

Three on the sidelines would change rules in the game
 Quickening tempo in the station trading market

Broadcasting Apr 7

the newsweekly of broadcasting and allied arts Our 44th Year 1975

NEWSPAPER



Andy Griffith Show



Dick Van Dyke Show



I Love Lucy



Petticoat Junction



Beverly Hillbillies



Gomer Pyle



Hogan's Heroes

Family viewing pays off. In ratings.



Family Affair

First sweep reports show Viacom's "Family Affair" winning 75% more 18-34 women than year-ago programs on 23 stations. And 55% more 18-49 women than year-ago programs on 27 stations.

A bigger, better audience. Fast!

Because "Family Affair" is another great sitcom from **Viacom**

Source: NSI. Nov. 1974 and 1973. Audience estimates are subject to qualifications available on request.

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INFORMATION

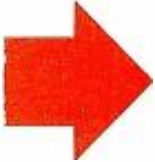
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"ALL NEWS"  2ND AND 5TH IN NEW YORK, 1ST AND 3RD IN LOS ANGEL

2ND IN SAN FRANCISCO, 3RD IN BOSTON  AND NOW A SUPERB NEW PRODU

IT FROM BOB MOUNTY...CHUCK RENWICK...JERRY COFFIN...JACK G. THAY

Sources: ARB January/February 1975; TSA's Adults Avg. Qtr. Hr. & Cume Mon-Sun, 6AM-Midn. Subject to qualifications available on req



**NBC RADIO HOSPITALITY SUITE #2630... LAS VEGAS HILTON
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1ST IN CHICAGO, 2ND IN PHILADELPHIA, 2ND IN WASHINGTON,

→ LISTEN TO THE AUDITION TAPE → HEAR ALL ABOUT

ALL-NEWS



Picture a new high performance

One picture couldn't begin to tell the whole story of how our new TR-600 compares with other "new" VTR's.

Nor would a hundred.

But, we felt that a number of different views would give you a good idea of what we mean when we say totally new tape technology.



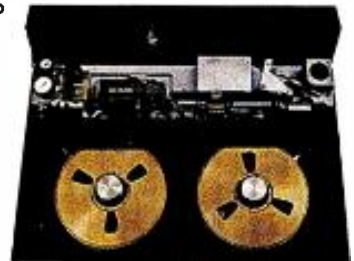
Like the drop-on reels for instance.



Then there's our unique straight line threading. It not only speeds loading, but once the tape reaches the take-up reel, the operator is also assured that threading has been accomplished properly.



The TR-600 utilizes a standard headwheel (featuring long-life Alfecon II poletip material) that's compatible with all other RCA highband recorders. You'll find this really keeps down the expense of spares.



tape technology, medium price.

We've added an electronic LED readout tape timer. And LED diagnostic indicators.

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modes, a control panel light flashes a warning, while individual lights inside direct you to the module that's in question.



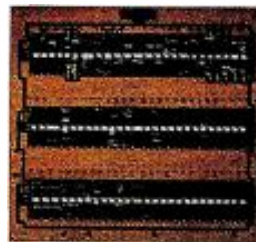
We've simplified the control panel for easy operation.



These module cards have the reliability advantages of computer assembly printed circuit wiring and automatic insertion of components.



Another TR-600 innovation is the copper backplane which assures precise resting of modules.



The backplane is wire wrapped under computer control replacing the past practice of using dense, bulky internal wiring harnesses.

Chimney cooling eliminates the need for blowers and a Venturi vacuum system replaces normally noisy vacuum pumps.



And for optimum playback performance our tape tension servo system features fast rewind and is gentle in handling of tape.

Unfortunately, there are so many things we can't show you. Like all the TR-600's automatics. Because they're all built in. Like the splicer, too. Or the fact that its new integrated design reduces the number of components by 40%.

Nor can we show you the time and money the TR-600 will save you.

But, if what we've shown you so far looks good, we'd be glad to send you a more complete picture of the TR-600.

Write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102. Get the picture, then compare.

RCA

Closed Circuit®

Audience? Place: Las Vegas. **Time:** today. **Event:** first face-to-face meeting of President with FCC Chairman Richard Wiley since Mr. Ford assumed Presidency last August. While meeting isn't on official agenda of convention of National Association of Broadcasters, it is first time they have been at same place on same program on same subject. President will address today's luncheon session and Mr. Wiley will be head-table guest. It would be unusual indeed if communications can be kept out of top-level conversation, however impromptu.

While President has weighty matters of state to ponder, other questions will be on minds of Chairman Wiley, other commissioners and knowledgeable broadcasters present. Will President reappoint Republican Abbott Washburn, whose FCC term expires June 30? If not, will he name successor in his own image who would become chairman? And if he did exercise his prerogative of selecting new chairman, would Mr. Wiley complete his term (until June 30, 1977) or resign to return to private law practice either in native Chicago or in Washington? White House has reported simply that it's premature to talk about Washburn status or domino effect on chairmanship.

Instant hero. President Ford is bound to score major hit in his NAB appearance if he goes with speech draft that was being prepared late last week. He would recommend legislation calling for five-year license period, though with some provisions designed to protect citizen-group interests, and put himself on record as favoring same First Amendment rights for broadcasters that print media enjoy. He would also, as expected ("Closed Circuit," March 31), boost self-regulation in connection with NAB's plans to incorporate "family viewing" into TV code.

Fans are fans. FCC will report to Congress later this month that law banning television blackout of games in professional sports has had minimal financial impact on teams. Report, being prepared by Dr. Alan Pearce of commission staff, shows that average number of no-shows at 86 National Football League games that were televised locally last fall was 6,400, only slightly more than average number of no-shows at games that were blacked out. Total no-shows were 1,124,000 compared to 1,023,000 in 1973, first year antiblackout law was in effect.

That family affair. Month ago National Association of Broadcasters TV board would have found clear consensus to adopting "family viewing" proposal of NAB TV code review board (*Broadcasting*, Feb. 10). Not so now, on eve of special TV board meeting during annual convention in Las Vegas. Most board members last week said they would vote for proposed code amendment as written, but many are having enough second thoughts to be open to new suggestions. Enter at least three board members who think they have better ideas.

Earl Hickerson of WCEE-TV Rockford, Ill., has circulated alternate plan which has already struck sympathetic chord in several members. His proposed code amendment would encourage networks to offer family programs in first hour of their prime time, would encourage local broadcast-

ers to consider material for family viewing throughout entire broadcast day, but would leave them free to program according to tastes of own community. Robert Gordon of WCPO-TV Cincinnati will offer plan admonishing broadcasters to show family fare from sign-on to sign-off. And James Ebel of KOLN-TV Lincoln, Neb., said he will offer amendment to make current program standards in code more effective, without jeopardizing broadcasters' First Amendment freedoms, and without jeopardizing programming already "in the can." Several board members sympathize with arguments of independents, which could lead to some accommodation for them (see page 42). Spokesman for one network last week said: "We're going to have a fight on our hands."

NBC commitment. Any doubts about start-up of NBC Radio's projected new all-news network (*Broadcasting*, Feb. 10) appeared to be eliminated by word that NBC top management gave unconditional go-ahead last Thursday (April 3) — almost three weeks before targeted decision time — and approved June 18 as launch date. "All systems are go," NBC Radio President Jack Thayer exulted. He wouldn't say which or even how many stations are signed for new service, or which NBC O&O's may switch to it, but he did say at least 75 of top-100 markets will be covered at outset.

Setting start date sets other NBC National News and Information Service (NNIS) activities in motion. Selling forces will of course be concentrated at this week's NAB convention. Hiring is due to start soon; internal job posting has started. James Holton, general manager of radio news at NBC News, will also have over-all responsibility for NNIS news. Alan Walden, most recently news director of WNBC (AM) New York, will be NNIS executive producer under Roy Wetzel, named earlier as director of NNIS. Among 250 people NNIS expects to hire (aside from about 50 expected to transfer from other NBC posts) are 14 full-time on-air anchorpersons.

Bail. Reporters Committee for Freedom of Press, loosely organized confederation of broadcast and print journalists, is preparing to launch fund drive, headed by Arthur R. Taylor, president of CBS Inc. Objective is to raise money to help provide legal assistance, where needed, for reporters in trouble for asserting First Amendment rights. Fund-raising structure hasn't been completed but reportedly will include Vincent T. Wasilewski, president of NAB. Reporters Committee is led by steering committee whose nine members include Howard K. Smith of ABC News and Walter Cronkite and Fred Graham of CBS News.

Real reason. What really induced WPIX Inc. to agree to settlement of challenge of Forum Communications Inc. for its channel-11 license in New York for out-of-pocket expenses plus other secondary considerations when victory was in sight (see page 73)? While WPIX officially justified it as "straight economic decision" after half-dozen years of expensive litigation, further inducement was seen in expiration of so-called McCormick-Patterson Trust, with obvious desire of parent Chicago Tribune Co. to have clean slate when it goes public. Anticipated FCC approval of transaction would eliminate WPIX litigation as footnote on stock transactions.

We kept his hospital bed from becoming a death bed.

Last year, we logged over 5,000 telephone calls on "Call For Action," our ombudsman service.

Most of them weren't terribly dramatic. Helping somebody obtain Social Security payments. Arranging emergency fuel oil deliveries. We even helped a midget find a place to have his shoes made.

We helped a lot of people in a lot of little ways.

The most crucial thing we did?
Prevent a murder.

Call for Action operator 20 answered the phone one day with the usual greeting, "WROW Call For Action. May I help you?"

The woman on the other end of the line didn't ask for any help. Instead, she informed the operator that she was going over to Albany Medical Center to shoot a patient who had hurt her nephew.

The woman gave the patient's name to operator 20 and a quick check of the hospital by other Call For Action volunteers proved there was, indeed, a patient by that name.

For the next 45 minutes operator 20 kept the woman on the phone. Meanwhile, we contacted the police, the hospital and the telephone company.

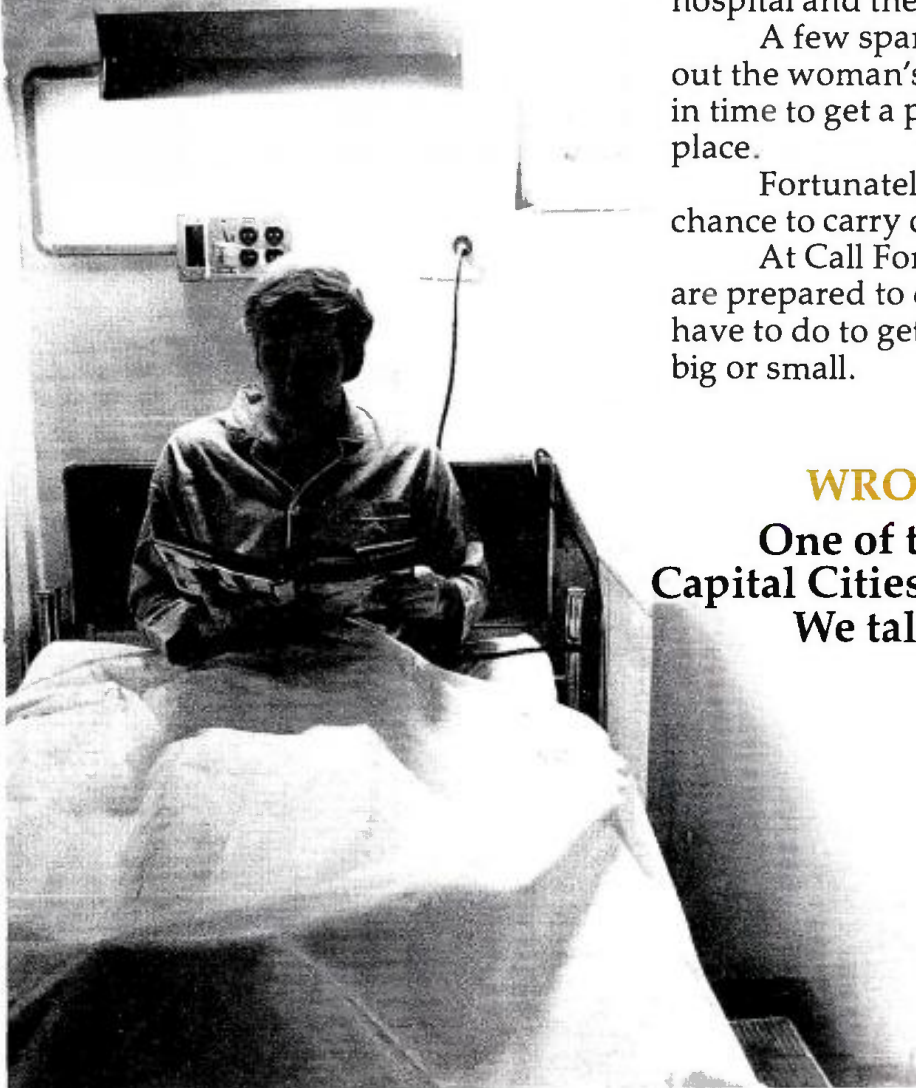
A few sparse clues helped us find out the woman's identity and address in time to get a patrol car over to her place.

Fortunately she never got the chance to carry out her threat.

At Call For Action, our volunteers are prepared to do whatever it is they have to do to get the job done — big or small.

WROW Albany.

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



Top of the Week

More freedom at a high price. From two diverse sources come strong pleas that government's role in broadcast regulation be lessened. But the trade-off would be a sharp increase in competition from newer technologies, principally pay and conventional cable TV (Page 23). Committee for Economic Development, in report four years in the making, foresees transition from "era of technological scarcity" to era of abundance of media outlets and would establish "communications court" to relieve FCC of judicial functions (Page 26). In Judge Bazelon's view, fairness doctrine is at odds with First Amendment; diversity in programming sources is needed (Page 33). That fairness doctrine, and how it allegedly was manipulated by Kennedy, Johnson administration, is subject of Fred Friendly article in New York Times Magazine that is creating ripples (Page 34).

Meanwhile, in Las Vegas. Television board, on such topics as family viewing, and bylaws committee have their work cut out for them at National Association of Broadcasters convention this week (Page 42). Addenda to earlier list of exhibitors and firms with hospitality suites (Page 43) and official convention agenda follow (Page 45).

Station trading. 1974 emerges as second biggest year for properties changing hands. This special report includes a 21-year track list of FCC-approved transactions Page 54.

No for NOW. FCC denies petitions from National Organization for Women on renewal applications of WRC-TV and WABC-TV, two commissioners criticize group's tactics but NOW's attorney sees appeal as likely Page 70.

Fade out. Fight for New York's channel 11 ends with reimbursement to challenger Forum Communications for legal costs, establishment of a program development fund and a seat on the board of the parent company and WPIX-TV New York retaining its license Page 73.

Reverse discrimination. FCC's equal-employment opportunity unit stands up for rights of white males, too Page 74.

Drive time. Auto industry expresses thanks to radio for a variety of on-air spots and local promotions, many free, that boosted car sales. Stations note surge in local advertising. Page 80.

Not family fare. ABC-TV will move The Rookies and some Movie of the Week programs to after 9 p.m. in accordance with family-viewing plan. "Adult" viewing advisories will continue, says Elton Rule Page 84.

Haldeman on camera. CBS News interview turns up little that is new; viewer mail says it wasn't worth the reported \$50,000 price tag Page 88.

Nearing curtain. Acquisition of professional products wing of CBS Labs by Thomson-CSF is announced with CBS indicating other cutbacks in technical field Page 92.

