired to drive it out of business through organized opposition to pay TV, including formation of antipay committee that successfully supported 1964 referendum prohibiting TV for pay in California. That vote was overturned two years later by California Supreme Court that ruled referendum was unconstitutional. STV, whose president then was Sylvester L. (Pat) Weaver, one-time president of NBC and advertising agency executive, meanwhile went into bankruptcy.

Multimedia rules called to KSL's defense

KSL Inc. has indicated manner in which FCC's new cross-ownership rules can be used by stations facing Justice Department petition to deny their renewal applications on grounds of alleged concentration of control of media. KSL, licensee of KSL-AM-FM-TV Salt Lake City, is owned by Mormon Church, which also owns *Deseret News* there. KSL, in pleading filed with FCC last week, attacked Justice petition across range of issues as factually and legally deficient. And in contending that renewal process is in-

On the circuit. FCC Chairman Richard E. Wiley's reputation for tireless scheduling remains intact with this week's dates: Feb. 25, noon, address, Association of National Advertisers workshop, Plaza hotel, New York; Feb. 25, 4 p.m., panelist at communications policy seminar, Massachusetts Institute of Technology, Cambridge; Feb. 27, 8 p.m., address, Georgia Cable TV Association, Marriott motor hotel, Atlanta; Feb. 28, 12:30 p.m., address, Northwestern Alumni Club of Washington, International Club, Washington.

appropriate means of deciding issues of market dominance that Justice has raised, KSL cited new newspaper-broadcast crossownership rule, which bans creation of new combinations and requires breakup of 16 combinations that constitute media monopolies. KSL noted commission, in adopting rule, said it would not designate hearings on concentration issue absent showing of economic monopolization that might warrant action under Sherman Act (*Broadcasting*, Feb. 10). Since department does not make that allegation, KSL said, its petition must be dismissed. Department has filed total of nine petitions against broadcast properties of newspaper-related licensees.

KPFK gives up SLA Hearst tape

Will Lewis, general manager of Pacifica Foundation's KPFK(FM) Los Angeles, last week turned over evidence he had been withholding from federal grand jury on First Amendment grounds. The material included tape from Symbionese Liberation Army with Patty Hearst's voice and letter from Weather Underground explaining bombing of Los Angeles office of California attorney general. Mr. Lewis had claimed right of newsman's confidentiality to protect material, all of which had been broadcast by KPFK. Federal government wanted originals, however.

Mr. Lewis, who spent 16 days in jail on contempt charge, said that he would not give material up until courts had ruled. Federal appeals court upheld district judge's citation and on Feb. 14, U.S. Supreme Court declined to review. Mr. Lewis is also under contempt citation, pending appeal, involving communications received from National Liberation Army taking credit for bombings of state offices in Los Angeles and San Francisco.

Following appearance before grand jury, Mr. Lewis announced that station no longer could guarantee confidentiality. This policy, he said, will be in effect until end of March when subject of how to treat anonymous communications to Pacifica stations is scheduled to be taken up by national board of Pacifica Foundation.

In Brief

Midwest into line? ABC-TV network officials said Friday (Feb. 21) they had authorized study of effects and feasibility of one-hour delayed feeds to central time zone, so prime time (and projected "family viewing" hours) would be same there as in Eastern and Western zones, but that study was in "very preliminary stage." NBC official said NBC had considered idea intermittently over years but had no present plan to pursue it. He estimated delayed feeds would cost each network minimum \$2 million annually in line charges. CBS official said plan is not under consideration there.

Subject to change. There may be changes in store on membership of House Communications Subcommittee. Two freshman members, Timothy Wirth (D-Colo.) and William Brodhead (D-Mich.), are contemplating moves to other subcommittees of Commerce Committee. Mr. Brodhead,

under pressure from labor and consumer groups, has applied for spot on Consumer Protection and Finance Subcommittee. He had strong labor backing in 1974 election and staff member said consumer legislation was his chief concern as member of Michigan legislature. Mr. Wirth is being urged to move to Health and Environment Subcommittee, but has not yet made decision to do so. He is former assistant to undersecretary at HEW. There are Democratic vacancies on both Consumer Protection and Health subcommittees.

Increase in ears. People are listening to radio more, especially teen-agers. That's report from Arbitron Radio, based on its October-November measurements in 1974 (70 markets) as compared with those in 1973 (65 markets). Study found 2% increase in listeners aged 12 and up, with some periods showing gains of 4%-6% (10 a.m. to 3 p.m. and 7 p.m. to midnight). But biggest gains were among listeners aged 12-17 - 5% over-all and ranging up to 14% in 10 a.m. to 3 p.m. period and to 13% between 7 p.m. and midnight, though their heaviest listening period was still 3-7 p.m. (up 3%). Adult men and adult women also showed gains, though smaller ones, in virtually all dayparts.

Workload. Report listing goals of Senate Communications Subcommittee issued last week anticipates subcommittee will be involved with legislation such as long range funding for Corporation for Public Broadcasting, copyright as it relates to cable, exempting presidential and vice presidential candidates from equal time requirements of Communications Act. In hearings it expects to probe television violence, TV sports blackout, recommendations for forming comprehensive telecommunications policy for country and in oversight hearings, all matters on FCC agenda. But there is no mention of license renewal legislation.

Off-the-air pirate. Man said to be one of biggest distributors of pirated movies and TV shows was arrested in New York last week. In his possession were cassette tapes of movies such as "The Godfather," "The Sting" and "The Exorcist," and of TV series episodes from NBC's *Police Woman* and *McMillan and Wife*, CBS's recent Shirley MacLaine special and *Nana*, BBC's mini-series based on Zola's novel which was shown last year on public television. Charged with violation of New York state's copyright law and with possession of stolen property was Sol Winkler, head of Picsonic Productions, which lists itself as TV-commercial producer but which, according to police, is front for taping and selling of illegal cassettes. Police said his major market had been resort hotels that offer movies on room TV. Some of illegal 16mm prints Mr. Winkler used as sources for his tapes, said police, came from crooked employes of large TV stations.

Legislative injunction on pay cable? Representative John McFall (D-Calif.) has met recently with representatives of National Cable Television Association and, according to his staff, is readying legislation to prevent FCC from proceeding with any pay cable rulemaking until Congress has had chance to review TV anti-sports blackout. Current anti-sports blackout law expires Dec. 31. McFall staffers said they did not know when resolution will be introduced.

MCA wants money back. MCA Inc., Los Angeles, has filed suit in federal district court for refund of approximately \$13 million in federal income taxes plus interest for years 1962-70. MCA claims it was entitled to 7% investment tax credit for theatrical and TV films during those years; Internal Revenue Service said such films were intangible assets except for negligible cost of raw film stock. Walt Disney Productions in 1974 won three-year-old lawsuit against IRS on this point, recovering \$9.8 million in taxes, after U.S. Supreme Court declined to review lower court decision.

Off the ground. Public Service Satellite Consortium to provide distribution system of health and education programming was formally organized last week at a meeting in San Diego attended by about 200 persons representing colleges, satellite experimenters and public television. Former FCC Commissioner H. Rex Lee was named chairman. John Eger, acting director of Office of Telecommunications Policy, gave upbeat speech, saying Ford administration endorses concept and pledges support of effort.

For Jack. Don Wilson, long-time announcer for late Jack Benny, will be on hand at National Association of Broadcasters annual convention in Las Vegas, April 6-9, to accept special award voted Mr. Benny by NAB joint board last January.

Showcasing. House Ways and Means Committee voted last week for first time to permit live radio and TV coverage of its hearings. Beginning March 3, cameras will be allowed for energy-tax sessions. In negotiations this week, committee representatives will attempt to persuade networks to give continuous live coverage. Meanwhile, 34 congressmen, led by Representative John Anderson (R-Ill.), have cosponsored resolutions to implement radio and TV coverage of floor proceedings in House. Measures will have difficulty, some observers have said, until they draw support of majority leadership.

New for Old Milwaukee. Schlitz Brewing Co. is going national with its Old Milwaukee beer and will introduce it beginning March 17 with sponsorship on various prime-time series on three TV networks, backed up by spot campaign. It's first network buy for Old Milwaukee. Cunningham & Walsh is agency.

Starr fire. Starr Broadcasting, licensee of WQIV(FM) New York (formerly WNCN[FM]), has told FCC that WNCN Listeners Guild petition to deny, based on station's switch from classical to rock, is scattergun approach which hopes to force hearing by sheer "quantity" of charges. Starr said guild's petition is based on "innuendo, beliefs and hearsay" and licensee filed affidavits by Starr management and owners countering guild's charges.

Late Fates. *Lawrence Spivak*, moderator and producer of longest-running network show, NBC-TV's *Meet the Press*, since he conceived it as radio program in 1945, announced he will retire in November. . . *Mark Evans Austad* (Mark Evans professionally), VP, Metromedia, Washington, has been confirmed unanimously by Senate as ambassador to Finland . . . *Alton C. Whitt Jr.*, manager of station relations, Mutual Broadcasting, Washington, named director of station relations. He is succeeded as manager by *Glenn Jackson*, formerly VP, WAGA-TV Atlanta, who returns to post previously held in 1968 . . . *Matthew Gordon*, one of original organizing staff of Communications Satellite Corp., retires this week as assistant VP for public information. He joined Comsat in 1963; will now become consultant and engage in writing projects . . . *Bruce Herschensohn*, special deputy assistant to former President Nixon and one-time head of motion pictures for U.S. Information Agency, appointed consultant to Television News Inc., New York. He will conduct three-month feasibility study to determine possibility of TVN supplying client stations with half-hour newscast and also will advise TVN in area of film . . . *John Hart*, correspondent, CBS News, New York, appointed correspondent, NBC News, Washington. Mr. Hart spent last 14 years with CBS, including three years (1970-73) as anchorman on *CBS Morning News* . . . *Bill Shermer*, assistant news director, CBS's WEEI(AM) Boston, all-news station, named news director for CBS's WCAU(AM) Philadelphia, which is switching to all-news format . . . *For earlier reports see "Fates & Fortunes," page 54.*

Monday Memo®

A broadcast advertising commentary from Joseph J. Doherty, director of merchandising, Owens-Corning Fiberglas, Toledo

Owens-Corning insulates against hard times with television advertising

The likelihood that potential customers could be persuaded by a television commercial to put in a day's work—and pay cash for the privilege—might seem like a poor bet. However, with the fuel crisis and the promise of savings on fuel bills every year, Owens-Corning has parlayed this remote possibility into a successful and profitable campaign.

The copy is straightforward, terse and factual. The commercial takes 30 seconds to communicate the message and was developed by Ogilvy & Mather. It began running in two 10-week flights this past Sept. 9 and is currently being run in 50 of the top markets for Owens-Corning Fiberglas do-it-yourself home insulation.

The first measurement of results shows a remarkable jump in fourth-quarter sales over year-ago figures while other retail sales were suffering the worst decline experienced in any recession since World War II. The importance of this to Owens-Corning can be gauged by the fact that housing starts in 1974 were 1,348,000 compared to 2,057,000 in 1973. The new-housing market, traditionally the largest for residential insulation, was severely depressed.

The considerable risk of investing in this hard-to-sell concept in the face of a declining market was not made on the basis of a hunch. In fact, so much research preceded the decision that the results were no surprise—they were expected.

When the idea for the consumer advertising campaign was conceived in early 1972, the new-housing market was at its peak, and our insulation was in such demand that it was being distributed to contractors and builders by allocation. But we chose to look at the history of the housing market and, noting its cyclical nature, decided that we would be prepared when the market reversed the next time. The market dips tended to come suddenly because at the first sign, customers would immediately stop purchasing and work off inventories. We needed a different market we could switch on just as quickly. The roller-coaster nature of the housing market demanded we stay one step ahead.

Traditionally, our marketing strategy had focused on the contractor and builder, but as we projected a deep dive in this market, we decided we needed a program that would appeal directly to the consumer. Since we had to decide on the appropriate medium for our message, a lot of hard work remained between us and the justification of a multimillion-dollar ad campaign.

Our initial market research in 1972 indi-



Joseph J. Doherty is responsible for Owens-Corning Fiberglas Corp's advertising, sales promotion and merchandising. Mr. Doherty joined Owens-Corning in 1961 as a salesman in New Orleans. In 1965 he was promoted to branch manager in Boston and later was promoted to product manager for tire cord. He was named manager of corporate merchandising services in 1971, the position he held prior to being named director of merchandising in 1973.

cated that 47 million single-family houses in the U.S. had little or no insulation. This represented a potential market of \$900 million. The target market that emerged from the research was the owner of an existing home, aged 35-54, with an annual income over \$10,000. We felt that the energy situation along with high labor costs and the tightening of money would place this consumer in a receptive mood for our campaign.

In August 1972, further market research took us to seven cities, six of which were ultimately used for a test program. Milwaukee and Peoria, Ill., were chosen for TV advertising; Flint, Mich., and Youngstown, Ohio, were chosen for print, and Akron, Ohio, and Cincinnati were the control cities with no advertising. We used three panels so research would also reveal the effectiveness of the various media. Pre-advertising sales measurement in terms of amount, brand and thickness of insulation and its location was started in September 1972. Attitude/awareness surveys also measured Owens-Corning visibility and consumer knowledge of the benefits of insulation. The surveys were taken before and after the initial test advertising, which started in October 1972 and ended in March 1973.

In designing the test ads, we set our advertising objective: to reach the maximum number of single-family households, to communicate the fuel cost savings and to demonstrate how quickly and easily the do-it-yourselfer could install the insulation.

To add maximum impact and believability, the ads were localized in

each test city so that individual fuel savings based on local temperatures and fuel costs could be mentioned. To add a further sense of urgency, a toll-free number was provided for consumers in the first flight of ads.

The localized ads recommended installing six inches of Owens-Corning Fiberglas insulation in the attic as soon as possible and urged the consumer to act "this coming Saturday" . . . "you'll save \$150 right here in Milwaukee," or "Flint homeowners, spend a day in your attic and you can save \$120 a year on fuel . . ."

We also conducted TV communications research to see if the TV ads were effectively communicating the message or if there were any negative reactions from consumers. Virtually everyone who saw the commercial played back the primary "savings" theme. Ninety percent of the people believed the commercial.

The test TV advertising was run in two flights, from Oct. 6 to Dec. 14, 1972, and Jan. 15 to March 25, 1973. The print markets received eight 1,500-line and 12 1,000-line advertisements during the 20-week period.

The first TV flight ran 60-second commercials throughout the early and late fringe time periods. As a contingency measure, we produced a 30-second version, and surveys proved that the shorter version was at least as effective as the 60. The second flight then was shifted to the 30-second commercial.

A store check in the participating markets after the second flight of ads showed half the dealers polled in Flint (print ads) felt that sales had increased over the previous year. But all the dealers polled in Peoria and Milwaukee (TV markets) with one exception, reported increased sales due to the TV commercials.

In evaluating the effectiveness of the advertising mediums, we found that while television was more costly than print advertising, the TV campaigns in the test markets generated more sales and bottom line profits than print. Since our criterion for success was the return of our advertising investment, TV was the winner.

With the present success of the ad program, and a continued slow-down in housing starts, Owens-Corning management wants to extend the selling season for insulation into the three summer months when saving fuel on air-conditioning costs will be equally crucial. We are considering adding a dozen Southern cities to our media schedule this spring.

It's too early to judge the success of the entire program—the second flight of TV ads started January 13—but we can report that Owens-Corning sales to retailers in the fourth quarter jumped 42% compared to the previous year.

New Sony U-matic news team... from action to broadcast in 30 minutes.



Or even less time. With less equipment. And at less total cost than you're probably paying now for news-gathering and teleproduction.

The major networks, ABC, CBS, and NBC, and many stations nationally are using the new Sony U-matic VO-3800/2850 Videocassette System.

All your work is done on economical, reusable videocassettes. After location taping, either microwave the signals or send the cassette to the studio for quick and accurate editing. Or go right on the air with the use of a time base corrector.

You eliminate film cost and processing time, especially when important events break close to air-time deadlines.

You start with the Sony VO-3800 portable VideoRanger™ recorder and a color camera, such as the Sony hand-held DXC-1600. The VO-3800 can record three 20-minute cassettes on a single battery charge. It has NTSC color and EIA monochrome standard signals, remote control, two separate audio tracks, automatic power shut-off, and on-the-scene playback capability.

Accurate electronic editing is achieved with two Sony VO-2850 mastering recorder/editors and the Sony RM-400 Remote Automatic Editing Controller. The RM-400 provides search, pause, and automatic back-spacing. The VO-2850 has a signal-to-noise ratio in excess of 45 dB for video and audio, also separate editing capability for video and two audio tracks.

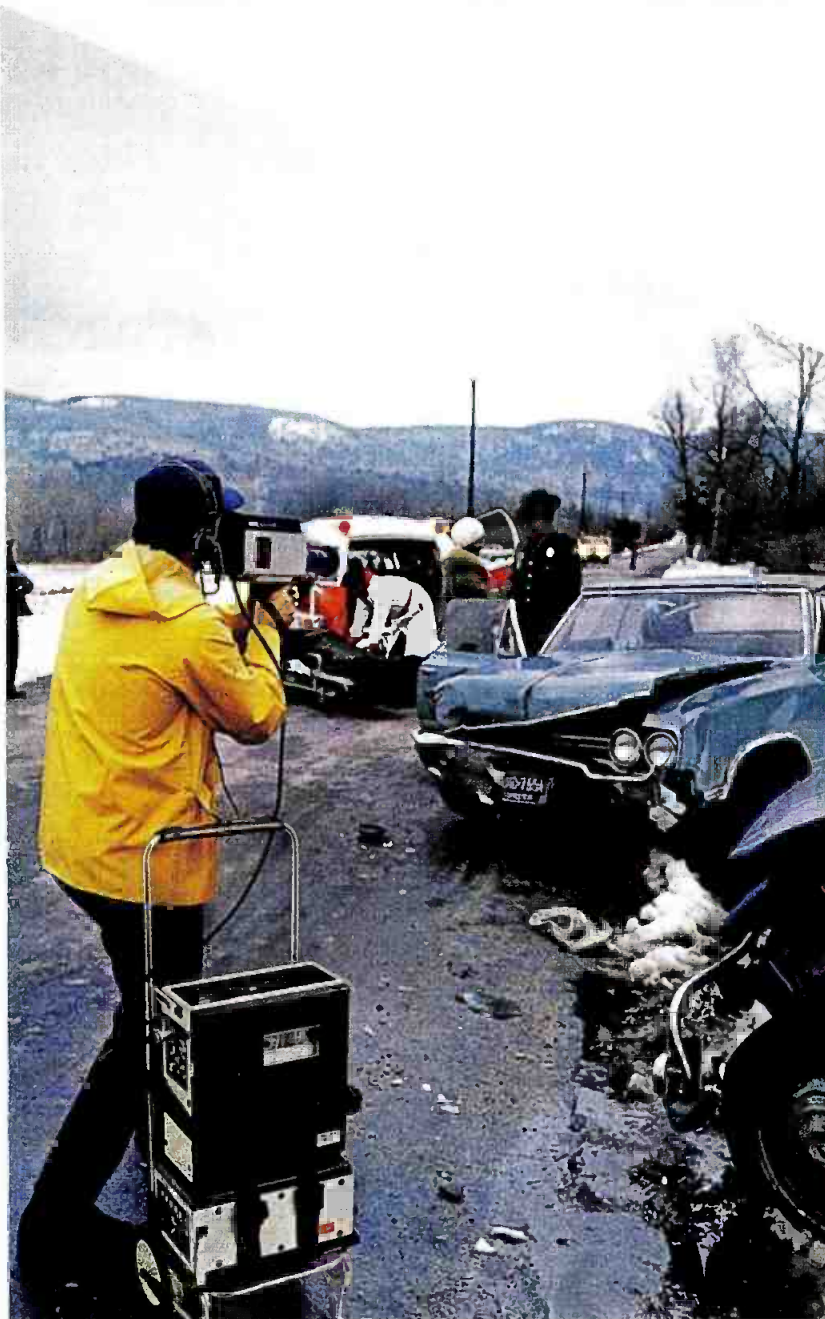
Of course, the VO-3800 portable VideoRanger™ or the VO-2850 editor can be used independently of each other. In addition to electronic news gathering, these versatile new videocassette units can add new capability and economy in production of documentaries, on-site retail spots, and general studio use.

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Delta's exclusive "Dashboard" control procedure insures constant tracking of your shipment from delivery to pick-up.

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Cincinnati-Louisville	\$21.00
Cleveland-Phoenix	\$26.25
Los Angeles-New Orleans	\$31.50
Dallas-Los Angeles	\$26.25
San Francisco-Atlanta	\$31.50
Philadelphia-Houston	\$26.25
New York-Tampa	\$26.25

For details, call Delta reservations.



Delta is ready when you are.

Open Mike®

Foster's resignation

EDITOR: I cannot imagine how anyone could have concluded that my decision to leave the presidency of the National Cable Television Association had anything to do with disagreement over industry policies, as implied by the headline and first paragraph of your Feb. 10 article.

Anyone who heard my open-session presentation to the board on Feb. 3 and the board's response to it could only have concluded that we were remarkably in accord. There are, of course, and always will be, differences of opinion among members of the industry over the best policies and strategies to further the industry's fortunes, which is one of the elements that has made the job interesting and rewarding over the past three years.—*David Foster, president, NCTA, Washington.*

Union views on unions and news

EDITOR: There's an old proverb that states, "Engage brain before flapping jaws." It is evident that James H. Schoonmaker ("Open Mike," Feb. 3) did not.

I have 36 years of experience in the operation and maintenance of all types of audio, recording and transmitting equipment used in radio broadcasting, over 33 of those years with CBS in New York. Frankly, I do not recall ever meeting the gentleman, but I do know he's way off base in his thinking. He states that "skilled technicians and engineers are needed to procure, install and maintain broadcast equipment—not operate it." He cites "hundreds of radio stations across the country that stay on the air with only one qualified technician, who may be a part-timer." I've heard some of those stations and I was appalled at how lousy they sounded. All Mr. Schoon-

maker has to do is look at the fines meted out by the FCC to radio stations for violations of the rules and regulations for improper transmitter operation, improper maintenance, improper logs, etc.

His ignorance showed when he stated "anybody who can operate a cassette recorder, CB radio and razor blade can work in radio." The FCC would really look askance at the use of unmodified CB radios to feed stories to the studio. Bob Foxworth was referring to 455 mhz UHF transceivers, not 27 mhz toys. Another blooper was his statement that "all a wCBS reporter can do is carry his Sony and hold the microphone." That is an outright lie. All the wCBS reporters can and do feed stories via UHF radio from the mobile units, as well as by telephones, when in the field. Their cassettes are then dubbed when they return to the studio, after which they work with a technician to pick out the cuts which tell the story (not cuts I like). All wCBS reporters are pros.

No, Mr. Schoonmaker, unions and union technicians are not hindering the gathering and free flow of news. The hindrance is people like you who work for peanuts in "right-to-work" states and air their own concept of "news," because they aren't professional newsmen and newswomen; they let their prejudices and ignorance show.—*Max Reznik, technician, wCBS(AM) New York.*

Swears by 'Broadcasting'

EDITOR: The story you had ("McKinnon stands back of gospel in San Diego," Feb. 10) is just dynamite. Your fellows have a way of packing a ton of information in a very short space. No wonder you are all such a success.—*Dan McKinnon, president, KSON-AM-FM San Diego.*

Datebook®

■ Indicates new or revised listing

This week

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

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

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

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

Feb. 25-26—*Association of National Advertisers* television workshop. Speakers include Richard E. Wiley, FCC chairman; Frederick Pierce, ABC Tele-

vision president; Thomas Dillon, BBDO president. Plaza hotel, New York.

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

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

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

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

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

Feb. 27-28—*Georgia Cable TV Association* 1975

Thanks for the first fifty years. We're grateful to our friends who have called us since 1924 the number one "Good Neighbor to the Northwest!"

It wasn't so hard to be number one in 1924. We were just about the only station in town.

Kids tuned us in on crystal sets made of oatmeal boxes and cats whiskers. They heard long stretches of silence punctuated by the voice of a station secretary or engineer reading the weather and market reports.

We stood the mike in front of the Edison Victrola talking machine to play "I've Got to Cool My Doggies Now." The audience was enthralled.

We had lectures. "Varnishes and Shellac, Origins and Use" began our permanent commitment to public service.

We had speeches. Barely. General Pershing, unnerved by an eight-trumpet fanfare in the tiny studio, nearly stomped out before he started. And a prize Poland China hog squealed the St. Paul mayor right off the air.

But we were learning.

Then, as now, we recruited the announcers from down the block and down the road. They became everyone's friends. In the 30s it was Cedric Adams, a country boy who wrote racy jokes

for Captain Billy Fawcett's "Whizbang!" Airline pilots flying over the region reported lights blinking out precisely at 10:15 p.m. That's when Cedric's news show ended.

In the early 40s we reported news in live eye witness accounts when most stations were still in the rip-and-read wire service phase. We slipped in an occasional "oh my God"...

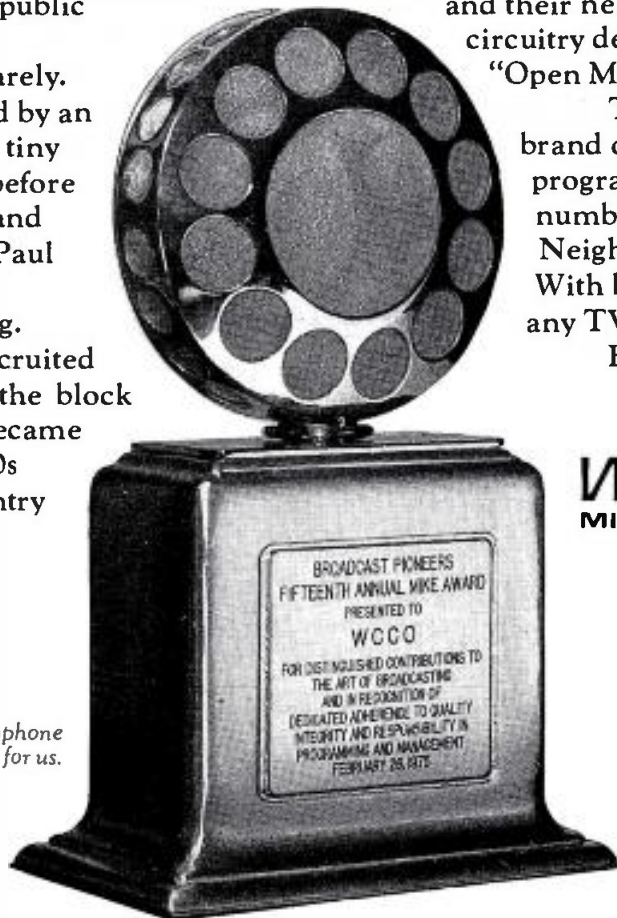
But we were involved.

The 50s saw the departure of Minneapolis Mayor Hubert Humphrey (to Washington), "Ma Perkins" and "Helen Trent" (from the air). And the arrival of television.

But even television couldn't replace WCCO's "full-size complete radio." We talked with the listeners, not at them. And, for the first time, our listeners talked back to us and their neighbors on the complex circuitry developed for our "Open Mike" show.

Thanks to our unique brand of service and programming we are still number one as "Good Neighbor to the Northwest." With bigger audiences than any TV station around.

Here's to the next fifty.



This old Western Electric carbon microphone started it all for us.

WCCO RADIO
MINNEAPOLIS/ST. PAUL
REPRESENTED BY CBS RADIO SPOT SALES

**A Golden Mike Award on our
Golden Anniversary is a great honor.
And a challenge.**

annual convention. Speakers: FCC Chairman Richard E. Wiley and NCTA President David Foster. Atlanta Marriott motor hotel.

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

March

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

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

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

March 5—Catholic University Law Review conference, "Developing Legal Issues in Cable Communications," Statler Hilton hotel, Washington.

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

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

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

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

March 10-16—Howard University School of Communications, Washington, Fourth Annual Communications Conference. Contact: (212) 636-7690.

March 11—International Radio and Television Society 35th anniversary banquet. Presentations of IRTS Gold Medal to Elton H. Rule of ABC Inc. and special citation to Sol Taishoff, editor, BROADCASTING. Americana hotel, New York.

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

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

March 13-16—Arkansas Broadcasters Association

Mexico convention trip. Camino Real hotel, Mexico City.

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

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

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

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

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

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

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

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

April

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

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

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

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

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

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

Major meeting dates in 1975

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

April 4-6—Region 11 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in California, Nevada, Arizona, Hawaii. Pasadena, Calif.

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

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

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

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

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

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

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

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

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

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

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

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

April 17-19—Louisiana Association of Broadcasters

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In 24 hours, on a weekend no less, WMAL personality Bill Mayhugh collected the highest total of any other city. New York was second with \$56,441 and a population over 4 times greater than ours. We even beat out cities with two stations conducting radiothons, like Buffalo.

The power of Washington's number one radio station,

coupled with the buying, giving, very stable economy of our area proves money is still liquid here. Especially among the more than 750,000* adults listening to us each week.

WMAL Radio 63 has been number one for over a decade. The ONLY buy you need in Washington.

As the saying goes among advertisers on Washington's WMAL Radio 63, "What recession?"

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RADIO 
WHERE
ALL IS
PERSONALITY
MUSIC
INFORMATION
NEWS
SAID &
DONE**

spring convention, Sheraton Chateau-Charles, Lake Charles.

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

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

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

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

■ **April 18-25**—*MIFED*, International film, TV film and documentary market. Largo Domodossola 1, 20145 Milano, Italy. Contact: Gerald Rapport, 159 West 53 Street, New York (212) 582-4318.

■ **April 19**—*Georgia Associated Press Broadcasters Association*, annual meeting and awards presentation. Marriott Motor hotel, Atlanta.

April 20—*Children's Television Fair*, sponsored by

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

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

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

April 23-24—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Century Plaza hotel, Los Angeles.

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

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

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

April 27-29—*Chamber of Commerce of the United*

States annual meeting. Washington Hilton hotel, Washington.

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

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

May

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

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

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

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

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

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

May 15-16—*Western States Advertising Agencies Association* annual conference. Canyon hotel, Palm Springs, Calif.

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

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

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

May 22-24—Fourth Annual Publi-cable Conference, University of Kentucky, Louisville. Contact: Barbara Patterson (202) 833-4108.

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

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

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

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

June

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

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

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

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

June 4-8—*Indiana Broadcasters Association* spring convention. Airport Hilton Inn, Indianapolis.

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

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

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

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

June 8-11—*Broadcasters Promotion Association* 20th annual seminar. Don Whitely, KBTV(TV) Denver, general chairman. Denver Hilton hotel. 1976 seminar to be held June 15-20 in Washington; 1977 seminar to be held June 12-16 in Los Angeles.

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

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

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

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



You may never see the world's longest beard.*

But . . . you can grow to great lengths in the 43rd TV market with WKZO-TV.

What makes WKZO-TV such a sharp buy? You get 35% prime-time share in the nation's 43rd TV market at one of the lowest CPM's in the top 50 markets.

Furthermore, our Kalamazoo-Grand Rapids-Western Michigan coverage is a \$5.5

billion market of consumer spendable income, which also makes it 38th in retail sales.

Ask your Avery-Knodel man for the latest measurements for lower Michigan. If you're not on WKZO-TV, it can be pretty hairy.

Source: ARB, Nov. '74

*Hans Langseth (1846-1927), a Norwegian, had the longest beard ever recorded. At the time of his death, after 15 years in the United States, his beard measured 17½ feet. He was also known for his unusual walk.

The Felzer Stations

WBDD KALAMAZOO BATTLE CREEK
WJMN GRAND RAPIDS KALAMAZOO
WANNIKER FM CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS KALAMAZOO
WRTV FORT VALLEY INDIANAPOLIS
WBTV WASHINGTON STATE
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"LOVE"

CONQUERS ALL


"LOVE, AMERICAN STYLE'S" debut season in syndication has been a head-over-heels success every where. Whether programmed as 30, 60 or 90 minutes, its 224 half-hours of love, laughs, comedy with 600 great guest stars, were all hard to beat.


On an average, wherever "LOVE" is telecast, stations are enjoying substantial increases in audience viewing.

 In Washington, D.C. on station WTTG, "LOVE" was #1 in homes, #1 with total persons, #1 with women 18-34, #1 with women 18-49, #1 with men 18-34, #1 with men 18-49, #1 with teens, and #1 with children—against all its network and local competition from 7-7:30PM Monday thru Friday.

 In Chicago on station WGN-TV, where it replaced "Mod Squad" in the Thursday, 7-8PM time slot, homes increased 60%—women in the 18-49 and 18-34 age categories increased 53% and 71%, respectively, and men in the 18-49 and 18-34 age categories increased 158%



and 212%, respectively.  In Cleveland on WUAB-TV, where it replaced "Andy Griffith" in the 6:30-7PM slot Monday thru Friday, homes increased 26%—women in the 18-49 and 18-34 age categories increased 89% and 86% respectively, and men in the 18-49 and 18-34 age categories increased 93% and 58%, respectively.

 In Miami on station WCIX-TV, where it replaced "Hogan's Heroes" in the 7:30-8PM slot Monday thru Friday, homes increased 48%—women in the 18-49 and 18-34 age categories increased 180% and 260% respectively and men in the 18-49 and 18-34 age categories increased 86% and 67%, respectively.

Buy "LOVE" now for your station, and let your heart skip a beat when you look at the ratings, and when the sponsors come proposing.

WHERE ENTERTAINMENT



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Chairman of the boards

You'll usually find Ernie at his drawing board when he's not with the executive board. IGM's president is also one of the most innovative mechanical design men anywhere. His **Instacart®** has proven that point in more than 500 successful installations during the last few years. You can always look to Ernie and IGM first for the products you need to satisfy your automation requirements. There's just one place to find the creative leadership that Ernie's famous for, and that's at IGM, the automation company with the most experience in the industry. Whatever we're designing now, it's automatically...

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

July

July 9-12—Colorado Broadcasters Association summer convention. Tamaron, Durango.

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

August

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

September

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

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

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

Sept. 24-25—Kentucky CATV Association fall convention. Continental Inn, Lexington.

Sept. 25—World Plan Committee of International Telecommunications Union meeting. Geneva.

Sept. 28-Oct. 3—Society of Motion Pictures and Television Engineers 117th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

October

Oct. 2-5—Joint fall meeting, Missouri Broadcasters Association and Illinois Broadcasters Association Chase-Park Plaza hotel, St. Louis.

Oct. 2-8—International Telecommunications Union second world telecommunication exhibition, Telecom 75. Event scheduled simultaneously with 2d World Telecommunications Forum, 2d International Festival of Telecommunications and Electronics Film, and "Youth in Electronic Age" competition all to be held in same city. Palais des Exposition, Geneva.

Oct. 3-5—Illinois News Broadcasters Association, fall convention. Peoria.

Oct. 8-10—Indiana Broadcasters Association fall convention. Royal Inn, South Bend.

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

Oct. 12-14—National Association of Broadcasters 1975 fall conference. Fairmont hotel, Atlanta.

Oct. 15-17—National Association of Broadcasters 1975 fall conference. Marriott hotel, Boston.

Oct. 22-23—Kentucky Broadcasters Association fall convention. Red Carpet Inn, Bowling Green.