Mounting the next try. Donald Zeifang came to Washington to work for Judge John J. Sirica, a man he says "taught me the importance of a lawyer's integrity." That background will stand well for Mr. Zeifang, now vice-president-government relations for the NAB, who will attempt to raise a successful renewal bill from the ashes of the measure that crumbled in the last Congress Page 113.

Index to departments on back cover

Annual ascertainment for radio as well as TV in prospect as FCC readies new rulemaking; exemptions from surveys may go to littles

FCC is considering exempting small-market radio stations from formal survey and reporting requirements in ascertaining community needs. Commission, after almost three days of what was described as spirited if confused debate on general ascertainment issue, decided last Thursday to seek comments on proposed rule that would exempt radio stations in communities of license with 10,000 or less population.

Proposal, based on assumption small-market broadcasters are familiar with their communities and are, in effect, continually ascertaining, grew out of suggestion by Commissioner Glen O. Robinson, who discussed it in memorandum he circulated to commissioners (although he talked in terms of 50,000-population cutoff). It had backing of Chairman Richard E. Wiley, who had long talked of need to afford relief to small-market broadcasters.

But idea stunned staff. Although some staffers supported it, others said there was no basis in record of inquiry begun years ago to support proposal; they said record did not even warrant different treatment for radio and television stations. And proposal dismayed Commissioner Benjamin Hooks, who expressed view that proposal would leave minorities without hope of consideration.

Ten-thousand population cutoff would affect estimated 2,000 stations.

Exact shape proposal will take in notice of proposed rulemaking was uncertain last week. But discussion appeared it, others said there was no basis in inquiry begun two years ago to support proposal; they said record did Wiley and Commissioner Robinson agreed to include language stressing broadcasters' obligation to make special effort to stay informed of minorities' needs and interests. Degree of caution Mr. Hooks and others exhibit toward proposal, moreover, is indicated by their reference to exemption as "test."

Exemption proposal was only one aspect of large package of ascertainment matters on which commission agreed in principle. General counsel and Broadcast Bureau were to determine which of them, along with exemption proposal, require additional rulemaking and which can be adopted as policy.

Procedure looks to efforts on part of all stations to know communities. All radio stations (including those in cities below 10,000 population) will be required to determine needs and interests of community and to place them in public file, along with programming designed to meet them. Reports would be filed with commission at renewal.

Broadcasters who would continue to ascertain would be required to do surveys of community leaders continuously, rather than in last six months of license period, as at present; public surveys may be done at any time.

Number of changes are certain to be welcomed. One, which officials say can be adopted without further rulemaking, will permit management to do no more than 50% of station interviews — they now are required to do all of them — and to delegate remaining interviews to lower-level employees. Commission will provide check list of some 20 types of community leaders to be contacted (business, labor, agriculture, government, etc.), and broadcasters would be expected to contact some in each group every year.

Most of documentation of interviews would remain in stations' public files. However, in surveying community leaders, broadcasters will check off kinds of leaders contacted and keep track of numbers (how many businessmen, etc.). Check lists and "score cards" will be retained in pub-

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lic file until broadcaster files for renewal, when they will accompany application and three annual reports on community needs and interests determined and programing aired to meet them.

Another major change involves demographics. Only demographic information required will be breakdown of community as to population by age, sex and race. Nothing will be required about community as such.

Formal commission action on these matters – in form of order and further notice of rulemaking – is not expected until next week.

FCC starts ball rolling on VHF drop-in inquiry

FCC opened door to new controversy last week with notice of inquiry into feasibility of dropping new VHF channels into top 100 markets. Commission does not suggest how many might be added, but inquiry results from petition by United Church of Christ, which in turn was based on Office of Telecommunications Policy study indicating 62 channels could be added to table of allocations if existing mileage – separation standards were reduced. Later, OTP issued revised study which said 83 new channels were possible.

UCC suggested that additional channels be made available initially for public broadcasting in communities where there are no noncommercial VHF assignments. It also said that commission should encourage local minority ownership of stations that new channels would make possible.

Commission, however, was concerned about economic and technical problems posed by drop-in proposal. It said if new station was destined to suffer from interference limiting its service area, its financial potential was placed in doubt. Its task, commission said, was to determine point at which drop-in would be both technically adequate and economically viable. With that issue resolved, commission said, it could turn to question of how licensees were to be selected.

Commission invited comments on potential economic viability of station whose technical adequacy might be marginal at best, as well as on impact of VHF drop-ins in various markets, particularly in all-UHF markets, and on whether UHF has reached point in its development that it no longer needs protection of agency's UHF impact policy.

Commission also asked for comment on technical feasibility of increased use of directional antennas and precise frequency off-set techniques – technical means suggested by OTP for improving service between co-channel stations – in making drop-in assignments.

Commission engineers are not as sanguine as OTP about possibility of dropping in VHF channels at short spacing. However, their studies indicate some new channels might be accommodated. As for one pending drop-in proposal – that involving Greater Washington Educational Television's effort to add channel 12 to Washington market – indications are it will be denied. Staff is critical of it.

Drop-in inquiry was adopted by vote of 6 to 1 with Commissioner Robert E. Lee dissenting and Commissioners Charlotte Reid and Benjamin L. Hooks concurring. Commissioner Lee, long FCC's staunchest defender of UHF, issued statement expressing concern that drop-ins would wipe out any chance of future UHF development. Commissioner Reid also expressed concern but said she felt more information on advisability of drop-ins was needed.

For radio, real renewal relief

FCC has proposed rulemaking looking toward adoption of shorter license renewal application form for commercial radio stations. Commission also is seeking comments on establishing more "precise" definition of public affairs pro-

graming. Rulemaking was initiated because FCC said, "pronounced differences between aural and visual broadcasting" make separate forms for radio and television desirable. (Presently, both must file same form.)

In revising form, commission suggested that deleting various questions that yield "marginal information" and shortening others could reduce current 61 questions to 33 and number of pages from 13 to four. For public affairs FCC offered alternative definition: "talks, commentaries, discussions, speeches, editorials, political programs, documentaries, forums, panels, and similar programs which deal with issues from the local level to international in scope." Present definition excludes any mention of form or style of various public affairs programs. Comments are due by June 3; reply comments June 18.

FCC to make another try for automatic transmission rules

FCC last week began moving cautiously toward long-held goal of many broadcasters—rules that would permit use of automatic transmission systems at AM, FM and television stations. Commission began inquiry aimed at developing answers to many questions that commission engineers have long felt stand in way of such rules. Among other matters, they deal with operator requirements, how authorized power would be maintained automatically, and what safeguards should be incorporated in rules to assure reliable performance. Automatic transmission systems—which involve transmitter, antenna system, monitoring devices and control circuitry, designed to assume automatic cutoff of equipment if performance should deviate beyond prescribed tolerances—have been subject of commission proceedings in 1968 and 1970. Commission said material developed was inadequate to resolution of issues involved but would be considered again in new inquiry. Commission said new proceeding required development of thorough, comprehensive record and asked that any aspects not specifically addressed in inquiry, but which are pertinent, be called to its attention. It asked that comments focus on existing rules, that they recommend changes needed to accommodate use of automatic transmission systems and provide detailed technical information in support of proposed changes. Comments are due July 11, replies by Aug. 11.

Contour criterion out as FCC polishes rule for protection against cable imports

FCC has completed work on modification of rule designed to protect television stations against duplication of their network programing by cable-imported signals. As expected, commission is drawing 35-mile ring of protection around stations in top-100 markets, 55-mile ring around stations in smaller markets. In addition, systems with fewer than 1,000 subscribers, based on headend count, will be exempt from rule (exemption now applies to systems with 500 or fewer subscribers within individual community), and permits systems to carry protected programing on what would be blacked-out channel, as well as on local channel. Rule, effective in about 30 days, provides for grandfathering. But it does grant one further exemption to cable systems that have been forced to anger subscribers by cutting off carriage of sports events before completion, when nonduplication switching equipment takes over to black out channel on which distant station is carried. Rule will permit operator to set switching equipment one hour after scheduled completion of live sports event. Controversial question of whether to modify protection afforded Rocky Mountain broadcasters – whether to limit to simultaneous, as in rest of country, instead of same day – will be aired at special panel discussion before commission May 20. Participants have not yet been selected.



Richard E. Wiley
1972-
CHAIRMAN



Robert Emmett Lee
1953-



Charlotte T. Reid
1971-



Benjamin L. Hooks
1973-



James Quello
1974-



Glen O. Robinson
1974-



Abbott Washburn
1974-



*Dean Burch
1969-1974



H. Rex Lee
1968-1973



Nicholas Johnson
1966-1973



Robert Taylor Bartley
1952-1972



Robert Wells
1969-1971



Thomas J. Houser
1970-1971



Kenneth A. Cox
1963-1970



*Rosel Herschel Hyde
1946-1969



James J. Wadsworth
1965-1969



Lee Loevinger
1963-1968



*E. William Henry
1962-1966



*Frederick W. Ford
1957-1964



*Newton N. Minow
1961-1963



T. A. M. Craven**
1937-1944/1956-1963



John S. Cross
1958-1962



Charles Henry King
1960-1961



*John C. Doerler
1953-1960



Richard A. Mack
1955-1958**



*George C. McConaughy
1954-1957**



Edward Mount Webster
1947-1956



Frieda Barkin Hennock
1948-1955**



George Edward Sterling
1948-1954



*Paul Atlee Walker
1934-1953**



Eugene H. Merrill
1957-1953



Robert Franklin Jones
1947-1952**



*Albert Wayne Coy
1947-1952**



Clifford J. Durr
1941-1948



Ray C. Wakefield
1941-1947**



*Ewell K. Jett
1944-1947**



*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946



William H. Wills
1945-1946**



*James Lawrence Fly
1939-1944**



Norman S. Case
1934-1945**



George H. Payne
1934-1943**



Frederick I. Thompson
1939-1941**



Thad H. Brown
1934-1940**



*Eugene O. Sykes
1934-1939**



*Frank R. McNinch
1937-1939**



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937**

*Served as Chairman

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STEINMAN TELEVISION STATIONS
WGAL-TV Lancaster • Harrisburg • York • Lebanon, Pa.
WTEV Providence, R.I./New Bedford-Fall River, Mass.



Hampson Gary
1934**

**Deceased

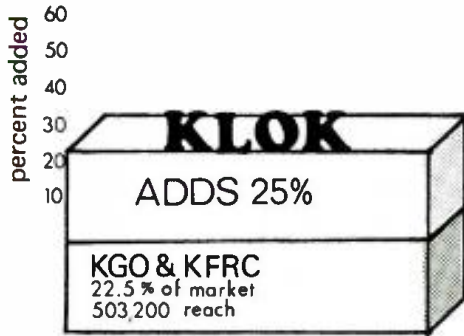
THE KLOK 1170^{AM} SALES FORCE



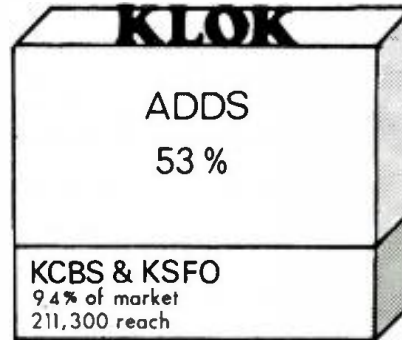
from l-r: Bill Weaver, partner/general manager; Judy Currier, local sales manager; Pam Lundquist, Sherry Eastman, San Jose Account Executives, Joan Wagner, Jane Seaman, San Francisco Account Executives

BRINGS YOU

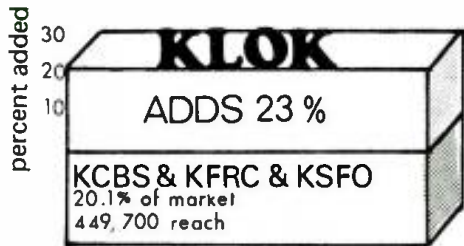
“ADDREACH”



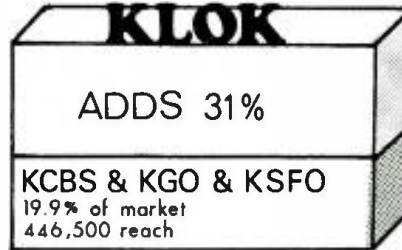
Monday—Friday 6:00AM—10:00AM
Adults 18—49



Monday—Friday 10:00AM—3:00PM
Adults 18—49



Monday—Friday 10:00AM—3:00PM
Adults 18—49



Monday—Friday 3:00PM—7:00PM
Adults 18—49

KLOK: #1 IN ADDING REACH

This is a radio buying plan developed by KLOK radio to assist an advertiser in maximizing the reach of his multiple station radio buy in the San Francisco market.

In studying the pattern of buying San Francisco radio, to reach adults 18—49 it became apparent most advertisers go at least three or four stations deep. They generally select one or two “basic” stations and then start adding stations which have minimal duplication. The objective is to achieve maximum reach within the budget.

This analysis studied combinations of KCBS, KFRC, KGO, and KSFO as basic stations. Stations considered for “Addreach” were KLOK, KABL, KNBR, KFOG, K101, and KBAY. A total of 162 station combinations were studied. Results are based on the nine-county San Francisco Metro Area ARB for October/November 1974. Adults 18—49 were analyzed for day parts 6AM—10AM, 10AM—3PM, and 3PM—7PM Monday through Friday.

Complete results of the “Addreach” study are available from your KLOK Account Executive or KATZ Representative.

Data subject to the qualifications of the original research.

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Bill Weaver partner/general manager

KWIZ 1480am

KWIZ 96.7fm

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Santa Ana, Ca. 92703

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Seattle, Washington 98101

Phil Davis, president

35 YEARS OF NUMBER ONE HITS

Cable TV divestitures put off

New look at broadcast-cable crossownership, promised at time FCC issued new broadcast-newspaper crossownership rules (*Broadcasting*, Feb. 3), was ordered in rulemaking initiated last week. Involved is proposed change that would ban television stations from owning cable systems within their grade A contour, instead of those within grade B contour as rule presently states. Rulemaking would also suspend Aug. 10 divestiture date for all crossownerships (except of cable and TV networks) in existence on or before July 1, 1970, pending outcome of new rulemaking. Suspension would not apply to divestitures of co-owned cable systems and television stations in monopoly cases — where cable systems within grade A of station that owns them are not reached by city-grade signal of other stations. Comments due May 19 should also be addressed to whether divestiture should be required where sole city-grade contour is that of co-owned satellite or where only other television service providing city-grade contour is that of satellite.

Biting hands that fed them

Some guests at dinner Committee for Economic Development gave in Washington in connection with release of report urging policies designed to encourage development of new electronic channels of communication and de-regulation of broadcasting and cable (see page 30) had tough questions for their hosts. Why, they wanted to know, hadn't committee made point of urging legislation to implement proposals. FCC Commissioner Glen O. Robinson is said to have come down hard on issue. FCC Cable Bureau Chief David Kinley and Henry Goldberg, Office of Telecommunications Policy general counsel, who have sharply conflicting views on OTP's proposed cable bill, also said lack of discussion of legislation was serious flaw in report, that there was need for Congress to give direction in communications policy. CED members and staff did not disagree on need for legislation, but John L. Burks, who headed panel that developed report said committee felt request for congressional action might jeopardize its tax-exempt status.