November

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

Nov. 9-11—National Association of Broadcasters 1975 fall conference. Montelone hotel, New Orleans.

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

Nov. 12-14—National Association of Broadcasters 1975 fall conference. Pick Congress hotel, Chicago.

Nov. 16-18—National Association of Broadcasters 1975 fall conference. Brown Palace hotel, Denver.

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

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

Nov. 19-21—National Association of Broadcasters 1975 fall conference. Fairmont hotel, San Francisco.

May 1976

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

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* Reg. U.S. Patent Office.
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**8 Years old and
he can't master basic
learning skills.
Until we came along,
his parents thought he
was backward.**

Learning disabilities.

Until recently most people didn't understand that certain children couldn't master basic learning skills. Now through research we know that children with a learning disability may in fact be extremely bright.

But more people needed to understand this problem.

Molly McConnell knew this. Molly is a college graduate pursuing additional training in special education. She herself overcame a learning disability.

Her idea led to the production of a two-part documentary entitled "The Child Next Door Is Yours." In the first half-hour we defined the term learning disability. We showed how learning disabilities appear in a child's behavior, in his coordination and performance and in his abstract thinking. We expressed the need for parents to recognize and understand learning disabilities – then to take proper action.

Our program concluded with a discussion on the status of teacher-training for learning disabilities. And what the state government has done to date in helping solve the problem.

The second half-hour deals with special education and a community approach to the problem of learning disabilities. We stressed that one group of people can't solve the learning disability problem. A team effort – includ-



ing doctors, teachers, special educators, parents and legislators – is needed.

And needed now.

"The Child Next Door Is Yours" is unique and touching. It was so successful it drew a petition for rebroadcast from the Division for Disorders of Development and Learning.

"The Child Next Door Is Yours" is just another way Capital Cities is trying to reach people.

WTVD Durham – Raleigh.

**One of the stations of
Capital Cities Communications
We talk to people.**



*11 subscribers rank
in the top 5 of their
respective markets...
3 are #1 overall.*

TRACK RECORD - FEBRUARY 1975

Results of the October/November 1974 Arbitron Ratings sweep confirm our expectations of the best performance, ratings-wise, to date of our subscribing stations. 70 markets are in the sweep - Bonneville has subscribers in 22 of these.

Many broadcasters are interested in our efforts and the results. Toward that end, this is a summary of our performance in each of the rated markets where our subscribers are located. Competition in some markets is very keen; in others, we have been so successful in our operating strategy that we have caused adult-oriented stations in those markets to seek other programming alternatives.

We believe that our programming style and ability to assess different market opportunities is stronger than ever. Of more than 50 subscribers in the country, 90% are doing well financially which is why they came to us in the first place. We are able to go to work in many markets, but will do so on a selective basis by assessing the market potential, facility of the station, and most importantly the commitment by station ownership/management to build a winner.

We are so pleased with the up-turn at our two properties in Los Angeles and Chicago, we are listing these first. Market summaries after that are in rank-order by SMSA population as structured by SRDS/January 1974.

LOS ANGELES

KBIG demonstrates substantial growth after changing call letters and launching a new promotional campaign. For the first time, KBIG outranked long time good music station KJOI in total survey area. KJOI is programmed by SRP/Schulke.

GOOD MUSIC STATION TRENDS

1974 AVERAGE PERSONS TSA Mon-Sun 6AM-MID

	JAN/FEB	APRIL/MAY	JULY/AUGUST	OCT/NOV
KBIG*	31,600	29,600	32,700	51,000
KJOI	47,600	49,400	44,200	47,200
KOST	44,000	42,200	37,100	35,700
KPOL-FM	11,300	9,000	13,600	14,200
KWST	29,400	25,300	31,100	28,900

*Call letter change from KXTZ to KBIG August, 1974.

KBIG is the #1 FM good music station in the greater Los Angeles market.

*Call or write
for complete
report.*

Programing

Wiley plan to clean up television goes to Hill

Commission report leans heavily on broadcaster self-regulation but also wants Congress to extend obscenity laws to TV and cable

When it comes to protecting children from undue sex and violence on television, the FCC told Congress last week, that buck is better passed to the broadcasters.

"The adoption of rules [by the FCC] might involve the government too deeply in programing content, raising serious constitutional questions, and judgments concerning the suitability of particular types of programs for children are highly subjective," the commission said in a long-awaited report to Congress.

But the Congress, many of whose members have frequently demanded that the commission act to curb programing they feel is polluting the airwaves, was given something more than theory in the FCC's report.

The commission presented a detailed history of the self-regulatory proposals, including one embodying the family-viewing concept, that the National Association of Broadcasters television board is expected to adopt at the NAB convention in April—and that FCC Chairman Richard E. Wiley plans to discuss with the Association of Independent Television Stations and public broadcasters in the hope they too will adopt restraints.

The new effort at self-regulation is the product of a movement begun by Chairman Wiley, who has held meetings with the presidents of ABC, CBS and NBC as well as with officials of the NAB. And the commission, in its report, commended the networks and the NAB code review board for the steps they have taken, said they have gone "a long way toward establishing appropriate protections for children from violent and sexually oriented material," and added:

"This new commitment suggests that the broadcast industry is prepared to regulate itself in a fashion that will obviate any need for governmental regulation in this sensitive area."

The report also dealt with steps the

commission has taken to prohibit the broadcast of obscene or indecent material which is prohibited by statute. It cited the declaratory ruling it issued two weeks ago in the case of WBAI(FM) New York, in which it sought to clarify its meaning of "indecent" language (BROADCASTING, Feb. 17). And it disclosed that it would ask Congress for help in policing the airwaves of alleged obscenity and indecency; it wants legislation eliminating any doubt as to whether the obscenity and indecency statute applies to television as well as to radio, and to extend it to cable television ("Closed Circuit," Feb. 17).

In its WBAI ruling, which was attached to the report, the commission held that a comedy record by George Carlin was "indecent" under the law, and then offered its definition of the term—one that tied use of language that describes in "terms patently offensive as measured by contemporary community standards for broadcast media, sexual or excretory activities and organs, at times of the day when there is a reasonable risk that children may be in the audience." And when children are likely to be present, the question of whether the material has "redeeming social value" is irrelevant.

(The chairman expressed his personal view of the commission action in an appearance before the Radio and Television

The FCC to Congress:

"Parents, in our view, have—and should retain—the primary responsibility for their children's well-being . . . Television, as a guest in the American home, also has some responsibilities in this area."

Commission of the Southern Baptist Convention in Fort Worth, two weeks ago. He said he was aware of the First Amendment questions it raised, but, he added, "I do not believe that the commission can sit back and responsibly allow valuable channels of radio communication to drive the American home down into the gutter.")

But the burden of the report dealt with the effort Chairman Wiley has made to focus broadcasters' attention on what might be done to protect children from sexual or violent material which might be "inappropriate" for them, regardless of whether it violated the law.

Regulatory action in that area, the commission said, is undesirable. Not only

would it raise "sensitive First Amendment problems," the commission said. It would "require finding an appropriate balance between the need to protect children from harmful material and the adult audience's interest in diverse programing." Furthermore, the commission said, rules "could create the risk of improper governmental interference in sensitive, subjective decisions about programing, could tend to freeze present standards and could also discourage creative developments in the medium."

Indeed, Chairman Wiley conceded in a public appearance last week that, in view of the First Amendment, he did not know what the commission could do if the industry took no self-regulatory action. The chairman, who was answering questions following a brief talk to the Washington chapter of Sigma Delta Chi, said he did not think that his views as to what should be seen on television should govern.

This was why Chairman Wiley initiated talks with the network executives on Nov. 22, 1974, looking to self-regulatory reform (BROADCASTING, Nov. 25, 1974).

The chairman offered a number of proposals for consideration. Some, including one for a rating system similar to that used in the motion picture industry, were found to be unacceptable by the networks.

But each network developed individual guidelines for its programing. And while they differed in some detail, all contained a provision limiting the first hour of network entertainment programing in prime time to material that would be suitable for family viewing—which meant young children included.

And in time, the NAB television code review board proposed an amendment to the NAB television code—one that would become effective next September if approved by the NAB board—that would incorporate the family viewing idea but expand it to include the first hour of prime time as well as the first network hour—in short, the period from 7 to 9 p.m. The proposed amendment also calls for "viewer advisories" in audio and video form when a program in family viewing time is unsuitable for younger members of the family, as well as later in the evening if programs contain material that might be disturbing to significant numbers of the viewing audience. Another provision would require broadcasters to notify publishers of television listings about programs which will contain "advisories."

The commission acknowledged the inevitability of disagreements over whether particular programs have been improperly slotted in family viewing time. But, it

said, "interpretation of which programs are appropriate for family viewing rests with the broadcaster."

The report also touched on other questions that have been raised about the practicality of the plan. It noted that because of time zone problems, family viewing will be presented at different times in different areas of the country. (It would end at 9 p.m. in New York but as early as 7 p.m. in some parts of the mountain time zone.) And it said broadcasters should not use advisories and advance notices "in a titillating fashion so as to commercially exploit the presentation of violent or sexually oriented material."

The commission's approval of the plan in large part constitutes an act of faith. The report says the success of the program depends on the good faith and responsibility of the networks and other broadcasters. It also indicates it has taken the network presidents at their word when they said, as they did, that there will be restraint in the selection of programming after 9 p.m. The networks do not view those later hours as a time "to be filled with blood, gore and explicit sexual depictions," the report said.

Only experience will indicate how well the principles are applied, the report added.

The commission's report was requested by the Senate and House Appropriations Committees in hearings on the commission's budget last year. For the past several years, members of the subcommittees reviewing the President's appropriation request for the commission roundly criticized the commission for its failure to police the airways. Last year, finally, the committees would no longer accept commission discourses on the problems posed

by the First Amendment. They insisted on a report within a year on what the commission had done about the issue, and the House committee threatened "punitive" action if the directive were not honored.

The public, too, has been pressuring the commission. In its report to Congress, the FCC said the number of complaints it received about violent or sexually oriented programs rose from 2,000 in 1972 to almost 25,000 in 1974; however many of those were the product of what appeared to be organized campaigns.

The commission also cited as a cause of action the report of the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, which had studied the effect of entertainment television on children's behavior at the request of Senator John O. Pastore (D-R.I.). That report, the commission said, "added support to the view that a steady stream of violence on television may have an adverse effect upon our society—and particularly on children."

Commission officials who worked on the report to Congress privately expressed satisfaction with it. One staffer described it as "hard-hitting." And the report itself is upbeat. It closes its discussion of the self-regulatory guidelines the NAB is expected to adopt with a description of them as representing "a major accomplishment for industry self-regulation," and with an expression of optimism that the "principles will be applied in a responsible manner which will be acceptable to the American people." The section on obscene or indecent material closes with the expressed hope that the declaratory ruling on the WBAI broadcast and the proposed amendment to the statute will "prove effective in abating

the problems which have arisen in these areas."

However, possibly troublesome loose ends remain. There is no certainty that INTV, for instance, will accept the same self-regulatory provisions as those the NAB apparently favors. And the ruling on WBAI is expected to be challenged in court.

The commission sent copies of the report to the chairmen of the Senate and House subcommittees that review the commission budget, as well as to the chairmen of the Senate and House Commerce Committees and of their communications subcommittees.

Word on Coast in pilot stage: Watch that sex and violence

But nobody knows what qualifies as family viewing fare or for broadcast at other periods

The uncertain business of pilot production is more uncertain than ever this year as producers and their three network customers wonder what's to be barred from the air under the emerging restrictions on sex and violence. At this point there are more questions than answers about the nature of the 1975-76 season.

As Aaron Spelling, whose Spelling/Goldberg firm has four pilots for ABC in gestation, puts it: "Oh, it's going to be different, all right. Everyone is motivated by that new hour of family viewing." Does family viewing at 8 to 9 p.m. in network schedules mean free rein after

Which shows will be auditioning for which network

ABC-TV	
Title	Length
Greybar Hotel	half hour
The Last Detail	half hour
Charo	half hour
The Orphan and the Dude	half hour
Father O Father	half hour
Home Cookin'	half hour
How to Succeed in Business	half hour
Mason	half hour
The Muppets Nonsense Show	half hour
Lily Tomlin	hour
The Oath	hour
Search for the Gods	hour
Swiss Family Robinson	hour
Starsky and Hutch	hour
Sounder	hour
The Best Years of Our Lives	hour
The Kansas City Massacre	hour
New Orleans Force	hour
Barbary Coast	hour
Friendly Persuasion	hour
Matt Helm	hour
A Small Step Forward	hour
Panama Fargo	hour
Wonder Woman	hour
Blidger	hour
The Best Years (tentative title)	hour
How the West Was Won	hour
The Daughters of Joshua Cabe	hour

CBS-TV	
Title	Length
Joe and Sons	half hour
Eig Eddie	half hour
Rosenthal and Jones	half hour
Popi	half hour
Doc	half hour
Phyllis	half hour
Wives	half hour
Grandpa Max	half hour
Hello, Anni!	half hour
Black Bart	half hour
Salt and Pepe	half hour
Harry & Maggie	half hour
The Blue Knight	hour
Supercops	hour
Three for the Road	hour
Kate McShane	hour
Beacon Hill	hour
Shell Game	hour
The Keegans	hour
Secret Force Five	hour
Switch!	hour
The Don Rickles Show	hour
Buckley	hour
Adventures of the Queen	hour
Crime Club	90 minutes

NBC-TV	
Title	Length
Ellery Queen	two hours
Helst	two hours
One of Our Own	two hours
Medical Story	two hours
Look of Eagles	two hours
Cheerleaders	90 minutes
Delancey Street	90 minutes
Enter Horowitz	90 minutes
Gibbsville	90 minutes
House Detective [Delaney]	90 minutes
Invisible Man	90 minutes
Jigsaw John	90 minutes
McCoy	90 minutes
Metro Man	90 minutes
Nevada Smith	90 minutes
River Man	90 minutes
Roman Grey	90 minutes
Strike Force	90 minutes
Shamus	90 minutes
Undercover Man	90 minutes
905 Wild	hour
Adventure with the Chopper	half hour
Cop and the Kid	half hour
Fay	half hour
Flannery & Quilt	half hour
Fio's Place	half hour
Full House	half hour
Grady	half hour
Hereafter	half hour
Sunday Dinner	half hour
Trials and Error	half hour

* Pilot running time: if chosen as series 90-minute and two-hour pilots probably will be hour long shows, except for those chosen to remain as long forms on alternating basis.

9 p.m.? That kind of question has more pertinence to Mr. Spelling than to some others in Hollywood. He produces *The Rookies*, which is often mentioned among the shows with strongest action (see story page 35) and is now playing at 8 p.m. on ABC.

Frank Barton, CBS-TV program development vice president, thinks that the next season will not be radically unlike this season, with perhaps a trend toward more comedies—"You can't always get *The Waltons* or *The Little House on the Prairie*," he said.

Harold (Bud) Austin of Paramount Television also foresees the return of "zany comedies" like the old motion pictures, "My Man Godfrey" or "Nothing Sacred," in television form. On a much more modern theme, he noted that Warner Bros.' *Black Bart*, a CBS pilot, is right out of "Blazing Saddles," Mel Brooks's outrageous comedy that has been a theatrical hit.

Lee Rich, whose Lorimar Productions' *The Waltons* is the one show all agree is safe for placement in family-viewing time, said he felt the new season will be toned down. Mr. Rich said the basic question seems to be: What exactly is family viewing?

Norman Lear of Tandem Productions and TAT Communications said that producers, he among them, were definitely beginning to hear more and more about family viewing programs for the first prime-time hour. The word to producers, he said, is: Watch the sex and violence.

John McMahon, NBC West Coast TV program vice president, noted a devel-

opment toward greater diversification for the new season, and, a greater emphasis on character development in comedies.

The number of pilots now in work is smaller than the number reported at this time last year (BROADCASTING, March 11, 1974). ABC has ordered 28; CBS, 25, and NBC, 31, for a total of 84 this year. The figures a year ago were ABC, 36; CBS, 26, and NBC, 34, for a total of 96.

The spinoff carousel continues to whirl. *Phyllis*, starring Cloris Leachman, for CBS, is a spinoff from the *Mary Tyler Moore Show*. *Beacon Hill*, also for CBS, is an Americanization of the British *Upstairs, Downstairs*, which was shown on public broadcasting this past year that would be set in Boston in the post World War I years. *Metro Man*, for NBC, is out of *Police Story*, and *Grady*, also for NBC, out of *Sanford and Son*.

And from feature movies of all vintages came *Popi*, *Blue Knight*, and *Supercops*, for CBS; *Best Years of Our Lives*, *The Last Detail*, *The Friendly Persuasion*, *How the West Was Won* and *Sounder*, for ABC, and *Shamus*, for NBC.

Tape is moving into what was formerly the film world. NBC has *Sunday Dinner* and *Strike Force*, the latter being done in New York. ABC has five set for taping: *Greybar Hotel*, *Charo*, *Father O Father*, *How To Succeed in Business* and *Mason*—the last two to be done in New York.

There is even a nostalgia movement, slight but being watched, involving familiar faces. *Harry and Maggie*, a half-hour comedy pilot for CBS by MGM Television, will star Don Knotts and Eve Arden, both TV series veterans, Mr. Knotts best

remembered for his role as Barney Fife in the *Andy Griffith Show*, Miss Arden out of radio, and TV's *Our Miss Brooks*.

The deficit financing issue which dominated Hollywood conversations a year ago is receding. Most of those who were vocal about the subject agree now that progress is being made, although Alan Hirshfield, president and chief executive officer of Columbia Pictures Television (the old Screen Gems), recently said he was unwilling to continue what he called "the subsidization" of the networks. CPT has two prime-time shows on NBC: *Police Story* and *Police Woman*, as well as *That's My Momma* on ABC. It also has two daytimers: *Young and the Restless* on CBS, and *Days of Our Lives*, on NBC.

One of the most outspoken last year about the need for an increase in payments by the networks for TV shows was Grant Tinker of MTM. He agreed now that progress certainly has been made, but he noted that MTM passed on some projects because it couldn't get the money it sought for them. MTM is committed to making three pilots, instead of the seven or eight it would have liked to, according to Mr. Tinker.

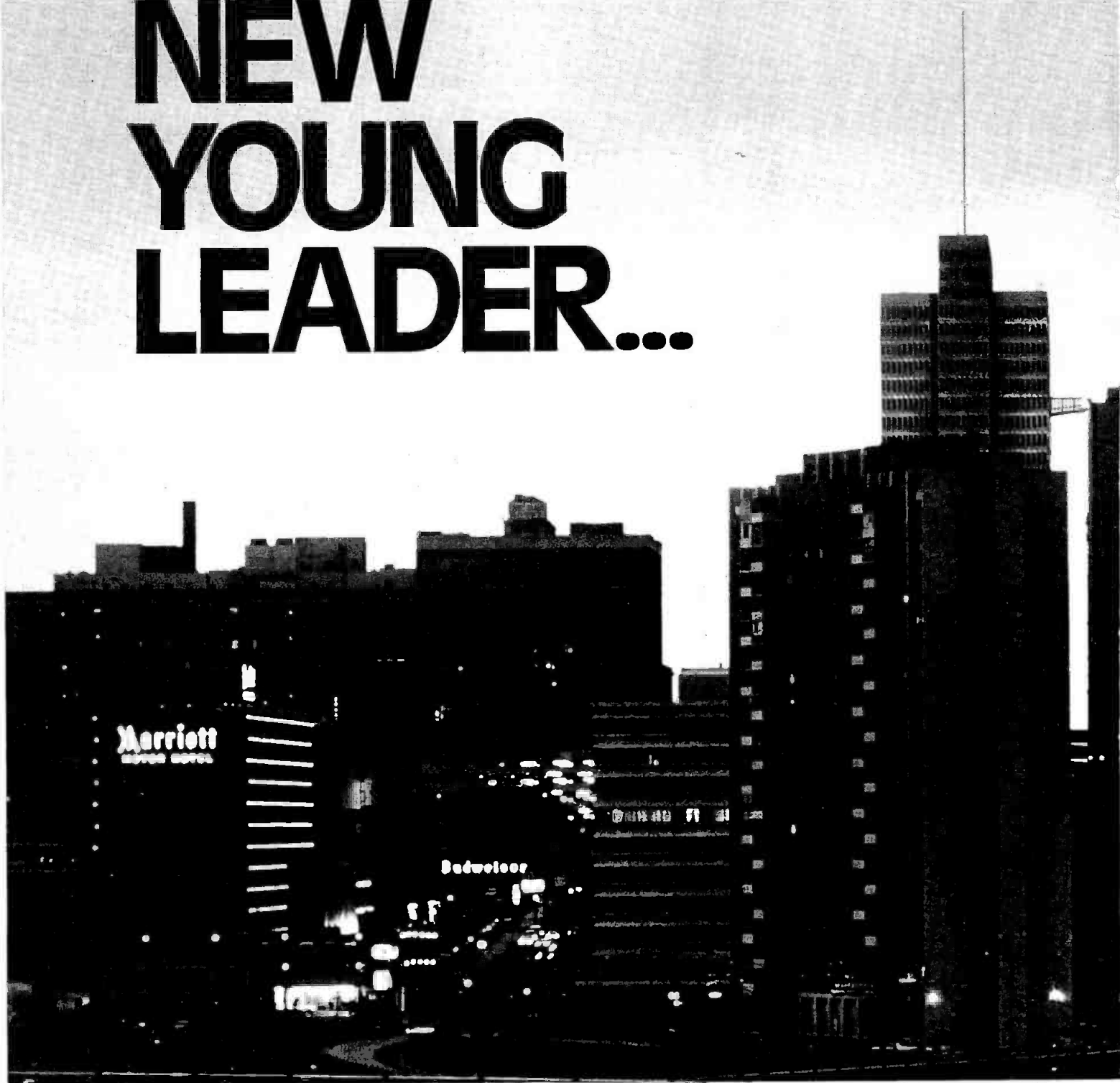
The fuss about deficit financing amuses one independent producer, Aaron Spelling. Nobody, he said the other day, stays in business if he is losing money. "Sure we'd all like to make more money," he said, "but I've got to laugh when I hear some of my colleagues complain about losing money as they drive their \$22,000 Mercedes 450SLC's to their \$600,000 homes."

Scorecard on program development for the 1975-76 season

Production Company	Title and Remarks	Type	Length	Network	Stars	Key creative people
ABC Circle Films	Sounder	drama	hour	ABC-TV	Harold Sylvester, Ebony Wright, Daryl Young	Robert Radnitz, Billy Graham
	The Kansas City Massacre	detective	hour	ABC-TV	Dale Robertson, Steven Kanaly	Dan Curtis
Acre Enterprises	Flannery and Ouilt	comedy	half hour	NBC-TV	Red Buttons, Harold Gould	Carl Reiner
Alpine Productions (Charles Fries)	House Detective or Delaney (in association with MGM-TV)	drama	90 minutes	NBC-TV	Ed Lauter	Mal Stewart, Joe Hardy
	Full House	comedy	half hour	NBC-TV	TBA	Budd Grossman
Abe Burroughs	How to Succeed in Business	comedy	hour	ABC-TV	TBA	Abe Burroughs, Marshall Brickman
Columbia Pictures TV	The Last Detail	comedy	half hour	ABC-TV	TBA	Jerry Ayres
	Matt Helm	detective	hour	ABC-TV	TBA	David Gerber, Buzz Kulik
	A Small Step Forward	medical	hour	ABC-TV	TBA	David Gerber, Stirling Silliphant
	Gibbsville	drama	90 minutes	NBC-TV	John Savage, Biff McGuire	Peter Katz
	Medical Story	anthology	two hours	NBC-TV	TBA	Abby Mann
	Metro Man	police	90 minutes	NBC-TV	Lloyd Bridges, Dane Clark, Janis Paige	Stan Kalis, Chris Morgan
	Shamus	detective	90 minutes	NBC-TV	Rod Taylor	Robert Weightman

Continues on page 30

WXIA-TV ATLANTA'S NEW YOUNG LEADER...





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<i>Production Company</i>	<i>Title and Remarks</i>	<i>Type</i>	<i>Length</i>	<i>Network</i>	<i>Stars</i>	<i>Key creative people</i>
Douglas S. Cramer Co.	Joe and Sons	comedy	half hour	CBS-TV	Richard Castellano	Douglas S. Cramer, Bernie Kukoff, Jeff Harris
D'Antoni-Weitz TV Productions, Inc.	Strike Force	police	90 minutes	NBC-TV	Cliff Gorman, Don Blakely	Barry Weitz, Philip D'Antoni
Filmways	Mason	comedy	half hour	ABC-TV	Mason Reese	TBA
	Rosenthal and Jones	comedy	half hour	CBS-TV	Ned Glass, George Kirby	Larry Kasha, Wesley Kenney
The Four's Company	Father O Father	comedy	half hour	ABC-TV	TBA	Jerry Weintraub, Rick Eustis, Al Rogers
Larry Gordon Productions	Home Cookin'	comedy	half hour	ABC-TV	TBA	Larry Gordon, Tom Rickman
Jim Henson Associates	The Muppets Nonsense Show	comedy/variety	half hour	ABC-TV	— —	Jim Henson
International TV Productions/ Allied Artists	Friendly Persuasion	drama	hour	ABC-TV	Eva Marie Saint	Herbert Leonard, E. W. Swackhamer
	Popi	comedy	half hour	CBS-TV	Hector Elizondo, Liz Torres, Anthony Perez, Steven Dennis Vasquez	Herbert Leonard
Lorimar	The Best Years of Our Lives	drama	hour	ABC-TV	TBA	Lee Rich, Herb Hirschman, Earl Hammer, Jr., Dan Petrie
	The Blue Knight	police drama	hour	CBS-TV	George Kennedy	Lee Rich, John Furia, Jr., J. Lee Thompson
	Enter Horowitz	police	90 minutes	NBC-TV	Michael Constantine, Barbara Rhodes, David Opatoshu	Charles Fitzsimons
	River Man	adventure	90 minutes	NBC-TV	Tim Matheson, Bo Hopkins	Boris Sagal
MGM Television	The Orphan and the Dude	comedy	half hour	ABC-TV	Oliver Clark	Joe Goodson, James Parker, Arnold Margolin
	How the West Was Won (prospectus, not a pilot)	western anthology	hour	ABC-TV	TBA	Al Ruddy
	Harry & Maggie (in association with Parker-Margolin Pdns.)	comedy	half hour	CBS-TV	Don Knotts, Eve Arden	Jim Parker, Arnold Margolin
	Supercops	police action	hour	CBS-TV	Steven Keats, Alan Feinstein, Dick O'Neill	Bruce Geller, Bernard Kowalski
	Buckley (in association with UGO Productions)	police drama	hour	CBS-TV	Jack Palance	Bruce Geller, Richard Donner
	Nevada Smith	drama	90 minutes	NBC-TV	Cliff Potts, Lorne Green	Martin Rackin
	Flo's Place	comedy	half hour	NBC-TV	Della Reese	Martin Rackin, Larry Kasha, Don Weis
Jigsaw John	police	90 minutes	NBC-TV	Jack Warden	Everett Chambers, Robert Monroe, Daryl Duke	
MTM Enterprises	Doc	comedy	half hour	CBS-TV	Barnard Hughes, Elizabeth Wilson	Ed Weinberger, Stan Daniels, David Lloyd, Robert Moore
	Phyllis	comedy	half hour	CBS-TV	Cloris Leachman	Ed Weinberger, Stan Daniels, Jay Sandrich
	Three for the Road	family drama	hour	CBS-TV	Alex Rocco, Vincent Van Patten, Leif Garrett	Jerry McNeely, Boris Sagal
Omnipotent Inc.	Lily Tomlin	variety	hour	ABC-TV	Lily Tomlin	Irene Pinn, Jane Wagner

Continues on page 32

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<i>Production Company</i>	<i>Title and Remarks</i>	<i>Type</i>	<i>Length</i>	<i>Network</i>	<i>Stars</i>	<i>Key creative people</i>
Paramount	Barbary Coast	action/adventure	hour	ABC-TV	TBA	Doug Hayes
	Kate McShane	lawyer/drama	hour	CBS-TV	Anne Meara, Charles Hald, Sean McClory, Cal Bellini	E. Jack Neuman, Marvin Chomsky
	Wives	comedy	half hour	CBS-TV	Penny Marshall, Candy Azzara, Jayne Sell, Jackie Colton, Phyllis Elizabeth Davis	Garry Marshall, Jay Sandrich
	Delancey Street	drama	90 minutes	NBC-TV	Walter McGinn	Emmet G. Lavery, Anthony Wilson, Jim Frawley
	Adventurizing With the Chopper	comedy	half hour	NBC-TV	TBA	TBA
Patience Co.	Trial and Error	comedy	half hour	NBC-TV	Jack Weston	Alan Alda, Mark Merson
Persky & Denoff	Big Eddie (Deezdemzandoza Productions)	comedy	half hour	CBS-TV	Sheldon Leonard, Sheree North	Bill Persky, Sam Denoff
	Sunday Dinner	comedy	half hour	NBC-TV	TBA	TBA
Playboy Productions	Cop and the Kid	comedy	half hour	NBC-TV	Charles Durning	Jerry Davis
Quinn Martin	Undercover Man	police	90 minutes	NBC-TV	James Farentino, Ramon Bieri	Phil Saltzman
John Rich Productions	Greybar Hotel	comedy	half hour	ABC-TV	Jose Perez, Rich Hurst	John Rich, Harry Waterson, Dick Clement, Ian La Franais
Ruben/Rich Productions	Charo	comedy	half hour	ABC-TV	Charo	John Rich, Aaron Ruben
	Grandpa Max	comedy	half hour	CBS-TV	Larry Best	Aaron Ruben, John Rich
RSO Productions	Beacon Hill	family drama	hour	CBS-TV	Steven Elliott, Nancy Marchand, Kitty Winn, George Rosa, Beatrice Straight	Beryl Vertue, Jacqueline Babbitt, Fielder Cook
Spelling/Goldberg	The Oath	drama	hour	ABC-TV	Hal Holbrook, Hume Cronyn, Jack Albertson, Will Geer	Aaron Spelling, Len Goldberg
	Starsky and Hutch	police	hour	ABC-TV	David Soul, Michael Glaser	Aaron Spelling, Len Goldberg, Joseph Naar, Barry Shear
	The Best Years (tentative title)	family drama	hour	ABC-TV	TBA	Aaron Spelling, Len Goldberg, Jay Presson Allen
	The Daughters of Joshua Cabe	western	hour	ABC-TV	different casts	Aaron Spelling, Len Goldberg
Sweeney/Finnegan Films	New Orleans Force	police	hour	ABC-TV	Peter Graves, Tom Rosqui	Robert Sweeney, William Finnegan, Bruce Bilson
Tandem Productions	Grady	comedy	half hour	NBC-TV	Whitman Mayo	Bud Yorkin
T.A.T. Communications Co.	Panama Fargo	comedy	hour	ABC-TV	Jackie Gleason	Norman Lear, Richard Wechsler
	Hello, Ann!	comedy	half hour	CBS-TV	Bonnie Franklin, Mackenzie Phillips	Norman Lear, Altan Manings
	Hereafter (in association with Don Kirshner Productions)	comedy	half hour	NBC-TV	Josh Mostel	Norman Lear, Woody Kling
Danny Thomas Productions	Fay	comedy	half hour	NBC-TV	Lee Grant, Joe Silver, Margaret Willack	Paul Witt, Alan Arkin
Thoroughbred Productions	Shell Game	action/adventure	hour	CBS-TV	John Davidson, Robert Sampson, Maria O'Brien	Harold Jack Bloom, Chenn A. Jordan

Continues on page 34

adult
wsyr radio

1

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THE SECOND STATION!

****Pulse-63%**
MORE ADULTS THAN
THE SECOND STATION!

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* Mon. thru Sun. 6am to midnight, Oct./Nov. 1974 Syracuse ARB Total Survey Area Avg. 1/4 hr. Adults 18+
**Mon. thru Fri. 6am to midnight, Oct./Nov. 1974 Syracuse Pulse Radio Station Area. Avg. 1/4 hr. Adults 18 +

All measurement data are estimates only - subject to defects and limitations of source materials and methods.

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C AFFILIATE

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Production Company	Title and Remarks	Type	Length	Network	Stars	Key creative people
20th Century-Fox	Swiss Family Robinson (In association with Irwin Allen)	adventure	hour	ABC-TV	Martin Milner, Pat Delaney, Cameron Mitchell	Irwin Allen, Arthur Weiss, Harry Harris
	Adventures of the Queen	drama	hour	CBS-TV	Robert Stack, David Hedison	Irwin Allen, David Lowell Rich
	Cheerleaders	comedy	half hour	NBC-TV	TBA	Jerry Zeitman, Bob Kaulman, Richard Crenna
Universal	Bridger	adventure	hour	ABC-TV	TBA	TBA
	Crime Club	action/adventure	90 minutes	CBS-TV	Scott Thomas	Matthew Rapf, James McAdams, Jeannot Szwarc
	The Keegans	family drama	hour	CBS-TV	Adam Roarke, Spencer Milligan, Heather Menzle, Tom Clancy, Joan Leslie	George Eckstein, John Badham
	Force Five	action/adventure	hour	CBS-TV	Gerald Gordon, Roy Jenson, Bill Lucking, Nicholas Pryor, James Hampton	David Levinson, Michael Gleason, Walter Grauman
	Switch!	action/adventure	hour	CBS-TV	Robert Wagner, Eddie Albert, Sharon Gless	Glen Larson, Robert Day
	Ellery Queen	detective	two hours	NBC-TV	Jim Hutton, David Wayne	Richard Levinson, William Link, David Greene
	One of Our Own	medical drama	two hours	NBC-TV	Tony LoBianco	Mathew Rapf
	McCoy	mystery	90 minutes	NBC-TV	Tony Curtis, Roscoe Lee Browne	Dean Hargrove, Roland Kibby
	Invisible Man	drama	90 minutes	NBC-TV	David McCallum, Henry Darrow	Harvey Bennett
	Roman Grey	drama	90 minutes	NBC-TV	Ron Liebman	Richard Irving
	905 Wild (In association with Mark VII Productions)	drama	hour	NBC-TV	Mark Harmon, Albert Popwell, David Huddleston	Jack Webb
	The Look of Eagles	medical	two hours	NBC-TV	George Peppard	Matthew Rapf, Jack Laird
Warmth Productions	The Don Rickles Show	comedy/variety	hour	CBS-TV	Don Rickles	Joseph Scandore, Herb Solow, Paul W. Keyes, Bill Foster
Warner Brothers	Wonder Woman	adventure	hour	ABC-TV	TBA	Doug Cramer
	Search for the Gods	adventure	hour	ABC-TV	Kurt Russell, Stephen McHattie	Doug Cramer, W. L. Baumes, Jud Taylor
	Black Bart	comedy	half hour	CBS-TV	Lou Gossett, Steve Landesberg, Millie Stavin, William Lateau	Bob Butler, Michael Elias, Frank Shaw
	Salt and Pepe	comedy	half hour	CBS-TV	Mel Stewart	Duke Vincent, Jack Shea
	Heist	police	two hours	NBC-TV	Don Meredith	Andrew J. Fenady

Is network TV too permissive?

In NATPE survey more broadcasters say yes than no, but syndicators split the other way on question

Many station executives think the networks are getting away with too much sex and violence in their prime-time shows, according to a National Association of Television Program Executives' survey released last week. The findings were culled from printed ballots distributed at the NATPE conference in Atlanta earlier this month (BROADCASTING, Feb. 17).

Fifty-seven percent of the executives

from stations and station groups returning the questionnaire said the networks were "too permissive" in prime time. Forty percent said the prime-time content is "just about right," the other 3% claiming the networks are "not permissive enough."

Among the producers and distributors answering the same question, however, only 20% said the networks are too permissive, with 50% putting themselves in the just-about-right category and 30% in the not-permissive-enough column.

Local programming and syndicated shows, though, were predictably given clean bills of health by the station executives and syndicators. Only 2% of the

station respondents said local shows are too permissive, and only 8.3% of them put syndicated shows in that category. In addition, only 20% of the TV syndicators said local programming is too permissive (compared to 50% who found it not permissive enough and 30% who regarded it as just about right). Not one of the polled syndicators found syndicated programming too permissive, whereas 70% found it just about right and the other 30% not permissive enough.

Some of the other findings:

- 50.5% of the station respondents said minority groups should "never" have the right "to pressure for script revisions," whereas 70% of the syndicators said the

minorities should "sometimes" have that right.

■ 74.9% of the station executives and 73% of the syndicators said that "acts of violence" should be "generally discouraged" during the proposed 8 to 9 p.m. family hour.

■ 53.1% of the station executives said that any rules on program content should be "set chiefly by each individual station," with another 28.2% giving that responsibility to the National Association of Broadcasters code and an additional 14.1% vesting it in the hands of the networks. Only 2.4% said they would give such authority to the FCC, according to the survey. To that same question, 42% of the syndicators chose each individual station as the repository of that responsibility, 21% said the networks, another 21% said the NAB code, and only 7% opted for the FCC.

CBS, ABC each have four shows in 'McCall's' 10 most violent

Magazine's poll of TV critics picks three in planned family-viewing slot; many considered sure for syndication

Another slant on TV violence was provided last week by *McCall's* magazine, which published a list of "10 most violent TV shows" as rated by television critics on newspapers and magazines.

The 10: *Hawaii Five-O* (CBS, Tuesday, 9-10 p.m. NYT); *Mannix* (CBS, Sunday, 9:30-10:30); *Cannon* (CBS, Wednesday, 9-10); *Kojak* (CBS, Sunday, 8:30-9:30); *Police Woman* (NBC, Friday, 10-11); *Police Story* (NBC, Tuesday, 10-11); *Streets of San Francisco* (ABC, Thursday, 9-10); *The Rookies* (ABC, Monday, 8-9); *Get Christie Love* (ABC, Wednesday, 10-11) and *Kung Fu* (ABC, Saturday, 8-9).

Three of the 10 currently start within the 7-9 p.m. period designated for "family viewing" under a proposed amendment to the National Association of Broadcasters television code: *Kojak*, *Rookies* and *Kung Fu*.

Some also are sure-fire entries for syndication sooner or later. *Hawaii Five-O*, for example, has been repeatedly reported as ticketed for syndication by Viacom Enterprises when the series ends its CBS run; however, Viacom itself has not officially confirmed those reports and would not comment on the *McCall's* poll last week. Officials of Paramount TV, which is widely expected to syndicate *Mannix* when that series leaves CBS, could not be reached for comment on the *McCall's* listing.

McCall's said 80 TV critics participated in its poll, rating 63 prime-time programs. The project was undertaken, *McCall's* said, to test network claims that violence is what people want to watch. By Nielsen measurement, the magazine

said, these "are not the most popular" shows, with none among Nielsen's top 10 for the latest period available at *McCall's* press time.

The magazine didn't say how the critics rated the 53 other prime-time shows. It did say almost none of them "thought that violence could—or should—be totally eliminated from television. It was violence for the sake of violence that upset them."

The magazine also said that the NAB code seems "perfectly adequate"—this was written before the family-viewing amendment was proposed—but that "unfortunately, broadcasters haven't paid much attention to the code." It also told readers how to make themselves heard: Write to their congressional representatives, to Senator John O. Pastore (D-R.I.) and his Senate Communications Subcommittee, to the stations involved, to the FCC—and "above all, if a television show upsets you, turn it off. Poor ratings speak louder than words."

Program Briefs

More detectives. NBC announced it has ordered development of 1976-77 series entitled "Crunch" by Frankovich/Self Production, to star Yaphet Kotto, black star who created role in current movie, "Report to the Commissioner." "The script will deal with the day-by-day action, on duty and off, of a streetwise New York City detective," Lawrence R. Whitc,

NBC-TV vice president-programs, said.

TV's story. Television Information Office New York has produced *Children and Television*, 43-minute TV program detailing efforts of broadcasters on behalf of young viewers, and has distributed it to stations for telecasting. Program features discussion between TIO Director Roy Danish and TV newsman Lew Wood on such topics as industry policing of children's programing and advertising as well as self-regulation by broadcasters.

More for Poe. American International Television, Beverly Hills, Calif., announces its seven-picture, Edgar Allen Poe film package, "World of the Macabre," has been sold in seven additional markets, bringing to 83 number of cities where films are being broadcast. New stations: KCMO-TV Kansas City, Mo.; KHOU-TV Houston, WTVU Terre Haute, Ind.; KHGI Kearney, Neb.; WHEC-TV Rochester, N.Y.; WNEM-TV Flint-Saginaw-Bay City, Mich., and WXYZ-TV Detroit.

Greenfield-Weisfeld split. Art Greenfield and Jerry Weisfeld, TV syndicators under name TV Cinema Sales Corp., Los Angeles, have separated. Mr. Greenfield has established Art Greenfield Co., holding rights to off-network sales of *Bill Cosby Show* (on NBC from 1969 through 1971), as well as such syndicated shows as *Passport to Travel*, *Wyatt Earp*, *Four Winds to Adventure*, among others, and packages of feature films. Mr.

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Weisfeld, who retains TV Cinema Sales name, continues holding rights to *Buck Owens' TV Ranch Show*, *Trails to Adventure*, and *Masterpiece Features* film package. TV Cinema Sales has moved to 434 North Rodeo Drive, Beverly Hills, Calif. 90210. Telephone: (213) 273-4018. Mr. Greenfield remains at 9255 Sunset Boulevard, Los Angeles 90060. Telephone: (213) 273-6369.

Renewal special. National Telefilm Associates, Hollywood, has released 50 new episodes of *Bonanza* (from 1966-70 seasons) to stations now running series. NTA is offering special two-year renewal plan that includes 50 new segments plus additional runs of 260 now in syndication.

Two thirds more. Total of \$351,444 was raised during 24-hour radiothon Feb. 8 for leukemia research. Key station was KFI(AM) Los Angeles which fed 47 other stations. National chairman of event was actress Shirley Jones. This was third annual leukemia radiothon. Last year \$216,000 was raised. Highest single station effort in 1974 was reported to be WMAL(AM) Washington's \$70,000.

FDR special. NBC-TV announced development of three-hour dramatization of Jim Bishop's recent biography "FDR's Last Year." Stanley R. Greenberg (*The Missiles of October, Pueblo*) will do adaptation, and former Viacom Vice President Irv Wilson will produce. Exact production schedule and cast will be announced later.

Two for Savage. George L. Savage, creator and formerly executive producer, Wink Martindale's *Music Scene U.S.A.*, and general manager, American Radio Programs, Hollywood, announces formation of Savage Communications Co., 977 Wilshire Boulevard, Suite 908, Beverly Hills, Calif. 90202. (213) 473-6095. Production and syndication division, S and B Programing, Box 85042, Hollywood 90072, (213) 466-3695, has also been formed by Mr. Savage with Les Biegel, announcer and owner of Underdog Recording Studios, same city, as vice president.

Again. Ralph Edwards-produced *Name That Tune* has been renewed for another year on NBC owned-and-operated TV stations, according to Sandy Frank Station Syndication Inc., New York.

'Omnibus' on file. Robert Saudek Associates Inc., producers of 1950's *Omnibus* television series, has donated its archives to Wesleyan University, Middletown, Conn. Archives include more than 200 files of broadcast manuscripts and production records of 166 programs that constituted eight seasons of *Omnibus* broadcasts. Series brought to TV classical and contemporary drama, ballet, opera, music, comedy and historical perspectives on American political institutions.

Easter Radio. Sacred Heart Program is offering 30-minute program for Easter season, *Winter Trees*, dramatic, non-denominational narrative with music that reflects on nature, awaking with new life, and the resurrection. Script is by award-

winning production director of Sacred Heart Program, Rev. Bert Akers, S.J. Disk may be obtained at no charge. Order deadline is Feb. 14, 1975. *Sacred Heart Program*, Dept. E-75, 3900 Westminster Place, St. Louis 63108.

More Bill Ballance. Total of 68 radio stations in U.S. are now taking *Bill Ballance Show*, as well as 10 in Canada and one in New Zealand, it was announced last week. Latest U.S. subscribers to series syndicated by Creative Radio Shows, Los Angeles, are WBML(AM) Macon and WCLS(AM) Columbus, both Georgia, and KQIZ(FM) Grand Junction, Colo. Newest Canadian customer is C.J.D.C.(AM) Dawson Creek, B.C. New Zealand subscriber is 2ZW(AM) Wanaganui, a New Zealand Broadcasting Corp.-owned station.

Trenders. Veterans Administration is inaugurating new feature "Your Musical Scrapbook," within its long-running public service radio series, *Here's to Veterans*. Segment spotlights musicians who have set musical trends over past 20 years.

Fairway-court suggestions. Series of one-minute golf and tennis tips (basics in playing, selection of equipment, playing under special conditions) is being offered by DWJ Associates. Featured are Nick Seitz, editor of *Golf Digest*, and Shep Campbell, editor of *Tennis*. *DWJ Associates*, 295 Madison Avenue, New York 10017; (212) 532-7676.

Giving them Fitz again. Shake-up at RKO's WOR(AM) New York will include return of Ed and Pegeen Fitzgerald to station after two-year absence. Mr. and Mrs. Fitzgerald, both in their 80's, enjoyed 34-year station tenure with daily program. WOR's moves also involve cancellation of *The Martha Deane Show*, which has operated with guest hosts since Miss Deane's death last year. Fitzgeralds will occupy 1:15-2 p.m. slot, replacing discussion show with Arlene Francis, who will move to 10:15-11 a.m., replacing Deane show.

AFTRA makes concession. Move by American Federation of Television and Radio Artists, permitting stations using singers and/or other talent to buy out complete production for single fee (rather than have to pay residuals after 13 weeks), is expected to bring this type of business to Hollywood. Under old rule, most of such business went to non-union cities such as Dallas, Memphis and Nashville. One of first to announce availability of service under new AFTRA rules was Charles H. Stern Agency, Los Angeles talent agency.

Sonny sues. Sonny Bono, singer-comedian, filed \$25-million lawsuit against his wife and former partner, Cher, charging conspiracy on her part and others, including David Geffen, recording executive, to defraud Mr. Bono of profits from TV, recording and personal appearance contracts. Suit relates to five-year contract signed by Bonos in 1972 that provides that each share in other's income. Bonos are now separated and have sued for divorce. Their breakup caused their *Sonny and Cher Comedy Hour*, on CBS for four years, to be canceled at end of last season.

'Khan!' can't

CBS-TV drops detective series after two shows, while 'Cher' premieres to big numbers

Not to be outdone by NBC-TV, which needed only two telecasts of its second-season private-eye series, *Archer*, to realize it had a dog on its hands (BROADCASTING, Feb. 17), CBS-TV announced last week it was canceling *Khan!* after only two airings.

Khan! (Friday, 8-9 p.m., NYT), a detective series, staggered to a 9.7 rating and 16 share on Feb. 14 after a dismal 12.9 rating and 20 share on Feb. 7. The network said next Friday's (Feb. 28) episode will be *Khan!*'s last. The previously announced documentary, *Gorilla*, will go into the time period on March 7. On March 14, CBS will replace *Khan!* with two half-hour series, *The Friday Comedy Special* (8-8:30 p.m.) and *We'll Get By* (8:30-9 p.m.). The former will be a catch-all for comedy pilots the network is developing for the 1975-76 season. The latter, a contemporary comedy created and written by the actor Alan Alda (*M*A*S*H*), was originally scheduled to begin in the same Friday time period last September but was bumped by CBS when the courts rejected a prime-time-access-rule revision by the FCC that would have given an additional hour a week to all three networks.

If *Khan!*'s ratings spelled bad news for CBS last week, the debut of *Cher* (Sunday, Feb. 16, 7:30-8:30 p.m.) on the network was nothing but good news. The series racked up a 23.0 rating and 35 share to finish first in its time period, easily beating a Ringling Bros. circus special on NBC and the first hour of the movie musical, "Oliver," on ABC.

If *Cher* continues to chalk up solid ratings, CBS may end up being blessed with three second-season new-show winners. The others are *The Jeffersons* (Saturday, 8:30-9 p.m.), which hit a 28.3 rating and 45 share on Feb. 15, and *Tony Orlando and Dawn* (Wednesday, 8-9 p.m.), which got a 21.2 rating and 32 share on Feb. 12.

ABC came up with some good initial samplings for its two new Monday-night cop shows. *S.W.A.T.* made its debut on Feb. 17 sandwiched together with *The Rookies* (both shows are produced by Spelling-Goldberg) as a two-hour made-for-TV movie (8-10 p.m.) and scored with a 28.1 rating and 41 share. With that strong lead-in, *Caribe* (10-11 p.m.) harvested a 20.7 rating and 34 share.

All of the other second-season shows are plodding along with marginal shares of audience.

Broadcasters among Freedoms winners

At ceremonies near the historic Revolutionary War encampment, the Freedoms Foundation, Valley Forge, Pa., honored 33 people and organizations, including several broadcasters, for "constructive words and deeds which support America,

suggest solutions to basic problems besetting the nation, contribute to responsible citizenship and inspire love of country." Among those receiving the National Freedom Awards Feb. 17 were: Actor Hugh O'Brian, of *Wyatt Earp* TV fame, who received a Freedom Leadership Award for work through the O'Brian Youth Foundation leadership seminars.

Dr. George S. Benson, president of the National Education Program, Harding College, Searcy, Ark., journalist and radio commentator for nearly 40 years, received a National Recognition Award.

Lloyd E. Cooney, president of KIRO Radio and Television Inc., Seattle, received a George Washington Honor Medal for his public address entitled "These Are Our Roots."

Honor medal in the radio category was awarded Mike Whorf Inc., Birmingham, Ala., and Kiwanis International for a series of 66 weekly half-hour programs, *Panorama*, produced by Mike Whorf. For television, CBS-TV and Xerox Corp., Stamford, Conn., took the honor for *The Autobiography of Miss Jane Pittman*, starring Cicely Tyson.

NBC to spend more evenings with Disney

Seven three-hour programs to be patterned after '74 special

Walt Disney Productions President E. Cardon Walker has announced that Disney and NBC had concluded an additional agreement whereby the network will telecast seven Disney feature films for one run under the *Evening With Disney* format instituted last year.

Of the seven films, four have just completed their theater runs and normally would have been withdrawn from distribution for seven or eight years. They are "That Darn Cat," "Lt. Robin Crusoe, USN," "Old Yeller" and "Absent-Minded Professor." Three other films previously were aired on network TV: "Great Locomotive Chase," "Moon-Spinners" and "Tonka." The new package will commence in the fall of this year and must be completed by Dec. 31, 1976.

The 1974 agreement involved three Disney movies: "20,000 Leagues Under the Sea," "Parent Trap" and "Beaver Valley."

The three-hour long "Evening With Disney" format, to be scheduled by NBC as *Saturday Night at the Movies* during 1975 and 1976, will use various Disney shorts and featurettes in conjunction with the movie feature.

Disney officials last week also amplified a reference by Donn B. Tatum, Disney chairman, that the company may consider producing a new version of the *Mickey Mouse Club* in light of the superior ratings of the reruns of 1950 half-hour episodes. The officials said that it would be proper for the company to consider making a new series when the present 390 episodes run out, if current high ratings continue, but that nothing is in the works at the present time.

Panelists find side effects in cures for children's TV

A network vice president had a kind word for activists who have been clamoring for ad-less and higher quality children's TV shows.

Squire Rushnell, ABC vice president-children's programming, said that the critics have overstated their case, but they have had some affirmative results. "When you actually get the presidents of the three TV networks to sit down face to face and talk about children's TV . . . and now family entertainment in the first prime-time hour . . . that's good," Mr. Rushnell said at a seminar sponsored by the Hollywood chapter of the National Academy of Television Arts and Sciences.

Mr. Rushnell and others on the panel vigorously opposed banning commercials on children's shows. Bob Keeshan (*Captain Kangaroo*) noted that five years ago Saturday morning was a major profit center for the networks. But not anymore, he said, because the attacks on advertising in children's shows have impelled good advertisers to leave that time period. Sally Baker (*Hobo Kelly* of KJZ-TV Los Angeles) expressed fear that the movement to ban commercials on kiddie shows could be so counterproductive as to entirely dry up funds for that type of programming. What is needed, she said, is "really stringent rules" for commercials in children's shows.

And the cries for quality programing

in children's TV shows were labeled more talk than deed by Joseph Barbera, of Hanna-Barbera Productions, Hollywood. Last year, for ABC, Hanna-Barbera did an animated version of "Cyrano de Bergerac," using the voices of Jose Ferrer and the Broadway cast, performing at the time in Los Angeles. None of the critics or the activists, Mr. Barbera declared, gave his company or the network credit for broadcasting this production.

So much history

ABC Television Network president James E. Duffy said that ABC's dramatic re-enactment of historical events represent an important new form of television programming that will increase both on ABC and on other networks.

Citing high ratings and critical acclaim accorded ABC's *Death Be Not Proud*, *The Missiles of October*, and *Judgment: Court Martial of William Calley*. Mr. Duffy expressed confidence in the future of this "new form of quality entertainment" in remarks delivered to the Denver Advertising Club last Wednesday.

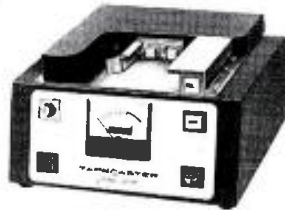
He also announced the development of several dramatic specials which will treat similar subjects in similar depth, including the story of the Korean War meeting between President Truman and General MacArthur at Wake Island, a multi-part special based on Joseph Lash's book, "Eleanor and Franklin," and a dramatization of the investigation and manhunt following the Lindbergh kidnapping.

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Looking to '85: a bigger pie, but more slices

Things look good for broadcasting and cable, according to survey of 158 experts by Cox Broadcasting

Cox Broadcasting Corp. last week released results of an in-depth analysis of radio and television which concluded on the basis of interviews with industry leaders that the future of broadcasting is bright and that there is no significant threat from cable television.

However, the report also predicted that future television audiences will be "considerably fractionalized" by the increase in programming effected by the growth of cable TV and UHF, implying that it will be harder to reach masses as large as those networks now command.

Cox Broadcasting, which is publicly traded, owns a major radio-television station group and holds a controlling position in Cox Cable Communications Inc., fifth biggest cable-system owner. The company's new report indicates "substantial growth for both broadcast media and cable over the next 10 years without serious competition between the two industries."

Other significant findings, the company said, include "strong growth of advertising expenditures in broadcast media, particularly local, and increased time spent viewing TV and listening to radio." The report said the 158 experts interviewed also came to a consensus that indicated relaxation of FCC cable rules would allow substantial growth in the penetration and the emergence of cable television as a "limited advertising medium."

James A. Landon, Cox vice president for planning and research, who supervised the three-month study finished last December, said that the company considered the survey findings significant and that it had already begun to make decisions based on the results.

Cox conducted what is known as a Delphi survey, a technique developed by Pentagon-sponsored think tanks and which had mixed success during the war in Vietnam. Basically the survey technique consists of interviewing experts, correlating the results according to a weighting formula, and then recirculating the findings to the same experts, giving them an opportunity to change their opinions in light of the opinions of others.

As Cox reported the summary of the findings, the more significant were:

- Advertising volume will increase at an accelerated pace (7% between 1975-80 and 8% between 1980-85), reaching about \$60 billion in 1985.

- Local TV and radio will have significant increases in their shares of ad volume by 1980, but network and spot TV will score only modest gains.

- Time spent watching television will

increase .7% annually for the average family, from 380 minutes in 1973 to 413 minutes in 1985.

- Pay TV and video cassettes will cut into free television's audience by only 1.2% by 1980 and by 4% by 1985.

- FM's share of the radio audience will go from 28% in 1973 to 48% by 1985 in the U.S. as a whole and from 35% to 55% in the top-25 markets.

- FCC rules for distant-signal importation will be relaxed for cable, and anti-siphoning rules will be relaxed for pay TV.

- Cable will increase its national penetration from the current 13% to 19% by 1980 and to 29% by 1985, and in the top-25 markets the figures will go from 4% to 10% to 17%.

- About 10% of American families will have pay cable by 1985, and they will watch an average of 5.5 programs a week, which represents, assuming two hours per program, 2.2% of all time spent watching TV in the U.S.

The experts interviewed by the Cox survey team were categorized as representing advertising, programming, broadcast technology, government regulation, and cable and pay TV. The findings of the advertising group included the statement: "The only major medium to increase significantly in number by 1985 will be FM stations. UHF TV stations will increase slightly in number, while VHF outlets, AM radio stations and newspapers will remain at about the present level."

The figures supplied by Cox for increases in station numbers were as follows: The number of UHF stations is predicted to increase from 192 to 270, a jump of 28%, and the number of FM stations is seen as rising from 2,482 to 3,000, an increase of 17%.

Another finding from the programming tabulations reported: "Increased cable penetration with relaxed rules and slightly more UHF stations will enable the average home to receive 9.1 stations in 1980 and 11.0 in 1985, producing considerably more fractionalization in television."

Other expectations reflected in the survey findings: TV networks will deliver

programs to affiliates by direct satellite-to-station transmission; the FCC will modify but not completely repeal the prime-time access rule, and rating reports will have much greater depth and contain more detailed information on the audience.

Macdonald sets up two dates with FCC

Oversight hearing next week to be get-acquainted sessions with heavier agenda on return trip in June

The House Communications Subcommittee has scheduled one day each of FCC and Office of Telecommunications Policy "overview" hearings next week. The subcommittee has invited all seven FCC commissioners to testify on March 5, and on March 6 it will hear from the acting director of OTP and the director of the Department of Commerce's Office of Telecommunications.

The subcommittee will also extend a second invitation to the FCC chairman and six other commissioners as well as the FCC staff to testify at further, "more exhaustive" oversight hearings in June, according to an aide to Representative Torbert Macdonald (D-Mass.), chairman of the subcommittee. But the March 5 appearance is intended for a general exchange of commission and subcommittee views and concerns on communications matters. A further aim is to permit the FCC commissioners to become acquainted with the new members of the subcommittee and vice versa (see BROADCASTING, Feb. 3).

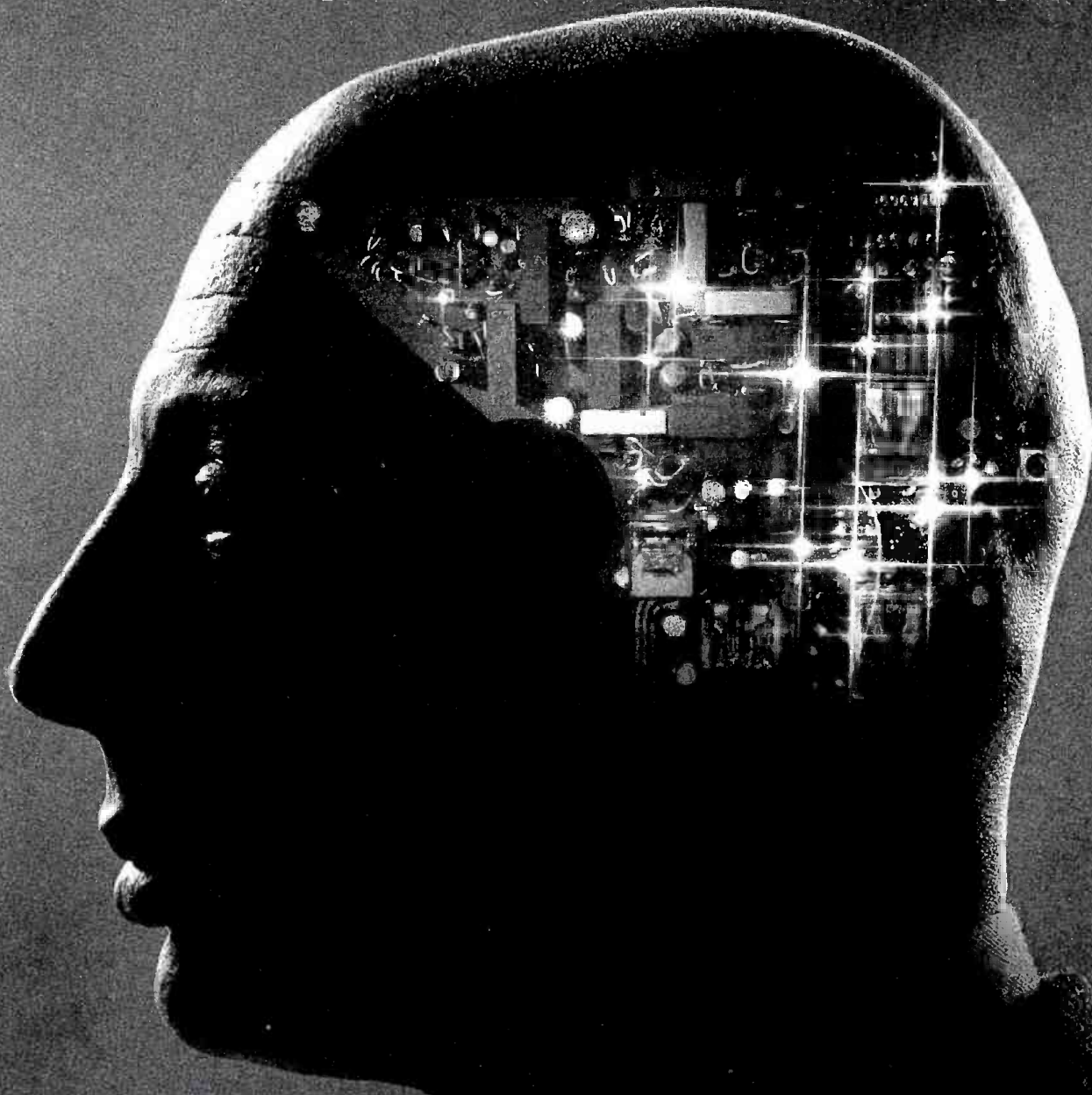
The FCC hearing will not focus on any specific issues the commission or subcommittee is currently pursuing, the aide said, but among those topics sure to figure in the dialogue are the FCC's report on TV violence and obscenity (see page 25), children's television programming and legislation to strengthen the commission's authority to deal with common carrier rate increases, such as that recently proposed by AT&T (BROADCASTING, Feb. 3).

Subcommittee Chairman Macdonald had hoped to hold the overview hearings



Hypotenuse. This is the long side of a triangularly shaped building that is the new studio and offices of WPRI-TV Providence, R.I. Designed by William Kessler & Associates of Grosse Pointe, Mich., the building with equipment cost about \$2,000,000. The triangle was chosen because of its relationship to the site and the approach road.

Can a chief engineer afford to think only like an engineer?



Put a good picture on a TV set.
That's always been the first thing a chief engineer has to think about.

But it doesn't seem to be the only thing anymore.

Today, more and more chief engineers are thinking more and more like station managers.

They have to. They've got staff meetings to go to, they've got equipment to buy, they've got cameramen to keep happy, they've got program directors to keep happy.

Now they've got this whole new thing of electronic journalism to think about.

How can their station adapt?

Most agree the way to do that is with one of those little portable color videotape systems.

But what about the chief engineer who doesn't agree. What is he thinking about?

Probably not about the guy sitting

at home in front of his TV set—who doesn't know anything about film or tape or any of it.

All he knows is that he sees the news or he doesn't.

If there was a fire downtown at 4 o'clock and he hears about it on the radio driving home, he wants to see it at 6 o'clock. Instead of hearing about it. Again.

And if one station can get that kind of news on the air consistently, chances are the guy at home will be watching that one station. Consistently.

And chances are that station will be using the Akai VTS-150, the portable color videotape system that's being used by more stations in more states than any other system.

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It's something to think about.

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this week, but postponed them a week out of concern that the full Commerce Committee may not have finished organizing itself in time. Indeed, he technically does not have a subcommittee, nor does the full committee have rules to guide its conduct until the full committee ratifies the new subcommittee jurisdictions, chairmen and committee rules.

The full committee sat last Wednesday to deliberate the rules passed by the committee's Democratic caucus (BROADCASTING, Jan. 27), but following an hour of debate over whether to permit voting by proxy—opposed by conservative Democrats and Republicans on the committee—the meeting was adjourned with no progress made.

Representative Harley Staggers (D-W. Va.), chairman of the Commerce Committee, vowed during last Wednesday's meeting that when the committee meets again tomorrow (Feb. 25) it will continue morning, afternoon and night until it has finished its rules. Major obstacles still to be overcome before the full committee and subcommittees can begin work formally include the allocation of staff members and subcommittee budgets.

Media Briefs

Pettit wants out. John Pettit, former FCC general counsel, has asked that his nomination to board of Corporation for Public Broadcasting be withdrawn. In letter to President Ford, Mr. Pettit, who is now practicing law in Washington, said

press of business in recent weeks and demand on his time that he foresees indicate he would not be able to devote adequate time to duties as director.

Not so fast. Administration spokesmen are attempting to ease concerns about educational broadcasting facilities program that were set off by President Ford's reference to "phasing out" federal support of that program (BROADCASTING, Feb. 10). One spokesman said there is no inconsistency between the President's language, contained in message asking Congress to cut back appropriation for facilities program in 1975 from \$12 million to \$7 million, and administration statement to last Congress referring to a "phasing down" of that program over five-year period beginning with fiscal 1976. So there is no intention to terminate program next year, spokesman said, adding: "Whether it ends at the end of five years remains to be seen."

Search fee adopted. FCC has adopted fee schedule to cover direct costs of searching its records. Fee will be exactly as proposed in commission's earlier rule-making inquiry (BROADCASTING, Feb. 3), with \$5-per-hour base charge for time required to find records over initial 60-minute period. No charge will be made if records are not located, or located but not made available. Also, waivers from fee assessment will be granted on showing of public interest—citizen groups, students, publications. FCC spokesman noted most record requests are routinely made available in less than one hour.

Please exclude. Public Broadcasting Service has petitioned FCC for reconsideration of its latest prime-time rule to make clear that rule does not include public stations. PBS contended that rule as presently drafted appears to cover operation of PBS member stations with respect to their carriage of PBS programming. Problem lies with definition of national network, according to PBS, which does not exclude public broadcasting. PBS submitted however, that commission had "inadvertently" included PBS, since entire proceeding dealt exclusively with commercial networks.

Moving score. CBS Inc. has presented its collection of manuscripts of original music, which is "conservatively" valued at more than \$500,000, to New York public library. Collection consists of about 200,000 pieces of music, including 10,000 scores for symphonies, concertos, operettas, ballets and chamber music commissioned from leading modern composers over the past 45 years. It includes works by such composers as Aaron Copland, George Antheil, Charles Ives, Darius Milhaud, Norman delo-Joio, Percy Faith, Deems Taylor and Alfredo Antonini.

Changing Hands

Announced

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

▪ **WEZL(FM)** Charleston, S.C.: Sold by Fine Arts Broadcasting Inc. to Gemini Communications Inc. for \$275,000. Seller, Charles N. Barton, has no other broadcast interests. Principals in buyer are C. A. Barton (no relation to seller), W. Oscar Jones, William W. Dixon and Martin Kilpatrick. C. A. Barton is operations manager at WEZL. Messrs. Jones and Dixon have interests in WRMA(AM) Montgomery, Ala., and WHSL(AM)-WWIL(FM) Wilmington, N.C. Mr. Kilpatrick is Atlanta-based investor. WEZL(FM) is on 103.5 mhz with 25 kw and antenna 275 feet above average terrain. Broker: Blackburn & Co.

▪ **WBUX(AM)** Doylestown, Pa.: Sold by Norwalk Broadcasting Co. to group headed by Don Meredith for \$219,000. Seller is executor of James C. Stolcz estate. Buyers include Mr. Meredith, NBC sports personality; James A. Michener, author; Robert Valimont, local attorney, and local businessmen: Herbert Barnes, Walter Conti and John Knoell. WBUX is daytimer on 1570 khz with 5 kw and directional antenna. Broker: Hamilton-Landis Associates.

Approved

▪ Sales approved by the FCC last week include: **KEWP(AM)** North Little Rock, Ark.; **WJAZ(AM)** Albany and **WTIF(AM)** Tifton, both Georgia; **WIXO(FM)** New Orleans; **WRET-TV** Charlotte, N.C.; **KLAW(FM)** Lawton, Okla., and **WIXC(AM)** Fayetteville, Tenn. See page 56 for details.

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75-11

WBBM-TV tries to avoid one equal-time snag, gets caught by another

It sets policy limiting number and frequency of spots for sale to candidates, but then allows one to gang his at end of campaign; opponent persuades FCC this is unfair;

Broadcasters who adopt a policy for selling time to candidates in political campaigns depart from it at their peril. CBS-owned WBBM-TV Chicago found that out after its departure from a set policy involving the Democratic mayoralty campaign made it the subject of a complaint to the FCC. And the ruling the commission handed down, on Feb. 14, also had an effect at ABC-owned WLS-TV Chicago.

Both stations had departed from announced spot-selling policies in response to equal-time demands by Mayor Richard Daley. But the commission directed WBBM-TV to sell six 30-second spots to Mayor Daley's principal opponent for the nomination, William Singer, in the two weeks preceding the primary on Feb. 25. And when word of the decision reached Chicago, WLS-TV acceded to Mr. Singer's request for five additional 30-second spots in prime time.

CBS announced at the start of the campaign last month that WBBM-TV would limit its sale of prime time to candidates to three 30-second spots each week. (The policy was designed to recognize the equal-time risks the station faced in a campaign involving four candidates and to allow it "flexibility" in scheduling equal-time requests, CBS told the commission.) WLS-TV's policy limited candidates to four 30-second spots per week.

Mr. Singer last month placed orders for the maximum permitted at each station for each week of the campaign beginning with the last week in January. Mayor Daley asked for equal time, but did not attempt to buy time until the last two weeks of the campaign. His advertising agency said the spot had not yet been prepared.

The stations said the mayor was entitled to the time under the equal-time law. But Mr. Singer, in the protest aimed at WBBM-TV that he filed with the FCC on Feb. 13, said Mayor Daley was being accorded "more than equal opportunities" since the mayor would be running one spot each night while the station would be limiting Mr. Singer to the original three per week. He said he should be allowed to purchase another six prime-time spots in the final two weeks of the campaign.

A three-member board of the commission consisting of Commissioner Robert E. Lee, acting chairman, and Commissioners Glen O. Robinson and Abbott Washburn (the other commissioners were unavailable), upheld Mr. Singer.