In Brief

Sirica's no on tapes. Judge John Sirica has turned down request of networks and recording companies for release of White House tapes played during Watergate trial. Judge issued order noting that appeals were pending in case and saying there was "no compelling reason" for immediate release of tapes.

Bad AIM. Accuracy in Media Inc. was less than accurate in ad placed in *Wall Street Journal*, NBC spokesman protested last week. Ad in April 1 editions urged RCA and CBS stockholders to vote for AIM resolutions to create ombudsmen or committee to insure accuracy and fairness in NBC and CBS news. In RCA case, ad said FCC "found that NBC violated the fairness doctrine with its program, *Pensions: The Broken Promise*. Ad also called that program lopsided. What ad didn't say was that court subsequently overturned FCC decision and also held documentary presented "adequate balance." *Wall Street Journal* quoted official there as saying paper "wouldn't knowingly have accepted an ad if it knew the ad was wrong. We feel we were put upon."

One for all. Work on proposals for standardized rate card for radio has been virtually completed by special task force of Radio Advertising Bureau, and report with full details is expected to be ready for release by end of May. Objective is to make radio rate cards shorter, clearer, more uniform. Among other innovations, most weekend hours will be clas-

sified as "weekend drive time." Details are expected to be previewed by RAB President Miles David at Tuesday's (April 8) radio assembly at NAB convention.

Cliff hanging. Industry sources say number of network affiliates are already committed to 20th Century-Fox's nostalgia prime-access show (whose format is like "That's Entertainment," hit movie compilation produced by Jack Haley Jr., now president of Fox) for Sunday at 7 time slot if federal appeals court overturns latest FCC access-rule changes. Same is true, it's said, of Viacom's *\$64,000 Question*, which, although scheduled for debut late in 1976, could be cranked up for September 1975 start if time opens up on Sunday.

Return to home tube. ABC-TV has committed reported \$1.5 million for rights to May 16 Muhammad Ali-Ron Lyle title fight from Las Vegas for live telecast at 9 p.m., NYT. It's first heavyweight-championship bout on home TV in three years.

Letting bygones be. Viacom Enterprises, planning to syndicate revived *\$64,000 Question* for 1976 TV season, is making certain no questions remain about rigging charged to original version in late 1950's. Statement in promotional cassette saying that show "came through investigation with its reputation completely intact" has been excised. Although no indictments or other legal actions followed revelations that original show was rigged, Viacom officials — who earlier were inclined to defend record of 1950's version (*Broadcasting*, March 10) — are now emphasizing instead how clean new show will be. Show is already sold in 20 markets for 1976.

Late Fates. Henry Goldberg, with Office of Telecommunications Policy since June 1971 and its general counsel since August 1972, leaves early in May to become partner in firm of Verner, Lipfert, Bernhardt & McPherson, in Washington . . . Alan Pearce, economist with FCC Office of Plans and Policy since July 1974, and with commission since joining then Chairman Dean Burch's staff in 1971, will become staff economist on House Communications Subcommittee headed by Chairman Torbert Macdonald (D-Mass.) . . . Robert D. Wood, president of CBS-TV network, will receive Asa V. Call achievement award of University of Southern California at alumni awards luncheon April 13 . . . Andrew West, then reporter for Mutual radio network whose on-scene reporting of Robert Kennedy assassination brought national fame, died last week in Reno, Nev., of throat cancer. He had worked at KCRL-(AM) there since 1970 . . . Nedra Joyce, 37, administrative assistant to news director, KORK-TV Las Vegas, Nev., died March 30 of apparent overdose of medication taken for hypoglycemia. For earlier reports, see "Fates & Fortunes," page 99.

Headliners

Ward B. Chamberlin Jr., senior VP of Public Broadcasting Service, New York, named president and chief executive officer of Greater Washington Educational Television Assn., operator of WETA-FM-TV Washington and National Public Affairs Center for Television. He succeeds Donald Taverner, who resigned in February. Mr. Chamberlin began career in public broadcasting in 1967, played major role in formation of Corporation for Public Broadcasting, later becoming its senior VP and general manager, and later was executive VP of Educational Broadcasting Corp., operators of WNET(TV) New York. Stephen Ailes, president and chief executive officer of Association of American Railroads, named chairman of board of GWETA. He succeeds retiring Sidney L. James.

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*Source: ARB & NSI, Feb./Mar. '75, Sunday-Saturday, 8:00 pm-11:00 pm
All data subject to qualifications of the reports quoted.

Monday Memo®

A broadcast advertising commentary from Kerryn King, senior VP, public affairs, Texaco, New York

A 35-year relationship between Texaco Inc. and the Metropolitan Opera

What's Danny Kaye doing at the opera? He's enjoying it, but he's also trying to help it. On Sunday, April 27, at 5 p.m. EDT, Texaco is presenting for the first time on nationwide television, on CBS, an hour of Mr. Kaye's popular "look-in" at the Metropolitan Opera. With the assistance of soprano Beverly Sills and baritone Robert Merrill, and over 400 performing and technical personnel, Mr. Kaye will explain to school children in the audience, as well as viewers young and old, the many elements involved in bringing grand opera to one of the most critical audiences in the world—the patrons, subscribers and radio listeners of the Metropolitan Opera.

Mr. Kaye has been holding his look-in gatherings at the Met for school children from the New York area since 1972. In his own amiable fashion, Mr. Kaye has been teaching these youngsters what opera is all about and how the magic of opera is prepared and presented live to thousands of opera fans at the world-famous Opera House. Rehearsals, costuming, lighting and stage technology are explained in a learning-can-be-fun manner. Mr. Kaye will use his own "operatic" voice when he joins with the Metropolitan Opera company to show how opera includes solo arias, duets, quartets—all the way up to 100-voice choruses.

This very special presentation will be sponsored in full by Texaco Inc., which has also sponsored the Met's Saturday afternoon radio broadcasts for 35 consecutive seasons.

The radio broadcasting of opera, live from the stage of the Metropolitan Opera House in New York, began on Dec. 25, 1931. During the first nine seasons, NBC was able to obtain occasional sponsors to back the programs. During the 1938-40 opera seasons, however, there were no sponsors, and NBC carried the Saturday matinees as a sustaining program.

During the thirties, Texaco was using radio and such stars as Ed Wynn, Eddie Cantor, Ken Murray and Fred Allen to get its message across. But by the late thirties, Texaco's management was also interested in extending its use of radio to public service programming. Since the opera broadcasts were in danger of being discontinued, Texaco's management decided to assume sponsorship of the broadcasts in their entirety. To insure that this sponsorship would be a public service, Texaco's management established a strict policy concerning the broadcasts.

Ever since the first Texaco-sponsored opera broadcast on Dec. 7, 1940, and dur-



Kerryn King spent 10 years with the public relations firm of Hill & Knowlton, New York, before leaving in 1953 as senior vice president to join Texaco as director of public relations. His tour with Texaco has included posts as general manager and later vice president of public relations and personnel, and as assistant to the company's chairman. In 1971, he was elected senior vice president in charge of Texaco's worldwide sales, public relations and personnel, and in 1972 was named to his present post, senior vice president-public affairs.

ing the average of 20 broadcasts per season, Texaco has never swayed from its original policy, which basically is:

To win a high level of good will by associating the name Texaco with that of the Metropolitan Opera at the highest artistic level, even to the extent of avoiding all discussion of company products by direct commercials.

Although Texaco is entitled to use approximately 21 to 28 minutes of air time during a three-to-four-hour broadcast, the company, since the first broadcast, has used less than two minutes during an entire afternoon. It is believed that public respect and good will, as well as sales, have resulted from this restrained approach. Texaco would rather not shatter the mood of an opera listener with a sales pitch for the company's products.

It is difficult to measure the total impact of the opera broadcasts. However, one cannot but feel that the excitement of live opera on radio over these many years has helped to increase public interest in opera and has had a definite influence on the formation of opera companies and workshops throughout the U.S. and Canada. Projections from a recent survey have indicated that approximately 1.3 million adults listen to a Metropolitan Opera broadcast on any given Saturday afternoon, and that some 5.1 million adults in the U.S. listen to at least one opera broadcast during the season.

Listener interest in opera has been further enhanced by the intermission

features presented between the acts of the opera broadcasts. Since the first Texaco-sponsored opera broadcasts in 1940, Geraldine Souvaine, producer of the intermission features, has interested millions of people in a music form which, in most cases, is strange to their ears. Through the intermission features, which average 20 to 25 minutes between acts the radio audience receives an impressive amount of operatic information, some of which has never been in print, from scholars, performers and musicians.

Listeners' letters to Texaco were not always complimentary, however. Prior to 1960, many listeners complained that the opera broadcasts in certain areas of the country were taped and re-broadcast at the discretion of the station owners, some times late at night and as much as a week late. To insure that the Saturday matinee performances from the Opera House would be heard live throughout the country, Texaco and the Metropolitan Opera Association, with the help of a radio consultant, G.H. Johnston Inc., formed the Texaco-Metropolitan Opera Radio Network in 1960. Originally, Mr. Johnston made arrangements with 108 radio stations, which covered most of the country. The network now consists of 145 commercial stations as well as more than 100 non-commercial stations across the country.

In addition to bringing opera to as many Americans as possible by means of the longest continuous sponsorship of the same program in the history of radio, Texaco has also used television on several special occasions. The company made television history in 1948 when it sponsored the opening night of the opera season, televised live from the old Metropolitan Opera House in New York. Texaco sponsored a similar program on opening night the following year. In 1966 Texaco sponsored a live television special of the opening night festivities and the opera from the new Metropolitan House at Lincoln Center in New York.

Viewers were treated to a very special evening on April 30, 1972, when the one-hour, color program, *Texaco presents the Metropolitan Opera's Salute on hour, color program, Texaco presents the Metropolitan Opera's Salute to Sir Rudolph Bing*, was telecast nationwide on prime time.

And now, to introduce opera to another generation of Americans, *Texaco presents Danny Kaye's Look-In at the Metropolitan Opera* on April 27, 1975.

After three-and-a-half decades of close association with the Metropolitan Opera, Texaco believes opera is here to stay for music lovers in all walks of life and in all areas of the continent.

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For complete product information and list of demonstrating dbx dealers, circle reader service number or contact:

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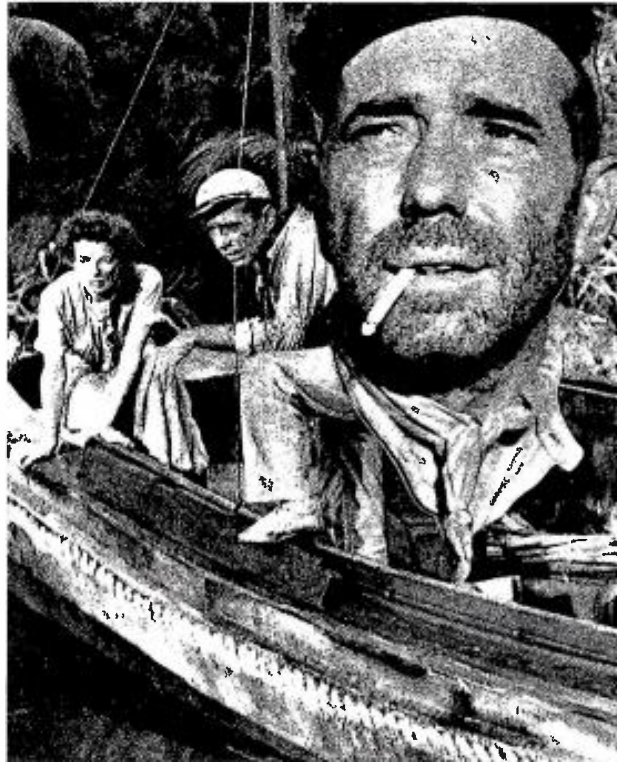
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This week

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 7—Comments due at FCC regarding postponement or cancellation of March 31, 1977, compliance date for cable systems. Reply comments due April 17.

■ April 8-11—House Communications Subcommittee hearing on financing for Corporation for Public Broadcasting. Washington.

April 9—Recording Industry Association of America seventh annual cultural award dinner. Entertainers Andy Williams, Olivia Newton-John. International Ballroom, Washington Hilton hotel, Washington.

■ April 9—Washington chapter of the Society of Professional Journalists, Sigma Delta Chi, dinner Panel on politics and humor will include Liz Carpenter, onetime press secretary to Lady Bird Johnson and now vice president of Hill & Knowlton Senator William Hathaway (D-Me.); Robert Orben humorist and speech writer for President Ford, and Martin Nolan, syndicated columnist and Washington bureau chief of Boston Globe. National Press Club Washington.

■ April 9—New England Cable Television Association annual meeting. Holiday Inn, White River Junction, Vt.

April 10-11—American Association of Advertising Agencies southwest council annual meeting. Hotel St. Anthony, San Antonio, Tex.

April 10-13—Association of Federal Communication Commission Engineers annual meeting. Hotel Ranch 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. Lane Avenue Holiday Inn and Ohio State University, Columbus.

April 11-12—Region 5 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Illinois, Indiana, Kentucky, Orrington hotel and 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-Edwardville chapter Prom-Sheraton Motor Inn, Kansas City, Mo.

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

Also in April

April 13-17—Broadcast Industry Conference. Broadcast Preceptor, Broadcast Media and CATV Community Service Awards. Speakers include: Frank N. Stanton, former president, CBS; Bill Leonard, senior VP, CBS News; Larry Gelbart and Ger Reynolds, producers of M*A*S*H. Banquet April 17 Hyatt Regency hotel. San Francisco State U., 16C Holloway Avenue, San Francisco 94132. (415) 465-2456.

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

April 15—Deadline for entries, Broadcasters Promotion Association community involvement award: Contact: Professor Robert Schlater, Television an Radio Department, 322 Union Building, Michigan State University, East Lansing 48823.

April 16—Babson College, Founder's Day program "The News Machine." Speakers: Mike Wallace, co editor, CBS's 60 Minutes; Nicholas Johnson, former FCC commissioner; Edith Efron, TV news critic; William Small, senior VP and director of news, CBS; Ne Schnurman, associate director, National News Council; David Ives, president, WGBH Educational Foundation. Babson Park, Mass.

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

■ April 17—Exhibit '75 of Washington chapter

American Women in Radio and Television to recognize creative achievements of women college students in media and related fields. Studios of WTTG-TV Washington.

April 17-18—*American Association of Advertising Agencies* southeast council annual meeting. Stouffer's Atlanta Inn.

April 17-18 — *Radio Advertising Bureau* seventh management conference. Lincolnshire hotel, Chicago.

April 17-18—*American Advertising Federation* sixth district meeting. Palmer House, Chicago.

April 17-19 — *Louisiana Association of Broadcasters* 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. Carlton House Inn, Orlando, Fla.

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

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

April 18-19—First annual *Media Bylines For Women* conference, sponsored by University of Wisconsin Extension Department of Communications and all Wisconsin women media organizations. Howell Hall, University of Wisconsin, Madison.

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

April 18-20—*Women in Communications Inc.*, South region meeting. Memphis.

April 18-25 — *MIFED*, international film, TV film and documentary market. Largo Domodossola 1, 0145 Milano, Italy. Contact: Gerald Rapport, 159 Vest 53d Street, New York (212) 582-4318.

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

April 19—*Iowa Broadcast News Association* annual convention. School of Journalism and Mass Communications, Ames, Iowa.

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.

April 22—Extended due date for comments regarding FCC's cable rules and carriage of sports programs. Reply comments due May 6.

April 22-23—*Kentucky Broadcasters Association* spring convention. Stouffer's Inn, Louisville.

April 23—*Missouri Broadcasters Association* Broadcast Day dinner. University of Missouri, Columbia.

April 23—*International Radio and Television Society* newsmaker luncheon. Speaker: former Senator Sam J. Ervin (D-N.C.). Americana hotel, New York.

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. Speaker: FCC Chairman Richard E. Wiley. Continental Plaza hotel, Chicago.

April 24-25—*Practicing Law Institute* workshop, "New Communication Services: The Era of Competition." Barbizon Plaza hotel, New York.

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

April 24-26—*American Advertising Federation* 10th district meeting. Villa Capri hotel, Austin, Tex.

April 24-26—*American Advertising Federation* 12th district meeting. Granada Royale hotel, Phoenix.

April 25-26—*Women in Communications Inc.*, Far West region meeting. Site to be announced, Malibu, Calif.

April 27-29—*West Virginia Community Television Association* convention. Contact: Boots Cousins, Teleprompter of Fairmont. Box 907, Fairmont. Lakeview Inn, Morgantown.

April 27-29—*Chamber of Commerce* 63d annual meeting, "America's Future—Our Critical Choices." Speakers: Marvin Kalb, CBS diplomatic correspondent; James Jackson Kilpatrick, syndicated columnist-television commentator; Louis Rukeyser, economic analyst-TV producer. Ticket information: (202) 659-6081. Washington Hilton hotel, Washington.

Major meeting dates in 1975-76

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.

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

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

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

Open Mike®

What's fair about fairness?

EDITOR: In response to George Schwartz's letter on the fairness doctrine (March 4), I fail to see any logic in his defense of the doctrine.

His statements regarding the difference between "a bad broadcaster and a bad newspaper" were ludicrous. How is it that anyone can start his own newspaper? Sure, I could get a typewriter and hang out five pages of nonsense, but it's sensible. And since when is a broadcaster using a limited means of communication? In his own market, Mr. Schwartz has three network affiliated TV stations and two independents, plus a public television station—as compared to only two newspapers.

Senator William Proxmire (D-Wis.) is correct when he says that the fairness doctrine is a violation of First Amendment rights. There is absolutely no difference in the job being performed by radio and TV news departments and that being performed by newspapers; therefore the same constitutional rights should apply to all. As it stands now, broadcasters aren't free to broadcast whatever they want; they are being restricted by an unconstitutional government policy.

It's time we stop kidding ourselves. The fairness doctrine is a concept con-

trary to the maintenance of a free, democratic society. The Proxmire bill should have the full support of broadcasters so that this ridiculous double standard can be abolished once and for all.—*Peter D. Guglietta, student, College of Communications, Ohio University, Athens.*

Who's on first

EDITOR: In the March 24 issue, the wonderful coverage on Bob Duffy in "Profile" contained one piece of data that is in error. If you will refer to the July 8, 1974, issue of BROADCASTING and the "Profile" on Steve Seymour, president of TVAR, you will note that he is the youngest president of a major rep firm.—*Arema E. (Ham) Andon, vice president, TVAR, New York.*

(Mr. Seymour is 33; Mr. Duffy, 34.)

What's up front

EDITOR: I thought you would be interested in this follow-up to your excellent editorial concerning the Liggett & Myers attempt to steal time.—*Lawrence H. Rogers II, president, Taft Broadcasting Co., Cincinnati.*

(Mr. Rogers enclosed a memo he sent to Taft station managers endorsing a March 3 editorial that said broadcasters ought to deny free time to minute spots keyed to a bicentennial theme but made for the acknowledged purpose of promoting the company's new name, the Liggett Group.)

Not necessarily so

EDITOR: Your March 31 report on "Cable boosts viewing" has a misleading headline. The fact that there is more viewing in cable homes than in noncable homes does not necessarily mean that the cable subscribers are viewing more than they did before they became subscribers. It may simply mean that the more intense viewers were inclined to subscribe to cable first.

It has never been clearly demonstrated that subscribing to cable actually boosts the viewing of the family that subscribes, although intuitively one feels this should be the case.—*Alexander Korn, chief, research branch, Broadcast Bureau, FCC, Washington.*

First in line

EDITOR: Congratulations on your [March 31] editorial, "Where to start de-regulation." I think you've hit the nail right on the head. Not that I think broadcasters are likely to come up with a gem like the American Society of Newspaper Editors code, but if they feel they should have one, [it] would make a great model.—*Robert C. Willson, journalism department, The George Washington University, Washington.*



Photograph courtesy of The California Historical Society.

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During World War II, the government called them "relocation centers."

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such documentary on that organization produced for television in America.

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Such specials are our effort to fulfill the responsibility we have as broadcasters: To present programming which reflects the cultural diversity of our audience.

Not minority programming. But programming of, by and for the people who make us possible.

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Media

New support for broadcast freedom — but at a high price

From court, industry and Congress there's rising tide of sentiment favoring First Amendment parity—but some tie it to planned creation of open market for TV in all forms

The pressures for a fundamental change in government regulation of broadcasting, to move the government out of programming, seem to be mounting. There is no concerted plan. The pleas and proposals of broadcasters for true First Amendment treatment for their media are not particularly involved. Indeed, the changes being pressed envisage a trade-off that many if not most broadcasters would not welcome: a sharp increase in competition, principally from pay and conventional cable television.

Last week, two powerful voices were raised in support of such a new policy direction. One was that of the research and policy committee of the Committee for Economic Development, an eminently establishmentarian organization of business and professional people, in a report that recommends policies "for diversity and change in broadcasting and cable television"—a report that prescribed a change in policy from one of scarcity to one of "abundance of electronic channels and voices." The other was that of Chief Judge David Bazelon of the U.S. Court of Appeals in Washington, in a speech at Duke University Law School.

The approaches are somewhat different in emphasis. The committee is concerned about laying out a policy for a new national communications system that will accommodate the new technologies that are being developed and that the committee feels promise benefits for the public; in the process, it says that an abundance of channels would permit reduction in government regulation of broadcasting. Judge Bazelon, whose views on regulation of broadcasting have undergone a profound change from the days when government intrusion in programming seemed a not unnatural thing to him, is concerned with finding a way to assure

broadcasters of their full First Amendment rights.

But they come out in pretty much the same place: competition, freer access to the market place by the various technologies. Both talk of the benefits of diversity that could be provided by cable television and by pay cable, for instance, and by a strengthened public broadcasting system. Judge David Bazelon even goes beyond technology to endorse policies like the commission's prime-time access rule.

Of the two statements, the committee's seems more carefully thought out and sophisticated in terms of the technical matters involved, at least. After all, the committee's report has been in preparation for four years, and Judge Bazelon's role is not to formulate telecommunications policy. But the report—the product of a committee whose members have sharp and conflicting views—is conservative in tone, recommending cautious, evolutionary approaches to the de-regulation of both broadcasting and cable. On the other hand, Judge Bazelon's speech, along with his previous statements on the subject, provides the First Amendment argument for an assault on government regulation of programming, specifically including the fairness doctrine. Thus, the two items complement each other.

The suggestion that cable and other technologies be developed to provide the abundance of electronic channels that would eliminate "spectrum scarcity" as the rationale on which government regulation of programming could be defended

is not new. Former Office of Telecommunications Policy Director Clay T. Whitehead began discussing the approach several years ago. Of course, he weakened his case when, largely as a result of an Agnew-like speech attacking the objectivity of network news operations, he allowed himself to be written off by serious commentators as another member of the White House's antimedia team.

And yet, it was the Nixon White House's attacks on the press, print and electronic, that focused new attention on the issue. Indeed, it was the knowledge that Richard Nixon was in the White House that is believed to have helped persuade liberal judges like Judge Bazelon and Supreme Court Justice Potter Stewart to rethink their assumptions about the reasonableness of government regulation of programming.

Now there is evidence that concern for broadcasters' First Amendment rights might have been justified even before Richard Nixon moved into the White House. Fred Friendly's *New York Times Magazine* piece on the use of the Kennedy and Johnson White Houses made of the fairness doctrine in an alleged effort to stifle right-wing criticism of administration policy indicates that Democrats as well as Republicans find it difficult to resist the temptation to use power that is at hand to shape public opinion.

The Kennedy and Johnson use of the doctrine, in the view of some experts in the field, was not illegal. But it was clearly an abuse. And the article will be cited in Senate and House consideration of the



Catalysts. John L. Burns, Judge David Bazelon and Fred Friendly (l-r), in separate but related events last week, focused attention on the question of government regulation of broadcast programming and what might be done to eliminate it. Mr. Burns, a former president of RCA who now operates his own investment firm, headed a panel of the Committee for Economic Development that issued a report on "policies for diversity and change" in broadcasting and cable television. Judge Bazelon called for policies to promote an increase in competition in program sources as an alternative to program regulation. And Mr. Friendly, former president of CBS News, revealed in an article in the *New York Times Magazine* that the Kennedy and Johnson White Houses had used the fairness doctrine in an effort to stifle one commentary of right-wing broadcasters.

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fairness doctrine, and will be used by those members of both houses—liberal and conservative—who have introduced legislation designed to prohibit the FCC from regulating programming in any manner.

At the moment, there is no noticeable groundswell of support in Congress for such legislation. Senators and representatives show a touch of nervousness when proposals for freeing broadcasters from government control are discussed. And citizen groups, exhibiting an increasing ability to influence congressional opinion, can be expected to defend retention of the doctrine—at least within the present structure of regulation. They feel that without it they have no hope of having their side of controversial issues presented on the air.

So a restructuring of the industry in a manner that would assure a plenitude of channels might swing citizen groups over to the side of those seeking to evict government from program regulation. At least equally important, in a political sense, is what John L. Burns, president of the John L. Burns Co. and a vice chairman of CED's research and policy committee, said in Washington at the news conference at which the report was made public: Business "has a stake in broadcasting," but it also has one "in a diversity of voices."

Broadcasters probably are not prepared to make the trade-off contemplated in the CED report. The dissents of C. Wrede Petersmeyer, chairman of Corinthian Broadcasting Corp., and John A. Schneider, president of CBS/Broadcast Group, indicate as much. But it may be that, in their fight for First Amendment rights equal to those enjoyed by the press, broadcasters, like so many others, may find strings attached to freedom.

CED's report: the more the media, the less the regulation

Committee for Economic Development issues 112-page study predicting 'era of abundance' of channels; to meet this expansion of communications outlets, it says, the FCC should get out of adjudication, into more policy-making

A phasing out of fairness doctrine and equal time restrictions on broadcasting, ownership restrictions in cable TV and most program restrictions on pay cable are recommended by the Committee for Economic Development in a report made public last week ("Closed Circuit," March 31).

The report, by the business-oriented CED's 60-member research and policy committee, also calls for a transfer of the FCC's judicial functions to a new "communications court" similar to the U.S.

Tax Court but within the executive branch of government.

It also recommends that House and Senate floor sessions and committee hearings be opened to TV and radio coverage, ideally starting with congressional debate on the federal budget. And for public broadcasting it urges long-term, large-scale financing along with improved management and planning techniques and vastly broadened program goals.

In recommending an easing of broadcast regulation, the report moves in a direction that broadcasters have long endorsed, but the only broadcasters involved in its preparation and also entitled to vote on it—John A. Schneider, president of the CBS/Broadcast Group, and C. Wrede Petersmeyer, chairman of Corinthian Broadcasting Corp.—offered long and strong dissents. They argued that, among other faults, the report shortchanges broadcasting, grossly favors CATV and pay cable, and stops far short of recognizing the freedoms due broadcasting under the First Amendment.

Mr. Petersmeyer, who wrote some 25 dissenting commentaries on specific points in the report and joined in six written by others, and Mr. Schneider, who wrote a dissent for each of the report's five chapters except the one on public broadcasting, were the only voting dissenters on the subcommittee that conducted the research and helped draft the report. Mr. Petersmeyer and Marvin Bower, a director of the McKinsey & Co. management consulting firm, which has been active in broadcasting, were the only dissenters on the research and policy committee, although Robert D. Lilley, president of AT&T, abstained from voting and several other members issued specific reservations or explanations in relation to their votes for the report.

John L. Burns, former president of RCA who now operates his own private investment firm in New York and who headed the subcommittee that drafted the report, acknowledged in a news conference in Washington at which the report was released that it contained nothing new. But, he said, its purpose "is to bring movement and action" into a field where the opposing forces—broadcasters and cable interests—by taking extreme positions, have blocked progress.

Mr. Burns and others at the news conference made it clear that the conflicting opinions within the subcommittee made it difficult to reach agreed-upon conclusions. And Anthony Oettinger, director of Program on Information Technologies at Harvard University, who is an adviser to the subcommittee, said the fairness doctrine constituted the most controversial item. The approach finally adopted, he conceded, was "pragmatic" rather than based on hard First Amendment grounds.

CED is not a lobbying or action organization. Rather, its purpose is to produce studies on critical issues and attempt to interest action organizations in them. It distributed its report on "diversity and change" to a wide range of business and consumer groups, government agencies, and state and local governmental bodies, as well as public broadcasting and broad-

cast and cable industry groups.

The National Association of Broadcasters, which did not receive the report until Tuesday, a day before it was released, and most of whose executives were in Las Vegas preparing for the convention this week, did not issue a statement on the report.

But the National Cable Television Association did. The statement, issued in the name of Bruce E. Lovett, NCTA board chairman, said the report is "impartial, authoritative and philosophically on the mark." It said the report's most important aspect is that it reflects "the committee's understanding of what must be done to insure the public receives the full benefit of cable television—elimination of federal regulatory strictures on CATV growth and the absolute need to bring order out of the regulatory chaos developing at all levels."

The report also elicited a statement of support from one of the subcommittee members—former FCC Chairman Newton N. Minow, now practicing law in Chicago. He said the report is "a thoughtful, balanced and serious effort to bring some coherence and sense to past policies of drift and inertia."

The composition of the CED, a non-profit, nonpartisan research and policy organization, often tends to give its reports a special luster: Most of its trustees are chairmen, presidents or other top executives of leading U.S. corporations.

The current recommendations, presented in a 112-page book entitled "Broadcasting and Cable Television: Policies for Diversity and Change," anticipate and assume a transition from "an era of technological scarcity to an era of abundance" of media outlets, with the need for regulation diminishing as outlets increase. Highlights include:

▪ The fairness doctrine should be retained in its present form "as a temporary safeguard," but "should be reviewed periodically" and should be abandoned "when an abundance of electronic channels permits a large enough number and variety of voices to assure the airing of many viewpoints on controversial issues." In the meantime, FCC should authorize "limited experiments" in suspension of the doctrine, perhaps in radio test markets where 15 or more AM stations have measurable audiences and in TV test markets where at least five VHF's have measurable audiences.

▪ The equal-time requirements of Section 315 should be lifted as to presidential and vice presidential candidates "as a first step toward total repeal" of the section. The FCC and Congress "should develop and periodically review criteria by which broadcasters might allocate free time" to other candidates, "with a view toward complete repeal of the equal-time requirement."