"Singer relied on CBS's policy in plan-

ning his campaign," the commission said in a letter to the company. It said that Mayor Daley was entitled to 15 spots over the five weeks beginning Jan. 28, when his representative first made the demand for equal time, and that it was "incumbent upon CBS to take steps to assure that its three spot per week policy was followed as closely as possible in according other candidates equal opportunities."

Mr. Singer had made a request for an additional five 30-second spots at WLS-TV to run in the last two weeks of the campaign. "Since we felt we came under the commission ruling," Peter Dane, general sales manager, said, "we sold him the time."

WBBM-TV, in responding to Mr. Singer's complaint, expressed concern that granting Mr. Singer's request would subject the station to new equal-time demands by Mayor Daley or other candidates, since Mr. Singer would have been sold more time than anyone else. However, as of Wednesday, there was no indication that additional complaints would be filed against either WBBM-TV or WLS-TV. Nor had the commission heard from the station, which could appeal the board's ruling to the full commission.

Money to go for Pay TV

Pay Television Corp., New York, reported last week it has signed a letter of intent with Decoder System Development, Edmonton, Alberta, under which the Ca-

nadian firm will supply Pay Television with working capital and financing for final design and pre-production engineering for encoding and decoding equipment. The amount of financing was not disclosed. Pay Television Corp. (formerly Teco Inc.) holds rights to over-the-air pay TV systems of Zenith Phonovision Corp. and STV Inc. George Wiemann, president of Pay Television Corp., said the company hopes to have a franchise holder signed by the end of 1975 and to begin operations shortly thereafter. He said the company's equipment can be used in all forms of pay television, including over-the-air, cable and hotel.

A listing WETA-TV loses its skipper

Taverner's health reported behind resignation at Washington ETV that wallows deeper in problems

Donald V. Taverner resigned last week as president and general manager of non-commercial WETA-TV Washington amid reports of his own failing health and criticism of the station's inability to resolve persistent financial problems and attract larger audiences.

Mr. Taverner is in his fourth year at WETA-TV. When he arrived there, after a stint as president of the National Cable Television Association, the station was \$900,000 in debt. He obtained a non-interest, \$1.05 million loan and a grant

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of \$875,000 from the Ford Foundation, and a degree of financial stability was restored. Nevertheless, the Ford debt comes due next year, and the station's efforts to raise an initial \$250,000 for payment this June have reportedly faltered.

The station's current budget is about \$2 million a year. In addition, the Greater Washington Educational Telecommunications Association (the name of the WETA-TV-FM board of directors) also administers the annual \$2-million budget for the National Public Affairs Center for Television, a production center created two years ago largely by the Ford Foundation, and another \$2 million for special productions. The prestige, higher salaries and attraction for talent offered by NPACT reportedly created serious administrative problems for Mr. Taverner.

In addition to these problems, WETA-TV's operation on UHF ch. 26 at relatively low power has been cited as a reason for the station's poor ratings. The station has had an application before the FCC to switch its transmission to a dropped-in VHF ch. 12 channel.

In-service training for black groups

NBMC plans several regional sessions for media reformers; first points up talk-first, petition-later tactic

The National Black Media Coalition has undertaken a series of regional training conferences designed to provide blacks around the country with information and skills to enable them to work for what NBMC refers to as the "reform of commercial and public broadcasting and CATV."

The first session was held over the Feb. 15-16 weekend in the offices of the National Urban League in New York. Fifty representatives of black citizen communications groups from 11 cities heard presentations by Curtis Wright and Edward Hayes Jr., present and former members respectively, of the staff of Citizens Communications Center; Sherrill McMillon and William Polk, of Cablecommunications Resource Center; Clarence McKee, of the FCC's Industry Equal Employment Opportunity Unit, and Tony Brown, producer of noncommercial broadcasting's *Black Journal*.

Janet Whittaker, chairperson of the Philadelphia Communications Coalition and New England regional vice-chairperson of NBMC, was quoted in an NBMC news release as having summed up the mood of the participants: "We want to negotiate agreements [with broadcasters]. We don't want to have to challenge any license renewals. But if it's necessary, we want to be as well-equipped as possible, as aware and sophisticated as possible. Then if it's clear that a station has utterly deserved the black community, we can develop the kind of record which the FCC must consider in hearing."

NBMC said it would hold similar training conferences in the Midwest, Southeast, Southwest and West within the next few months.

Along with the regional training con-

ference, the NBMC executive committee met and considered a number of policy matters. Among other things, it said it will consider taking an appeal from the commission's new broadcast-newspaper crossownership rule on the ground it requires the breakup of existing crossownership only in "very small cities where few blacks live," to consider legal action to "end the three-year delays by the FCC in resolving petitions to deny and other citizen complaints," and to press for commission action on NBMC's proposal for a national task force on VHF television allocations.

High prices paid for skipping ID's

Number of stations are fined up to \$2,000 for failing to identify sponsors of 'Hollywood Report'

Three radio stations have been fined \$2,000 each by the FCC as part of a crackdown on 17 stations that allegedly violated the sponsorship identification rules in airing the Dick Strout-produced five minute program, *Hollywood Report*.

The commission said that although Mr. Strout received compensation from the subjects of his programs, three stations—KUXL(AM) Golden Valley, Minn., WJL(AM) Niagara Falls, N.Y., and WSLR(AM) Akron, Ohio—failed either to announce sponsors or to identify them in log entries. Mr. Strout bought the time on stations for a program that is distributed on a seven-inch disk. Another Strout program, distributed on tape, is not involved in the crackdown.

The FCC vote was 4 to 3, with Glen O. Robinson the only commissioner voting for the order; Chairman Richard E. Wiley and Commissioners Robert E. Lee and Benjamin L. Hooks concurred in the result. The dissenters—Commissioners Charlotte Reid, Abbott Washburn and James H. Quello—joined in a statement issued by Mr. Quello criticizing the commission for imposing "greater sanctions than were justified."

Five stations had previously been fined for the same offense: KCOH(AM) Houston, \$2,000; WAUK(AM) Waukesha, Wis., \$1,000; WEAW(AM) Evanston, Ill., \$2,000; WXLW(AM) Indianapolis, \$1,000, and KMO(AM) Tacoma, Wash., \$1,000. The remaining nine, which face fines ranging from \$250 to \$2,000 are KCBC(AM) Des Moines, Iowa; KIBE(AM) Palo Alto, Calif.; WHAT(AM) Philadelphia; WUNR(AM) Brookline, Mass.; KXTR(AM) Kansas City, Mo.; KOOO(AM) Omaha; KBUC(AM) San Antonio, Tex.; KJIM(AM) Fort Worth, and KSTL(AM) St. Louis.

Interstate aspects of lottery clarified

The FCC has amended its broadcast and CATV rules to conform to the new federal law that permits broadcasters to broadcast advertising and information about their own state's lottery as well as those of adjacent states (BROADCASTING, Dec. 23, 1974).

The FCC pointed out that it is the licensed location of a station, rather than the actual location of a transmitter or studio which will be used to classify what is considered adjacent.

The commission, in applying the law to its cable television rules, noted that lottery information could be carried by cable systems located in the same state as the drawing; by cable systems located in adjacent states that also conduct lotteries; and by cable systems located in another state if the system is integrated with a system falling in the first two categories. The commission added that in cases where a cable system receives a transmission from another system outside the state that contains lottery information and deletion of such material would be technically infeasible, the receiving system can carry the program.

Wanting in on WARC

The National Association of Broadcasters and the Association of Maximum Service Telecasters have urged the FCC to allow broadcasters full opportunity to participate in all aspects of the 1979 World Administrative Radio Conference. Both also claimed the FCC was not giving enough time for responses to any proposals in its notice of inquiry on the WARC that would advocate any changes in the present broadcast system.

Hill members join fight against relaxation of nonduplication

Several representatives and senators, at the urging of the National Association of Broadcasters and its members, have written FCC Chairman Richard E. Wiley exhorting the commission to hold oral arguments on its proposed modification of the nonduplication rules. The rules currently afford protection to broadcasters against cable importation of distant signals that duplicate local broadcasts.

Senators Howard Baker and William Brock, both Republicans from Tennessee, wrote in a joint letter, dated Feb. 11, that broadcasters in Tennessee are concerned that the FCC proposal might fractionalize their audiences and cause economic hardship for the small broadcasters, particularly UHF broadcasters. The two senators urged that the FCC hold oral arguments and "seriously consider the effect of the proposed action on small-market broadcasters."

Representative E. G. Shuster (R-Pa.), in a letter notifying a broadcaster constituent that he had written Chairman Wiley to urge oral argument, said: "I, too, feel that the spoken word is the most significant way to bring a matter of this importance into its best focus."

Similar written pleas to the FCC were made by Senators Clifford Hansen (R-Wyo.), J. Glenn Beall (R-Md.), and Representatives Edward Madigan (R-Ill.) and John Murtha (D-Pa.).

Preview of NAB's Las Vegas program

The National Association of Broadcasters had filled in by last week nearly all the blanks in the program for its 53d annual convention, to take place in Las Vegas, April 6-9. The plans call for conferences for radio and television management, small and secondary market television, along with 21 morning workshops. The workshops will take place from 9 to 10:30 a.m. each day, Monday through Wednesday.

The conferences

Radio management (Tuesday morning, April 8). In a simulated radio phone-in show, a panel will discuss radio's future and respond to questions phoned in by broadcasters in the audience. The moderator will be Jim Dunbar, KGO(AM) San Francisco. On the panel: Grover Cobb, NAB senior executive vice president; Milos David, president of the Radio Advertising Bureau, and Claude Hall, radio editor for *Billboard*. Harold Kreinstein, Plough Stations, Memphis, and chairman, NAB radio board, will preside.

Small market radio (Monday afternoon, April 7). "The Renewal"—a one-act play designed to underscore the common problems facing a small market broadcaster in applying for renewal. In the cast will be Dick Painter, KYSM-AM-FM Mankato, Minn., as a broadcaster; John Summers, NAB general counsel, as his attorney; playing themselves will be Wallace E. Johnson, chief, FCC Broadcast Bureau; Richard J. Shiben, chief, FCC Renewal and Transfer Division; Martin I. Levy, chief, FCC Broadcast Facilities Division, and William B. Ray, chief, FCC Complaints and Compliance Division. Paul Reid, WBHB(AM) Fitzgerald, Ga., will preside. In the same session will be an FCC panel (apart from the panel of FCC commissioners scheduled Wednesday morning [*Broadcasting*, Feb. 10], with FCC Chairman Richard Wiley and staff members answering questions from the small market broadcasters. Sitting with Mr. Wiley will be Mr. Johnson, Mr. Shiben, Mr. Levy, Mr. Ray and Paul Putney, deputy chief, Broadcast Bureau.

Television management (Monday afternoon). Five people (names unannounced) representing a Hollywood production company, feature films, the networks, a syndication company and an advertising agency will project the future of television programming. Phil Donahue, Avco Broadcasting Corp., will moderate.

Secondary market television (Tuesday morning). A presentation on "how to coexist with cable systems," with William J. Ryan, WNOG(AM) Naples, Fla., and Charles McKerns, of the Washington law firm, Dow, Lohnes & Albertson. Also featured will be a panel of three broadcasters, to be announced later, who will offer tips on how to handle news and public affairs on a small market budget.

Joint workshops

FCC enforcement (Monday). Topics currently under close watch by the FCC—hyping, joint sales and rate agreements, obscenity, indecency, etc.—will be examined. Panelists: Ashton Hardy, FCC general counsel, and William B. Ray, chief, FCC Complaints and Compliance Division. Moderator: Brenda Fox, NAB legal department.

Up your bottom line (Monday). Ways and means of controlling and forecasting operating costs of radio and TV stations in today's inflationary climate. Panelists: Gene Anderson, Forward Communications Corp., Wausau, Wis.; Joseph McCabe, KPLR-TV St. Louis, and Edward Herlihy, KTLA(TV) Los Angeles. Moderator: Arno Mueller, Storer Broadcasting Co., Miami.

Manning a station with women (Monday). Learn why profit-minded broadcasters take sex out of business. Panelists: Patricia Nealin, WGN Continental Broadcasting Co., Chicago, American Women in Radio and Television president; Nancy Widmann, CBS Radio Spot Sales, New York; Eleanor Brown, Washington Star Stations, Washington; George Green, KABC(AM) Los Angeles; Charles Whitehurst, WFMV-TV Greensboro, N.C. Moderator: Kathleen Day, NAB public relations department.

What NBACA means to the industry (Monday). Objectives of the National Broadcast Association for Community Affairs and what it can do for a station. Eddie L. Madison Jr., NBACA, Washington.

What to expect when you're up for renewal (Tuesday/Wednesday). Some tips on how to prepare for license renewal. Panelists: Richard Shiben, chief, FCC Renewal and Transfer Division, and Robert L.

Heald, Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington. Moderator: John Summers, NAB general counsel.

Middle management: implementers of affirmative action (Tuesday). Effective techniques for satisfying affirmative action requirements. Panelists: James Long, Storer Broadcasting Co., Miami; Mal Johnson, Cox Broadcasting Corp., Washington; William Ford, Capital Cities Communications Inc., Buffalo, N.Y.; Cecil Forster, Wastinghouse Broadcasting Co., New York; Timatha Pierce, NBC, New York; Al Field, WGN Continental Broadcasting Co., Chicago, and Warren Johnson, ABC, New York. Moderator: Patricia Grace, NAB office of community affairs.

Engineering certification (Tuesday, 8-8:50 a.m.). Free and open discussion on Society of Broadcast Engineers certification proposal. Panelists: Glenn Lahman, KDKA-TV Pittsburgh; John Wiener, New Jersey Public Broadcasting Authority, Trantion, N.J., and Benjamin Wolfe, Post-Newsweek Stations, Washington. Moderator: James C. Wulliman, WTMJ-AM-FM-TV Milwaukee.

Agency/advertiser liability (Wednesday). Status of holding agencies and advertisers jointly liable for uncollected billings. Panelists: Frank Harvey, General Foods, New York; John Harrison, Ogilvy & Mather, New York; Glenn Banks, KTAR-AM-TV Phoenix, and Larry Lioello, Broadcast Credit Association, New York. Moderator: Bill Mueller, KTVU(TV) Oakland, Calif.

Media involvement through minority ownership (Wednesday). Learning more about the acquisition process; facts and areas of interest to an investor. Panelists: Elliott Frank, WOIC(AM) Columbia, S.C.; Danny Villanueva, KMEX-TV Los Angeles; Edward Hayes, Syndicated Communications, Washington; Donna Merritt, WBNS-TV St. Thomas, V.I., and Joseph M. Strick, Blackburn and Co., Washington. Moderator: Patricia Grace, NAB office of community affairs.

Radio workshops

Radio news: formats and equipment (Monday/Tuesday). Successful formats for different markets and how to make innovative use of broadcast equipment. Panelists: John Salisbury, KXL-AM-FM Portland, Ore.; Ted Lamphair, WMAL-AM-FM Washington; George Roach, CFRA(AM)-CFMO-FM Ottawa, Canada, and Cliff Borden, WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis. Moderator: Tom Frawley, Cox Broadcasting, Washington, president, Radio Television News Directors Association.

Agribusiness and broadcasting: producing dollars and audiences for radio (Monday/Tuesday). How farm directors serve urban and rural listeners to produce more sales dollars and larger audiences. Panelists: Bill Alford, Orion Broadcasting Inc., Cedar Rapids, Iowa; Ray Kremer, director of sales, National Association of Farm Broadcasters, Mount Dora, Fla., and Ray Senate, WIBW-AM-FM Topeka, Kan. Moderator: Bill Mason, WGN(AM) Chicago, NAFB president.

Getting the business (Monday/Wednesday). Carleton Loucks, senior vice president, Radio Advertising Bureau.

Promoting radio in your market (Tuesday). Audience promotion by phone, building station image with community service, use of research, public service promotion. Panelists: Dave Milberg, WBBM-AM-FM Chicago; Jerry Wishnow, Public Service/Promotion Group, Marblehead, Mass.; Lane Talburt, AT&T, Washington, and two station promotion directors. Moderator: A. Lee Pocock, KSL(AM) Salt Lake City.

How good are radio ratings? (Wednesday). Audience measurement professionals share their views on what's right and what's wrong with radio ratings. Panelists: H. M. Beville, Broadcast Rating Council, New York; Leo Morgenlander, RAB, New York, and a representative from radio ratings services. Moderator: John Dimling, NAB research vice president.

Radio editorializing (Tuesday/Wednesday). Case histories and the techniques used in successful editorial campaigns. Panelists: Robert Vainovs, KCBS-AM-FM San Francisco; Ira Lauter, KVEN(AM) Ventura, Calif.; Herbert Hobler, WHWH(AM) Princeton, N.J., and Stanley Stephens, KOJM(AM) Havre, Mont. Moderator: Fred Dressler, National Broadcast Editorial Association president.

Television workshops

Television sales: profits from commercial production (Monday). How stations can increase profits through station commercial production. Panel will consist of four station experts. Moderator: Roger Rice, Television Bureau of Advertising president, New York.

Electronic news gathering (Monday). Latest equipment for network and local news reporting. Panelists: Julius Barnathan, ABC, New York; Thomas M. Battista, KMOX-TV St. Louis; Ralph L. Hucaby, WLAC-TV Nashville; A. H. Lind, RCA, Camden, N.J., and Robert Mausler, NBC, New York. Moderator: Albert H. Chismark, Meredith Corp., Syracuse, N.Y.

The public looks at television 1975: a report from Roper (Monday). A visual presentation of the Television Information Office's biannual study of the public's attitudes about television. Roy Danish, TIO director, New York.

How good are television ratings? (Tuesday). Audience measurement professionals share their views on what's right and what's wrong with television ratings. Panelists: H. M. Beville, Broadcast Rating Council, New York; Paul Sonkin, ABC, New York, and representatives from A. C. Nielsen Co. and Arbitron.

How stations make a profit with TVB (Wednesday). Utilizing your television sales organization to increase business. Roger Rice, TVB president, New York and Norman (Pete) Cash, TVB vice chairman, New York.

Television promotion: a key to success (Wednesday). How to set up premiere parties, promoting local movies and news, planning for station anniversary, public service promotion. Panelists: Ken Mills, The Katz Agency, New York, Broadcasters Promotion Association president; Jerry Wishnow, Public Service/Promotion Group, Marblehead, Mass., and two station promotion directors. Moderator: Roger Ottenback, WEEK-TV Peoria, Ill.

Petitioner loses patience

John Cervase, a Newark, N.J., attorney and resident, has petitioned the U.S. Court of Appeals for the District of Columbia to compel the FCC to act on two separate petitions he filed over seven months ago. On June 11, 1974, Mr. Cervase filed an application for review of the FCC staff's rejection of his petition for rulemaking to amend the table of channel assignments by transferring one of the network-owned VHF stations in New York (WCBS-TV, WABC-TV or WNBC-TV) to Newark. On June 27, Mr. Cervase filed a petition to deny the license renewal of noncommercial WNET(TV) New York on charges that the station had not fulfilled its programming obligations to New Jersey, as specified in its license (*BROADCASTING*, July 8, 1974).

AM frequency is loose in Chicago market

The FCC has denied Globetrotter Communications Inc.'s request for authority to keep WVON(AM) Cicero, Ill., silent for 90 days while a sale of the station was negotiated (*BROADCASTING*, Feb. 10).

The station went off the air Feb. 5 upon Globetrotter's acquisition of WNUS-AM-FM Chicago from the McLendon Corp. for \$3,550,000. Globetrotter surrendered the WVON license to comply with the commission's rule prohibiting ownership of two stations in the same service in the same market. It asked for the 90-day grace period to complete a sale agreement with Lotus Communications, a station group that offered \$850,000 for WVON. Globetrotter paid \$9 million for the station four years ago.

An earlier sale of WVON to Latino American Broadcast Systems Inc. for \$1.2 million was called off after the commission said it would not approve Latino without a hearing. WVON has operated on 1450 khz with 1 kw day and 250 w night.

RCA stockholders to get AIM material

SEC refuses to let corporation exclude resolution that suggests system for NBC news complaints

Accuracy in Media, which has sought to have resolutions critical of journalistic practices put before stockholders of parent companies of the three major networks, last week succeeded on at least one count. The Securities and Exchange Commission turned down RCA's request that an AIM resolution be excluded from proxy materials sent to stockholders in advance of its annual meeting.

The thrust of that resolution, according to Reed J. Irvine, chairman of AIM, would be to have stockholders insist that the post of "ombudsman" or "in-house critic" be established within NBC "to handle complaints from the public and take steps to insure that NBC news programs are accurate, fair and balanced."

The SEC has yet to act on CBS's request that its AIM resolution be excluded from proxy materials. That would ask stockholders to direct that a "blue-ribbon" committee be established to investigate charges of bias and one-sidedness by CBS in coverage of national defense issues—charges made by the Institute for American Strategy. The AIM plan would call for three public members, three affiliate representatives and three from CBS itself.

AIM on an earlier occasion had sought to have RCA, CBS and ABC put codes of ethics before their stockholders for approval. That initiative was denied by the SEC. Mr. Irvine said there is no concentrated effort to renew the resolution matter with ABC at this time.

Newsroom gains for WGA

The Writers Guild of America reached a tentative agreement Feb. 19 with ABC, CBS and NBC on wage increases for certain employees. The original WGA-networks four-year contract stipulated that wage talks be reopened at the two-year mark. That wage-reopener provision deadline expired Feb. 14. The agreement is subject to ratification by 330 members in the East and 50 in the West.

The reopener talks involved editors, news writers, researchers, desk assistants and production assistants working in newsrooms of the networks and owned-and-operated stations in New York, Washington, Chicago and Los Angeles. The negotiators reached a settlement calling for a wage increase and certain fringe benefits. News writers, for example, will go from \$320 to \$340 weekly and to \$377 by November 1976. The four-year contract expires on March 1, 1977. The guild membership had rejected an earlier management offer on Feb. 14 and authorized its negotiation committee to call a strike if it seemed appropriate.

Pensive on 'Pensions.' FCC Chairman Richard E. Wiley continues to feel regret over the fairness-doctrine controversy that has arisen over NBC's *Pensions: The Broken Promise*. The commission's position that the network violated the doctrine in failing to present any views contrary to the generally negative ones the program aired regarding private pension plans was overturned by the U.S. Court of Appeals in Washington. However, the full nine-court bench has agreed to rehear the case. But to the chairman, the case has always been one that need not have happened. And he reflected that view again in an appearance before the Washington chapter of Sigma Delta Chi, the professional journalism society, last week. "I think it was unfortunate," he said of the case. "The network said the program would be the only one dealing with the subject. Normally, the commission looks across the spectrum of [a broadcaster's] programming in considering a fairness doctrine complaint. And normally, issues are covered by a number of programs. So [*Pensions*] is the unusual case."

Stopping the news short of tragedy

Journalists are credited with saving lives in separate incidents

Two broadcast journalists—one in Baltimore and one in Rochester, N.Y.—got so involved in the news that each had a human life on his hands.

The FBI and local police are crediting a deskman at WCBM(AM) Baltimore with assisting in the capture of a would-be bank robber and the safe release of his female hostage, the bank manager.

David Bryan, heading the local news desk at the time, heard of the robbery at a nearby bank over the station's police monitor. He immediately called the bank and the voice on the line answered that there was a robbery in progress and that "I am the robber." Mr. Bryan managed to maintain contact for nearly 20 minutes as police were surrounding the bank outside.

The suspect assured Mr. Bryan that he did not want to hurt his hostage and that he didn't want any shooting; he was just "scared" and had been "surrounded all my life" anyway. Meanwhile, Dave Humphrey, heading the national desk and Mr. Bryan's co-anchor on the station's morning news, called the police to inform them of WCBM's contact with the robber. A police sergeant was tied into Mr. Bryan's line to the gunman and shortly thereafter the suspect surrendered.

Mr. Bryan said afterwards that he was "shocked and frightened" by the experience and was afraid at the time that he would not be able to keep the gunman on the line. "I stopped asking questions as a newsman, and tried to concentrate on keeping something tragic from happening," he said.

In Rochester, a 92-minute drama, on

and off a sixth-floor window ledge, ended without loss of life thanks primarily to the efforts of a television newsman.

Al White, reporter for WOKR(TV) Rochester, was instrumental in dissuading a distraught father from a suicide jump. Arnold Gale had remained perched on a ledge with his two baby daughters while his wife, Susan, two dozen police, a priest and reporters talked to him. When police failed to gain his confidence, Mr. White persuaded him to leave the window ledge for a televised interview about his problems. Mr. Gale consented, then during the interview, jumped onto the ledge for a second time. He ordered everyone but Mr. White from the room, and held a locked-door discussion with the reporter for 12 minutes.

When police were allowed to re-enter the room, Mr. Gale was subdued and the two children rescued unharmed.

Push on for Florida access

Post-Newsweek Stations of Florida has initiated an effort to open up the Florida state courts to cameras and microphones. Post-Newsweek, licensee of WJXT(TV) Jacksonville and WFLG(TV) Miami, petitioned the state supreme court to change the canon of judicial ethics, which like the American Bar Association rule, bars such equipment from courts except under limited conditions. Counsel for the stations, Talbot D'Alemberto, said the decision to seek a rule change came after the stations ran into "major problems" in attempting to cover a number of state trials, some involving public officials. Using sketch artists in the courtroom and getting pictures of principals outside the court and in the corridors is not satisfactory, he said. Under the proposed canon, cameras and microphones would be permitted in the courtroom subject to controls by the judge designed to "insure decorum and prevent distractions."

Journalism Briefs

Honors for another 10. Citation winners in Alfred I. duPont-Columbia University Awards were KAUM(AM) Houston for *Mass Murders*; KMOX-TV St. Louis for *Sixteen in Webster Grove, Eight Years Later*; KNBC-TV San Francisco for *The European Connection*; Marilyn Baker and KQED-TV San Francisco for SLA and Hearst kidnapping coverage; KQED-TV for *2,251 Days*; WCIA-TV Champaign-Urbana, Ill., for *CIA Reports*; WHAS-AM-TV Louisville, Ky., for tornado coverage, April 3, 1974; WMC-TV Memphis for *Trouble in Mound Bayou*; WNEW(AM) New York for *The Hidden Passenger*, and WTVJ-TV Miami for *The Sex Offenders*. Citations were in addition to 11 top awards (BROADCASTING, Feb. 3).

O'Connor on Daley. "Clout: Mayor Daley and His City," written by Len O'Connor, has been published by Henry Regnery Co., Chicago. Mr. O'Connor, chief political analyst of WGN-TV Chicago and third generation Chicagoan, tells the story of that city's mayor whose extraordinary career has affected national politics.

Sterndent attempts to block takeover by Geneve Corp.

Suit claims selling stockholders had not been briefed on activity of group within purchaser

The Sterndent Corp., a Mount Vernon, N.Y., dental equipment maker and supplier of precious metals, last week filed suit in federal court to prevent a takeover bid by an investment group that includes the Kuwait Investment Co. and several American Jews including Alfred R. Stern, chairman of Warner Cable.

Sterndent named as defendants Cable Funding, the Geneve Corp. (with a 45% interest in Cable Funding), Magus Corp. (a Cable Funding subsidiary formed to acquire Sterndent stock), and the Starwood Corp., an investment vehicle for members of the family of the late Julius Rosenwald, Sears, Roebuck & Co. financier. Starwood's chairman is Alfred R. Stern. The suit alleges that Sterndent's stockholders should have been provided with "the identity, background, financial condition or restrictive policies" of the Kuwait Investment Co. in deciding whether to sell their stock to Magus.

This information is material, the suit said, because Kuwait Investment has participated in the blacklisting of American Jews doing business with Israel. "There exists the real possibility that a number of Sterndent customers and suppliers may themselves refuse to deal with Sterndent in the future based on Kuwait's involvement in the take-over," the suit said.

The end-of-the-year book value of Sterndent's gold and silver inventories was \$17.5 million, reportedly less than their market value and salable at the going rate without a tax liability.

Formed in 1971 with Kuwait Investment as one of its original owners, Geneve acquired its interest in Cable Funding two years ago.

Geneve's purchase of a controlling interest in Cable Funding was prompted by the fact that Cable Funding had raised about \$11 million in cash through stock issues and had commitments for \$30 million in bank loans and then found that the cable industry was too much of a "high risk" to warrant more than three loans totaling \$2 million. Since Geneve acquired control, Cable Funding has made no further cable loans.

Duet: Please release me

The city of Paducah, Ky., and John W. Witt, city attorney for San Diego, have expressed their concern to the FCC about federal interference in local governments' authority over cable television.

The comments came in response to the commission's inquiry into the need for additional rules in the area of "duplicative and excessive" regulation of CATV. (Duet

for comments has been extended to March 19.)

Mr. Witt noted that his city's experience with cable regulation has not disclosed any burdensome over-regulation, and pointed to the city's action over the past 11 years, with respect to setting subscriber rates, outlining technical standards and mediating subscriber complaints. If the present three-tier system (federal-state-local) is substituted by a two-tier one (federal-local), Mr. Witt fears that the state through a public utilities commission will end up assuming the local regulatory function. In that case, he added, "much of the incentive for innovation to tailor the medium to local needs" will be lost.

Paducah expressed similar views against federal usurpation of local authority as an abridgement of a city's franchising authority. While Paducah agreed with the need for streamlining the present three-tier system into a two-tier setup, it suggested that the state level be omitted. The local authority in a two-tier system should be defined as the "most local unit of government," Paducah added.

Mr. Witt noted that all regulated industries tend to feel over-regulated, but conceded that in the present cable issue there is simply a lack of evidence to justify federal interference.

Cable Briefs

On the Island. Viacom Inc., Viacom International subsidiary, and Home Box Office Inc., Time Inc. subsidiary, have announced agreement to provide Viacom's Suffolk (N.Y.) Cablevision subscribers with Home Box Office pay cable service. Viacom's Long Island subscribers—over 60,000 homes—will be offered approximately 60 hours weekly of HBO programs as optional addition to their cable service, beginning in April.

West moves east. Western Communications, MSO serving 65,000 subscribers in five California systems, has purchased CATV system serving Las Cruces, N.M., with 8,700 subscribers, from Cablevision Projects, Inc., wholly-owned subsidiary of Daniels Properties Inc. for undisclosed amount.

Run it up the pole. Federal District Court, Ninth Circuit, San Francisco, recently denied all motions filed by Pacific Gas & Electric for dismissal and to strike all allegations in antitrust suit brought by California Cable Television System after utility last year tired to raise pole attachment fees from \$3 to \$6.

Pennsylvania buy. Blue Ridge Cable Television, Inc., Palmerton, Pa., has purchased D & E Cable TV, Inc. serving 7,400 subscribers in Lancaster county communities of Denver and Ephrata, Pa., owned by the Denver and Ephrata Telephone & Telegraph Co. for undisclosed price. Milt Schmidt, former general manager of D & E Cable, continues as president of newly acquired corporation and currently serves as treasurer of Pennsylvania CATV Association. Purchase was brokered by Blackburn & Co., Washington.

Clive: Inside the Record Business, by Clive Davis with James Willwerth. William Morrow & Co., New York. \$8.95.

Anyone expecting exposure of scandals or debunking of myths is likely to be disappointed by ex-Columbia Records president Clive Davis's much-publicized autobiography, which seems concerned with maintaining myths, including the author's own, wherever possible. His book is, nonetheless, an often-fascinating look into the late sixties giant of the record business, Columbia Records, and the artists who principally accounted for its success.

Mr. Davis apparently sees talent acquisition as the core of a successful record operation, and takes credit for much of Columbia's roster of superstars: Dylan, Janis Joplin, Chicago and Loggins and Messina in the contemporary field, and Vladimir Horowitz and Leonard Bernstein in the classical. Accounts of the promotion, development, and hand-holding required to scale the commercial heights with such artists make up the bulk of the book.

Mr. Davis's analysis of the workings of record promotion is likely to be of interest to radio broadcasters, particularly in its view of the interrelation of FM progressive and top-40 airplay in gaining exposure on a release. Singles sales, he claims, are of minor importance in relation to potential album sales gained from airplay on a single release.

Mr. Davis demurs on much discussion of the reasons for his dismissal from CBS Records, citing advice of counsel (CBS still has a civil suit pending against him), and claims ignorance of drug and organized crime links to his administration. He seems to find CBS corporate politics as principal villain in the case.

Mr. Davis's tendency to lapse into press release prose or excessive name-dropping doesn't seem to dim the excitement of "show business" which permeates the book, and this will undoubtedly account for its appeal to many of those who read it.

Getting Into Broadcast Journalism, by Gregory Jackson, Hawthorn Books, Inc., New York: hard cover, \$6.95; 151 pages.

There are no perfect primers, one supposes, on the subject of breaking into the burgeoning communications industry, but Mr. Jackson, now a correspondent with ABC News and with a wide range of broadcast journalism experience, has compiled an extremely forthright and helpful book on how to make it in the news area of broadcasting. Among the subjects treated in this handy guide are opportunities for minorities and women in TV-radio news, broadcast unions, network vs. local station organizations, description of the various kinds of jobs available and experience and education required for each. There are also overviews of the industry as a whole and a brief discussion of the alternatives—cable, FM, UHF news—to mainstream broadcast news.

Liggett Group hitches its image to a '76 star

Public-service bicentennial spots offered by \$10-million TV client

Liggett & Myers, a prominent force in TV advertising before cigarette commercials were banned and still a \$10-million-a-year TV spender thanks largely to its Alpo dog food, is producing 12 one-minute spots, keyed to the U.S. Bicentennial, that it hopes TV stations will carry over the next two years at no charge.

President Raymond J. Mulligan, previewing the spots for newsmen in New York last Wednesday (Feb. 19), said that "our primary objective is to enhance the identity of our new corporate trademark, 'Liggett Group,' and to associate it with upscale, prestigious public service messages related to the bicentennial celebration." The films feature recording artists such as Bette Midler, Bill Withers and Jay and the Americans. Each spot emphasizes a spirit of friendship, brotherhood, love and the like, concluding with the voice-over, "Learning

to live together—the spirit of '76 is group spirit." Then comes the visual signature: "Presented as a public service by Liggett Group."

Liggett & Myers officials said the films would be mailed to stations at the rate of one a month, beginning this month, and that they hoped the stations would schedule them in good viewing periods but that this was "of course" left to each station's discretion since it is not a paid campaign. President Mulligan said it was expected that in the next two years the series would reach "practically everyone who watches television."

The films are being produced by Master Mind Communications Inc., New York, and in some cases use words and music commissioned for this series, including an adaptation of "I Am Your Child" by Barry Manilow, whose *Mandy* is in its fifth week as number one on BROADCASTING's Playlist (page 48).

TVB sets 16 training dates

The Television Bureau of Advertising has scheduled 16 sales-training sessions for its member stations' personnel this year, including four in a new advanced course for sales people. The five-day basic

course is scheduled on eight dates and the four-day course for station sales managers on four.

Robert McGredy, former top executive with Westinghouse Broadcasting's Television Advertising Representatives and with U.S. Communications Corp., now president of the Dyco Institute training organization, conducts the courses for TVB. From a half-dozen to a dozen or more sales people make up each class.

One session in the basic course was held last month and a second will be held today through Friday (Feb. 24-28) at TVB headquarters in New York. Other classes in the basic course are scheduled as follows: March 9-13, Chicago; May 11-15, New York; July 13-17, Atlanta; Sept. 14-18, Los Angeles; Oct. 12-16, Dallas, and Nov. 9-13, New York.