▪ Broadcasters have "a responsibility to establish identifiable goals and objectives that can provide a measure of success or failure in serving the public interest." The National Association of Broadcasters code is a good start but is "unenforceable" and in some provision "often not adhered to." Viewers should

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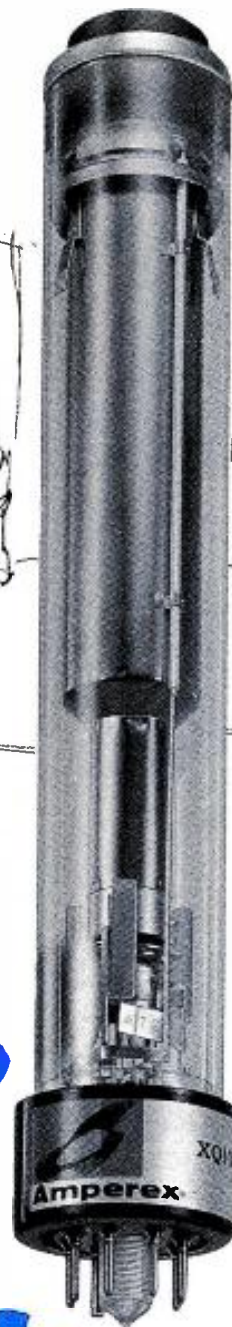
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be allowed representation with broadcasters in setting goals on such questions as "broadcasting's political responsibilities, the picture it presents of contemporary society, the mix between entertainment and public affairs and between programming and commercials and the presentation of varying points of view."

▪ In cable, what is needed "is a national policy that strikes a reasonable balance between the promotion of diversity through cable and the preservation of an effective system of over-the-air broadcasting." CATV owners "should be allowed to originate or control programming on a limited number of channels but should be required to demonstrate affirmatively that they are not restricting the competitive access of others." Ownership restrictions on broadcasters and networks "should be relaxed to allow common ownership in selected markets in which a diversity of media and media owners already exists." Congress should "modernize and strengthen" the copyright law, making it applicable to distant-signal retransmissions that are exempt under Supreme Court interpretation of the present law.

▪ In pay cable, on the theory that experiments are essential before a definitive policy can be developed, "programming restrictions on motion pictures and series programs should be phased out gradually and selectively" and the FCC "should authorize and carefully monitor [through an independent panel] experiments designed to evaluate the impact of such deregulation on free over-the-air television service." Antisiphoning restrictions on major sports should be continued, but pay cable should be allowed to present games not regularly televised. If relaxing controls on movies and series proves harmful to the public interest, the FCC

"should take steps," perhaps reimposing present controls.

▪ Because the FCC needs more time to create and execute "sound, forward-looking policy," its adjudicatory functions should be given to a new communications court whose judges would be appointed by the President subject to approval by the Senate. Judges' terms should be at least 12 years "to assure their independence." The judges would sit individually, but the full court might review "matters of unusual importance." Appeal would be to the U.S. Appeals Court for the District of Columbia.

▪ The FCC and Congress should "give high priority" to the commission's Office of Plans and Policy, with enough funding for "experienced economists, engineers, attorneys and social and political scientists to provide strong policy research and analysis."

▪ Congress has failed to provide long-range guidelines and standards for the FCC and has fallen down in providing administrative oversight. It "should make greater use of outside resources and objective, nonpartisan advice" to remedy such deficiencies.

▪ The FCC should display "a more receptive attitude" toward "a wide range of serious, well-considered views. What is needed is a free flow of responsible influence, not from one group or a small cluster of groups, but from a great many sources."

▪ Public broadcasting can fulfill its potential for program diversity and quality only if given greatly increased budgets. Congress should appropriate funds from general tax revenues for no less than five years, and should do so on a one-to-two matching basis with nonfederal funds, in order to protect against government interference. Facilities grants should con-

tinue at the present three-to-one federal-to-nonfederal level.

▪ Management at all levels of public broadcasting should develop techniques for assessing the interests and needs of its audiences, the kinds of programs called for and the extent of program success. The Public Broadcasting Service should prepare an annual report showing special audience interests that might be served. The Corporation for Public Broadcasting should establish a program performance-evaluation system.

▪ "To assure a place for public broadcasting among the new technologies, public broadcasters should focus their efforts on programming for a wide variety of purposes: public television stations, commercial stations, cable systems, schools and individual users. To accomplish this, we urge them to consider expanding their stations into local and regional public telecommunications centers. We also urge [them] to plan now to adapt to other new technologies such as satellites and to offer special services for the deaf and the blind."

The report notes that CED initiated its study, back in 1971, out of "an increasing awareness that the electronic media play a critical role in determining the shape of the economy and the society." In an introductory section, Philip M. Klutznick of Klutznick Investments chairman of the CED research and policy committee, offers a summary that says: in part:

"... we view over-the-air commercial broadcasting as a means of meeting mass audience requirements for news and entertainment. We emphasize that it is in the self-interest of commercial broadcasters to be more responsive to changing demands from the public. An enlightened sense of social responsibility should lead the broadcast media to deal voluntarily with controversial issues such as violence on television, thus dampening pressure for government control of program content. Until the advent of an abundance of channels in use lessens the need for regulation, we foresee the need for continued, but monitored, regulation of broadcasters as trustees of the public air waves. . . .

"Cable television, which can both extend the reach of broadcast signals and generate its own programs, has the capacity for allowing the diversity we speak of. Cable should be allowed to compete with over-the-air broadcasting and provide value in the marketplace. . . .

"Finally, we urge the federal government to organize and equip itself to accommodate the emerging abundance in communications channels."

Mr. Klutznick's introduction offers the report as "at least a sound basis for public discussion." It says the difficulty of resolving such policy issues was reflected by "the strong differences among some members of the committee."

The strongest differences appeared to be those raised by Mr. Schneider and Mr. Petersmeyer.

In one of his dissents, Mr. Schneider attacked the report—and Mr. Petersmeyer indicated his concurrence—fo-

An official muster in D.C. for CED's report

Members of the Committee for Economic Development and its staff broke bread and exchanged views in Washington Wednesday night (April 2) with officials of government, public broadcasting, the cable industry and academics.

The absence of commercial broadcasters from the dinner at which a CED subcommittee report on "Policies for Diversity and Change" in broadcasting and cable television was discussed was not planned. Vincent Wasilewski, president of the National Association of Broadcasters, and Donald McGannon, president of Westinghouse Broadcasting Co. and a nonvoting member of the CED subcommittee, were invited but did not attend.

Among the missing, also, were four members of the FCC—Chairman Richard E. Wiley, Charlotte Reid, Abbott Washburn and Robert E. Lee.

Those who did attend were Bruce Lovett, chairman, National Cable Television Association; John M. Eger, acting director, Office of Telecommunications Policy; FCC Commissioners Benjamin L. Hooks, James H. Quello and Glen O. Robinson; Henry Loomis, president, Corporation for Public Broadcasting; William

G. Harley, president, National Association of Educational Broadcasters; Clay T. Whitehead, former director of OTP, and John Richardson, acting director of Department of Commerce's Office of Telecommunications.

Also on hand, Barry Zorthian, Time Inc.; Leonard Marks, Cohn and Marks and former director of U.S. Information Agency; David Kinley, chief of FCC's Cable Television Bureau; Werner Hartenberger, chief of the FCC's Office of Plans and Policy; Charles Lichenstein, Public Broadcasting Service; Henry Geller, the Rand Corp.; Henry Goldberg and Vincent Sardella, OTP staffers; Chloe Aaron, National Council for the Arts; Herbert E. Alexander, Citizens' Research Foundation; William Gorham, Urban Institute, and Robert C. Willson, George Washington University.

Others present were John L. Burns, of John L. Burns & Co., a vice chairman of CED's Research and Policy Committee; and Claudia P. Feurey, Sol Hurwitz, John J. Mallen Jr., Alfred C. Neal, all CED staff, and Anthony G. Oettinger, of Harvard University, an adviser to the subcommittee that drafted the report.

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giving broadcasting's accomplishments short shrift, for overlooking cable TV's "trail of broken promises" and "the unfair competitive advantage [it] already has over free television," for accepting government regulation of the broadcast press as "a given"; for "commendable proposals" that carry unrealistic conditions and for "ringing proposals that lead to nowhere." However, Mr. Schneider added, "the most unfortunate aspect of this document is that I came away not recognizing broadcasting as I and millions of viewers know it."

Mr. Petersmeyer repeatedly challenged specific findings and proposals, and at the outset let it be known that "I do not approve of the [report] and do not think it

should be published. It proceeds from a series of assumptions and hypotheses that are themselves unsupported and yet build upon each other and permeate much of the statement."

McKinsey & Co.'s Marvin Bower, the only other dissenter on the main committee, specifically concurred with Mr. Petersmeyer in that initial dissent but did not produce one of his own.

On the drafting subcommittee, known as the subcommittee on the economic and social impact of the new broadcast media, some members submitted comments in explanation of their votes in favor of the report. One of these was Edward N. Ney, president of Young & Rubicam International, who said he con-

sidered pay cable such a remote threat that he favored not "gradual" but "total elimination of program-resource regulation for pay TV for five years," with regulators and social scientists to use those five years trying to "define the public-interest elements of broadcasting that should be protected as a national resource."

Charles P. Bowen Jr., chairman of the management consulting firm of Booz, Allen & Hamilton, another subcommittee member who voted for the report, observed: "With about 130,000 pay-cable subscribers out of 66 million TV homes, antisiphoning regulations are akin to protecting an elephant's feeding rights against interference from a mouse."

Edgar B. Stern Jr., president of Royal Street Corp., former owner of WDSU-AM-FM-TV New Orleans, was a member of the subcommittee and approved the report, but several subcommittee members were not permitted to vote because they are not CED trustees. These included Donald H. McGannon of Westinghouse Broadcasting Co., former FCC Chairman Newton Minow and former Commissioner Kenneth Cox, Barry Zorthian of Time Inc. and Dean Elie Abel of the Columbia Graduate School of Journalism.

These nonvoting members presumably took varying stances during preparation of the report. Mr. McGannon, for example, said in response to questions last week that he agreed philosophically with some portions but not with others and indicated he would have been hard put to vote either yes or no on the entire report. On the other hand, Mr. Zorthian who formerly headed Time Inc.'s TV and cable interests, said he had a number of reservations about the report but nevertheless endorsed its general thrust.

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Broadcasting on the Bazelon plan

Washington appeals judge outlines proposals for increasing diversity of programing and lessening amount of government regulation, starting with the fairness doctrine.

In judicial opinions and in speeches over the past several years, Chief Judge David Bazelon of the U.S. Court of Appeal in Washington has made it clear he believes the FCC has constructed a system of broadcast regulation that denies broadcasters the full First Amendment right to which he says they are entitled. Now he has offered his proposals for a policy he says would permit the dismantling of that system—proposals aimed at prompt competition in program sources.

Decreasing the amount of programing that networks can provide affiliates and promoting the development of conventional and pay cable television as well as of UHF, public broadcasting and over-the-air-pay television—these are sugges-

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tions Judge Bazelon offered in an address Saturday (April 5) at Duke University School of Law, in Durham, N.C.

The problem in the broadcast media, he said, is not scarcity of spectrum space, the usual reason cited for regulating program content, "but rather simple, old-fashioned concentration of economic power and ownership of TV facilities." Judge Bazelon said there is no evidence that there is a deficiency of diversity in the various communications media; he noted there are far more television and radio stations than daily newspapers.

Judge Bazelon leaves no doubt that his concern for broadcasters' First Amendment rights stem from his reading of the law, not from particular affection or respect for the broadcasters, particularly the networks. "The networks and the licensees have demonstrated a tremendous capacity to ignore the public interest when their private economic interests are at stake," he said. He referred to the broadcasters' lack of coverage last year on congressional action on the license renewal bill that Representative Harley O. Staggers (D-W.Va.) "did us the courtesy of killing" and to provide "balanced coverage of the debate over pay TV." He even cited the exclusivity clauses found in some contracts networks have their reporters sign: Such clauses "can be used to prevent network reporters from disclosing news items which they have uncovered but which the network has decided not to report."

But he said he is concerned with the difficulty in distinguishing between programming motivated by true journalistic integrity and that motivated by "crass economic desires." (He would make the distinction if he could; he feels that a "complete failure to operate as a journalistic institution would take a licensee out of the protection of the First Amendment and would arguably be grounds for denial of a broadcasting license . . .). And that difficulty, he added, is one reason the First Amendment bars government from the regulation of speech.

Despite the First Amendment, the licensing scheme mandated by the Communications Act "permits a wide-ranging and largely uncontrolled administrative discretion in the review of telecommunications programming," in Judge Bazelon's view. And he said that discretion, flowing from the power to deny license renewals, has been applied quietly in a number of instances to force broadcasters to abandon talk shows that feature discussions of sex and to force networks to schedule "adult" programming after 9 p.m., among them. And in case there was any doubt the second example was a reference to the "family viewing" concept FCC Chairman Richard E. Wiley developed in concert with network presidents, Judge Bazelon cited, as one of the ways pressure is communicated, the calling of network executives to 'meetings' in the office of the chairman of the FCC. . . .

The address—adapted from an article scheduled to appear in the May issue of the *Duke Law Review*—gave Judge Bazelon an opportunity to state more clearly than he has previously in public his view that the fairness doctrine does not square

with the First Amendment. He said a requirement that broadcasters set aside time for speakers to present their own views, or that they sell time for advertising without discrimination on the basis of content might be compatible with the First Amendment. "But to require that a licensee be 'fair' in presenting opinionated programming as defined by a government agency, or not offer programs which a majority of listeners do not want to hear, nullifies that journalistic discretion which the Framers thought indispensable to our constitutional order . . . A government which can dictate what is 'fair' reporting can control information to the public in a manner which subverts self-government into a tyranny managed by propaganda . . . Truth and fairness have too uncertain a quality to permit the government to define them."

Judge Bazelon had no illusions about the present system of regulation and what he says is its attendant impingement on the First Amendment is "a direct attack on the vested power of the VHF licensees and the networks," one aimed at increasing "the multitude of tongues."

First, he said, he would "limit the networks' ability to sell blocks of programming" to affiliates and "increase the feasibility of new networks." Then he would encourage the development of cable—both pay and conventional—and the further development of UHF, in part at least through selective deintermixture.

Judge Bazelon had no illusions about the reception those proposals would receive. "The broadcast industry is sure to fight these suggestions tooth and nail," he said. "The industry was successful in crippling UHF development in the 1950's and today is battling to prevent pay cable from achieving economic self-sufficiency." Broadcasters would not receive his other proposals with cheers, either.

In calling for the development of public broadcasting as a force to compete with VHF licensees and the networks, Judge Bazelon suggested that public broadcast stations, now virtually limited to UHF frequencies, be allowed to operate on VHF frequencies. He also suggested the establishment of "common carrier public stations or common-carrier time periods on regular public stations," with access to them provided through lot or bidding. And to provide the money that would be needed for public television to take the more active role in program production he thinks would be desirable, either the government should be more generous or the stations should be allowed to undertake "a limited form of pay television."

Judge Bazelon also suggested an attack on the economics of the present television programming; he urged the introduction of "some form of subscriber TV service" as a means of increasing the viability of minority taste programming. FCC rules permit such service, but no one has yet been able to put an over-the-air service on the air. Perhaps with that in mind, Judge Bazelon said another line of attack would be simply "to limit drastically" the amount of commercial time television stations could sell. That would "of necessity reduce the dominance of advertising

concerns" and force broadcasters to search for alternative sources of revenue, he said.

If these strategies are effective, Judge Bazelon said, the FCC could "confidently dismantle the entire system of program regulation it has erected in the past 40 years and thereby recognize the broadcast media as true components of the American press."