Classes in the new advanced course are set for April 6-10, Chicago; June 22-26, Atlanta; Sept. 7-11, Los Angeles, and Dec. 14-18, New York.

Classes for sales managers are scheduled March 23-26, New York; April 20-23, Chicago; July 27-30, New York, and Aug. 10-13, Denver.

Business Briefs

BAR reports television-network sales as of Feb. 9

ABC \$78,427,500 (30.1%); CBS \$90,618,700 (34.9%); NBC \$91,238,100 (35.0%)

Day parts	Total minutes week ended Feb. 9	Total dollars week ended Feb. 9	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on-10 a.m.	109	\$ 644,400	528	\$ 3,263,400	\$ 2,126,800
Monday-Friday 10 a.m.-6 p.m.	1,007	10,565,400	5,378	58,378,300	51,240,600
Saturday-Sunday Sign-on-6 p.m.	281	4,562,800	1,607	27,897,600	25,682,500
Monday-Saturday 6 p.m.-7:30 p.m.	108	2,917,800	563	14,584,200	13,835,100
Sunday 6 p.m.-7:30 p.m.	14	399,500	102	3,019,800	3,201,200
Monday-Sunday 7:30 p.m.-11 p.m.	405	25,667,100	2,269	136,517,700	137,704,600
Monday-Sunday 11 p.m.-Sign-off	171	2,728,000	977	16,623,300	11,781,900
Total	2,095	\$47,485,000	11,424	\$260,284,300	\$245,572,700

Source: Broadcast Advertisers Reports

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Polaroid's focus on TV. Polaroid Corp., Cambridge, Mass., next month will introduce its new Super Shooter camera and Polacolor 2 film with \$12-million campaign that will run through second quarter of 1975 and be heavy in television. Approximately \$5 million will be spent in network TV to promote new camera that can use six different color and black-and-white films and is priced under \$25. New film is priced at about \$6.50 for eight pictures and can be used in new camera and other Polaroids. Doyle Dane Bernbach, New York, is Polaroid agency.

Rep appointment. KQV(AM)-WDVE(FM) Pittsburgh: Christal Co., New York.

Consolidating. Pharmacraft Consumer Products Division of Pennwalt Corp., Rochester, N.Y., has reassigned about \$4 million in advertising billings from Carl Ally Inc. to Rumrill-Hoyt Inc., New York, in consolidation move aimed at maximizing division's marketing potential. Rumrill-Hoyt adds Allerest, Sinarest, Coldene and several new products, raising R-H billings from Pharmacraft to about \$8 million, of which estimated \$6 million is in broadcast.

K&E buys FCI. Kenyon & Eckhardt Inc., New York, has acquired Frankfurt Communications Inc., New York, creative marketing organization headed by Stephen O. Frankfurt, formerly president of Young & Rubicam-U.S. Mr. Frankfurt and other principals of FCI will operate as separate subsidiary. FCI is engaged in packaging several television properties; creating market development programs for companies that range from book publishing to fast food and pharmaceuticals and in creating new products and special programs and properties.

More accent on sports. Simpson/Reilly & Associates, Portland, Ore., station

representation firm, has expanded its Simpson/Reilly Sports division to handle national sales for sports clients, stations and networks in West. Seattle basketball Sonics and Washington State University are currently clients of division which is headed by Bill Simpson. Robb Weller, formerly on staff at University of Washington, was appointed last week to handle sales for Seattle office of division.

Deep in the heart. Nielsen Station Index has established new regional office in Dallas to serve Texas and Oklahoma clients. Karl O. Wyler Jr., vice president. New York, has been named to manage new office. 2665 Villa Creek Drive, Dallas 75234. Telerep Inc., national television sales rep, has also opened Dallas office: Campbell Centre, Suite 1146, Dallas 75206.

Newer and larger. Television Bureau of Advertising will move its New York headquarters to Burlington House, 1345 Avenue of Americas (between 54th and 55th Streets), effective April 5. New quarters, somewhat larger than present in Rockefeller Center, will include two large conference rooms that alone will permit TVB to triple its member sales training programs, and additional facilities for audio-visual gear.

Rep expands. MMT Sales Inc., New York, has opened Philadelphia office at Three Parkway, Suite 624, Philadelphia 19102. (215) 568-6570.

Bermuda-bound. Norman V. Osborn, director of media, Thomas J. Lipton Inc., won week's Bermuda vacation for two in CBS Radio contest testing knowledge of advertiser and agency executives about network's *Mystery Theater* series.

NAD resolves 13 challenges

Claims in four TV commercials were challenged but in three cases were substantiated to the satisfaction of the National Advertising Division of the Council of Better Business Bureaus. The fourth commercial has been discontinued, the NAD said last week in a report on its January activity.

The discontinued commercial was for Schaper Manufacturing Co.'s U-Fly-It Carrier Set, a toy. NAD said the company had stopped using the commercial, "for business reasons," but would revise it to reflect NAD's suggestions if the advertising is resumed. Questions had to do with the toy's size, activation and need for home assembly.

TV commercials challenged but upheld by NAD on substantiation supplied by the manufacturers were for Glomarene Products Corp.'s Drain Power, Johnson & Johnson's Sine-Aid and Reed-Union Corp.'s Nu Vinyl coating.

These were among 13 challenges to print, direct-mail and TV advertising resolved by NAD during the month. In one case *TV Guide* told NAD it had corrected renewal solicitations that assured readers they would receive *TV Guide* for a "little more than a penny a day" when in fact the price quoted in the letter averaged out to 2.6 cents a day. The magazine said some old mailing pieces had been used inadvertently.

Music

Ronstadt takes off

Capitol has a new hitmaker, up from cultish obscurity with her 'You're No Good'

The widespread popular acclaim that has been extended to Linda Ronstadt's *You're No Good* is startling in its breadth and its rapidity. Once an artist with consistent FM airplay and critical acclaim, but without a reputation as a major generator of sales, Linda Ronstadt has seen her *Heart Like a Wheel* album reach the top of national sales charts and had two singles from that album top contemporary and country charts simultaneously.

If there is a trend to which her success can be tied, it is the growing acceptance of country sounds in pop formats, since, from the beginning of her career in Tucson, Ariz., in the mid-sixties, Ms. Ronstadt's choice of material has always favored the pedal steel. Her powerful voice and range first received public attention with her performance of *Different Drum*, penned by ex-Monkee Mike Nesmith, with a group called the Stone Poneys in 1968. The group broke no other single hits, put out two albums, and disbanded soon after. And Ms. Ronstadt's solo career, which should have followed immediately, was delayed, apparently because of her shyness in concert. Her tours began with the club circuit, then moved up to larger halls where she opened for performers such as Neil Young and Jackson Browne.

The closest thing she had to a national hit during this period was *Long Long Time*, still an FM favorite. In 1973 she changed record labels, from Capitol to Asylum, and put out one album before returning to the Capitol fold the next year.

You're No Good was a popular concert number for Ms. Ronstadt long before its release as a single, but the speed with which it broke is still surprising. Asked to name stations or areas in which the single got its start, Capitol New York promotion chief Bob Edson finds the list too long: "It happened everywhere at once—and all in one week." The single's



Ronstadt

rise as charted by the "Playlist" seems to bear this out. After a Dec. 9 debut at 75, *You're No Good* was a top 20 item in national airplay after only five weeks, and as Mr. Edson points out, it's not unusual for a company to work a single six weeks or more before receiving any play at all. In five more weeks, the single had reached its present status of second in airplay, and first in sales.

Even more impressive is the breakout of another single from the same album on country charts while *You're No Good* was rising in pop ranks. Ms. Ronstadt's remake of the Hank Williams standard *I Can't Help It (If I'm Still In Love With You)* is in the top 10 of national country sales and airplay charts and still gaining, with some stations also playing *You're No Good*.

Some weight may be given to the record promotion cliché that "it has to be in the grooves" by the fact that Capitol has two or three choices from *Heart Like a Wheel* for follow-up singles to both hits. For an artist who has long benefited from a dynamic voice and good production, it must be a jump in the quality of her material that has brought Linda Ronstadt her new-found recognition, and apparently established her success for some time to come.

American Music honors: crossovers score big

Olivia Newton-John and Gladys Knight and the Pips tied for top honors, each receiving four wins in the second annual American Music Awards, broadcast Feb. 18 over ABC-TV. Charlie Rich was a close second, winning three awards.

Indicative of the crossover trend that developed strongly last year, several artists (Olivia Newton-John, Charlie Rich and Gladys Knight) won in two of the three categories—pop, country and soul.

Balloting for the awards was from a cross section of more than 40,000 randomly selected homes throughout the United States. The winners in pop, country and soul, respectively:

Male vocalist—John Denver, Charlie Rich, Stevie Wonder. Female vocalist—Olivia Newton-John, Olivia Newton-John, Diana Ross. Duo, group or chorus—Gladys Knight and the Pips, Conway Twitty and Loretta Lynn, Gladys Knight and the Pips. Single—*I Honestly Love You* (Olivia Newton-John), *The Most Beautiful Girl in the World* (Charlie Rich), *Midnight Train To Georgia* (Gladys Knight and the Pips). Album—*Behind Closed Doors* (Charlie Rich), *Let Me Be There* (Olivia Newton-John), *Imagination* (Gladys Knight and the Pips).

Breaking In

Don't Let Go—Commander Cody and His Lost Planet Airmen (Warner Brothers) ■ This assemblage of country and rockabilly musicians has long had a substantial following among FM and concert audiences and had a major pop hit

The Broadcasting Playlist™ Feb 24

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

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Mandy (3:15) Barry Manilow—Arista	2	2	1	1
2	2	You're No Good (3:35) Linda Ronstadt—Capitol	1	5	2	2
7	3	Black Water (3:53) Doobie Brothers—Warner Brothers	7	1	6	3
5	4	My Eyes Adored You (3:28) Frankie Valli—Private Stock	5	4	4	4
6	5	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	3	3	5	6
3	6	Best of My Love (3:25) Eagles—Asylum	4	6	9	7
11	7	Fire (3:12) Ohio Players—Mercury	9	11	3	5
9	8	Pick Up the Pieces (3:00) Average White Band—Atlantic	8	8	7	8
4	9	Please Mr. Postman (2:48) Carpenters—A&M	6	7	8	10
8	10	Some Kind of Wonderful (3:16) Grand Funk—Capitol	10	9	12	11
15	11	Lonely People (2:27) America—Warner Brothers	14	10	10	9
13	12	Lady (2:58) Styx—Wooden Nickel	13	12	13	12
12	13	Doctor's Orders (2:56) Carol Douglas—RCA	12	13	11	14
13	14	Lady Marmalade (3:57) Labelle—Epic	15	14	15	13
10	15	Laughter in the Rain (2:50) Neil Sedaka—Rocket	11	18	14	16
19	16	Roll on Down the Highway (3:56) Bachman-Turner Overdrive—Mercury	22	15	17	15
17	17	Get Dancin' (3:32) Disco Tex & the Sex-O-Lettes—Chelsea	18	20	16	17
47	18	Lovin' You (3:20) Minnie Riperton—Epic	16	16	21	18
14	19	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	17	17	19	20
51	20	Up in a Puff of Smoke (3:20) Polly Brown—GTO	28	24	18	19
44	21	Shame, Shame, Shame (4:10) Shirley (and Company)—Vibration	25	25	20	21
22	22	Sweet Surrender (2:50) John Denver—RCA	19	21	24	28
32	23	#9 Dream (2:58) John Lennon—Apple	20	26	23	22
26	24	Express (3:25) B. T. Express—Roadshow	24	32	22	23
18	25	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	21	27	26	24
25	26	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	27	29	25	29
24	27	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	29	22	27	30
21	28	Kung Fu Fighting (3:18) Carl Douglas—20th Century	37	19	38	27
29	29	You Are So Beautiful (2:39) Joe Cocker—A&M	34	23	31	26
31	30	I'm a Woman (3:26) Maria Muldaur—Warner Brothers	26	30	30	31
50	31	Nightingale (3:32) Carole King—Ode	23	36	28	32
23	32	Morning Side of the Mountain (2:55) Donny & Marie Osmond—MGM	31	28	37	36
33	33	Poetry Man (3:15) Phoebe Snow—Shelter	32	35	33	34
42	34	My Boy (3:25) Elvis Presley—RCA	30	34	35	37
58	35	Emma (3:30) Hot Chocolate—Big Tree	56	40	29	25
34	36	Angie Baby (3:29) Helen Reddy—Capitol	35	38	32	41
20	37	Boogie on Reggae Woman (4:05) Stevie Wonder—Tamla	33	37	39	39
40	38	The No-No Song (2:30) Ringo Starr—Apple	40	39	36	35
27	39	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	38	41	34	44
30	40	Cats in the Hat (3:29) Harry Chapin—Elektra	45	31	47	33
46	41	To the Door of the Sun (3:20) Al Martino—Capitol	39	33	45	38
28	42	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	43	43	40	43

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts				
			6-10a	10a-3p	3-7p	7-12p	
37	43	Movin' On (3:21) Bad Company—Swan Song	46	42	43	42	
45	44	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	36	57	44	40	
53	45	Part of the Plan (3:18) Dan Fogelberg—Epic	42	46	41	45	
55	46	Sad Sweet Dreamer (3:10) Sweet Sensation—Pye	44	48	42	46	
35	47	Look in My Eyes Pretty Woman (3:40) Tony Orlando & Dawn—Arista	41	47	46	48	
65	48	Chevy Van (2:54) Sami Johns—GRC	50	52	48	47	
38	49	Sally G (3:25) Paul McCartney & Wings—Apple	47	54	49	51	
67	50	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC/Dunhill	48	51	50	54	
52	51	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	52	45	54	49	
61	52	Harry Truman (3:00) Chicago—Columbia	51	58	53	56	
75	53	The South's Gonna Do It (3:04) Charlie Daniels—Kama Sutra	60	61	51	50	
60	54	Butter Boy (3:20) Fanny—Casablanca	58	56	52	58	
43	55	Junior's Farm (4:20) Paul McCartney & Wings—Apple	61	53	58	53	
36	56	Big Yellow Taxi (3:10) Jonl Mitchell—Asylum	55	49	65	57	
49	57	Rock & Roll (I Gave You the Best Years of My Life) (3:25) Mac Davis—Columbia	49	60	55	62	
73	58	I Get Lifted (2:50) George McCrae—TK Records	63	50	62	55	
39	59	You're the First, the Last, My Everything (3:25) Barry White—20th Century	53	59	57	59	
41	60	I Can Help (2:57) Billy Swan—Monument	65	44	66	73	
54	61	Never Let Her Go (2:58) David Gates—Elektra	54	62	56	60	
59	62	I Am Love (5:30) Jackson Five—Motown	67	55	60	52	
—	63	Don't Let Go (2:30) Commander Cody—Warner Bros.	59	66	59	63	
66	64	When a Child is Born (3:29) Michael Holm—Mercury	64	64	64	61	
—	65	Emotion (2:52) Helen Reddy—Capitol	57	63	69	68	
64	66	I Fought the Law (2:15) Sam Neely—A&M	68	65	61	64	
—	67	Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	71	67	63	65	
—	68	I Belong to You (3:12) Love Unlimited—20th Century	69	70	67	66	
—	69	Killer Queen (2:39) Queen—Elektra	* 69	68	67	67	
—	70	Like a Sunday Morning (3:00) Lana Cantrell—Polydor	66	68	74	*	
—	71	How Long (3:09) Ace—Anchor	73	73	*	70	
—	72	Jackie Blue (3:16) Ozark Mtn. Daredevils—A&M	* 74	*	69		
—	73	Thanks for the Smiles (2:35) Charlie Ross—Big Tree	62	71	*	*	
—	74	Don't Take Your Love from Me (3:05) Manhattans—Columbia	*	*	71	*	
71	75	Future Shock (3:14) Hello People—ABC/Dunhill	* 72	*	71		

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

for Paramount Records with *Hot Rod Lincoln* three years ago. The group has recently entered the Warner fold and has received immediate pop reaction on its first single for the new label. *Don't Let Go* continues the band's interest in the roots of rock and roll and country: It was a successful single for Roy Hamilton in 1958 and retains much of its original flavor in this updated version. The single breaks into the "Playlist," bolted at 63 this week, and has been added by KHJ(AM) Los Angeles, KFRC(AM) San Francisco, and KAFY(AM) Bakersfield, Calif.

Killer Queen—*Queen (Elektra)* ■ Rock groups with heavier sound have found pop playlists rather unfriendly places in recent months, with only a small number of such releases receiving much attention. The latest incursion comes from a British group with three albums and numerous American appearances to its credit. *Killer Queen* reached number one on British pop charts, and while such singles often don't achieve success with American audiences, a number of pop stations are finding this release a popular item. It has been added by WRKO(AM) Boston, WRC(AM) Washington and WPRO(AM) Providence, R.I.

I'll Be Holding On—*Al Downing (Chess)* ■ The label "anthem of the discos" is often applied of late to club hits beginning to achieve airplay recognition, and one of the more recent of the genre belongs to Al Downing (who is no relation to the baseball player of the same name). *I'll Be Holding On* is a fast-paced, full-sounding dance tune reminiscent of the mid-sixties efforts of the Four Tops, Temptations and others. Breaking first out of WQXI(AM) Atlanta, the single has been picked up by WIFJ(AM) Philadelphia, WSAI(AM) Cincinnati and WZOO Asheville, N.C.

Long Tall Glasses—*Leo Sayer (Warner Brothers)* ■ Mr. Sayer is best known for his composing efforts. His *The Show*

Must Go On was a substantial hit for Three Dog Night last year, and his *Giving It All Away* (which he performs on his second Warner LP, *Just A Boy*) received some airplay in a version by Roger Daltrey of the Who. With the release of the second album, Leo Sayer's solo career is receiving its greatest boost, and the single from it, *Long Tall Glasses*, is beginning to pick up substantial pop airplay. It has been added by KJR(AM) Seattle, WRC(AM) Washington, WSAI(AM) Cincinnati, KDWB(AM) Minneapolis and KUPD(AM) Phoenix.

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

- BEFORE THE NEXT TEARDROP FALLS, Freddy Fender (ABC/Dunhill).
- BERTHA BUTT BOOGIE, Jimmy Castor (Atlantic).
- CHANGES, Loggins & Messina (Columbia).
- HUSH/I'M ALIVE, Blue Suede (EMI).
- I HAVE A DREAM, Donny Osmond (MGM).
- I WANT TO LEARN A LOVE SONG, Harry Chapin (Elektra).
- I'LL STILL LOVE YOU, Jim Weatherly (Buddah).
- I'VE BEEN THIS WAY BEFORE, Neil Diamond (Columbia).
- MY ELUSIVE DREAMS, Charlie Rich (Epic).
- NO LOVE IN THE ROOM, Fifth Dimension (Arista).
- ONCE YOU GET STARTED, Rufus (ABC/Dunhill).
- SHAVING CREAM, Benny Bell (Vanguard).
- TURN TO STONE, Joe Walsh (ABC/Dunhill).
- WE MAY NEVER LOVE LIKE THIS, Maureen McGovern (20th Century).
- YOU ARE YOU, Gilbert O'Sullivan (Mam).

Tracking the 'Playlist.' Mandy's fifth week in the first position on the "Playlist" equals the record, held by several other artists, for longevity in that spot, and with solid MOR play still being accorded the song, Barry Manilow's pop status seems assured. Linda Ronstadt's *You're No Good*, at two for a second week, has brought her solo career to a peak, and the Doobie Brothers' *Black Water*, their greatest success in over a year, moves into the third position. Last week's two biggest gainers, from Frankie Valli and Olivia Newton-John, each move up one notch, to four and five respectively. It is farther down the list, however, that the greatest chart mobility for the week is apparent. Minnie Riperton's *Lovin' You*, with heavy pop and MOR play, moves from 47 to a bolted 18, with Polly Brown's *Up in a Puff of Smoke* making an even larger gain, from 51 to 20, and disco favorite, *Shame, Shame, Shame*, from Shirley & Co. close behind at 21. John Lennon's ethereal #9 *Dream* moves to 23, with a new album reported due on the heels of his successful *Walls and Bridges*. After two weeks of relative inactivity, Carole King's *Nightingale* has become hot again, moving up to a bolted 31. Elvis Presley's *My Boy* continues to gain, moving to 34, with *Emma*, by Hot Chocolate, breaking that group nationwide, bolted at 35. Sammy Johns's *Chevy Van* bolted at 48, is proving to be his largest hit and a major success for the Atlanta-based GRC label. Following in the line of comebacks by important performers in recent months is B. J. Thomas's *Hey Won't You Play Another Somebody Done Somebody Wrong Song*, bolted at 50. Charlie Daniels's *The South's Gonna Do It* is beginning to do it, and is bolted at 53. Strongest among new additions to the chart is *Don't Let Go* by Commander Cody (see "Breaking In"), bolted at 63, with Helen Reddy's version of a powerful Patti Dahlstrom composition, *Emotion*, bolted at 65. Also making first "Playlist" appearances are singles from Queen, Lana Cantrell, Ace, the Ozark Mountain Daredevils and the Manhattans.



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Equipment & Engineering

ABC convinced circular polarity is good for TV

**A year's try-out at its WLS-TV
leads it to ask the FCC to allow
TV stations to switch to system
which it says reduces ghosting**

ABC has filed a petition for rulemaking that asks the FCC to authorize circularly polarized transmission for TV services.

The petition was accompanied by an interim report on ABC's experimental use of circular polarization transmission on its WLS-TV Chicago for over a year. That report and a separate study by M. S. Siukola of RCA contend that circular polarization can either eliminate or minimize ghosting, improve reception with indoor antennas and improve the overall picture quality of TV transmissions.

ABC pointed to those findings as reason for the commission to allow TV stations to operate using circular polarization in connection with transmitting antennas, although ABC noted that it was not advocating the elimination of conventional horizontal polarization authority. Since conversion to the circular method would necessitate certain costs including new antenna configurations and increased transmitter power, ABC said that stations not wishing to convert to the new system should not be required to. But while such conversion would increase immediate costs to the broadcaster, ABC believes the advantages—chiefly a reduction in ghosting—will outweigh the initial costs and prompt many stations to make the change.

Aside from the reception advantages, ABC claimed that granting circular polarization authority would not disrupt FCC allocation policies, since no appreciable increase in service contours or interference potential would result. Additionally, ABC noted that co-channel interference will be less likely when circularly polarized receiving antennas are used by station translators. Present home receiving antennas would be fully compatible with any changes the broadcaster chose to implement, said ABC.

Basically, the idea of circular polarization suggests both vertical and horizontal polarization. Neil Smith, the consulting engineer who wrote the WLS-TV interim report, explained that the waves of circularly polarized signals would follow either a clockwise or counterclockwise rotation. When the waves bounce off an interfering object—a tall building, for example—the rotation would be reversed. Receiving antennas would be preset to accept only waves rotating in the same direction in which they were transmitted, and would reject any reflected signals, thus eliminating the ghosting effect.

In order to accomplish the conversion to circular polarization, Mr. Smith noted it might be necessary for broadcasters to change their transmitters and redesign their antennas. Since a horizontally polar-

ized signal's gain is cut in half when circularly polarized, it would be necessary to double transmitter power to offset the difference.

Similarly, some antenna systems may have to be redesigned to incorporate configurations that would allow for higher gain, while keeping the same over-all height. Each change would be dependent on a series of variables, including the particular equipment type involved, noted Mr. Smith, and therefore would be difficult to translate into a general cost figure to broadcasters.

A conversion, similar to the one ABC is proposing for television, took place in the mid-1960's, when the FCC permitted FM stations to use a circularly or, as the commission calls it, "dual," polarized system, instead of just horizontally polarized antennas. The changeover was attributed basically to the increased use of radios in cars and the inherent need of vertical polarization for the benefit of automobile aerials.

ABC noted that its petition for rulemaking is intended to bring on additional field-test data to determine just how "circular" circular polarization should be and what specifics are necessary before the commission can choose whether or not to permit such operation.

Neal McNaughten, chief of the FCC Broadcast Bureau, said last week that he had not yet had the opportunity to analyze ABC's proposal, but for the moment could not foresee any "obstacles" to the suggestions. He did note, however, that circular polarization for TV transmission might figure into the present debate over the Office of Telecommunications Policy proposal for short-spaced VHF drop-ins.

1 kw transistorized transmitter unveiled

**Harris cites greater efficiency,
says it is a first in AM**

Harris Corp. last week announced development of the first fully transistorized AM broadcast transmitter for commercial stations designed to meet FCC specifications.

The transmitter is a 1 kw model and can be used by about half of the 4,400 AM stations licensed in the U.S. Company officials said the design of the transmitter, the Harris MW-1, provides improved signal quality through 125% positive peak modulation and that the unit is equipped with redundant circuits similar to spacecraft back-up systems, allowing it to stay on the air when components are removed for checking or repair.

The Quincy, Ill., company has applied for a patent for the transmitter's progressive series modulator, which it describes as a simple series regulator, connected so as to provide efficient high-level modulation without the use of modulation transformer, modulation reactor, power supply choke or 70kHz filter, allowing an over-all transmitter efficiency in the MW-1 of 50% or greater, with PA efficiency approaching 90%.

Additional features include complete remote control capability, built-in dummy load, and quiet cooling.

Collins offers eight new FM transmitters

Phase 4 exciter is integral unit in company's guaranteed clean sound

Collins Radio of Rockwell International Corp., Dallas, last week introduced eight generation 4 FM broadcast transmitters that features the Collins's redesigned Phase 4 exciter.

An exciter determines the quality of the audio signal generated by the transmitter and, according to Collins, the Phase 4 exciter component produces sound so "clean" that the company will guarantee specifications on IM distortion of only .50% in stereo and half that in mono.

The Phase 4 exciter also has a built-in capability to accept discrete four-channel signals. The component also employs phase-locked loop automatic frequency control and provides typical frequency stability of plus or minus 100 cps at any modulation level, regardless of program material.

The eight transmitters introduced by Collins, cover the full FM power range, including 40 kw (model 831H-2), 22.5 kw (831G-2B), 20 kw (831G-2), 10 kw (831F-2), 5 kw (831E-2), 2 kw (831D-2), 1 kw (831C-2), and 10 watt educational transmitter (model 831A-2).

Technical Briefs

Allocation help. Research and standards division of FCC Office of Chief Engineer has made available two reports: VHF-TV Computer Assignment Program (designated FCC/OCE RS74-01) and VCITY*VHFSIGN (designated FCC/OCE RS74-02). Both were prepared by Gary S. Kalagian, of applied propagation branch, and are to be used in assessing future VHF-TV channel allocations. VHF-TV Computer program is written in Fortran V for use on Univac 1108 computer, and determines channels at locations throughout U.S., Canada and Mexico which would result in most efficient assignment plan. Program is available from *National Technical Informa-*

tion Service, Springfield, Va. 22161 at \$3.75 for paper copy and \$2.25 for microfiche. VCITY*VHFSIGN is data card set containing table of VHF-TV assignments for same areas, including coordinate locations for assignments. Data deck is available at same address in magnetic tape for \$97.50.

Top tape. Ampex Corp., Redwood City, Calif., announces availability of series 190 half-inch heavy duty, helical-scan video tapes, said to be premium master grade providing superior picture quality and chroma brilliance for both high-band color and monochrome clarity.

For emergency use. Norman L. Rivers Associates has begun production of "Du-alert 2" high stability generator for local or remote controlled initiation of two-tone signaling system as required by FCC for all AM, FM and TV stations. (Commission adopted two-tone signaling system to replace present emergency broadcast attention signal, consisting of two five-second breaks followed by 1000 Hz tone for 15 seconds. New standard with two audio tones becomes effective Jan. 15, 1976.) Du-alert 2 unit provides for push button closure which initiates alert mode, automatically switching normal program audio off, accurately timing tone duration and restoring normal audio feed at conclusion of alert. Unit will sell for between \$250-300. *112 Bonnydale Road, Leominster, Mass. 01453. (617) 537-4821.*

New console. Sparta Electronic Corp., Sacramento, Calif., announces all-new model dual channel, mono version audio console, to be introduced at National Association of Broadcasters convention in April, that will have 28 inputs into 10 mixers. Only three types of amplifiers are used in console.

Order down under. Telemation Inc., Salt Lake City-based equipment manufacturer, has announced \$550,000 order from various Australian TV stations for 10 audio visual distribution switchers (model TVS/TAS-1000). Seven government-operated stations and three independents in Perth, Adelaide and Melbourne are to get deliveries beginning next month.

Finance

Capcities sales, profits were on the rise in 1974

Capital Cities Communications Inc., New York, reported 1974 net income up 9% to \$22,025,000 on revenues of \$138,585,000, up 8.7% from 1973 total of \$127,498,000. Results include operations of WBAP(AM)-KSCS(FM) Fort Worth, *Fort Worth Star-Telegram* and two suburban newspapers, which Capacities acquired Nov. 8, 1974, for \$35 million in cash and \$40.5 million in 6% notes payable in varying quarterly amounts from Nov. 1, 1975, to Aug. 1, 1982. Per-share earnings for 1974 were put at \$2.86, compared with \$2.61 for 1973. For fourth quarter of 1974, revenues were up 21% to \$41,636,000 and income was up 10% to \$6,679,000.

Financial Briefs

Wometco record highs. Record per share earnings, net income and sales were reported by Wometco Enterprises Inc., Miami, for period ended Dec. 28. Net income rose 12.2% from \$8,030,000 in previous year to \$9,007,000 in 1974. Revenues rose 19% from \$135,133,000 in 1973 to \$160,871,000. Company's broadcasting division profits were up 5.2% on sales increase of 10.3%.

Billion for Interpublic. Interpublic Group, New York, which includes two international operations and five U.S. ad agencies, claims to be first advertising firm to reach one billion dollars in billings. Consolidated annual billing reached \$1,007,080,000 in 1974, up 3.9% from \$969,081,000 in 1973. Net income achieved record results, \$6,955,000 or \$2.93 per share compared with \$6,838,000 or \$2.74 per share in 1973. Gross revenues for 1974 rose to a record \$156,894,000 from \$149,305,000 in 1973. Current annual dividend rate is \$1 per share.

Good year. Foote, Cone & Belding Communications, New York, reported record revenue and second highest income in its history for 1974. Operating

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Comsat	year 12/31	133,470,000	+ 11.9%	44,918,000	+ 34.8%	4.49	119,291,000	36,299,000	3.63
Fairchild Industries	year 12/31	252,392,000	+ 6.4%	6,022,000	*	1.32	237,224,000	(2,263,000)	.50
Gannett Co.	year 12/29	331,312,547	+ 7.2%	33,234,744	+ 14.0%	1.58	308,849,048	29,170,612	1.39
General Tire & Rubber Co.	year 11/30	1,726,199,000	+ 25.2%	78,113,000	+ 2.7%	3.60	1,379,966,000	76,846,000	3.55
Harte-Hanks	year 12/31	79,066,000	- 5.0%	2,117,000	- 79.0%	1.50	83,212,000 ³	10,043,000	1.62 ²
Interpublic Group	year 12/31	1,007,080,000	+ 3.9%	6,955,000	+ 1.7%	2.93	969,081,000	6,838,000	2.74
Jefferson-Pilot	year 12/31	476,440,989	+ 11.7%	58,126,396	+ 13.4%	2.41	426,643,759	51,255,606	2.13
Metromedia, Inc.	year 12/28	202,155,050	+ 24.2%	6,681,795	- 32.5%	1.02	194,929,242	9,903,237	1.53
PSA Inc.	year 12/31	154,808,875	+ 21.2%	1,589,627	+ 53.5%	.50	127,804,355	627,123	.18
Times Mirror Co.	year 12/31	751,113,000	+ 6.3%	58,521,000	+ 6.6%	1.73	706,067,000	54,907,000	1.63
Wometco Enterprises	year 12/29	160,871,000	+ 19.0%	9,007,000	+ 12.2%	1.51	135,133,000	8,030,000	1.33

* Change too great to be meaningful.

¹ Corrects report, BROADCASTING, Feb. 17.

² Includes net gain of \$8,261,000 or \$1.90 per share from sale of Express Publishing Co.

³ Includes Express Publishing Co. revenues of \$14,552,000 for year.

income from commissions and fees rose 3.1% over 1973 and income from advertising operations was \$3,105,000 (\$1.52 per share), down slightly from \$3,356,000 (\$1.58 per share) in 1973.

Acceptance. LIN Broadcasting Corp., New York, reported that holders of \$2,564,900 of its privately held 6% subordinated convertible notes had accepted company's offer to increase interest rate

on their notes from 6% to 8% in return for elimination of conversion features of their notes (at 12%). Holders of additional \$1,644,700 accepted similar offer made last November. Number of shares reserved for conversion has been reduced from 583,391 to 232,591.

Catching fish. ABC's Leisure Group II and Leisure Marine Corp. of San Diego will form joint venture to lease Seven

Seas Sealife Park from city of Arlington, Tex., for five-year period beginning March 1, subject to satisfactory completion of negotiations between three parties. Park would become part of ABC Scenic and Wildlife Attractions, which also operates Silver Springs and Weeki Wachee in Florida. wildlife preserve in Largo, Md., and Historic Towne of Smithville near Atlantic City.

Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing		Net change	% change	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
		Wed. Feb 19	Wed. Feb. 12			High	Low					
Broadcasting												
ABC	ABC	N	18 1/8	19 3/4	- 1 5/8	-	8.22	28 3/8	12 3/8	6	17,186	311,496
CAPITAL CITIES	CCP	N	31 1/2	30 3/8	+ 1 1/8	+	3.70	39 1/4	19 1/2	11	7,164	225,666
CBS	CBS	N	39 3/4	38 3/8	+ 1 3/8	+	3.58	40	25	11	28,092	1,116,657
CONCERT NETWORK***		O	1/8	1/8		-	.00	7/8	1/8		2,200	275
COX	COX	N	16 1/4	16 3/4	- 1/2	-	2.98	19 3/8	9 3/8	8	5,831	94,753
GROSS TELECASTING	GGG	A	9 1/2	8 5/8	+ 7/8	+	10.14	13 5/8	6 3/8	7	800	7,600
LIN	LINB	O	4 3/8	4 1/2	- 1/8	-	2.77	6 3/4	2	4	2,297	10,049
MOONEY*	MOON	O	3 1/4	1 7/8	+ 1 3/8	+	73.33	3 5/8	1	9	385	1,251
RAHALL	RAHL	O	3 1/4	3	+ 1/4	+	8.33	6	1 3/4	7	1,297	4,215
SCRIPPS-HOWARD	SCRP	O	17 1/4	17 1/2	- 1/4	-	1.42	17 1/2	13 1/2	7	2,589	44,660
STARR	SBB	M	4 3/8	4	+ 3/8	+	9.37	9	3 1/4	4	1,091	4,773
STORER	SBK	N	14 1/2	15 1/2	- 1	-	6.45	17 3/8	10 7/8	5	4,725	68,512
TAFT	TFB	N	17 1/8	16 5/8	+ 1/2	+	3.00	23 3/8	10 3/4	6	4,011	68,688
WOODS COMM.*		O	1/2	1/2		-	.00	1	1/4	4	292	146
									TOTAL		77,960	1,958,741
Broadcasting with other major interests												
ADAMS-RUSSELL	AAR	A	1 1/2	1 1/4	+ 1/4	+	20.00	2 1/2	3/4	9	1,265	1,897
AVCO	AV	N	4	4 1/8	- 1/8	-	3.03	8 7/8	2 1/8	11	11,481	45,924
BARTELL MEDIA	BMC	A	1 1/2	1 1/2		-	.00	2 3/8	5/8	2	2,257	3,385
JOHN BLAIR	BJ	N	4 5/8	5	- 3/8	-	7.50	7 1/2	3 1/2	5	2,403	11,113
CAMPDOWN IND.***		O	1/8	1/8		-	.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	2 3/4	2 1/2	+ 1/4	+	10.00	4 1/4	1 1/2	6	4,162	11,445
COMBINED COMM.	CCA	A	10	5 1/8	+ 4 7/8	+	95.12	13	5 1/8	7	4,603	46,030
COLLES	CWL	N	6 1/8	6	+ 1/8	+	2.08	7 1/8	3 7/8	8	3,969	24,310
DUN & BRADSTREET	DNB	N	26 7/8	25 1/2	+ 1 3/8	+	5.39	36	14 5/8	18	26,555	713,665
FAIRCHILD IND.	FEN	N	6 1/2	6 1/2		-	.00	6 3/4	3 3/4	9	4,550	29,575
FUQUA	FOA	N	4 7/8	4 7/8		-	.00	10 3/4	3 1/8	4	7,273	35,455
GANNETT CO.	GCI	N	29 3/8	27 7/8	+ 1 1/2	+	5.38	38 1/4	20 1/2	19	21,080	619,225
GENERAL TIRE	GY	N	13 1/2	13 5/8	- 1/8	-	.91	18 1/4	10 1/4	4	21,518	290,493
GLOBETROTTER	GLBTA	O	2 5/8	1 1/4	+ 1 3/8	+	110.00	4 3/4	7/8	6	2,731	7,168
GRAY COMMUN.*		O	6	6		-	.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N	10 3/4	10 1/8	+ 5/8	+	6.17	14 1/4	6	8	4,340	46,655
JEFFERSON-PILOT	JP	N	31 3/4	33 7/8	- 2 1/8	-	6.27	38 1/4	20 1/2	14	24,188	767,969
KAISER INDUSTRIES*	KI	A	6 7/8	6	+ 7/8	+	14.58	8 1/2	4 1/4	3	27,487	188,973
KANSAS STATE NET.*	KSN	O	3 7/8	3 7/8		-	.00	3 7/8	2 3/4	7	1,741	6,746
KINGSTIP	KTP	A	3 1/8	3	+ 1/8	+	4.16	6 3/4	1 1/2	8	1,154	3,606
KNIGHT-RIDDER	RPI	N	10 1/2	10 1/2		-	.00	16 5/8	9 1/4	7	8,305	87,202
LAMB COMMUN.***		P	1 1/4	1 1/4		-	.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	14 1/8	13 3/4	+ 3/8	+	2.72	16 1/4	10 3/4	8	3,352	47,347
LIBERTY	LC	N	10 1/2	10	+ 1/2	+	5.00	15 5/8	7 1/8	4	6,626	69,573
MCGRAW-HILL	MHP	N	8 5/8	8 5/8		-	.00	9	5 1/2	7	23,291	200,884
MEDIA GENERAL	MEG	A	24 7/8	24 1/2	+ 3/8	+	1.53	26 1/2	15 1/2	10	3,552	88,356
MEREDITH	MDP	N	9 3/8	9 1/4	+ 1/8	+	1.35	11 3/8	8	3	2,984	27,975
METROMEDIA	MET	N	8	7 1/4	+ 3/4	+	10.34	10 5/8	4 1/2	7	6,447	51,576
MULTIMEDIA	MMED	O	12 3/4	12 1/2	+ 1/4	+	2.00	14 1/4	8 3/4	8	4,388	55,947
NEW YORK TIMES CO.	NYKA	A	9 3/8	8 7/8	+ 1/2	+	5.63	13 3/4	6 7/8	6	10,231	95,915
OUTLET CO.	OTU	N	9 7/8	9 1/2	+ 3/8	+	3.94	10	7	4	1,379	13,617
POST CORP.	POST	O	5 3/4	7 1/4	- 1 1/2	-	20.68	16 1/2	4 3/4	4	882	5,071
PSA	PSA	N	5 1/4	5 5/8	- 3/8	-	6.66	10	3 3/4	6	3,181	16,700
REEVES TELECOM	RBT	A	1 1/4	1 1/8	+ 1/8	+	11.11	1 3/4	5/8	21	2,376	2,970
ROLLINS	ROL	N	16 7/8	15 1/2	+ 1 3/8	+	8.87	19 3/4	6 1/2	13	13,341	225,129
RUST CRAFT	RUS	A	5 7/8	5 7/8		-	.00	10 1/4	5 1/8	5	2,341	13,753
SAN JUAN RACING	SJR	N	8 3/8	9 1/8	- 3/4	-	8.21	13 3/8	5 1/2	6	2,509	21,012
SCHERING-PLOUGH	SGP	N	62 3/8	56 1/2	+ 5 7/8	+	10.39	74 3/8	44 3/4	28	53,823	3,357,209
SONDERLING	SDB	A	6	5 3/4	+ 1/4	+	4.34	10	3 1/2	4	747	4,482
TECHNICAL OPERATIONS	TO	A	5 3/4	5 1/8	+ 5/8	+	12.19	6 3/4	2 3/8	5	1,344	7,728
TIMES MIRROR CO.	TMC	N	15 7/8	15 1/4	+ 5/8	+	4.09	17 5/8	9 1/4	9	31,385	498,236
WASHINGTON POST CO.	WPD	A	21 3/8	20 7/8	+ 1/2	+	2.39	24 3/8	14 3/4	7	4,750	101,531
WOMETCO	WOM	N	8 3/8	8 7/8	- 1/2	-	5.63	10 1/4	6 1/4	6	5,985	50,124
									TOTAL		368,064	7,899,556
Cablecasting												
AMECO**	ACO	O	1/4	1/4		-	.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	7/8	3/4	+ 1/8	+	16.66	2 1/8	1/2	3	1,672	1,463

	Stock symbol	Exch.	Closing Wed. Feb 19	Closng Wed. Feb. 12	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
							High	Low				
AMERICAN TV & COMM.	AMTV	O	10 1/2	10 3/4	- 1/4	- 2.32	19 1/4	5 1/2	20	3,295	34,597	
ATHENA COMM.**		O	1/4	1/8	+ 1/8	+ 100.00	1 1/4	1/8		2,374	593	
BURNUP & SIMS	BSIM	O	4 1/2	4 3/8	+ 1/8	+ 2.85	24 1/8	2 1/2	6	7,933	35,698	
CABLECOM-GENERAL	CCG	A	3 1/8	3 1/8		.00	4 1/2	1 1/2	7	2,560	8,000	
CABLE FUNDING*	CFUN	O	5 1/2	6	- 1/2	- 8.33	7 3/8	3 7/8	138	1,121	6,165	
CABLE INFO.**		O	1/4	1/4		.00	1 1/4	1/4	1	663	165	
CITIZENS FIN.**	CPN	A	1 5/8	1 3/4	- 1/8	- 7.14	4 1/4	7/8	1	2,697	4,382	
COMCAST*		O	2 1/4	2 1/4		.00	2 1/2	3/4	9	1,705	3,836	
COMMUNICATIONS PROP.	COMU	O	1 5/8	1 3/4	- 1/8	- 7.14	3 3/8	1	33	4,761	7,736	
COX CABLE	CXC	A	6 3/4	7 1/4	- 1/2	- 6.89	15 1/4	3 3/4	11	3,560	24,030	
ENTRON*	ENT	O	5/8	5/8		.00	7/8	3/8	4	1,358	848	
GENERAL INSTRUMENT	GRL	N	8 1/4	8 1/2	- 1/4	- 2.94	17 1/8	5/8	4	7,060	58,245	
GENERAL TV*		O	1/4	1/4		.00	1 1/2	1/4	13	1,000	250	
SCIENTIFIC-ATLANTA	SFA	A	6 5/8	7	- 3/8	- 5.35	9 1/2	4	6	963	6,379	
TELE-COMMUNICATION	TCOM	O	2 1/8	2 3/8	- 1/4	- 10.52	5 3/4	7/8	1	5,181	11,009	
TELEPROMPTER	TP	N	3 5/8	3 1/2	+ 1/8	+ 3.57	8 1/4	1 3/8	2	16,013	58,047	
TIME INC.	TL	N	32 1/2	32 1/4	+ 1/4	+ .77	40 1/4	24 7/8	6	9,957	323,602	
TOCOM*	TOCM	O	2 1/8	2 1/8		.00	4 7/8	1 3/4	5	634	1,347	
UA-COLUMBIA CABLE	UACC	O	6 7/8	5 7/8	+ 1	+ 17.02	6 7/8	3 3/4	11	1,795	12,340	
UNITED CABLE TV CORP	UCTV	O	1 5/8	1 7/8	- 1/4	- 13.33	4 5/8	1/4	5	1,879	3,053	
VIACOM	VIA	N	4 1/8	4 1/2	- 3/8	- 8.33	7 1/2	2 5/8	6	3,850	15,881	
VIKOAA**	VIK	A	1 1/4	1 1/2	- 1/4	- 16.66	4	1/2	1	2,534	3,167	
TOTAL											85,765	621,133

Programing

COLUMBIA PICTURES	CPS	N	4	3 7/8	+ 1/8	+ 3.22	4 3/4	1 5/8	17	6,748	26,992	
DISNEY	DIS	N	40 1/2	34 5/8	+ 5 7/8	+ 16.96	54 1/2	18 3/4	24	29,755	1,205,077	
FILMWAYS	FWY	A	4 1/8	4 1/8		.00	6	2 1/8	5	1,812	7,474	
FOUR STAR			1/4	1/8	+ 1/8	+ 100.00	1 3/8	1/8		666	166	
GULF + WESTERN	GW	N	28	28 1/8	- 1/8	- .44	29 1/8	18 3/8	4	14,470	405,160	
MCA	MCA	N	35 3/8	32 7/8	+ 2 1/2	+ 7.60	35 3/8	19 1/4	6	8,465	299,449	
MGM	MGM	N	30 3/4	28 5/8	+ 2 1/8	+ 7.42	30 3/4	9 1/4	6	4,883	150,152	
TELE-TAPE**		O	1/4	1/4		.00	3/4	1/8		2,190	547	
TELETRONICS INTL.*		O	2 1/4	2 1/8	+ 1/8	+ 5.88	4 1/8	1 1/4	5	943	2,121	
TRANSAMERICA	TA	N	7 5/8	7 3/4	- 1/8	- 1.61	10 3/8	5 1/2	13	65,006	495,670	
20TH CENTURY-FOX	TF	N	7 3/4	8 1/4	- 1/2	- 6.06	9 1/8	4 1/2	20	7,532	58,373	
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116	
WARNER	WCI	N	12 1/8	12	+ 1/8	+ 1.04	18 1/2	6 7/8	4	16,317	197,843	
WRATHER	WCO	A	2 1/2	2 7/8	- 3/8	- 13.04	8 1/8	1 1/4	31	2,229	5,572	
TOTAL											165,483	2,855,712

Service

8800 INC.		O	14 1/4	13 1/2	+ 3/4	+ 5.55	14 1/4	10	6	2,513	35,810	
COMSAT	CO	N	32 1/2	33 3/8	- 7/8	- 2.62	40 3/8	23 3/4	7	10,000	325,000	
CREATIVE MGMT.	CMA	A	5 7/8	5 7/8		.00	7 1/4	3	6	1,016	5,969	
DOYLE DANE BERNBACH	ODYL	O	7 3/4	8	- 1/4	- 3.12	11 1/2	5 5/8	4	1,796	13,919	
ELKINS INSTITUTE**	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237	
FOOTE CONE & BELQING	FCB	N	7 1/8	6 7/8	+ 1/4	+ 3.63	11 1/4	5 3/8	5	2,196	15,646	
GREY ADVERTISING	GREY	O	6 7/8	6 3/4	+ 1/8	+ 1.85	8 3/8	5 5/8	3	1,255	8,628	
INTERPUBLIC GROUP	IPG	N	12 1/4	11 1/4	+ 1	+ 8.88	13	8 1/8	5	2,319	28,407	
MARVIN JOSEPHSON*	MRVN	O	7 1/2	7 1/4	+ 1/4	+ 3.44	8 1/2	3 1/4	5	802	6,015	
MCI COMMUNICATIONS	MCIC	O	2 3/4	2 3/8	+ 3/8	+ 15.78	6 1/2	1		13,309	36,599	
MOVIELAB	MOV	A	7/8	7/8		.00	1 5/8	1/2	5	1,407	1,231	
MPO VIDEOTRONICS	MPO	A	2	1 7/8	+ 1/8	+ 6.66	2 5/8	1	3	539	1,078	
NEEHDAM, HARPER	NDHMA	O	5 1/2	5	+ 1/2	+ 10.00	7 1/2	3 5/8	4	918	5,049	
A. C. NIELSEN	NIELB	O	14 1/8	14 5/8	- 1/2	- 3.41	28	7 3/8	14	10,598	149,696	
OGILVY & MATHER	OGIL	O	17	15 1/2	+ 1 1/2	+ 9.67	17 1/4	10	6	1,807	30,719	
J. WALTER THOMPSON	JWT	N	5 3/4	5 7/8	- 1/8	- 2.12	12	4 1/4	17	2,624	15,088	
UNIVERSAL COMM.***		O	1/8	1/8		.00	3/4	1/8		715	89	
TOTAL											55,711	679,180

Electronics

AMPDEX	APX	N	4 1/4	4 3/8	- 1/8	- 2.85	4 7/8	2 1/4	4	10,885	46,261
CCA ELECTRONICS***	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 5/8	1 5/8		.00	2 1/8	1	7	2,324	3,776
COHU, INC.	COH	A	1 5/8	1 3/4	- 1/8	- 7.14	3 7/8	1 1/4	7	1,619	2,630
CONRAC	CAX	N	16 3/4	15 1/2	+ 1 1/4	+ 8.06	21	10	7	1,261	21,121
GENERAL ELECTRIC	GE	N	42 7/8	41 3/8	+ 1 1/2	+ 3.62	65	30	13	181,988	7,802,735
HARRIS CORP.	HRS	N	19	18 3/8	+ 5/8	+ 3.40	33 1/2	13 1/8		6,175	117,325
INTERNATIONAL VIDEO	IVCP	O	2 1/4	2 1/8	+ 1/8	+ 5.88	7 1/2	1 1/4	28	2,730	6,142
MAGNAVOX	MAG	N	6	6 1/8	- 1/8	- 2.04	9 7/8	3 3/4	17	17,799	106,794
3M	MMM	N	47 7/8	47 3/4	+ 1/8	+ .26	80 1/2	44 1/8	18	113,729	5,444,775
MOTOROLA	MOT	N	45 1/4	43	+ 2 1/4	+ 5.23	61 7/8	34 1/8	14	28,053	1,269,398
OAK INDUSTRIES	OEN	N	7 3/4	8 1/8	- 3/8	- 4.61	12 7/8	5 1/4	3	1,639	12,702
RCA	RCA	N	14	14 1/4	- 1/4	- 1.75	21 1/2	9 7/8	10	74,463	1,042,482
ROCKWELL INTL.	ROK	N	22 3/4	21 3/8	+ 1 3/8	+ 6.43	28 3/8	18 3/8	6	30,802	700,745
RSC INDUSTRIES	RSC	A	2	2		.00	2 1/8	1/2	7	3,458	6,916
SONY CORP.	SNE	N	7 5/8	8	- 3/8	- 4.68	29 7/8	4 3/4	16	172,500	1,315,312
TEKTRONIX	TEK	N	27 5/8	23 1/2	+ 4 1/8	+ 17.55	47 3/4	18 1/2	11	8,651	238,983
TELEMATION	TIMT	O	1	1		.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.***		O	6	6		.00	8	2 1/2	38	475	2,850

	Stock symbol	Exch.	Closing Wed. Feb 19	Closing Wed. Feb. 12	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
VARIAN ASSOCIATES	VAR	N	8 1/2	9 1/4	-	3/4	-	8.10	13 1/4	6	8	6,862	58,327
WESTINGHOUSE	WX	N	12 3/8	12	+	3/8	+	3.12	26	8 1/2	40	87,770	1,086,153
ZENITH	ZE	N	12 1/4	13 1/8	-	7/8	-	6.66	31 5/8	10	10	18,797	230,263
TOTAL										773,911	19,516,850		
GRAND TOTAL										1,526,894	33,531,172		
Standard & Poor's Industrial Average			90.8	89.1	+1.7								

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (bid price shown)
P-Pacific Coast Stock Exchange
††Stock did not trade on Wednesday; closing price shown is last traded price.

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly highs and lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

P/E ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.
†††Stock split.

* P/E ratio computed with earnings figures for last 12 months published by company.
† No annual earnings figures are available.
** No P/E ratio is computed; company registered net losses.

Fates & Fortunes®

Media



Luckoff

Michael Luckoff, general sales manager of ABC-owned KGO(AM) San Francisco, promoted to general manager and will be nominated for ABC vice presidency. He succeeds **Alfred Racco**, named VP and general manager of ABC's WABC(AM) New York (BROADCASTING, Feb. 17).

William E. Lucas, general manager, WCIV-TV Charleston, S.C., elected VP of parent First Charleston Corp., subsidiary of The Evening Star Broadcasting Co., Washington. **Andrew M. Ockershausen**, VP of Evening Star Broadcasting, elected secretary-treasurer of First Charleston Corp. and VP-treasurer of WLVA Inc., parent company of WLVA-AM-FM-TV Lynchburg, Va. and subsidiary of Evening Star Broadcasting. **Paul W. Freas**, manager of finance and administration, Evening Star Broadcasting, elected assistant secretary-treasurer, First Charleston Corp., assistant secretary-treasurer of

WLVA Inc. and treasurer of Evening Star Broadcasting. **Dan Willoth**, manager of finance, Evening Star Broadcasting, elected assistant treasurer. Changes were made simultaneously with election of **John Thompson** as chairman of board and of executive committee, and **Richard S. Stakes** as president and chief executive officer of Evening Star Broadcasting (BROADCASTING, Feb. 17).

Jack Hobbs, general manager, WRKO(AM)-WROR(FM) Boston, **Rick Devlin**, general manager, WXLO(FM) New York, and **Al Kucin**, general manager, WFYR(FM) Chicago, elected VP's of RKO General Radio, parent company.



McQuade

general manager of both stations.

James McQuade, general manager, WCBS-FM New York, becomes first CBS-owned FM station manager to be elected VP, CBS Radio division.

Matt Mills, sales manager and account executive, WRCP-AM-FM Philadelphia, named general manager of both stations.

William G. Moll, station manager, KENS-TV San Antonio, Tex., elected VP-general manager.

Lee Taylor, general sales manager, KTSA(AM) San Antonio, Tex., named general manager.

Paul Stoddard, formerly director of media, Hughes Tool Co.-Nevada operations, named station manager, KSJO-FM San Jose, Calif.

Wes Quinn, general sales manager, WFLA-TV Tampa-St. Petersburg, Fla., named station manager.

Jerry Greenberg, director of information services, CBS Radio Spot Sales and AM Station Administration, CBS Radio, New York, named director of communications, CBS's WBBM-TV Chicago.

Dick Conrad, announcer, WDOK(AM) Cleveland, Ohio, named to newly created position of assistant station manager in charge of programing and promotion.

Joe N. Gwathmey Jr., director of program development, National Public Radio, Washington, named to newly created position of assistant to VP.

Ben Salas, general ledger and payroll accountant, WLS(AM) Chicago, named assistant controller, WLS and WDAI(FM) Chicago.

Gladys Christman, promotion manager, KFI(AM) Los Angeles, named to same post at KIIIS(AM) same city.

Lester Strong, formerly with WBTv(TV) Charlotte, N.C., named community affairs director, WSB-TV Atlanta.

Thomas Antorietto, plant and auxiliary accountant, Ohio University, Athens, named director of finance, newly created Montana Center for Public Broadcasting, Bozeman, scheduled to begin operation in early 1976.

Lawrence T. Frymire, executive director, New Jersey Public Broadcasting, Trenton, elected president, noncommercial Eastern Educational Network, Trenton.

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Brenda Sulick, traffic manager, noncommercial WVUM(FM) Coral Gables, Fla., named general manager. **Chuck Bortnick**, business manager, *Miami Hurricane* newspaper, named station manager, WVUM. **Bob Parua**, program director, WVUM, named operations director.

Leonard J. Patricelli, president of WTIC-AM Hartford, Conn., is at Hartford hospital recuperating from spine injury suffered in fall on ice.

Broadcast Advertising

Erica Farber, account executive, KRTH(FM) Los Angeles, named sales manager, WROR(FM) Boston. Both are RKO Radio stations.

William R. Hall, salesman, Peters, Griffin, Woodward, Los Angeles, named sales manager, San Francisco office. He is succeeded by **Jack Kincaid**, formerly with Katz Agency, Los Angeles.

Judy Currier, with KLOK(AM) San Jose, Calif., named local sales manager.

Gregory W. Rose, with WBTV(TV) Charlotte, N.C., named local-regional sales manager.

Tom Girocco, sales manager, WOOD-AM-FM Grand Rapids, Mich., named national sales manager, WOTV(TV) Grand Rapids.

Robert L. Eames, formerly with KIVA-TV Farmington, N.M., named sales manager, KKOP(FM) Redondo Beach, Calif.

Dave L. Cline, local sales manager, KOOL-FM Phoenix, named to same post, KRUX(AM) Glendale, Ariz.

Matthew J. Hennessey, president and chief executive officer of Sudler & Hennessey Inc., New York, advertising agency in health service field, named executive VP of S & H's parent company, Young & Rubicam International Inc., New York.

Walter G. Burek, creative group head, Ketchum, MacLeod & Grove, Pittsburgh, elected VP-creative.

Richard A. O'Donnell, VP-New York sales manager, west division, Avery Knodel, named to new position of VP-director of TV sales, **Stuart M. Krane**, account executive and regional sales manager, Avery Knodel, named New York sales manager.

Fran Sharp, senior media buyer, J. Walter Thompson, Washington, named media director, Warren Adler Ltd., Washington.

Hector Del Sol, with Budd Mayer Co., Miami food broker, named merchandising director, WQBA(AM) Miami.

Robert Huelster, local sales manager, WCCO-TV Minneapolis, retires this month after 24 years in sales.

Programing

Patrick Betz, manager, film program operations, NBC-TV Los Angeles, promoted to director, film programs, NBC-TV, same city.

Lawrence Marks, veteran Hollywood and New York comedy writer (*M*A*S*H*, *Hogan's Heroes*, among others), named

to newly created post of director of comedy development for Lorimar Productions, Hollywood.

Jay Kanter, president, First Artists Production Co., New York, named VP-production, Twentieth Century-Fox Film Corp., Beverly Hills, Calif.

Lew Hunter, manager, film program operations, NBC-TV, named manager, motion pictures for television, NBC-TV.

Bill Tanner, program director, WHYI(AM) Miami, named national program director, Hefel rock stations (WHYI, WKTQ[AM] Pittsburgh, KGMQ[FM] Honolulu) and local program director, WKTQ, succeeding **Eddie Rogers**, who resigned.

Sheva Farkas, producer-director, WJZ-TV Baltimore, named to same post, WTOP-TV Washington.

Lon C. Lee, director of information services, WPLG-TV Miami, named program director, WJXT(TV) Jacksonville, Fla. Both are Post Newsweek stations.

Patrick Jay, announcer, KSD(AM) St. Louis, named program director, KWIC(FM) Beaumont-Port Arthur, Tex.

Allen Hotlen, director of news and programming, WCAU-AM-FM Philadelphia, named program director, KNBR-AM-FM San Francisco.

Donald A. Escen, assistant treasurer and assistant controller, Walt Disney Productions, Burbank, Calif., elected VP-financial administration and treasurer, Buena Vista International, company's foreign theatrical and TV distribution subsidiary.

David B. Stern, formerly local sports producer, WNBC-TV New York, named assistant to producer, NBC Sports, New York.

Fred Figenshu, assistant program director, WIFB(FM) Philadelphia, named program director and announcer, WMOD(FM) Washington.

Louis M. Heyward, veteran movie and TV producer and writer, named executive VP-international production, Larry Harmon Pictures Corp., Hollywood. Mr. Heyward, who produced and wrote *Dick Clark Show*, *Ernie Kovacs Show* and *Garry Moore Show*, most recently was producer with Four Star International.

Tom Howe, senior producer-director, Hawaii Public Television, named director of programming and operations, Montana Center for Public Broadcasting, Bozeman, scheduled to begin operation in early 1976.

Broadcast Journalism

Ernie R. Mastroianni, investigative reporter, WJXT(TV) Jacksonville, Fla., named news director.

Vin Burke, assistant news director and assignment editor, WBEN-TV Buffalo, N.Y., named assignment editor, WCAU-TV Philadelphia.

Steve Caminis, news producer, WPRI-TV Providence, R.I., named assignment editor, WJAR-TV Providence. **Peggy Printz**, reporter-writer for various publications and political-trade analyst for Bank of America, Hong Kong, named consumer reporter, WJAR-TV.

C. Robert Zelnick, featured correspondent, National Public Radio, Washington, named manager of NPR's newly created national news and information bureau. **Jim Russell**, correspondent and news editor, UPI and UPI Audio Network, named executive producer of NPR's *All Things Considered*. **Richard Firestone**, producer with NPR, named producer of NPR Midday Information Service.

Alan S. Goldstein, broadcast teaching director, Michele Clark Fellowship program, Columbia University Graduate School of Journalism, New York, named news producer, WTOP-TV Washington.

Jack Kavanagh, news reporter, WJAR-TV Providence, R.I., named recipient of George and James Reilly Annual Award for Distinguished Service from Society for Prevention of Cruelty to Animals for his investigative film series.

Cable

Samuel Cooper III, attorney, Office of Legislative Counsel, U.S. House of Representatives, and faculty member, Howard University School of Law, Washington, named assistant general counsel, National Cable Television Association, Washington.

Lou Elkins, with Televents Inc., Pleasant Hill, Calif., named general manager of company's new cable system in El Cerrito, Calif.

Charles R. Bonkofsky, formerly with Connecticut Mutual Life Insurance Co., named system manager, Continental

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Equipment & Engineering

Edward Koprivier, chief engineer, Taft Broadcasting Co.'s WTVN-AM-FM-TV Columbus, Ohio, named assistant technical director, Taft Broadcasting, Cincinnati.

Frank Giovanelli, laboratory manager, Babell Inc., New York, named product quality control manager, Byron Motion Pictures Inc., Washington.

Tom Jenkins, chief engineer, Film and Television Department, Montana State University, Bozeman, named to same post, Montana Center for Public Broadcasting, same city, scheduled to begin operation in early 1976.

Allied Fields

Richard L. Baldwin, managing editor and assistant general manager, *QST*, American Radio Relay League's monthly journal, named general manager of league, national amateur radio organization, headquartered in Newington, Conn.

Jack Markward, station manager, WOTV-TV Grand Rapids, Mich., joins Care Corp. of Grand Rapids, operator of nursing homes, bowling alleys and golf club, as executive VP.

Deaths

Frances Ryan Thomas, 81, well-known hostess, wife and business partner of

newscaster Lowell Thomas Sr., died Feb. 16 at Pawling, N.Y., estate after long illness. She is survived by her husband and one son, Lowell Thomas Jr., lieutenant governor of Alaska.



DeLaney

C. Glover DeLaney, 65, president and general manager, WHEC-TV Rochester, N.Y., and first president-emeritus, New York State Broadcasters Association, died Feb. 15 of cancer in Rochester. He is survived by his mother, two daughters and one son.

For the Record®

As compiled by BROADCASTING, Feb. 10 through Feb. 14 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV license

Broadcast Bureau granted following license covering new station:

*KYUK-TV Bethel, Alaska, Bethel Broadcasting (BLET-354). Action Feb. 10.

AM applications

*Bemidji, Minn.—KNOX Radio seeks 1360 khz, 5 kw-D. P.O. address: Box 1638, Grand Forks, N.D. 58201. Estimated construction cost \$71,844; first-year operating cost \$75,550; revenue \$90,000. Format: pop, C&W. Principals: Justin Hoberg (56%), Robert Hansen (22%), Wayne Lockhart (15%), et al., are employees of KNOX Grand Forks. Ann. Feb. 10.

*Carlsbad, N.M.—Hughs and Hanners seeks 1240 khz, 1 kw-D, 250 w-N. P.O. address: 1207 Christine, Pampa, Tex. 79065. Estimated construction cost \$42,370; first-year operating cost \$69,285; revenue \$111,655. Format: pop, C&W, rock. Principals: James B. Hughs (51%) has interest in KCAS(AM) Slaton, Tex.; KPIN(AM) Casa Grande, Ariz. and KGRO(AM) Pampa, Tex. Gerald M. Hanners is manager of KDHN(AM). Dimmitt, Tex. Hughs and Hanners request deleted facilities of KAVE Carlsbad. Ann. Feb. 10.

*Carlsbad, N.M.—Western States Broadcasters seeks 1240 khz, 1 kw-D, 250 w-N. P.O. address: Box 1538, Carlsbad 88220. Estimated construction cost none; first-year operating cost \$60,400; revenue \$63,600. Format: contemp rock, MOR. Principals: Frank Cooke (50%), Meyer Rosenberg (17%), et al. are former owners of KAVE(AM) Carlsbad. KAVE's renewal was refused on Oct. 10, 1974, because of late filing. Ann. Feb. 10.

FM applications

*Clewiston, Fla.—Avon Electronic Services seeks 106.3 mhz, 3 kw, HAAT 147 ft. P.O. address: Box 1390, Avon Park, Fla. 33825. Estimated construction cost \$4,600; first-year operating cost \$32,856; revenue \$36,000. Format: modern country. Principals: Charles A. and Helen Esposito (jointly 60%), John M. Taylor (40%) own WAPR Avon Park. Ann. Feb. 10.

*Charlotte, N.C.—University of North Carolina

at Charlotte seeks 88.1 mhz, 10 w. P.O. address: University Station, N.C. 28213. Estimated construction cost \$10,550; first-year operating cost \$8,850. Principal: Vice-chancellor Orr. Ann. Feb. 13.

*Chillicothe, Ohio—Triplet Broadcasting Co. seeks 94.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 338 Bellefontaine, Ohio. Estimated construction cost \$62,110; first-year operating cost \$34,638; revenue \$93,000. Format: hit mus. Principals: Wendell A. Triplett (87%) and Robert S. Triplett (13%) own WTO(AM)-WOGM-FM Bellefontaine, Ohio; WYAN-FM Upper Sandusky, Ohio and are applicants for new FM in Parkersburg, W.Va. Ann. Feb. 13.

FM actions

*Sandersville, Ga.—Radio Station WSNT Inc. Broadcast Bureau granted 94.3 mhz, 3 kw, HAAT 185 ft. P.O. address: Box 150, Sandersville 31080. Estimated construction cost \$29,909; first-year operating cost \$3,000; revenue \$34,000. Format: pop. Principal: Webb Pierce (100%), owns WSNT Sandersville and WJAT-AM-FM Swansboro, Ga. (BPH-9237). Action Feb. 7.

*Georgetown, Ohio—Brown County Radio. Broadcast Bureau granted 97.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 222, Georgetown 45121. Estimated construction cost \$4,800; first-year operating cost \$63,393; revenue \$69,000. Principals: Barbara N. Stratman (51%), Francis J. Stratman (45%), et al. Mrs. Stratman is housewife and Mr. Stratman is president of cable corp. in Wilmington, Ohio (BPH-9075). Action Feb. 7.

*Eagle Point, Ore.—School District 9. Broadcast Bureau granted 89.1 mhz, 10 w. P.O. address: Box 97, 240 E. Main, Eagle Point 97524. Estimated construction cost \$4,100; first-year operating cost \$200. Principal: Michael Remick, Eagle Point High School. (BPED-1911). Action Feb. 7.

*Graham, Tex.—KSWA Inc. Broadcast Bureau granted 107.1 mhz, 3 kw, HAAT 101 ft. P.O. address: Box 1050, Graham 76046. Estimated construction cost \$51,546; first-year operating cost \$9,600; revenue \$12,000. Format: easy listne. Principals: Robert N. Aylin Sr. and his wife Betty W. (100%). KCWA Inc. owns KSWA(AM) Graham. Mr. Aylin owns KCFH(AM) Cuero, Tex., and KOPY(AM) Alice, Tex. (BPH-9184). Action Feb. 7.

FM starts

*WFVH Arlington Heights, Ill.—Authorized program operation on 88.3 mhz. TPO 10 w. Action Jan. 29.

*WRTE Cahokia, Ill.—Authorized program operation on 89.5 mhz. TPO 10 w. Action Jan. 29.

*KDUV Brownsville, Tex.—Authorized program operation on 100.3 mhz, ERP 100 kw, HAAT 449 ft. Action Jan. 29.

Ownership changes

Applications

*KLEU(AM) Waterloo, Iowa (850 khz, 500 w-D)—

Seeks assignment of license from Clark Broadcasting Co. to Marathon Communications for \$200,000. Seller: Keith Walker, Donald H. Hanna and D. M. Clark. Buyers: William E. Payne (70%), Martin Hanneman (15%), et al. Mr. Payne is commodity broker and former salesman for KSTP-TV St. Paul. Mr. Hanneman is pattern maker for machinery company. Ann. Feb. 12.

*WDTH(FM) Duluth, Minn. (103.3 mhz, 100 kw)—Seeks assignment of license from Contemporary Broadcasting Corp. to Board of Regents of University of Minnesota for \$95,000. Seller: William H. Bassett, president. Buyer: Board (Robert Heller, associate provost) is licensee of *KUOM(AM) Minneapolis, *KCUF-FM Crookston, *KUMM-FM Morris, *KUMD-FM Duluth, all Minnesota. Ann. Feb. 12.

*WPUT(AM) Brewster, N.Y. (1510 khz, 1 kw-D, DA)—Seeks transfer of control of Putnam Broadcasting Corp. from Morris S. Novik, et al (86% before; 24% after) to Richard Novik (14% before; 76% after). Consideration \$154,700. Principal: Richard Novik is treasurer and general manager of WPUT and vice president of New York broadcast consulting firm. Ann. Feb. 12.

Actions

*KEWP(AM) North Little Rock, Ark. (AM: 1380 khz, 1 kw-D—Broadcast Bureau granted assignment of license from Moses Broadcasting to Dixie Broadcasting for \$150,000. Seller: James A. Moses (90%), record stores owner, and son J. A. Moses (10%). Buyers: Harvey Fritts, bronze manufacturer, and Kenneth W. Powers, program director at KGMR-AM-FM Jacksonville, Ark. (50% each) (BAL-8291). Action Feb. 6.

*WJAZ(AM) Albany, Ga. (960 khz, 5 kw-D, DA)—Broadcast Bureau granted assignment of license from James S. Rivers Inc. to Dowdy Brothers Broadcasting Co. for \$375,000. Seller: Mr. Rivers (100%) has interest in WJZZ(FM) Albany, WJIM(AM)-WFAV(FM) Cordele, WTJH(AM) East Point, all Georgia, and is in process of transferring his control of WDOL(AM)-WJSR(FM) Athens, Ga. Buyers: Roy Morris Dowdy (65%), formerly sales manager at WROA-AM-FM Gulfport, Miss.; Bobby H. Dowdy (30%), owner of florist concessions at air force bases; Jim R. Dowdy (5%), truck driver (BAL-8317). Action Feb. 6.

*WTIF(AM) Tifton, Ga. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Radio Station WTIF Inc. to Radio Tifton Inc. for \$200,000. Sellers: Carl N. Todd (55%) and B. F. J. Timm (45%). Mr. Timm owns WANM(AM)-WGLF(FM) Tallahassee, WOZN(AM) Jacksonville, both Florida; and has interest in WDMG(AM) Douglas and WRMN-AM-FM Warner Robins, both Georgia. Buyers: William Brown, Clifton G. Moor and Albert M. Cohen (33.3% each). Messrs. Brown and Moore are partners in engineering consultant firm and have interest in WMOG(AM) Brunswick, Ga. Mr. Cohen is general manager of WACX(AM) Austell, Ga. (BAL-8298). Action Feb. 7.

*WCCE-TV Freeport, Ill.—Broadcast Bureau granted assignment of license and CP from Rock

River Television Corp. to WCEE-TV Inc., upon merger of both companies directed by parent corporation, General Media Corp. (BALCT-116). Action Feb. 11.

■ WIXO(FM) New Orleans (98.5 mhz, 54 kw)—Broadcast Bureau granted assignment of license from Advance Communications to Peterson Broadcasting Corp. for \$335,000. Sellers: Lawrence J. Gutter (44%) and Alvin Golin (40%) have advertising and public relations interests in Chicago. Buyer: Jon C. Peterson (100%) is also seeking assignment of license of WYLD(AM) New Orleans. Mr. Peterson also has interests in outdoor advertising, electric sign manufacturing and campground in Orlando, Fla. area (BALH-2076). Action Feb. 7.

■ WGCY(FM) New Bedford, Mass.—Broadcast Bureau granted assignment of license from Gray Communications to Southern Massachusetts Broadcasters, due to merger (BALH-2095). Action Feb. 11.

■ WRET-TV (ch. 36) Charlotte, N.C.—Broadcast Bureau granted transfer of control of Turner Broadcasting of North Carolina from R. E. Turner (81% before; none after) to Turner Communications Corp. (none before; 81% after). Consideration: \$48,000. Principals: Mr. Turner is 60.5% stockholder in Turner Communications, licensee of WTCG-TV Atlanta and WGOW(AM)-WYNQ-FM Chattanooga. Action Jan. 22.

■ KLAJW(FM) Lawton, Okla. (101.5 mhz, 29.5 kw)—Broadcast Bureau granted assignment of license from Security Broadcasting Corp. to Lawton Broadcasting Corp. for \$125,000. Sellers: Grover B. White, president, and nine other bankers. Buyers: Lon H. Williams (89%), Mary M. Morrison (10%), et al. Mr. Williams and Ms. Morrison are stockholders in KIXS-AM-FM Killeen, Tex. (BALH-2089). Action Feb. 7.

■ WIXC(AM) Fayetteville, Tenn. (1140 khz, 1 kw)—Broadcast Bureau granted acquisition of positive control of Lincoln County Broadcasters by William L. Malone (40% before; 6.6% after) through purchase of stock and retirement of Curtis C. Hughey (40% before; none after). Consideration \$108,025 (BTC-7662). Action Feb. 6.

Facilities changes

TV actions

■ KBTB-TV Denver—Broadcast Bureau granted request to operate trans. by remote control from 1089 Bannock St., Denver (BRCTV-233). Action Feb. 11.

■ WBBM-TV Chicago—Broadcast Bureau granted authority to operate trans. by remote control from 630 North McClurg Court, Chicago (BRCTV-232). Action Feb. 11.

■ WHBF-TV Rock Island, Ill.—Broadcast Bureau granted authority to operate trans. by remote control from 231 18th St., Hock Island (BRCTV-234). Action Feb. 11.

■ WBBJ-TV Jackson, Tenn.—Broadcast Bureau granted authority to operate trans. by remote control from 346 Muse St., Jackson (BRCTV-229). Action Feb. 11.

■ KBJR-TV Superior, Wis.—Broadcast Bureau granted mod. of CP to make changes in transmission line (BMPCT-7572). Action Feb. 10.

AM applications

■ KDB Santa Barbara, Calif.—Seeks to change ant. trans. location to 400 ft. south of Junction U.S. 101 and Montecito St., Santa Barbara. Ann. Feb. 11.

■ WQIK Jacksonville, Fla.—Seeks to change from 50 kw-D (10 kw CH), DA-2 to 10 kw, DA-D; make changes in ant. system. Ann. Feb. 10.

■ KART Jerome, Idaho—Seeks to change ant. trans. location to One Mile Rd., 0.5 miles north of Hwy. 25, Jerome. Ann. Feb. 10.

■ WJRI Lenoir, N.C.—Seeks to change ant. trans. location to Morganton Blvd., S.W., Lenoir. Ann. Feb. 12.

■ KIXZ Amarillo, Tex.—Seeks to add additional MEOV's to nighttime DA pattern. Ann. Feb. 10.

AM action

■ KART Jerome, Idaho—Broadcast Bureau granted CP to install alt. main trans. and operate trans. by remote control from main studio location (BP-19869). Action Feb. 5.

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: WFNC Fayetteville, N.C. (BP-19,840), Jan. 29.

FM actions

■ *WMCU Miami, Fla.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 100 kw; ant. height 840 ft.; remote control from main studio, 2300 N.W. 135th St., Miami (BPED-1907). Action Feb. 7.

■ *WWSP Stevens Point, Wis.—Broadcast Bureau granted CP to install new transmitter; ERP 300 W;

ant. height 67 ft. (BPED-1929). Action Feb. 7.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WAKQ Russellville, Ky. (BPH-9102), Jan. 31; WCAD-FM San Juan, Puerto Rico (BPH-6275), Jan. 30.

In contest

Case assignments

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

■ Cape Coral, Fla., FM proceeding: Dr. E. Paul Eder and C. C. Broadcasting, competing for 103.9 mhz (Docs. 20345-6)—Designated ALJ Ernest Nash to serve as presiding judge; scheduled hearing for April 28.

■ Ripley, Miss., FM proceeding: Country-Politan Broadcasting and Tippah Broadcasting Co., competing for 102.3 mhz (Docs. 20343-4)—Designated ALJ James F. Tierney to serve as presiding judge; scheduled hearing for April 29. Action Feb. 11.

■ Kilgore, Tex., FM proceeding: Kilgore Broadcasting Co. and Radio Kilgore, competing for 95.9 mhz (Docs. 20341-2)—Designated ALJ John H. Conlin to serve as presiding judge; scheduled hearing for April 30. Action Feb. 11.

Procedural rulings

■ KIKX(AM) Tucson, Ariz., renewal proceeding: Walton Broadcasting, (Doc. 20287)—Chief ALJ Arthur A. Gladstone scheduled hearing for June 23 in Tucson. Action Feb. 11.

■ Monroe, Ga., AM proceeding: Community Broadcasting Co. (WKUN[AM] Monroe, 1580 khz); Monroe Broadcasting; Charles Haasi, James N. Williamson and Raymond Dehler, competing for 1490 khz (Docs. 20060-2)—FCC denied further review of review board decision. Monroe Broadcasting requested board to add issue exploring Messrs. Williamson and Dehler's character qualifications. Action Feb. 4.

■ New York, TV proceeding: RKO General (WOR-TV) and Multi-State Communications, competing for ch. 9 (Docs. 19991-2)—Review board added

limited ascertainment issue against RKO. Action Feb. 6.

■ Suffolk, Va., FM proceeding: Town and Country Radio, Voice of People and Tidewater Sounds, competing for 106.9 mhz (Docs. 20268-70)—ALJ Chester F. Naumowicz Jr. scheduled hearing for April 29. Action Feb. 7.

Dismissed

■ Santa Paula and Fillmore, both California, FM proceeding: William F. and Anne K. Wallace, at Santa Paula, and Class A Broadcasters and Clark Ortone Inc., at Fillmore, competing for 96.7 mhz (Docs. 19866-8)—ALJ John Conlin granted petition by Clark Ortone and dismissed its application with prejudice. Action Feb. 11.

Initial decision

■ Sacramento, Calif., FM proceeding: Royce International Broadcasting, seeking 106.5 mhz (Docs. 19611)—ALJ Lenore G. Ehrig granted in initial decision application of Royce International Broadcasting. Ann. Feb. 10.

Complaint

■ WBAI(FM) New York—FCC issued declaratory order holding that language broadcast by WBAI(FM) in recorded comedy monologue was "indecent and prohibited" by Federal law. WBAI(FM) is licensed to Pacifica Foundation. Declaratory ruling will be filed but no sanctions will be invoked. Action Feb. 12.

Other actions

■ *KVIE(TV) Sacramento, Calif.—Broadcast Bureau granted waiver of rules to identify as Sacramento-Stockton. Action Feb. 7.

■ KCBS(AM) San Francisco—FCC upheld Nov. 29, 1971, action by Broadcast Bureau granting license renewal application CBS Inc., for KCBS. FCC denied petitions opposing application filed by Community Coalition for Media Change, Bay Area Chapter of Japanese American Citizens League and Oakland Chinese Community Council,

Call letters

Applications

Call	Sought by
	New AM's
WKKQ	Jerry J. Collins, Hibbing, Minn.
WBNV	WANV Inc., Buena Vista, Va.
	New FM's
*WHRM-FM	Educational Communications Board, Wausau, Wis.
WAYK-FM	Lee County FM, Lehigh Acres, Fla.
*WBCL	Fort Wayne Bible College, Fort Wayne, Ind.
*KAHR	Fremont Unified School District, Fremont, Calif.
*WEVL	Southern Communication Volunteers, Memphis, Tenn.
KCTB-FM	Christian Towers Broadcasting, Flagstaff, Ariz.
*KMSA	Mesa College, Grand Junction, Colo.
WREM-FM	Cardinal Broadcasting Co., Jenkins, Ky.
*KCDC	St. Vrain Valley School Dist. Re-I-J, Longmont, Colo.
*WWPH	West Windsor-Plainsboro Regional School Dist., Princeton Junction, N.J.
KPCR-FM	Pike County Broadcasting Co., Bowling Green, Mo.
	Existing AM's
WGEE	WBAY Green Bay, Wis.
WRKR	WRAC Racine, Wis.
KDWN	KORX Las Vegas
KCIZ	KSPR-FM Springdale, Ark.
WRUM-FM	WKAA Rumford, Me.
WWFM	WESA-FM Charleroi, Pa.
WEBF	WHDL-FM Olean, N.Y.
*WHGJ	WNNB Savannah, Ga.
KFRE-FM	KARM-FM Fresno, Calif.

Grants

Call	Assigned to
	New FM's
*WSWM	Southwestern Inc., Memphis
WXYX	RAAD Broadcasting Corp., Bayamon, Puerto Rico
KRWS	Alfred E. Sargent & Melodie Sargent, Hardin, Mont.
KRAI-FM	Northwestern Colorado Broadcasting Co., Craig, Colo.
*KCSS	California State College Stanislaus, Turlock, Calif.
WXKY	Carolinas Broadcasting Co., Fairmont, N.C.
*WOOR	Board of Trustees of Olivet College, Olivet, Mich.
*WSBU	St. Bonaventure University, St. Bonaventure, N.Y.
KQGR	Grand Rapids Radio, Grand Rapids, Minn.
*WUEC	Board of Regents of University of Wisconsin System, Eau Claire, Wis.
KDKD-FM	Osage Broadcasting Co., Clinton, Mo.
WRFE	Aurio Matos, Aguada, Puerto Rico
*KNCC	Board of Regents, Navajo Community College, Tsalle, Ariz.
*KCBX	Community Broadcasting, San Luis Obispo, Calif.
	Existing TV's
WPLG	WPLG-TV Miami
	Existing AM's
WVON	WNUS Chicago
KQAM	KBER San Antonio, Tex.
WARD	WPTS Pittston, Pa.
	Existing FM's
KLRF	KVOE-FM Emporia, Kan.
WASL	WTRQ-FM Dyersburg, Tenn.
WKRX	WRXO-FM Roxboro, N.C.
KSAQ	KBER-FM San Antonio, Tex.
WRKR-FM	WRKR Racine, Wis.

Summary of broadcasting

FCC tabulations as of Dec. 31, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,406	2	24	4,432	45	4,477
Commercial FM	2,576	0	60	2,636	160	2,796
Educational FM	688	0	29	717	104	821
Total radio	7,670	2	113	7,785	309	8,094
Commercial TV	702	1	8	711	33	757
VHF	508	1	4	513	5	520
UHF	194	0	4	198	28	237
Educational TV	227	0	14	241	8	253
VHF	138	0	4	95	3	89
UHF	99	0	10	146	5	154
Total TV	929	1	22	952	41	1,010

* Special temporary authorization

** Includes off-air licenses

and Mission Media Arts. FCC said petitioner's objections to placement of minority employees were not well grounded and "... KCBS' past programming has been responsive to ... interests of minorities." Action Feb. 5.

■ WDXA McRae, Ga.—Entertainment Communications renewal dismissed. Ann. Feb. 11.

■ WDM-TV Laurel-Hattiesburg, Miss.—FCC granted application of Chapman Television of Tuscaloosa for renewal of license and denied petition to deny application filed by Southern Media Coalition. FCC found invalid coalition's charges of inadequate ascertainment. Action Feb. 5.

■ WCRA-AM-FM, Effingham, Ill.—FCC granted applications of Effingham Broadcasting Co. for renewal of licenses of WCRA-AM-FM. Petition by Albert William Dasenbrock alleging violation of fairness doctrine, equal time provisions, personal attack rules, distortion of news and monopoly control was denied. FCC said specific allegations were not made. Action Feb. 11.

■ KRSD Rapid City, S.D.—FCC denied request by Heart of Black Hills Stations, former licensee of KRSD-AM-TV, Rapid City, and satellite KDSJ-TV Lead, for a tax certificate in connection with license assignment of KRSD(AM). Action Feb. 11.

■ Liberty TV Cable, 802 W. Oak, McRae, Ga. 31055, for Helena (CAC-4751) and McRae (CAC-4770), both Georgia; Add WCWB-TV Macon, Ga.; WTOOT-TV, WJCL Savannah, Ga.

■ Vista Cable, Inc., 107 N. Main, Monticello, Ind. 47960, for Brookston, Ind. (CAC-4768): WITV Bloomington, Ind.; WRTV, WISH-TV, WLWI, WFYI Indianapolis; WLFI-TV Lafayette, Ind.; WGN-TV, WTTW Chicago.

■ Golden Southwest, Box 730, Ulysses, Kan. 67880, for Johnson, Kan. (CAC-4765): KTVC Ensign, Kan.; KGLD-TV, KUPK-TV Garden City, Kan.; KWGN-TV, KRMA-TV Denver.

■ Mullinville Development Association, Box 86, Mullinville, Kan. 67109, for Mullinville (CAC-4716): KCKT Great Bend, Kan.; KTVC Ensign, Kan.; KAYS-TV Hays, Kan.; KPTS, KTVH Hutchinson, Kan.; KUPK-TV Garden City, Kan.

■ Russell County Cablevision, 205 N. Main St., Monticello, Ky. 42633, for Jamestown (CAC-4745), Russell Springs (CAC-4746) Russell county (CAC-4747), all Kentucky; Add WDRB-TV Louisville, Ky.

■ Monticello Cable Co., 205 N. Main St., Monticello, Ky. 42633, for Monticello (CAC-4749) and Wayne county (CAC-4750), both Kentucky; Add WBKO Bowling Green, Ky.; WDRB Louisville, Ky.

■ Teleprompter of Worcester, for Auburn (CAC-4752), Leicester (CAC-4753), Spencer (CAC-4754) and Worcester (CAC-4755), all Massachusetts; Add WOR-TV, WPIX-TV New York.

■ Micro Cable Communications Corp., Fir Court, Oakland, N.J. 07436, for North Caldwell, N.J. (CAC-4726): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WNYE-TV, WOR-TV, WPIX-TV, WNYC-TV New York; WLJW Garden City, N.Y.; WXTV Paterson, N.J.; WNET, WBTB-TV Newark, N.J.; WPHL-TV, WTAE-TV Philadelphia; WNJU-TV Linden, N.J.; WNJM Montclair, New Jersey.

■ Micro Cable Communications Corp., Box 333, Oakland, N.J. 07436, for West Paterson, N.J. (CAC-4756): WCBS-TV, WNBC-TV, WNEW-TV, WNYE-TV, WABC-TV, WOR-TV, WPIX-TV New York; WXTV Paterson, N.J.; WNET, WBTB-TV Newark, N.J.; WPHL-TV, WTAE-TV Philadelphia; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.; WLJW Garden City, New York.

■ Cablevision of Dunn, Box 762, Dunn, N.C. 28335, for Dunn (CAC-4762) and Erwin (CAC-4763), both North Carolina; Add WRET-TV Charlotte, N.C.; WTTG Washington.

■ Angus TV Cable Co., 925 Logan St., Toronto, Ohio 43964, for Richmond, Ohio (CAC-4727): WSTV Steubenville, Ohio; WTRF-TV Wheeling, W. Va.; KDKA-TV, WTAE-TV, WHIC-TV, WPGH-TV WQED, Pittsburgh; WOUC-TV Cambridge, Ohio.

■ Portage Telerama, 2596 State Rte. 59, Box 647, Ravenna, Ohio 44266, for Streetsboro (CAC-4358), Ravenna (CAC-4359) and Kent (CAC-4360), all Ohio; Delete WXON-TV Detroit and add CKLW-TV Windsor, Ontario; WFMI-TV, WKBN-TV, WYTV Youngstown, Ohio.

■ King Videocable Co., 320 Aurora Ave. N., Seattle 98109, for Portland, Ore. (CAC-4717): Requests certification of existing CATV operations.

■ Allegheny Valley Cable Co., Box 159, Tionesta, Pa. 16353, for Altham, Pa. (CAC-4719): WICU-TV, WJET-TV, WSEE-TV, WQLN Erie, Pa.; WBEN-TV Buffalo, N.Y.; and for Jamestown (CAC-4720), Silgo (CAC-4721), Rimersburg (CAC-4722), Garland (CAC-4723), Walnut Bend (CAC-4724) and Henry's Bend (CAC-4725), all Pennsylvania; Requests certification of existing CATV operations.

■ Bonneville Transvision Corp., 1336 Sulphur Spring Rd., Baltimore 21227, for Bonneville, Pa. (CAC-4740): WGAL-TV, WLYH-TV Lancaster, Pa.; WHP-TV, WTPA Harrisburg, Pa.; WITF-TV Hershey, Pa.; WSBA-TV York, Pa.; WHAG-TV, WWPB-TV Hagerstown, Md.; WMAR-TV, WBAL-TV, WJZ-TV, WBFF, WMPB Baltimore; WTG-TV, WDCA-TV Washington.

■ Midwest Video Corp., 3609 Texas Ave., Bryan, Tex. 77801, for Bryan (CAC-4766) and College Station (CAC-4767), both Texas; Add KPRC-TV Houston.

■ Cablecom-General, Box 511, Childress, Tex. 79201, for Childress (CAC-4771) and Memphis (CAC-4772), both Texas; Add KTVT, KXTX-TV Dallas; KETA Oklahoma City.

■ Teleprompter of Graham, 602 Oak St., Graham, Tex. 76046, for Graham, Tex. (CAC-4728); Add KTXS-TV Sweetwater, Tex.; KRBC-TV Abilene, Tex.

■ South Padre Cable, Box 47066, Dallas 75247, for South Padre Island, Tex. (CAC-4718): KGBT-TV Harlingen, Tex.; KRGV-TV Weslaco, Tex.; KIII, KRIS-TV, KZTV Corpus Christi, Tex.; KENS-TV, KSAT-TV, KWEX-TV San Antonio, Tex.; XEFB-TV, XET-TV, XHX-TV Monterrey, Mexico.

■ Centex Cable Co., 910 City National Bank Bldg., Austin, Tex. 78701, for Stamford, Tex. (CAC-4757); Add KSWO-TV Lawton, Okla.; and for Haskell, Tex. (CAC-4758); Add KSWO-TV Lawton, Okla.; KAUZ-TV Wichita Falls, Tex.

Cablecom-General, Box 192, Wellington, Tex. 79095, for Wellington (CAC-4769); Add KTVT, KXTX-TV Dallas; KETA Oklahoma City.

Capitol Cablevision Corp., 205 Broad St. E., Charleston, W. Va. 25301, for Charleston (CAC-4759), South Charleston (CAC-4760), and Dunbar (CAC-4761), all West Virginia; Add WDTV Weston, W. Va.

Wacco, Inc., Box 17, Wayne, W. Va. 25570, for Lavalette, W. Va. (CAC-2436); Add WPBO-TV Portsmouth, Ohio; WKMR Morehead, Ky.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Lower Delaware CATV, Dagsboro (CAC-4417), Millville (CAC-4418) and unincorporated areas of Sussex county (CAC-4419), all Delaware; Coastal Cable Co., Atlantic Beach, S.C. (CAC-4489); LVO Cable of Hayward, Hayward, Calif. (CAC-4502); LVO Cable of San Leandro, San Leandro, Calif. (CAC-4503); Full V.U. Television, Washington, Ind. (CAC-4512); Lawrenceville (CAC-4513) and Bridgeport (CAC-4514), both Illinois; Covenant Cable TV, Penn township (CAC-4519), Youngwood borough (CAC-4520), Manor borough (CAC-4521), North Irwin borough (CAC-4522), North Huntingtown township (CAC-4523), Penn borough (CAC-4524), Irwin borough (CAC-4525), Jeanette (CAC-4526), Sewickley township (CAC-4527), Adamsburg (CAC-4528), Unity township (CAC-4529), Greensburg (CAC-4530), South Greensburg (CAC-4531) and Southwest Greensburg (CAC-4532), all Pennsylvania; Covenant Cable TV, Hempfield, Pa. (CAC-4533); Blue Ridge Cable Television, Lemon township (CAC-4562) and Meshoppen township (CAC-4569), both Pennsylvania; Decatur Telecable Corp., Morgan County, Ala. (CAC-4570); Northeastern Pennsylvania TV Cable Company, Newton township, Pa. (CAC-4213); Glen Rock Cable Corp., Glen Rock borough, Pa. (CAC-4263); Delta Cable TV Co., Delta, Pa. (CAC-4264); Hurley Cable TV, unincorporated areas of Grant county, N. Mex. (CAC-4293); Cotton Country Communications, Hollandale, Miss. (CAC-4352); Cox Cable of Norfolk, Norfolk, Va. (CAC-4379); Lower Delaware CATV, Selbyville (CAC-4411); Bethany Beach (CAC-4412), Ocean View (CAC-4413); Frankford (CAC-4414), South Bethany (CAC-4415) and Millsboro (CAC-4416), all Delaware. Action Feb. 10.

■ Florida—FCC granted Florida CATV of Pinellas County certificate of compliance to carry nonnetwork programming of WDBO-TV, WFTV Orlando and WESH-TV Daytona Beach, on one channel of its cable system in lieu of a third independent.

■ Sturgis, Mich.—FCC directed Michigan CA-TV Co., applicant for certificate of compliance for existing cable system at Sturgis, to amend application since it proposes franchise fee in excess of that allowable. FCC granted, permission to substitute the signal of WKBD-TV Detroit for WFLD-TV Chicago (CAC-3499). Action Feb. 4, 1975.

■ Independence, Mo.—FCC granted Jackson County Cable Systems certificate of compliance to add KPLR-TV St. Louis to its existing cable system. FCC denied objection of Taft Broadcasting Co., licensee of WDAF-TV Kansas City, Mo. to Jackson-Cable's claim to grandfathered status (CAC-3399). Action Feb. 4.

■ Westville, Okla.—FCC granted Westville Cablevision certificate of compliance for cable system serving Westville. Certification granted for KTEW, KOTV, KTUL, KOED, all Tulsa; KFPW and KFMS, both Ft. Smith and KOTO Fayetteville, Ark. Action Feb. 5.

Other action

■ FCC denied Home Box Office and Twentieth Century-Fox Film Corporation waivers of pay cablecasting rules to permit distribution of "Butch Cassidy and the Sundance Kid" and "Sound of Music" to pay cable systems. Rule prohibits pay cablecasting of feature films released to theaters from two to 10 years prior to proposed cablecast. FCC said to grant waiver to permit pay cablecasting of films would establish precedent that would tend to undermine rule and policies it was intended to serve (CSR-588, 652). Action Feb. 5.

Translators

Actions

■ K09KF (chg. to K13ND) San Ardo and Bradley, Calif.—Broadcast Bureau granted CP to change frequency from Channel 9 to Channel 13. (BPTTV-5214). Action Feb. 11.

■ K12HL, South Shore of Lake Isabella, Calif.—Broadcast Bureau granted CP to change primary TV station to KNXT Los Angeles. (BPTTV-5199). Action Feb. 11.

■ W79AW New York — Broadcast authorization canceled and call letters deleted. Ann. Feb. 12.

■ K04BV Tierral-De-Mar and Sandlake, Ore.—Broadcast authorization canceled and call letters deleted. Ann. Feb. 12.

Cable

Application

Following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 12 (stations listed are TV signals proposed for carriage):

■ Lincoln Village West Cable TV, Box 7576, Stockton, Calif. 95207, for Lincoln Village West, Calif. (CAC-4764); KCRA-TV, KVIE-TV, KXTV, KTXL Sacramento, Calif.; KOVR Stockton, Calif.; KLOC Modesto, Calif.; KMUV Sacramento, Calif.; KTVU Oakland, Calif.; KTLA Los Angeles, Calif.

■ Liberty TV Cable, 2225 Coburg Rd., Eugene, Ore. 97401, for San Bernardino, Calif. (CAC-4748); Add KWHY-TV Los Angeles.

■ Teleprompter of Florida, 101 W. Main St., New Port Richey, Fla. 33552, for Clermont (CAC-4729), Groveland (CAC-4730), Minneola (CAC-4731), Mascotte (CAC-4732), South Lake county (CAC-4733), St. Cloud (CAC-4734), Osceola county (CAC-4735), Ocoee (CAC-4736) and Winter Garden, (CAC-4737) all Florida; Add WCIX-TV Miami, Florida and delete WTCC Atlanta.

■ Teleprompter of Florida, 101 W. Main St., New Port Richey, Fla. 33552, for Haines City (CAC-4741), Davenport (CAC-4742), Dundee (CAC-4743), and Lake Hamilton (CAC-4744) all Florida; Delete WTCC Atlanta, and WCIX-TV Miami.

■ Teleprompter of Holly Hill, Box P, Holly Hill, Fla. 32017, for Holly Hill (CAC-4738), and Volusia county (CAC-4739), both Florida; Add WLTV, WCIX-TV Miami and delete WTCC Atlanta.

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCEE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 Member AFCEE</p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCEE</p>	<p>COHEN and DIPPILL, P.C. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCEE</p>
<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCEE</p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telesar Ct. (703) 560-6800 Falls Church, Va. 22042 Member AFCEE</p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCEE</p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCEE</p>
<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFCEE</p>	<p>STEEL, ANDRUS & ADAIR 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 770-7470 (202) 223-4664 Member AFCEE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCEE</p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>
<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St., N.W., 659-3707 Washington, D. C. 20036 Member AFCEE</p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCEE</p>	<p>VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 DENVER, COLORADO Member AFCEE</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Caldwater, Michigan 49036 Phone: 517-278-7339</p>
<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>	<p>JOHN H. MULLANEY CONSULTING RADIO ENGINEERS 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCEE</p>	<p>TERRELL W. KIRKSEY Consulting Engineer 5210 Avenue F. Austin, Texas 78751 (512) 454-7014</p>	<p>Oscar Leon Cuellar Consulting Engineer 1563 South Hudson (303) 756-8456 DENVER, Colorado 80222 Member AFCEE</p>
<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 906 - 36th Ave. Seattle, Washington 98122 (206) 324-7860</p>	<p>Midwest Engineering Associates Consulting Engineers F. W. Hannel, P.E. BSEE; MSEE 7304 N. Oxford, Peoria, Ill. 61614 (309) 691-3426</p>	<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>	<p>John H. Battison Assocs. Consulting Broadcast Engineers AM-FM-TV-CATV-Microwave 10073 Echo Hill Drive Cleveland, Ohio 44141 216-526-3906</p>

Service Directory

<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>CABLEDATA Accounts Receivable. Data Processing for Cable Television. P.O. Box 13040 / Sacramento, Ca. 95813 (916) 441-4760</p>	<p>SPOT YOUR FIRM'S NAME HERE To Be Seen by 120,000* Readers— among them, the decision making sta- tion owners and managers, chief engi- neers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>
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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Mid-west major market 1,000 watt black daytimer is looking for a qualified general manager. Highly competitive market. Sales and administrative ability a must. Some knowledge of FCC rules and regulations. Experience in radio a must. Box B-100, BROADCASTING.

Exciting opportunity for aggressive individual with radio, TV or advertising background and management ambitions. Small investment. Unusually large return. All inquiries completely confidential. Call 609-428-5170 or write Frank Lalli, 1287 Giel Avenue, Lakewood, OH 44107.

Help Wanted Sales

Sales manager needed for medium market, eastern N.C. Full time AM. Great market, excellent opportunity. Must have previous sales record. Apply to Box B-148, BROADCASTING.

New ownership of growing AM/FM needs account executive. Some experience necessary. You'll grow with us. Call KAOL, 816-542-0404, Carrollton, MO.

Successful AM-FM needs ambitious combination Salesperson-Announcer. Exceptional moneymaking opportunity for right person. Contact Tom Quinlan, KDLS Perry, IA 50220. Phone 515-465-5357.

KKUZ in Burlington, Iowa, needs an excellent salesperson. Are you a top biller in a small market? an ex-manager? or a pro who really knows selling? Fine opportunity on this daytime all country station under the same management past 7 years. Mail resume, with record of billings for past 3 years to Manager KKUZ Burlington, IA 52601. Give phone number where you can be reached after 8 p.m. An equal opportunity employer.

Account executive for 50,000 watt FM contemporary station. Growth potential unlimited with group. Gary Gochal, WAAL, Box 997, Binghamton, NY 13901. 607-723-8989.

Fast track to management. Midwest chain to add salesperson, train, and vault to management. Small station background important. Expansion on drawing board. Resume, pic., facts. Box 1423, Sioux Falls, SD.

Help Wanted Announcers

If you're a good all round staff person, capable of announcing, production, news, etc., if you've been put out of work by industry cutbacks, if you can stand a thorough credit investigation and don't want an arm and leg for your services, you may be what we're looking for. Mid atlantic country music operation. No hippie types. Box B-146, BROADCASTING.

Taking applications for knowledgeable sportscaster; board announcer; salesperson. First phone preferred. Established midwest market. Equal opportunity employer. Box B-115, BROADCASTING.

Major market station needs experienced Schulke-type beautiful music announcers. Good pay. No beginners. Send resumes to Box B-230, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Alaska's #1 station doesn't just want good jocks, we want good people. If you're an experienced air personality, dedicated to radio, our 50 kw country station wants to hear from you. Send tape, resume to Bill Brink, Operations Manager, KYAK, 2800 E. Dowling Road, Anchorage 99507. No collect calls. We're an Equal Opportunity Employer.

Wanted. announcer with first ticket. WAMD, Aberdeen, MD 21001.

Morning Personality: Experience and good voice a must, strong on production & be aggressive. Send tape and resume to Jack Ludescher, Gen. Mgr., WGEZ, P.O. Box 416, Beloit, WI 53511.

Midday and night personalities for #1 rocker. Immediate openings. Rush tapes and resumes. Jeff Ryder, WJBQ, Box 46, Canal Plaza, Portland, ME 04111.

Help Wanted Announcers Continued

Play by play sports announcer. Must also announce or sell. College level baseball. Mississippi State University, Joe Phillips, WSSO, Starkville, MS 39759, 601-323-1231.

Kentucky—Immediate opening for versatile announcer. Sales pay additional to announcing. Top money for right individual. Don't write. Call 606-248-5842.

Good pay in great town for morning jock who gets totally involved in community. Contact Mgr. or Oper. Dtr., 814-238-5085.

Help Wanted Technical

Chief engineer. Midwest, major market. Experienced FM "pro." Must be able to do it all. Complete details and salary requirement first letter. Box B-174, BROADCASTING.

Chief engineer needed who cares about maintenance, FCC regs., station sound. Who prefers adult work atmosphere. Who can handle class IV with remote control. Who looks for ways to improve operation. Most equipment new. Northeast medium market. \$12,000. Resume and references to Box B-182, BROADCASTING.

Missouri AM/FM Automation needs Chief. Top equipment, excellent facilities, strong maintenance, profit sharing and more. Move up. EOE. Box B-190, BROADCASTING.

Help Wanted News

Newsperson/assistant news director. Large northeastern market needs talented, experienced, no-nonsense ambitious, probing broadcast journalist. Creative, progressive ability. Box B-142, BROADCASTING.

Newscaster-newswriter, strong air delivery a must, plus experience in gathering, preparing news. Suburban New York area. Five-day week, company benefits. Equal opportunity employer. Box B-201, BROADCASTING.

Experienced news director, must dig, write, air strong local news, occasional sports. Starting salary \$110/wk. EOE. Tape, resume to Radio Box 70, Fort Knox, KY.

Help Wanted Programing, Production, Others

Radio-TV-Film teacher wanted. Ph.D. and good teaching media experience preferred. Send letter and resume, by April 15, to Dean Rowland, Sch. of Journalism, Drake University, Des Moines, IA 50311.

Situations Wanted Management

Executive. Heavy experience all media. On and off air. Northeast only. Box B-131, BROADCASTING.

Big city gem wants country. Experienced Metro GM, strong on sales, programing and administration seeks challenge in suburban or rural market. Box B-172, BROADCASTING.

Professional, profit oriented, experienced general manager looking for position with stable company. Will consider all geographical areas. Box B-192, BROADCASTING.

General Manager, Midwest 50,000 Watt FM showing 58% increase in sales in 1974 wants to relocate. Strong background in all areas including programing and news. Looking for AM-FM or single operation that needs strong leadership to either turn corner or increase dollars. Family man with teenage daughter presently employed and happy but seeking greener pastures. Available for interview at my expense. Let me know what you want and we'll look together for a perfect marriage. Box B-198, BROADCASTING.

General Manager. Don't answer this unless you want an Old Pro with result getting sales methods, solid know how in programing, personnel handling and station promotion, plus economical but efficient operation. Let me make money for you. Box B-199, BROADCASTING.

Aggressive, hardworking account executive. 3 1/2 years experience, top 10 market seeks sales management position to develop potential. 29, married. Box B-209, BROADCASTING.

Situations Wanted Management Continued

Experienced team in management, sales, engineering, programing. Permanent or temporary assignments. Proven record will solve your problems. Box B-223, BROADCASTING.

Seeking GM. Where both programing and sales matter. Medium market assistant-GM will move for small dollars if future offered. 716-285-8678 evenings.

Situations Wanted Sales

Young, dynamic, well known New York Representative, radio and TV experience, seeks station sales management position. Outstanding sales record, best industry references and contacts. Box B-147, BROADCASTING.