Judge Bazelon had one other suggestion, this one designed to reform the FCC itself. He agrees with former FCC General Counsel Henry Geller's view that the cause of dissatisfaction with the agency is its "overidentification" with the industry it regulates, as against the interests of "new emerging facets or technologies"; policies promoting competition in programming cannot be expected from a commission "beholden to the vested interests of the VHF licensees." And he would attempt a reorganization that Mr. Geller and others have suggested: Reduce the number of commissioners to five, limit them to one 15-year term and bar them from employment in the communications field for 10 years after completion of their terms.

Judge Bazelon said he was not entirely persuaded the proposal would do the job. But, he said, "it or something like it must be done to change the atmosphere at the FCC."

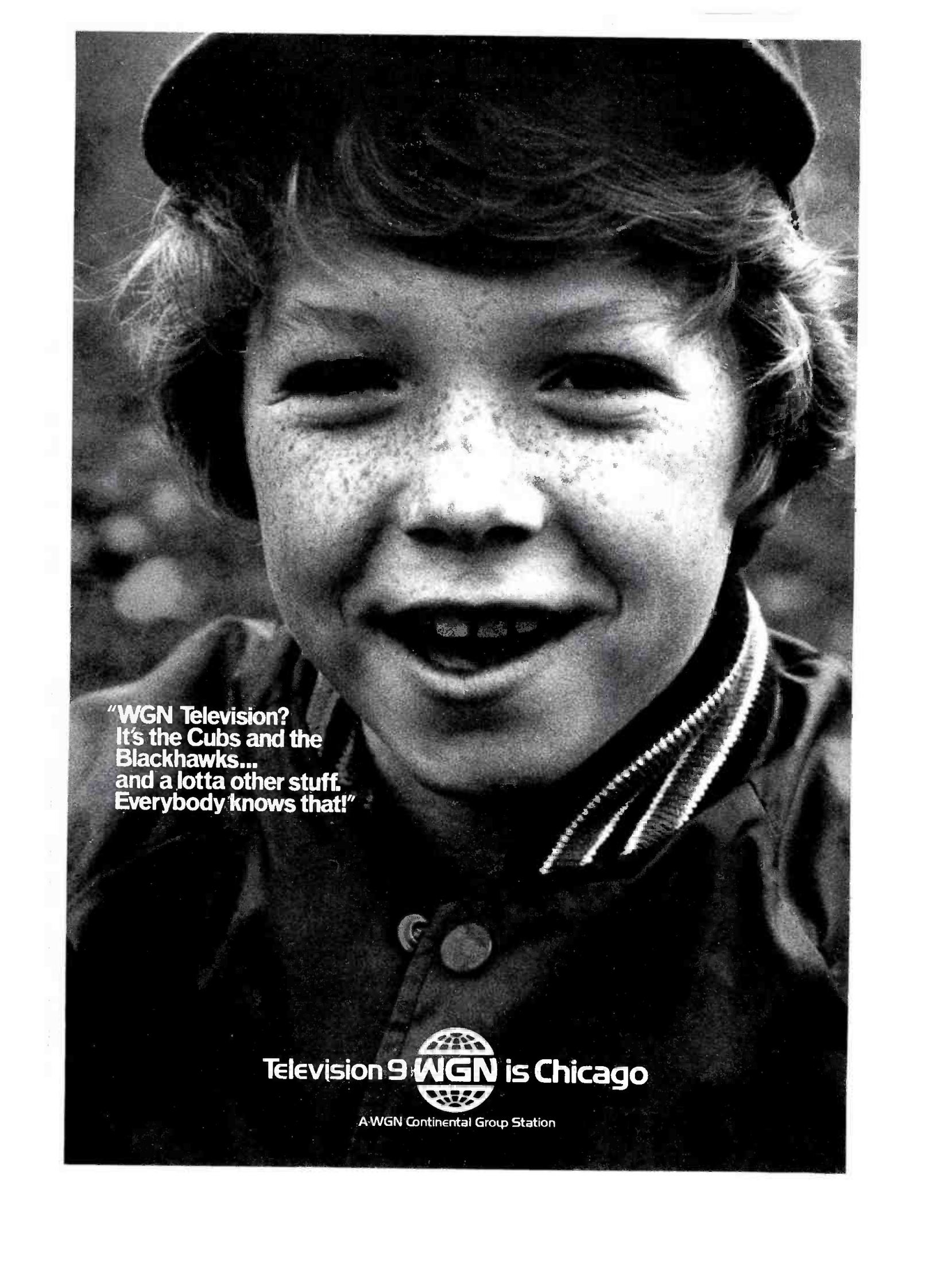
Red Lion case cited as example of White House manipulation

Friendly's 'Times' piece says decision was part of Kennedy, Johnson tactics to counter right-wing broadcasts

For the past six years, Red Lion has stood for the case in which the Supreme Court affirmed the constitutionality of the FCC's fairness doctrine. From here or out, it will also serve as a reminder of the manner in which the Kennedy and Johnson administrations used the doctrine to harass right-wing broadcasters airing commentary opposed to their policies and supporting the presidential candidacy of Senator Barry Goldwater (R-Ariz.). Red Lion—involving WGBA(AM) Red Lion Pa.—itself grew out of the campaign.

Fred W. Friendly, former president of CBS News, detailed the development and working of the campaign in an article in the March 30 *New York Times Magazine*. In the process, he tended to confirm the suspicions of the Billy James Hargise and Dr. Carl McIntire that they were the objects of deliberate harassment by liberals and leftists.

The story surprised and disturbed present and former FCC officials concerned with administering the fairness doctrine. And it is providing ammunition to those in Congress as well as among print and broadcast journalists who oppose the doctrine as an infringement on broadcasters' First Amendment rights and art



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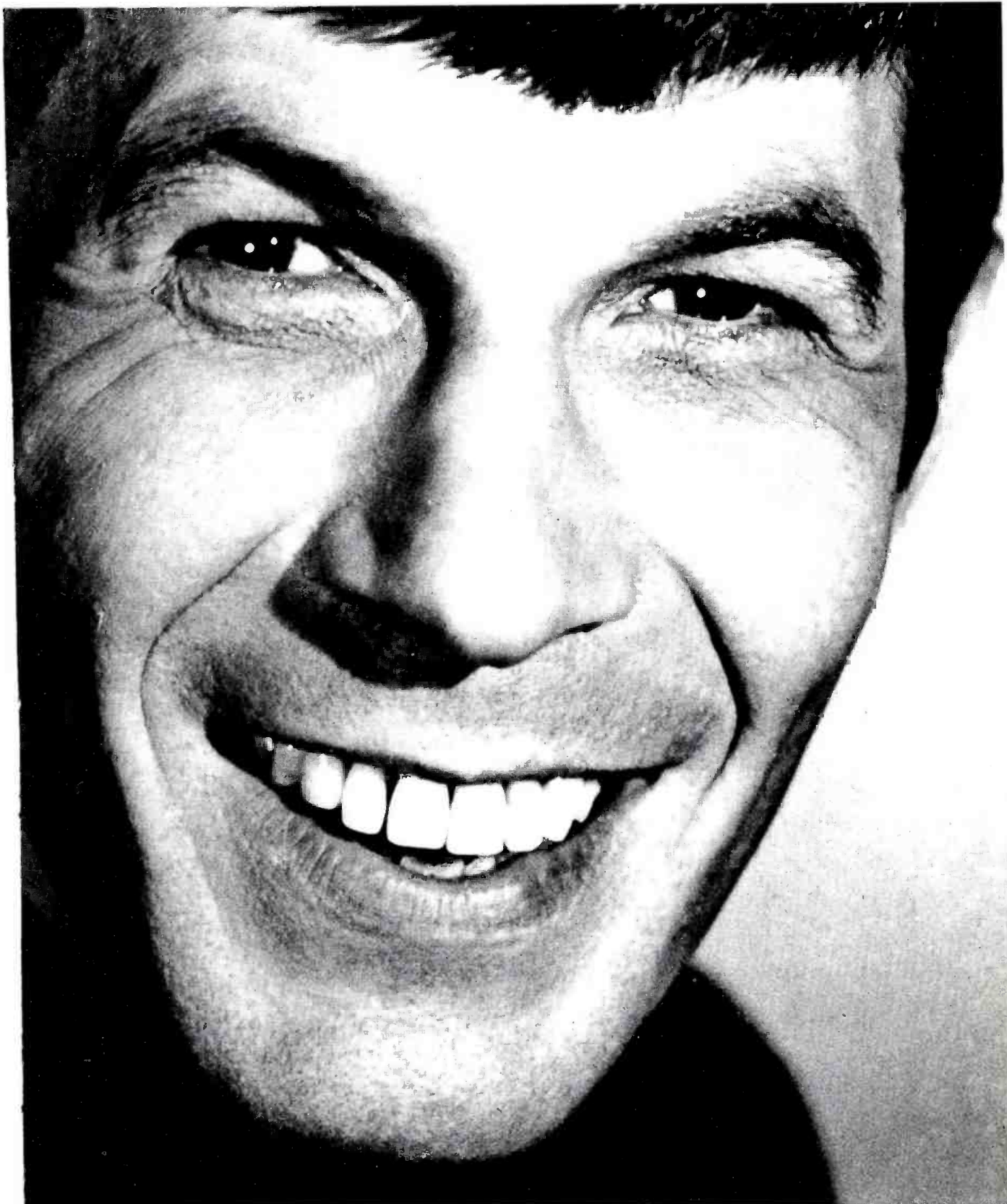


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**THE CORAL
JUNGLE**

seeking its repeal. Chief Judge David Bazelon of the U.S. Court of Appeals feels it "nullifies" the journalistic discretion the authors of the Constitution thought indispensable to the form of government they were creating (see page 32).

Mr. Friendly, who teaches journalism at Columbia and serves as a consultant to the Ford Foundation, began researching the fairness doctrine in preparation for writing a text book. Before long, he said in the article, the research turned into "investigative reporting," for "it became clear that the basically well-intentioned concept of the fairness doctrine has on occasion been perverted—used for political purposes."

He reported that the Kennedy and Johnson White Houses and the Democratic National Committee, in part aided by campaign funds, managed efforts to monitor right-wing broadcasts and seek reply time under the fairness doctrine. He said the effort was first made in 1963 in connection with concern over attacks from the right on the nuclear test-ban treaty with the Soviet Union then under consideration in the Senate. Later the campaign was expanded to respond to attacks on Kennedy programs generally and to counter the support being given Senator Goldwater's presidential candidacy.

Mr. Friendly said the campaign resulted in "a dramatic number of broadcasts favoring the [test-ban] treaty in areas of the country where such views might

not otherwise have been heard." But as for the campaign directed to counter opposition to Kennedy programs generally, Mr. Friendly said that, in the absence of focused debate, the object "was simply to harass the radio stations by getting officials and organizations that had been attacked by extremist radio commentators to request reply time." Nevertheless, the White House aide who headed the campaign, Wayne Phillips, a former *New York Times* reporter and part-time faculty member of the Columbia School of Journalism, recalled that the effort resulted in over 500 radio replies, according to Mr. Friendly. Fairness complaints generated by the White House during the 1964 presidential campaign were said to have resulted in more than 1,700 free broadcasts.

Under President Johnson, the effort to use the fairness doctrine was expanded. "A bipartisan front organization, the National Council for Civic Responsibility," was established, with Arthur Larson, a prominent liberal Republican who once headed the U.S. Information Agency, recruited to lead it. In time, Mr. Friendly said, it became associated with a long-dormant "citizen lobby," the Public Affairs Institute, to take advantage of the latter's tax-exempt status. The initial funding of \$25,000 came from the Democratic National Committee, but the new organization raised \$200,000 of its own, and began to "amplify the effort" already begun by Mr. Phillips.

Fred Cook, the author whose complaint led to the Red Lion decision, had worked in the Democrats' antiright-wing campaign on a freelance basis, producing material for reply broadcasts. Mr. Friendly also said the Democratic National Committee encouraged and subsidized Mr. Cook's book, "Goldwater: Extremist on the Right."

Mr. Cook had also done an article for *The Nation* dealing with the broadcasts the Democrats were attempting to counter—"Hate Groups of the Air." And the book and the article led Billy James Hargis to attack Mr. Cook in one of the broadcasts for which he buys time on stations across the country. The broadcast accused Mr. Cook of dishonesty and gave a somewhat imprecise version of the facts underlying his departure from the staff of the *World Telegram & Sun*.

Mr. Cook demanded time to reply on 200 of the stations carrying the broadcast and received offers from 50. WGCB's Reverend John M. Norris, who died in January 1974 at the age of 90, was uncompromising. "Our rate card is enclosed," he said in reply.

The FCC was not amused. It directed the station to make time available, contending that Mr. Cook had been the object of a personal attack. Later, the U.S. Court of Appeals and, ultimately, the U.S. Supreme Court affirmed the commission. As a result, the time was offered to Mr. Cook—but he turned it down. And in the meantime, the personal-attack "principles" of the fairness doctrine under which the commission had acted had been codified into a commission rule.

Until Mr. Friendly's article, Mr. Cook's

association with the Democratic effort to counter right-wing broadcasts was not generally known, nor was the fact that the request for reply time itself was drafted with the aid of Democratic National Committee lawyers.

However, that probably made no difference, at least as far as the commission's directive to WGCB was concerned. The FCC general counsel at the time, Henry Geller, said he found the Friendly piece "dismaying," but, he said, Mr. Cook's motives were "irrelevant." The public, he added, was entitled to hear his side of the dispute. He would have written the order differently, however, Mr. Geller, who is now with the Rand Corp., said. "I would have said, 'Don't be discouraged. We want debate. Put on your side. We commend you. Keep it up.'"

Mr. Geller, who had long been a firm supporter of the fairness doctrine, in recent years has changed his position on it somewhat. He believes that instead of the case-by-case approach to fairness-doctrine issues the commission now follows, it should only consider a broadcaster's record on fairness matters on an over-all basis at license renewal time. If he had known how the Kennedy and Johnson White Houses were using the doctrine, he said, he probably would have moved toward his present position sooner than he did.

The article is getting attention on Capitol Hill. The House Communications Subcommittee is expected to discuss its implications with the FCC at oversight hearings tentatively scheduled for June. Perhaps more significant, a subcommittee spokesman said Chairman Torbert Macdonald (D-Mass.) is considering a separate hearing on the operation of the doctrine.

Senator William Proxmire (D-Wis.), author of one of several bills that have been introduced that would abolish the fairness doctrine, said the Friendly article shows that the antimedia power the Nixon administration sought to wield can be traced back to the Kennedy and Johnson White Houses.

Had it not been for the money spent by "the Democratic National Committee to subvert the freedom of the press that rightly belongs to broadcasters, the Red Lion decision might not have occurred," he said. Mr. Friendly, he added, "has demonstrated that the landmark case was rigged. The First Amendment is the only safeguard citizens have against government officials who would usurp power."