Ambitions MBA candidate with finance/acctg emphasis desires sales position with dynamic firm. Experience. BS bdcast. mgt./film production. Don Blythe, 704 1/2 Arkansas, Lawrence, KS.

Aggressive salesman with small and top-20 market experience seeking immediate opportunity. Straight sales or combination sales, play-by-play. First phone, references. Phone: 205-586-4151.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Looking for advancement, 3rd class, 2 yrs. experience DJ, sportscaster, production. S.E. area emphasis on sports. All inquiries answered promptly. Box B-136, BROADCASTING.

First phone, medium market, 4 years experience, will relocate, play by play. Box B-137, BROADCASTING.

D.J. 3rd Phone, 1 year small market progressive rock exp. Available now. Call David Scott, 201-789-1246 or write Box B-205, BROADCASTING.

Florida—Tampa Area South, rusty, experienced rookie from Ohio. Left radio 2 years ago to start own business, now closing but have good credit. 2 1/2 years experience, mostly announcing and copywriting, 1st phone, no maintenance. No sales, hard rock, or C&W! Coming south for 3 weeks April 12. Would like to arrange interviews, auditions in advance. Hard working, 30, and single. Box B-221, BROADCASTING.

MOR-DJ sportscaster. Football, basketball, baseball play by play. 12 years experience. All offers from \$150 to \$225 per week will be considered. Box B-222, BROADCASTING.

In these troubled times, don't you need an honest announcer? Your profit results from my dedication. If you have any sense or pride, you can't pass me up. Box B-233, BROADCASTING.

Young disc jockey looking for start in business. Graduate of Midwestern School of Broadcasting. Willing to relocate. Preston Smith, 9234 S. Bennett, Chicago, IL 60649.

Classical Music Host/Announcer seeks challenging position in creative environment. Bruce Thomson, 3339 Joanne, San Jose, CA 95127.

Two-Way Entertainer! Last five years at Washington (7th market) giant. Talk or music/shtick format. Box 2281, Rockville, MD 20852.

Nostalgia Nut! Experienced, 3rd. Former copywriter, time salesman, talk-show host. Pleasant sound, conversational approach, responsible. Wants weekends with MOR personality station in suburban NYC. Call Dean Stuart, 212-TA. 9-6717.

First Phone. Experienced, stable. Excellent references. Night or all night MOR and/or talk in college town. David, 513-274-6523.

DJ, 3rd phone, progressive rock experience, good news, commercials. Looking for progressive rock. Steve Scheiber, 266 N. Main St., Spring Valley, NY 10977.

Announcer, third phone, seeks full time job. Some experience, FM, AFRTS, broadcasting school. Will relocate. Write or call 412-363-8602. Doug, 819 Maryland Ave., Pittsburgh, PA 15232.

Bright, witty, energetic. Have been compared to Carson, ("Carson, he's not") Notre Dame graduate. Broadcasting school grad. Looking for career start. Jimmy Brogan, c/o Pierce, 396 Pacific St., Brooklyn, NY 11217. 212-944-7323, 212-875-7307.

Situations Wanted Technical

Experienced CE radio and TV, prefer South or West. Box B-193, BROADCASTING.

Experienced, dedicated chief engineer desires long term, respectable position in the Northeast. Reliable management a must. After 7 p.m., 716-889-9399.

Chief engineer. 24 years experience AM, FM, DA, etc. Non-drinker, family man, desires permanent position. Relocate anywhere. 42 Willow Grove Way, Englishtown, NJ 07726, 201-536-3238.

Situations Wanted News

Want more than scores? 6-year sports pro can give you the edge. Action PBP. In-depth interviews. Strong production, sales. Box B-162, BROADCASTING.

University of Minnesota junior majoring in journalism/broadcasting seeks summer job anywhere. Wants experience. Box B-191, BROADCASTING.

Experienced News Pro. looking for staff position in Med-Major Market in Ind., Ill., or Ohio. Presently N.D. Box B-204, BROADCASTING.

Newsman. I'm looking for a larger city and broader horizons. Experienced in print and broadcast news reporting. Prefer radio-tape available. Box B-206, BROADCASTING.

Radio News. Full-time person for full-time profession. B.A. broadcast journalism, 3rd endorsed. Tape, resume, references. Box B-208, BROADCASTING.

Aggressive NYC reporter seeks challenge. Box B-212, BROADCASTING.

Experienced female reporter for top 30 market. Aggressive, authoritative. Major market background. Box B-224, BROADCASTING.

Experienced Sports Director looking for a good station in Southeast. Available immediately. Prefer Carolinas, Virginia. Box B-229, BROADCASTING.

Sports Director with excellent background in PBP, reporting, and commentary. Looking for a medium to large market with the right direction. Phone 717-733-0531 afternoons and evenings.

News/Sports Professional. Former CBS staffer, AP audio correspondent, news director and sportscaster looking for position as news chief with possibly some sports included. Just returned from free-lance special assignment in Orient, Middle East and Europe and ready to give my 25 yrs. experience to progressive station. All sports play-by-play. Former anncr. with Houston Aero Hockey, pro baseball, football, network golf, etc. Let's Talk, It's Within Your Budget. Contact Ted Work, 7907 Burning Hills, Houston, TX 77071. Call 713-774-4184.

Top-quality newsmen. Experience with two networks and as Mideast correspondent. Available immediately. Bill, 607-642-8298.

Situations Wanted Programing, Production, Others

Program director, excellent major market MOR track record and references. Presently programing a small station group. People and results are my thing. All replies must be mutually confidential. Box B-90, BROADCASTING.

5 yrs. experience, P.D., N.D., T.D. Excellent ref. Prefer Ind., Ill., or Ohio. Box B-203, BROADCASTING.

9 years experience in large and small markets, now seeking challenge as PD or music director of FM with potential. All markets considered. Box B-210, BROADCASTING.

Previously Assistant P.D. Top 30 market, seeking temporary programing position. Young, aggressive, hard working, 10 years experience. Exacting professional standards, much work in formats, systems, production and engineering. Richard Irwin, 401-434-7145.

Experienced Copywriter Production grad. A creative jock of all trades looking for permanent position with super promotions station! 317-547-9112.

8 year radio pro with top administrative ability and complete knowledge of all areas of programing. Seeking position as program/operations manager of adult contemporary MOR or top 40 station in medium or major market (off the air preferred). A dedicated professional, looking for good broadcasters who want to build a top rated facility. Write Ken Scott, 5301 S.W. 77 Court, Apt. 108-G, Miami, FL 33155, or call 305-274-2618.

Producer/director/writer. M.A. Radio-TV-Film. PD experience including news; tape, live, at top-40 VHF. Write Dale Laackman, 10229 Riley, Zeeland, MI 49464.

TELEVISION

Help Wanted Management

Controlled, Anchorage, Alaska AM-FM-TV. Require strong manager with good accounting skills, also supervise general office and traffic. Salary, benefits open. Reply Box B-178, BROADCASTING.

Help Wanted Technical

Maintenance chief for South Texas station, superior technical qualifications. Box B-110, BROADCASTING.

Needed at once. Independent UHF seeks maintenance supervisor with active maintenance experience on studio cameras, film chains and 2" VTR's. Excellent salary offered. Equal opportunity employer. Box B-183, BROADCASTING.

Immediate opening for maintenance engineer to maintain studio color equipment. First phone preferred. Equipment includes RCA film islands and cameras, Ampex VTR's. Northeast major market. EOE. Send resume to Box B-207, BROADCASTING.

Television Engineer for operations and maintenance. First phone and experience. E.O.E., WGSF-TV, 9 North Fifth Street, Newark, OH 43055. Tele.: 614-366-5905.

First Phone opening for TV Transmitter and Master Control Operations. Equal opportunity employer, will train. WGSF-TV, 9 North Fifth Street, Newark, OH 43055. Tele.: 614-366-5905.

Now accepting applications for vacation relief positions for May through September employment. First class license and experience preferred, however, will consider applicants with either one or the other. Equal opportunity employer. Write: Chief Engineer, WPRI-TV, 25 Catamore Boulevard, East Providence, RI 02914.

Television engineer requires first class license and experience in broadcast maintenance and operation of cameras, VTR's and UHF transmitter. Send resume: Chief Engineer, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. Equal opportunity employer.

Chief engineer. Tired of the rat race or ready to move up from transmitter supervisor? Northeastern group owned VHF needs strong transmitter and microwave knowledge. Excellent opportunity for outdoorsman in beautiful location. Salary commensurate with ability. Call Mike Walker 312-693-6171, or write Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Immediate opening available for qualified TV studio maintenance engineer, at a medium-size educational closed circuit broadcast facility in Boston. Working knowledge of color cameras and helical scan VTR a must. \$15,000-\$20,000 commensurate with experience. Send resume to Robert Jerrett, 148 Beacon Street, Emerson College, Boston, MA 02116. An EEOC/AAP employer.

Help Wanted News

Medium market CBS affiliate needs energetic news reporter. Send qualifications to Box B-169, BROADCASTING.

Anchorperson-producer for Northern Great Plains seven member news operation, dominant in market. \$12,000 minimum. Resume, photo to Box B-202, BROADCASTING.

Reporter, photographer. Some experience radio or television news gathering, reporting. Emphasis on mature look, voice. WABI-AM-TV, Bangor, ME 207-947-8321.

News Director. The University of Missouri School of Journalism needs an outstanding person as News Director of KOMU-TV, NBC affiliate in Columbia, Missouri. The present incumbent in this position is joining CBS News, New York in June. Prior faculty position not necessary but important to have demonstrated ability to train young news people. Master's Degree preferable. Ideally, should have ability as administrator, broadcaster, producer, reporter, cinematographer and film editor. You'll work with extremely dedicated and capable beginning news people. Excellent salary and benefits. Contact: Mr. Dave Dugan, Chairman, Broadcasting Department, School of Journalism, Columbia, MO 65201. Phone: 314-882-7561. Equal Opportunity Employer.

Wanted. Resumes and film samples from aggressive and imaginative combination reporter/photographers. Full time filming, editing and writing experience at a TV news operation a prerequisite. Roger Douche, P.O. Box 1118, Miami, FL 33138.

Help Wanted, Programing, Production, Others

Instructor/Assistant Professor in College Department of Speech Communication. Ph.D. desired/MA required. Production, supervision and teaching required. Commercial experience desirable. Min. Salary 9000+ depending on experience. Box B-216, BROADCASTING.

Educative Services Director. Public station WMFE-TV seeks experienced educator with heavy background in instructional/educational TV development and other community educational resources. MA or Ph.D. required. Available March 15. Starting salary 13-14K. Call Stephen Steck, 305-855-3691 for interview. Equal Opportunity Employer.

Situations Wanted Management

Experienced general manager. Eight years network administration. One year local commercial. Twelve years ETV-PIV. Station won 13 awards in three years. Looking for a challenge. Box B-180, BROADCASTING.

GSM top market, successful local/natl sales-heavy involvement all depts. Strong administrator-degreed-married-employed desire GM or GSM if can move up. My GM will speak for my abilities. Box B-215, BROADCASTING.

Production-Operations Gunslinger. 20-year track record imaginative production leading to increased sales, better controls to more profits. Have headset, will travel. Box B-220, BROADCASTING.

New York, Chicago, Los Angeles, Miami. Sales manager in one of these great markets seeks new growth situation. Degreed, family, employed, young. Prior major rep. plus local radio sales. Box B-225, BROADCASTING.

Television Operation/Production Manager, major/medium market experience. Specialist in: Production, programing, personnel and the multitude of technical problems affecting station operating efficiency. Have know-how that builds client confidence and station profits. Phone 617-545-2867.

Situations Wanted Announcers

Weekend Sportscaster/Newsreader. Fresh on-camera look. Former DJ/Announcer/Copywriter. Personable, articulate, responsible. Top potential but inexperienced. Wants spot with suburban NYC station. Call Dean Stuart, 212-TA. 9-6717.

Situations Wanted Technical

Director of engineering, small group. Degree, 25 years experience, network and stations. Looking for improvement. Box B-77, BROADCASTING.

First Phone Technician. Nine years experience in all phases of TV broadcasting. Consider all. Box B-194, BROADCASTING.

Chief Engineer, 22 years experience, all phases, AM, FM, TV. Directionals, construction, proofs, FCC regulations. Prefer southeast. Box B-226, BROADCASTING.

Situations Wanted News

Meteorologist, whose lifelong interest in the atmosphere comes across to his viewers, seeks midwest position. Eight years in broadcasting and broad meteorological background. Highly visual on air approach to weather programs. Box B-139, BROADCASTING.

News director. Let me turn your problem into a success story. Fifteen years experience as news director. Winning track record. Challenge first, dollars second. Problem solver in photography, film edit, production, engineering. Box B-161, BROADCASTING.

Political Reporter in major state capital seeks position with aggressive news department. Box B-195, BROADCASTING.

Communicator with heavy continental & international news background seeks challenge as on-camera anchorman with slick, well produced television news team in major market. Available, short notice. Photogenic, dedicated. All first letter and photos. Box B-213, BROADCASTING.

News writer, field reporter, production assistant seeks spot on TV news staff. College Grad., 22, Radio and Television experience. Mark Wenig, 18 Vita Road, Totowa, NJ 07512. 201-256-4577.

Situations Wanted Programing, Production, Others

Experienced video, film, 16mm, stills, commercial, documentary, industrial, news. Responsible, creative, young, degree. Box B-126, BROADCASTING.

Situations Wanted Progaming, Production, Others Continued

Rugged individualist seeks opportunity to develop videocassette/disc progaming for educational, corporate, or governmental groups in U.S. or overseas. Youthful, 24, M.A. Northwestern, single, 9 years of practical experience in top 40 midwest market. Specialization, videocassette/CCTV/ITV/broadcast. Desire a rewarding application for my skills. Box B-143, BROADCASTING.

Experience wanted. Determined woman with TVR degree, knowhow and ambition, looking for outlet. Will follow you anywhere. Box B-197, BROADCASTING.

Mature, creative, educated, experienced community progaming PTV producer/host available West Coast. Box B-200, BROADCASTING.

Writer-Producer. Top 30 eastern market pro with multi-faceted AV background seeks change. Box B-211, BROADCASTING.

Major market talent, emphasis on dialogue progaming and commercial production seeking major market MOR with a history of community broadcasting. Available on short notice. Tape and first letter. Salary negotiable. Box B-214, BROADCASTING.

Newlywed needs job! Leaving military, 3 1/2 years USAF A/V director, BA communications, independent filmmaker with equipment. Multi-talented. Seek television-film production work. Northwest preferred, but? Bob Meyer, 10531 Millstower #55, Rancho Cordova, CA 95670.

Experienced director with solid background and top references available to relocate anywhere. Commercial operations only. 1-414-354-0789, mornings.

Television Production Man, Southern Illinois University graduate, 27 years old. Experience in producing, directing, lighting, camera work, audio and set design. Videotape back pack experience. I am now directing news, talk, children's and musical programs. Will relocate anywhere. Available in May. Lance O'Neal, Naval Station, Box 25, F.P.O., NY 09571.

WANTED TO BUY EQUIPMENT

3 channel console, at least ten inputs. Box B-173, BROADCASTING.

Ampex VR1200 wanted. Reply to D. Zulli, KWHY-TV 5545 Sunset Blvd., L.A. CA 90028 213-466-5441.

We need used 250, 50, 1 KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

For Sale: PC-70S color camera chain, 5 years old, good operating condition. Box A-224, BROADCASTING.

TV antenna, RCA Super gain TFS-6A, Channel 4, 66-72 mhz antenna consisting of 24 horizontally polarized dipoles and screen reflectors designed for side mounting on tower either as directional or omnidirectional antenna. Complete with dipole feed lines and distribution transformers. Filterplexer: RCA 19197L, Channel 4, 25 kw, RCA 93405 Reject load, 51.5 ohms, 54-210 mhz, 250 watts. RCA 43486 Reject load, 62.9 ohms, 54-210 mhz, 250 watts. Call 415-332-5134, or Box B-186, BROADCASTING.

FM antenna: RCA BFC6B, circularly polarized, 96.5 mhz, 3.2 power gain, 24 kw input rating. Transmission Line: RCA 3 1/8" M119133A, 51.5 ohms, 36-20' lengths and hardware. Call 415-332-5134, or Box B-187, BROADCASTING.

Nearly New Ampex AG440B studio package, four track, two track, mono head blocks, two decks, four electronics, remotes, portable cases; \$5,200. Box B-227, BROADCASTING.

Used Telefunken ELAM251/power supply, sennheiser MD421, B&O ribbon mikes, Neumann KM53, 54, RCA junior, more. Box B-228, BROADCASTING.

For Sale RCA TT258L Channel 6 Transmitter complete with accessories, with assorted spare tubes and components. Write KRIS-TV, P.O. Box 840, Corpus Christi, TX 78403 or call 512-883-6511, T. Frank Smith.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Make an offer. Any offer for Gates BC 50C, 50,000 watt AM transmitter new in 1967, now on the air. Available 3-6 months, or will trade for late model 10KW AM or 25KW FM transmitter. Contact Marshall Rowland, 904-356-1366.

For Sale Equipment Continued

CCA Transmitter. 250 watt AM. Model AM-250D. Like new condition. Used as auxiliary. \$2900 Firm. La-Vern Garlon. 714-885-6555.

RCA TT-2AH Television Transmitter. P.O. Box 4162. Pasadena, CA 91106.

Heliast-xyroflex. Large stock-bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

CBS Volumax—\$450.00; CBS Audiomax—\$450.00; Mag-necorder 1021—\$300.00; RapidCue Record-Playback—\$300.00; Ampex A1-500 Logger 15/16-1 7/8 with Spare Amplifier—\$550.00; 1-552A 15/32 Metrotec Logger 1-516 AL Logger Reproducer New—\$1,250.00; Gates RDC-10 Xmir Remote Control—\$300.00. A/C 713-424-5531 or P.O. Box 419, Baytown, TX 77520.

Potomac Instruments Model FIM-41 Field Strength Meter with Field Carrying Case. New in August, 1973, never been used in field, perfect condition. Frequency range 0.54 to 5.0 megahertz. \$1,300.00 shipped prepaid. Charles A. Idol, Consulting Engineer, Box 1347, Asheville, NC 28802, area code 704-253-2897.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Thunderbunzz, jock's contemporary comedy! Sample, \$1. One month, \$5.00; Thunderbunzz, P.O. Box 222, Belgrade, MT 59714.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, progaming. 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.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Daily Almanac of important country events, birth-days, record information. Free details: write Country Almanac, Box 978, Beloit, WI 53511.

The Great American Spirit! The most flexible and saleable radio progaming feature for the Bicentennial. For free demo tape—call or write Dick Starr, Century 21 Productions, 7263 Envoy Court, Dallas, TX 75247. 214-638-3222.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd Floor, N.Y.C., licensed and V.A. benefits.

First Class FCC license in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Provent \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

FCC license the right way, through understanding. Home study. Free catalog. Genn Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Mar. 24, April 28, June 9, REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

For 38 Years, Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks! Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

Executive Recruitment

As consultants to management on executive recruitment, we maintain a confidential resume library for our radio, television and cable TV clients.

Send your resume and requirements today! Present and past employers will not be contacted without your permission.

No obligation. All replies answered.

Check area of interest

- CHIEF ENGINEER
- CONTROLLER
- DIRECTOR OF MARKETING
- GENERAL MANAGER
- GROUP EXECUTIVE
- NEWS DIRECTOR
- PROGRAM MANAGER
- PROMOTION MANAGER
- SALES MANAGER

RADIO

TELEVISION

CABLE TV

LOCATION

- EAST COAST
- NORTHWEST
- WEST COAST
- SOUTHWEST
- MIDWEST
- SOUTHEAST
- UP TO 50,000
- UP TO 200,000
- UP TO 350,000
- TOP 100 MARKET
- TOP 50 MARKET
- TOP 25 MARKET
- TOP 10 MARKET

MARKET SIZE

Name _____

Address _____

City & State _____

Income Desired: _____

Ron Curtis & Company

O'Hare Plaza, 5725 East River Road
Chicago, Illinois 60631
(312) 693-6171

COMPANY INQUIRIES INVITED.

RADIO
Help Wanted Announcers

WGST—ATLANTA

Personality opening exists at Adult/Contemporary destined to be big winner in a hurry. Heavy hitter needed to join Chuck Dougherty, Tony Taylor and Skinny Bobby Harper. Rush tape and resume to:

Gary McDowell
 WGST 920
 P.O. Box 7888
 Atlanta, Ga. 30309

Equal Opportunity Employer

Help Wanted Programing, Production, Others

CONTROLLER

For major Public Television Station; WPBT, South Florida. CPA required. Broadcasting experience preferred. Send resume and details to President, WPBT, P.O. Box 610001, North Miami, Fla. 33161. An equal opportunity employer.

Situations Wanted Management

GENERAL MANAGER OR GENERAL SALES MANAGER

Knowledgeable, dynamic broadcast motivator; capable of group or single station operation. B.S. marketing—8 yrs. sales promo.; 10 yrs. radio/TV—43 yrs. old; married, Available immediately. Will relocate.

Tom Johnson—904-373-4369

WORKING G.M. AVAILABLE NOW

Solid medium-major market background. I sell, program, promote, organize and help others do the same; not a miracle-worker, but solid family man who believes management must be active to get the job done. Seeking owner with good prospects who will let me make us both money! Call Bill Chedwick, 817-293-7188.

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NAME

ADDRESS
 Remit Cash With Order, Please!

Situations Wanted Management Continued

Wanted: Broadcast Management

Ralph Powers, formerly General Sales Manager, KRNT Radio and Television, Des Moines, seeks relocation with radio and/or television station. Currently with one of Iowa's largest and most successful advertising agencies. Strong in broadcast sales, programming and promotion. Prefer West or Southwest, but location and market size not as important as opportunity and association with enthusiastic, hard-working broadcasters. Learn more? Pick up the phone and call:

Charles B. Brakefield,
 President and General Manager, WREC-TV,
 Memphis, Tenn. Phone 901-525-1313.

William H. Hippee,
 President and General Manager, KCCI-TV,
 Des Moines, Iowa. Phone 515-243-4141.

George C. Carpenter, III,
 Station Manager. WHO-TV,
 Des Moines, Iowa. Phone 515-288-6511.

Len Howe,
 President, Wesley Day Advertising,
 Des Moines, Iowa. Phone 515-243-4135.

Or Ralph Powers, Wesley Day Advertising,
 Office: 515-243-4135. Home: 515-277-2817.

Situations Wanted News

BASEBALL ANNOUNCER

EXTRAORDINARY Baseball P-B-P Talent—looking for major or good minor-league position. Extensive radio and TV background in both news and sports. Down on luck—but not out of talent. Have done all major sports.

Contact:
 Box B-196, BROADCASTING

Situations Wanted Programing, Production, Others

8 year radio pro with top administrative ability and complete knowledge of all areas of programing. Seeking position as program/operations manager of adult contemporary MOR or Top 40 station in medium or major market (off the air preferred). A dedicated professional, looking for good broadcasters who want to build a top rated facility.

Write:
 KEN SCOTT
 5301 S.W. 77 Court, Apt. 108-G
 Miami, Florida 33155
 or Call 305—274-2618

Television

Help Wanted Technical

Circuit Development Engineers

Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required.

Television Systems Engineers

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.

Situations Wanted Management

I'D LIKE TO BE YOUR NEXT ACCOUNT EXECUTIVE

Sharp* Attractive* Aggressive* Single* Female*

Eight years major top 15 market experience in advertising and promotion. Will travel and relocate. Excellent references. Box B-150

Miscellaneous

Very skilled broadcast engineer, former CE major market, etc., is now would-be manufacturer of 250, 500, and 1,000 watt FCC type approved AM transmitters. Finest quality and design. Most engineering design is complete but need financial help to prototype units and market same. Will be best on market in that power class! Would-be members of management team and "angels" please contact at once! Firm will also own at least one AM station. Ready to roll now! 415-751-1974 to 10 p.m. PST or write Box B-219, BROADCASTING.

BE THE STATION THAT FIGHTS INFLATION! Broadcast Sales Associates wins with hottest phone-sales campaign ever!

\$\$ CASH FOR YOUR UNSOLD TIME \$\$ Professional broadcast salesmen sell our "Inflation Fighters" campaign by WATS line phone. Hundreds of money saving consumer tips. The first telephone sales campaign that's an AUDIENCE BUILDER as well as REVENUE BUILDER. Any market any size anywhere. AM-FM-TV-Cable. Call or write NOW for industry references and info. You'll have those INFLATION FIGHTING extra \$\$ in billing within weeks. We're one of the largest. We work for a lower commission. The only company in the telephone sales field that is BROADCASTER OWNED AND OPERATED. BROADCAST SALES ASSOCIATES, 505 S. Locust Street, P.O. Box 1191, Champaign, Illinois 61820. Call George Gohberg, Pres., COLLECT (217) 359-3907.

For Sale Stations

VHF TV STATION

Network affiliate Midwest, strong small market, excellent value.

Box B-104, BROADCASTING

EAST TENNESSEE SMALL MARKET AM DAYTIMER, 6 A.M. Sign On FM Channel available

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TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2½ million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

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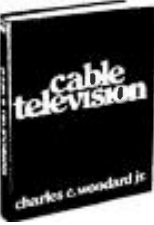
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Profile

Bill Brazzil's heavy commitment to local TV

Back in 1948, when Bill Brazzil was part of the team that put WMC-TV Memphis on the air as the nation's 14th television station, he said to himself, "Well, here goes nothing." But television was and is something, and Bill Brazzil is helping to make it what it is.

"We knew we were in on something big, good and important," he recalls, "but we really had no idea what a fantastically powerful medium it would become."

Helping the medium grow was challenging, but now the big growth is over and the challenge is different. "Now there is the potential to mold people's minds, to shape their thinking. And we can't carry that burden lightly."

Mr. Brazzil says that this is his chief concern today as Wometco vice president and general manager of its WTVJ(TV) Miami. The station is the "biggest single force in the community. More people watch WTVJ than read any newspaper published east of Dallas or watch any other station south of Washington."

WTVJ's license is up for renewal this year, but so far, Mr. Brazzil says, the station has had no challenges "because we watch our stewardship and hire and program appropriately."

Watching "our stewardship" includes such details as using a mobile unit to make scenic station ID's from different parts of the coverage area. But one of the mainstays of insuring that the station is a true voice of the community is to require that upper-level staff personnel are themselves involved in community affairs.

Mr. Brazzil gets monthly reports from each staff member detailing his or her activities within the Miami area, and every morning he meets with his assistant general manager and the station manager "to get playback from the staff through them on our operations, public involvement, subjects for public affairs shows and public service efforts."

Indeed, Mr. Brazzil has structured the management of the station to facilitate the flow of information to him about the community. His assistant general manager's sole responsibility, except for special assignments, is compliance,—"so that we know what's going on about our license and that we more than fulfill our trust."

Being involved in the community isn't something, however, that's just a requirement for the staff. Mr. Brazzil himself feels the responsibility, and the different types of organizations of which he is a member indicate his own sense of what it means for the people who hold a steward-



William Rubble Brazzil—vice president, sales management, Broadcast Division, Wometco Enterprises, Miami, and general manager of Wometco's WTVJ(TV) there; b. Jan. 25, 1919, Fort Worth; Texas Christian University, 1937-38; staff announcer, KFJZ(AM) Fort Worth, 1938-39, and WMC(AM) Memphis, 1939-41; U.S. Army Air Force, 1941-45; sales manager, WMC(AM), 1945-48; production manager, WMC-TV Memphis, 1948-51; sales manager, KSTP-TV Minneapolis, 1951-53; Eastern regional sales manager, NBC-TV New York, 1953-56; national sales manager, WTVJ, 1956-57; vice president, sales, WTVJ, 1957-64; vice president and general manager, WTVJ, 1964-present; divorced; children—Pamela, 28; Angela, 26; Bill Jr., 25.

ship to be in touch with those whom they serve.

Mr. Brazzil is a member or has done work for a number of organizations that are logically associated with his business, such as the Economic Society of South Florida, Committee for Consolidated Tourist Industry of the Greater Miami Chamber of Commerce and the Miami Superbowl Committee.

In addition, however, he is also a member of such diverse groups as the Ad Hoc Committee for the Investigation and Prevention of Jailing the Mentally Ill, the Drug Abuse Committee of the Florida Association of Broadcasters, the Criminal Justice Coordinating Council of the Greater Miami Coalition and the Mental Health Association Legislative Information Seminar.

But it doesn't stop there because, even though he is head of the station, Mr. Brazzil is also part of a large, leisure-time corporation, the station is affiliated with a

major network (CBS) and the station's operations are further monitored by the FCC. He may require of his staff and himself involvement in the community but Mr. Brazzil himself is the man in the middle who must reconcile the sometimes conflicting interests of the community, with corporate, network or regulatory designs. A thin line.

That he's been walking it successfully for 11 years he now attributes primarily to his talent for salesmanship. He says he got into radio before the war as an announcer because through a friend he got involved in doing a fire prevention radio program "and the magic of the microphone got to me. But I was the world's worst announcer."

Back in Memphis after the war, his boss took him off the air and set him to work as the local sales manager. "He was right. I could sell, and I became a damn good sales manager. It's a matter of learning how to handle people, of being permissive and persuasive. You have to be enthusiastic about the product, but let people make up their own minds."

"I try to do the same kind of thing at WTVJ, to be persuasive but recognizing that people must feel their own prerogatives are never compromised, that their own expertise and talent are given range."

He says there is almost never a conflict with his employers, as long as he does his own job of making sure that everything that needs doing is done. "Running a station doesn't mean just making a profit for the stockholders. If everything else happens, then the stockholders profit is automatic."

It's a bit different with the FCC and the network, and as an example he talked about the dilemmas WTVJ faces with regard to the new prime time access rules.

"The FCC is trying to create a marketplace by fiat, but it is doomed because only marketplaces can create markets. Local station marketplaces just are not going to support the kind of cost necessary to produce quality programming."

He said WTVJ has been running a Saturday evening public affairs show that averages a 40 share and that he will leave it where it is rather than take a network show if CBS decides to distribute programming for that time slot as a result of the new rules.

In his 11 years of working with CBS, Mr. Brazzil says, "I have yet to receive a single thoughtless remark of chastisement from anyone there. They will try to dissuade me, but they accept my decisions. Networks are not the enemy; they're partners with us. If we can't have that, the relationship should be that of customer and supplier—and God forbid it should ever come to that point."

Editorials

Suicide pacts

Among the more revealing comments made at the National Association of Television Program Executives conference a fortnight ago came from Peggy Charren, president of Action for Children's Television. Mrs. Charren announced that the FCC's recently issued policy statement on children's television programming and advertising had presented ACT with a "sword of Damocles" to hold over broadcasters' heads.

What Mrs. Charren was saying was that any licensee whose programing displeases the local chapter of ACT may expect to be the target of a petition to deny at the next license renewal time. Thus Mrs. Charren has suddenly found utility in a document that ACT denounced for inadequacies at the time it was released. And thus may broadcasters suddenly discover another trap they have laid for themselves by adapting their television code to the prevailing pressures in Washington.

The FCC policy statement that Mrs. Charren has now learned to welcome was adopted after the National Association of Broadcasters amended its code to impose limits on commercial loads in children's programs. Those limits and the standards separately embraced by the Association of Independent Television Stations were fashioned by FCC Chairman Richard E. Wiley and became the core of the FCC's new children's policy.

The making of another code accommodation to Mr. Wiley is well under way in response to his cry for help on sex and violence. Assuming this script plays out to its predicted end, the NAB code will contain restrictions on the kinds of television programming that may be broadcast between 7 and 9 p.m. Whether or not the FCC incorporates the "family viewing hours" in its renewal procedures, as it incorporated the children's rules, the code's new standards will present the Peggy Charrens everywhere, and their foundation-supported Washington lawyers, with another weapon to brandish in petitions to deny.

Surely those prospects will be considered when the NAB television board takes up this new amendment in Las Vegas next April.

As it should be

The FCC has acted with commendable forthrightness in arriving at a new definition of broadcast indecency that calls for prosecution under the U.S. Criminal Code. Whatever else may be said of its new ruling, the commission has at last had nerve enough to discard that vague "public interest" standard of the Communications Act as the all-purpose refuge for case-by-case judgments of indecency, according to the exigencies or fashions of the moment. It is now coping squarely with an explicit law that makes it a crime to broadcast obscene, indecent or profane language.

The FCC has erred, however, it seems to us, in assuming that it should take upon itself the incompatible roles of prosecutor and court in the application of the Criminal Code. Those functions more properly belong to the Justice Department and the federal judiciary system.

As reported here last week, the commission found that a recorded comedy routine broadcast by the noncommercial WBAI(FM) New York contained indecent language—words that were patently offensive and broadcast at a time when children might be in the audience. Although it elected not to punish WBAI, it announced that its judgment in the matter could be taken as a guide for future prosecution.

Most broadcasters would agree with the FCC that the language

in the WBAI broadcast was offensive, and no commercial broadcaster that we know would play that record at any time. The FCC may never be called upon to put its new policy to the test of prosecution. Still, it would be tidier administration—and much better law—if the agency had confined its future role to one of referral to Justice for prosecution in indecency cases.

The restraint now contained in Paragraph 1464 of the U.S. Criminal Code was originally contained in the Communications Act—as an exception to the section that prohibits the FCC from acting as a censor. The purpose of removal was to make the broadcast of dirty language a crime, with punishment of up to a \$10,000 fine or two years imprisonment or both. That transfer put jurisdiction in the federal court system, where it belongs.

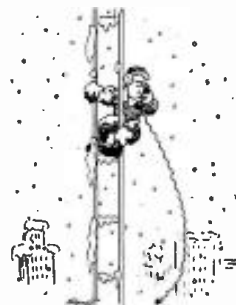
A broadcaster charged with violation of the Criminal Code is entitled to trial in federal court, with innocence assumed unless guilt is proved, and with recourse to appeal based on the criminal law, not the Communications Act. Upon an ultimate conviction and an affirmation of constitutionality it would then be time for the FCC to act on whether the broadcaster was qualified to retain his license.

That may not be the way the FCC reads its assignment now, but it was what the Congress intended back in 1948 when it removed the antiobscenity provision from FCC jurisdiction under the Communications Act and gave it to the federal courts under criminal law.

Wheel of fortunes

There is no easy resolution to be seen in the conflict now developing between the National Association of Broadcasters and the National Association of Television Program Executives for primacy as the trade show for television program distributors. As reported here last week, the latest NATPE convention drew some 250 station managers or owners, in addition to the program directors NATPE was originally founded to attract. The corporate presence substantially magnified the NATPE's values to the distributors.

As it would admit, the NAB brought on some of its troubles itself. At its convention in Houston last year, the program distributors were given all but the bum's rush, and the resentment lingers despite the infinitely better accommodations that are available to distributors in Las Vegas April 6-9. In the end, the contest between NAB and NATPE must be decided by broadcasters themselves. The NAB might find it interesting to poll its television members.



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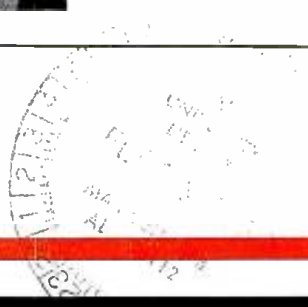
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