The spokesmen for the right, against whom the Democratic campaigns were said to have been aimed, were ecstatic. Dr. McIntire, whose *20th Century Reformation Hour* has over the years frequently been the object of fairness doctrine complaints, saw the Friendly article as providing evidence that the loss by his Faith Theological Seminary of its licenses for WXUR-AM-FM Media, Pa., in 1973, could be traced to the activities described in the Friendly article. And he wrote a number of senators, urging investigation. "This is what was involved in my troubles, the loss of our station," he said in a letter to Senator John O. Pastore (D-R.I.). Since the article deal-



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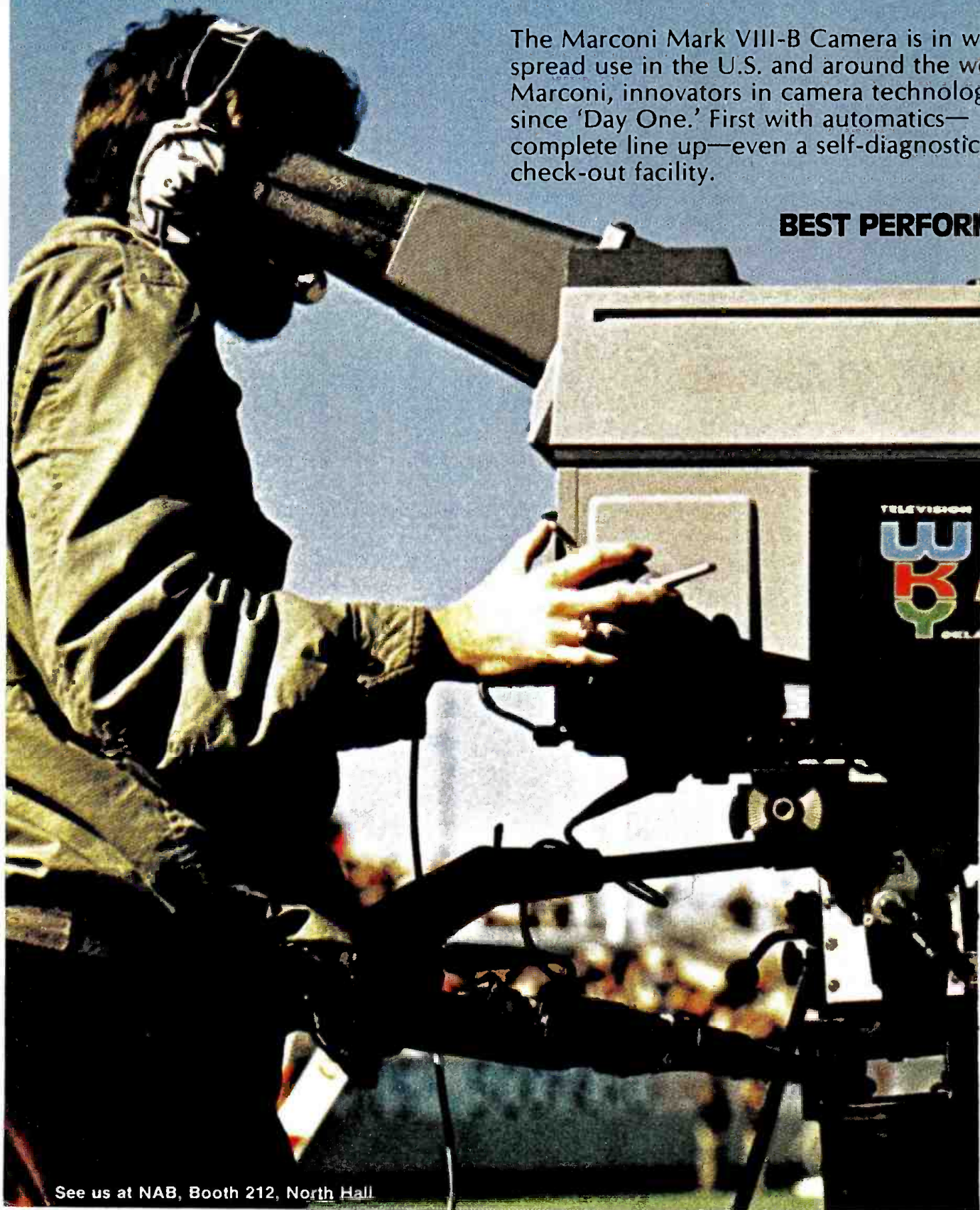
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with Democratic Presidents, Dr. McIntire added, "I think you have a greater responsibility in your integrity to get to the root of it all . . ." "Mr. Friendly," he said in a letter to Senator Proxmire, "has done a very noble and courageous deed for freedom." And Billy James Hargis, who claims the number of stations taking his *Christian Crusade* had dropped from 350 to 50, said the Friendly article sounds the fairness doctrine's death knell.

But present FCC general counsel, Ashton Hardy, was not ready to see the doctrine buried. He said that, despite the article, he would still "strongly" defend the fairness doctrine. "Like any other doctrine or statute, it can be abused," he said. "But the fact of abuse doesn't mean the doctrine is bad."

Mr. Hardy said he was sure the commission would tell Congress, if asked, that the doctrine should be retained. "That would be my recommendation," he said. "The people's right to know is paramount with me, as the Supreme Court said, in *Red Lion*."

The action's on the Strip for broadcasters this week

**With President as headliner,
NAB convention goes to work;
'family viewing' engages TV board;
reorganization is under study;
the problems in Washington grow**

The National Association of Broadcasters assembles in Las Vegas this week for an annual convention that will feature speeches by the President of the United States, the chairman of the FCC and assorted other dignitaries and any number of panel sessions and workshops. Two private meetings, however, may command special attention.

The television board of the NAB will meet tomorrow afternoon (April 8) to vote on a code board recommendation for the insertion of new "family viewing" standards in the television code. The NAB bylaws committee will meet at breakfast this morning (April 7) to talk about reorganizing the board structure of the association.

The TV board meeting will open with a presentation from the Association of Independent Television Stations, represented by its chairman, James Terrell of KTVT(TV) Fort Worth, and its president, Herman Land.

Mr. Land said last week that independents "cannot go along" with the establishment of "family viewing" restrictions at 7-9 p.m. as has been voted by the code board. "We're at the other end of the program pipeline," he said. Mr. Terrell has explained that early evening is prime time for independents, and because off-network material is the independents' primary programming source, in two or three years independents will be receiving many of the current programs

which "probably caused the present concern" with sex and violence.

Mr. Land said the networks forced the family viewing concept on the industry and intended to make it more difficult for independents to obtain programming.

The independents are looking for sympathizers, especially among the smaller-market network affiliates represented on the TV board, and Mr. Land seemed confident last week that his arguments will not go unheeded in Las Vegas. "Somehow, we'll work it out," he said.

Meanwhile, the TV board chairman, Wilson Wearn of Multimedia Broadcasting Co., Greenville, S.C., last week said there were apprehensions about adopting the plan among some members of the TV board. He said he knew of one board member, whom he would not identify, who plans to offer a motion to make the family viewing scheme "exhortative" rather than mandatory.

Mr. Wearn predicted that the Las Vegas meeting would take perhaps an hour to an hour and a half, and "I think we'll get a consensus."

The bylaws committee chairman, Donald Thurston of WMNB-AM-FM North Adams, Mass., however, was not so certain last week that his committee would reach a consensus on proposed changes in the NAB bylaws, or for that matter if it should even try to in one sitting. He said the committee will probably follow its Las Vegas meeting with another later in Washington to cement its plan and "put it in legalese."

Mr. Thurston has now received about 70 comments from past, present and newly elected board members on a proposal his committee blocked out last month (BROADCASTING, March 17). He said suggestions range all over the field, but for the most part are favorable to the committee proposal.

On his own Mr. Thurston has been compiling statistics about present and past board representation which he thinks explode some "myths" about the NAB structure. He holds for example, that his figures show no imbalance on the joint board in favor of radio, as is popularly believed. There are 30 radio representatives on the joint board, 15 TV representatives, a joint board chairman, an immediate past chairman and the NAB president. By his count, Mr. Thurston said that 23 of the joint board members for the term beginning at the close of the convention this week have actual interests in radio only. Another 24 have interests in TV stations (of those, 22 have interests in TV and radio, and two have interests in TV only). The 48th is the president.

It is also a myth that the radio board is dominated by small-market radio representatives Mr. Thurston said. His numbers show that on the new board, 13 radio members represent stations in class A markets (population of 500,000 or more), two represent stations in class B markets (population 100,000 to 500,000), nine are from stations in class C markets (population 25,000 to 100,000) and six represent stations in class C markets (population of 25,000 or less).

Nor is the TV board dominated by top

50-market stations, Mr. Thurston concluded with his statistics, which he will make available in Las Vegas.

If there is imbalance in the NAB structure, Mr. Thurston said, it is on the current executive committee, four of whose members represent radio stations, and two of whom represent TV stations. The seventh is the president.

He also has been studying voting participation in NAB board elections, and has assembled figures he says demonstrate that more NAB members vote in district representative elections than in at-large elections (one of the bylaws committee's recommendations is to do away with the eight at-large seats on the radio board and increase the number of district seats from 17 to 20) and that the smaller the district the higher the participation in elections.

Mr. Thurston said that no single suggestion dominates the letters he has received but that the most consistent concern is that if the joint board were reduced in size, the influence of the appointed network members would increase to a degree some find alarming. The bylaws committee has proposed that the joint board be reduced from its present 48 seats to 42. Eight of those would be held by network representatives, as they are now.

Some writers have suggested that network representation on the radio board be reduced from five to two or three. Another suggestion has been to restrict the three major networks to one vote each on the joint board. At present, each has a seat on both the radio and TV boards, which some see as giving them two votes each on the joint board.

Most of the respondents, Mr. Thurston said, are receptive to the idea of taking away the immediate past joint board chairman's vote on the joint board and executive committee, as the bylaws committee has suggested, but many are afraid the impression left is that NAB would be closing the door on the past chairman altogether. Some have suggested a formal amendment to the bylaws making the past chairman an ex officio member of the executive committee, so it will be clear his experience and counsel are being utilized.

The bylaws committee suggested that the past chairman's place on the executive committee be rotated every six months between active members of the radio and TV boards. That, Mr. Thurston said, is likely to change, because many think the rotating member will always be playing catch-up on executive committee activities.

Other writers have suggested that the radio board be reduced more than the bylaws committee has suggested. The committee's recommendation is that it be scaled down from its present 30 seats to 25. All of these suggestions will figure in the committee's convention deliberations, Mr. Thurston said.

More to come

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Product: Bouquet easy listening music service, Contemporary adult rock music service. *Personnel:* Stephen Schmidt.

Y&R Ventures **Caesar's Palace**
Programs: Lorne Greene's Last of the Wild. *Personnel:* John White.

WCCO Radio outpulls Twin Cities



Radio — ARB estimates, Jan./Feb., Apr./May and Oct./Nov., 1974 average. TV — ARB estimates, Jan./Feb., Feb./Mar., May, Oct. and Nov., 1974 average. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

Who, what, when and where: the official NAB agenda for its 53d annual convention

Registration hours: Credentials are available at the Rotunda lobby of the Las Vegas Convention Center. The registration desk will be open from 9 a.m. to 5 p.m. on Saturday, April 5, from 8 a.m. to 5 p.m. on Sunday and Monday, and from 9 a.m. to 5 p.m. on Tuesday and Wednesday.

Equipment exhibit hours: Displays of broadcast equipment and services will be open in the north and south exhibit halls and the concourse of the convention center. Exhibits will be open 9 a.m. to 5 p.m. Sunday through Wednesday.

Workshops, assemblies and luncheons: All will be held in the Convention Center, unless indicated.

Monday, April 7

Broadcast workshops

Up your bottom line. Room 21, 9-10:30 a.m. Ways and means of controlling and forecasting operating costs of radio and TV stations in today's inflationary climate. Moderator: Arno Mueller, Storer Broadcasting, Miami Beach. Panelists: Gene Anderson, Forward Communications, Wausau, Wis.; Joseph McCabe, KPLR-TV St. Louis; Edward Herlihy, KTLA(TV) Los Angeles.

What NBACA means to the industry. Room three, 9-10:30 a.m. Objectives of the National Broadcast Association for Community Affairs and what it can do for stations. Presented by: Eddie L. Madison Jr., NBACA, Washington. Panelists: FCC Commissioner Benjamin Hooks; Howard F. Raycroft, attorney, Hogan & Hartson, Washington.

FCC enforcement. Gold room, 9-10:30 a.m. Topics currently under close watch by the FCC—hyping, joint sales and rate arrangements, obscenity, indecency, etc. Moderator: Brenda Fox, NAB counsel. Panelists: Ashton Hardy, FCC general counsel; William B. Ray, chief, FCC Complaints and Compliance Division.

Manning a station with women. Room 16, 9-10:30 a.m. Why profit-minded broadcasters take sex out of business. Moderator: Kathleen Day, NAB public relations department. Panelists: Patricia Nealin, WGN Continental, Chicago, president, American Women in Radio and Television; Nancy Wildmann, CBS Radio Spot Sales, New York; Eleanor Brown, Evening Star Stations, Washington; George Green, KABC(AM) Los Angeles; Charles Whitehurst, WFMY-TV Greensboro, N.C.

Getting the business (also on Wednesday). Rooms 22 and 23, 9-10:30 a.m. You don't have the account until you get the check. Presented by: Carleton Loucks, Radio Advertising Bureau senior vice president, New York; Robert H. Alter, RAB executive vice president, New York.

Radio news, formats and equipment (also on Tuesday). Rooms one and two, 9-10:30 a.m. Successful formats for different markets and how to make innovative use of broadcast equipment. Moderator: Tom Frawley, Cox Broadcasting, Washington, president, Radio Television News Directors Association. Panelists: John Salisbury, KXL(AM) Portland, Ore.; Ted Landphair, WMAL(AM) Washington; Dick Petrik, KOEL(AM) Oelwein, Iowa; George Roach, CFRA(AM)-CFMO(FM) Ottawa.

Agribusiness and broadcasting: producing dollars and audiences for radio (also on Tuesday). Room four, 9-10:30 a.m. How farm directors serve urban and rural listeners to produce more sales dollars and larger audiences. Moderator: Bill Mason, WGN Continental, Chicago, president, National Association of Farm Broadcasters. Panelists: Bill Alford, Orion Broadcasting, Cedar Rapids, Iowa; Ray Kremer, NAFB director of sales, Mount Dora, Fla.; Ray Senate, WIBW-AM-FM Topeka, Kan.

Television sales: profits from commercial production. Room 15, 9-10:30 a.m. How stations can increase their profits through station

V 15 to 1!

At WCCO Radio, we are starting our second 50 years of broadcasting in great style. With a tradition of delivering bigger average quarter-hour (AQH) audiences than any television station in the Minneapolis-St. Paul market. Fact is, this is the seventh consecutive year we've done it — this time topping TV in 15 out of 16 points of comparison.

That's a lot of muscle in a strong market like the Twin Cities. But it's to be expected when you have strong arms pulling for you. Like WCCO Radio's lineup of talented personalities presenting full-size, complete programming. It's the kind of radio that attracts and holds the widest possible audience rather than appealing only to some narrow segment.

How strong are we? Here's a few highlights from our show of strength in the 1974 ARB averages:

PERSONS 12+ AQH 6 AM - MIDNIGHT, M-S	
WCCO Radio	122,400
Best TV Station	120,200
ADULTS 18+ AQH 6 AM-6 PM, M-F	
WCCO Radio	166,900
Best TV Station	62,500
WOMEN 18+ AQH PRIME TIME, M-F	
WCCO Radio (6-10 am)	140,800
Best TV Station (6:30-10:30 pm)	105,300

WCCO Radio also wins 12 out of 13 other points of comparisons. Want to hear the full story for yourself and have WCCO Radio pulling for you? Call your WCCO Radio or CBS Radio Spot Sales Representative. They really know the ropes.

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



commercial production. Moderator: Roger Rice, Television Bureau of Advertising president, New York. Panelists: Leonard Swanson, WIICTV Pittsburgh; Jack Moffitt, WUAB-TV Cleveland; Edwin Metcalfe, WPTA-TV Fort Wayne, Ind.

Electronic news gathering gear. Room 18, 9-10:30 a.m. Review and discussion regarding the implementation of electronic news gathering techniques. Moderator: Albert H. Chismark, Meredith Corp., Syracuse, N.Y. Panelists: Julius Barnathan, ABC New York; Thomas M. Battista, KMOX-TV St. Louis, Mo.; Ralph L. Hucaby, WLAC-TV Nashville; A. H. Lind, RCA, Camden, N.J.; Robert Mausler, NBC, New York.

The public looks at television 1975: a report from Roper. Room 17, 9-10:30 a.m. A visual presentation of the Television Information Office's bi-yearly study of the public's attitudes about television. Presented by: Roy Danish, TIO director, New York.

Management sessions

Opening general assembly (joint session with engineers). Rotunda, 10:45-12 noon. Music by: Clark high school stage band. Presiding: Walter Bartlett, convention co-chairman, Avco Broadcasting, Cincinnati. Welcome: Senator Howard Cannon (D-Nev.). Special presentation to Jack Benny, accepted by Don Wilson. Presentation of NAB Distinguished Service Award to George B. Storer, executive committee chairman, Storer Broadcasting, Miami Beach. Remarks: Mr. Storer. Keynote address: Vincent T. Wasilewski, president, NAB.

Management/engineering luncheon. Hilton ballroom, 12:30-2 p.m. Presiding: Charles R. Dickoff, convention co-chairman, WEAQ(AM) Eau Claire, Wis. Invocation: the Rev. Bert H. Hatch, executive director, Georgia Association of Broadcasters. Introduction: Mr. Wasilewski. Address: Gerald R. Ford, President of the United States.

Small-market radio session. Rooms 21, 22 and 23, 2:30-4 p.m. *The renewal*, 2:30-3:15. A one-act play designed to underscore the most common problems faced by small-market broadcasters in applying for license renewal. Presiding: Paul E. Reid, outgoing chairman, NAB small-market radio committee, WBHB(AM) Fitz-

gerald, Ga. *The Players:* the small-market broadcaster, Dick Painter, KYSM(AM) Mankato, Minn.; his Washington attorney, John B. Summers, NAB general counsel; the FCC regulators (playing themselves), Wallace E. Johnson, chief, Broadcast Bureau, and Richard J. Shiben, chief, Renewal and Transfer Division. *The panel*, 3:15-4. Presiding: Wayne C. Cornils, incoming chairman, small-market radio committee, KFXD(AM) Nampa, Idaho. Participants: Richard E. Wiley, chairman, FCC; Mr. Johnson; Mr. Shiben; Martin I. Levy, chief, Broadcast Facilities Division; William B. Ray, chief, Complaints and Compliance Division; Paul Putney, assistant chief for law, Broadcast Bureau.

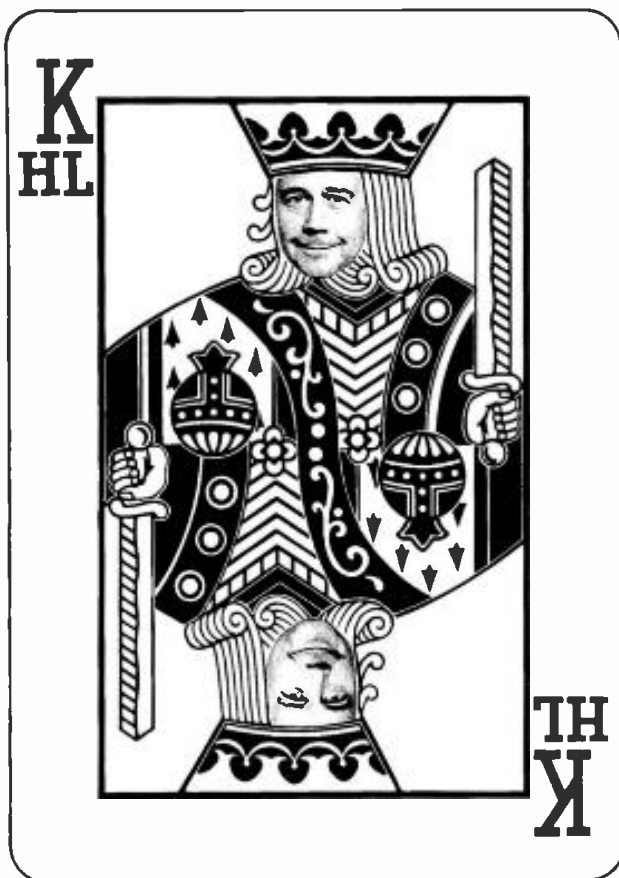
Television assembly. Gold room, 2:30-5 p.m. Presiding: Wilson C. Wearn, Multimedia, Greenville, S.C., chairman, NAB television board. *Television programming/today and tomorrow.* Moderator: Phil Donahue, Avco Broadcasting, Cincinnati. Panelists: Grant Tinker, MTM Productions, Hollywood; William Friedkin, Universal Studios, Universal City, Calif.; Kevin O'Sullivan, Worldvision Enterprises, New York; Tom Adams, Campbell-Ewald, Detroit; Larry White, NBC-TV, New York. *National Academy of Television Arts and Sciences* presentation of national awards for community service.

Tuesday, April 8

Broadcast workshops

Engineering certification. Room three, 8-8:50 a.m. Discussion of the Society of Broadcast Engineers' certification program. Moderator: James C. Wulliman, WTMJ-TV Milwaukee. Panelists: Glenn Lahman, KDKA-TV Pittsburgh; John Wilner, New Jersey Public Broadcasting Authority, Trenton; Benjamin Wolfe, Post-Newsweek Stations, Washington.

What to expect when you're up for renewal (also on Wednesday). Gold room, 9-10:30 a.m. Some tips on how to prepare for license renewal. Moderator: John Summers, NAB general counsel. Panel-



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*"We believe in an ongoing educational process."
"When you stop learning, you're dead."*



**Now, triax color
with one little
difference:**

It works.



THOMSON-CSF TTV 1515. Now used in CBS mobile units.

Triax color cameras have promised you enormous savings in man-hours and cable costs. But it takes a really reliable camera to turn those savings into a practical reality. Now there is one.

The TTV 1515 has been delivering trouble-free service in the field ever since 1971. Over 300 are now in use. It's the triax color camera that proved it works.

Why it works Thomson patents on circuits on this camera go back to 1964. We've been perfecting it ever since. The TTV 1515 wasn't introduced until every last "bug" had been thoroughly eliminated.

We also made 99% of maintenance a matter of minutes. Nearly all circuitry is in plug-in circuit boards . . . changed or adjusted instantly, 100% solid state. And there are no multi-layer

circuits to frustrate maintenance technicians. All wiring is in the open.

Quietest picture yet

Perfected pre-amplifier designs advanced processing and contouring techniques, and the adjustable comb filter all cut noise. Time-proved 30 mm. separate-mesh tubes are mounted parallel to the optical axis. Head amplifiers surround the targets for full shielding. Result: to an exceptional degree, noise is eliminated at the source.

The thinking man's CCU

A real miniature sync generator is built into the CCU for automatic synchronization. It restores, from mixed sync only, all signals usually derived from external sync . . . blanking, drives, etc.

Also built into the CCU: contour correction, adjustable comb filter, color masking, amplitude modulated shading, automatic cable compensation. All these logically belong in the CCU (not the camera). Thomson puts them there.

More unique features

1) Built-in diascope eliminates front-of-lens "black boxes". 2) Superb low-light pictures due to built-in bias light. 3) Converts from triax to multiconductor cable with a five-minute switch of plug-in circuit boards. 4) Communication from camera head to CCU is maintained with power switch off. 5) Power supply is safe when shorted. 6) Viewfinder tilts, swivels, locks

and operates remotely. 7) Portable: camera 77 lbs., viewfinder 11 lbs. 8) Automatic continuous registration provided by optical markers in the optical assembly. 9) Ultra-stable digital multiplexing in 46 remote channels. 10) Separate multiplexed analog RGB outputs: compatible with existing Chroma-Key systems; permit use of NTSC, PAL and SECAM encoders.

Thomson-CSF: Leader in triax color

Since the early 1960's, the facilities of France's largest manufacturer of professional electronic equipment have been hard at work on triax color. Thomson-CSF has over 48,000 employees. The parent corporation, Thomson-Brandt, has over 98,000.

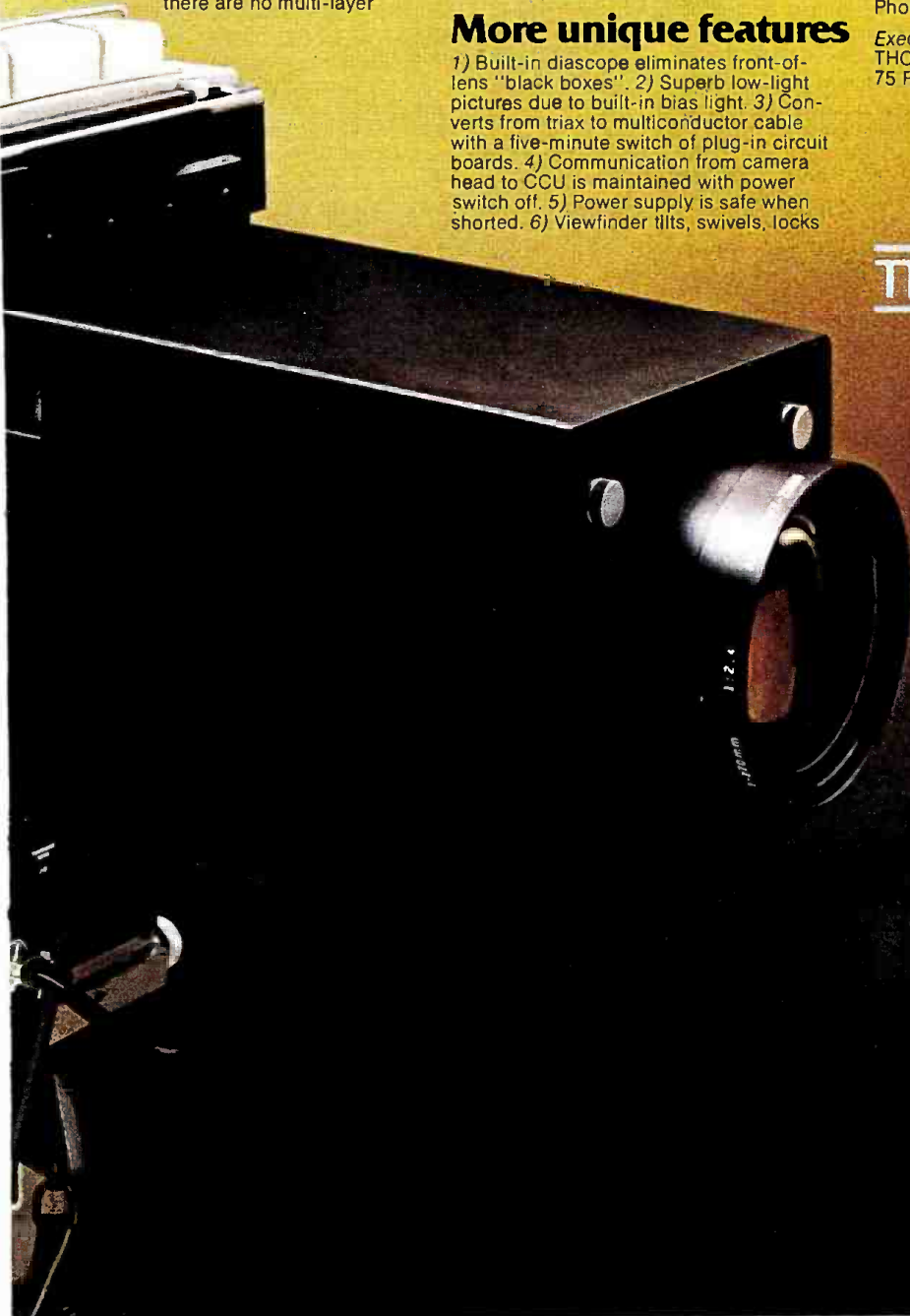
It all adds up to the most perfectly-developed camera in triax color TV. The field-proven one. The successful one. The one that works. TTV 1515 by Thomson-CSF.

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Broadcast Products Division
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Phone (201) 779-0216

Executive Offices:
THOMSON-CSF, Inc.
75 Rockefeller Plaza, New York, N.Y. 10019



THOMSON-CSF



Ists: Richard Shiben, chief, FCC Renewal and Transfer Division; Robert L. Heald, Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington.

Middle management: implementers of affirmative action. Room 15, 9-10:30 a.m. Effective techniques for satisfying affirmative action requirements. Moderator: Patricia Grace, NAB office of community affairs. Panelists: James Long, Storer Broadcasting, Miami Beach; Mal Johnson, Cox Broadcasting, Washington; William Ford, Capital Cities Communications, Buffalo, N.Y.; Cecil Forster, Westinghouse Broadcasting, New York; Timatha Pierce, NBC, New York; Gil Griffin, CBS, New York.

Radio editorializing: how to, you can and you should, and it pays (also on Wednesday). Room one, 9-10:30 a.m. Case histories and the techniques used in successful editorial campaigns. Moderator: Fred Dressler, president, National Broadcast Editorial Association, KMGH(AM) Denver. Panelists: Robert Vainowski, KCBS(AM) San Francisco; Ira Laufer, KVEN(AM) Ventura, Calif.; Herbert Hobler, WHWH(AM) Princeton, N.J.; Stanley Stephens, WOJM(AM) Havre, Mont.

Radio news, formats and equipment. Room four, 9-10:30 a.m. Successful formats for different markets and how to make innovative use of broadcast equipment. Moderator: Tom Frawley, RTNDA president, Cox Broadcasting, Washington. Panelists: John Salisbury, KXL-AM-FM Portland, Ore.; Ted Landphair, WMAL(AM) Washington; Dick Petrik, KOEL(AM) Oelwein, Iowa; George Roach, CFRA(AM)/CFMO(FM) Ottawa.

Agribusiness and broadcasting: producing dollars and audiences for radio. Room two, 9-10:30 a.m. How farm directors serve urban and rural listeners to produce more sales dollars and larger audiences. Moderator: Bill Mason, NAFB president, WGN Continental, Chicago. Panelists: Bill Alford, Orion Broadcasting, Cedar Rapids, Iowa; Ray Kremer, NAFB director of sales, Mount Dora, Fla.; Ray Senate, WIBW-AM-FM Topeka, Kan.

Promoting radio in your market. Room 16, 9-10:30 a.m. Audience promotion by phone; building station image with community service; use of research, public service promotion. Moderator: Ken Mills, Broadcasters Promotion Association, The Katz Agency, New York. Panelists: Lawrence Garfinkel, AT&T, New York; Anthony P. Gonzalez, WWNR(AM) Beckley, W.Va.; Milton Maltz, Malrite Broadcasting, Cleveland; Jerry Wishnow, Public Service/Promotion Group, Marblehead, Mass.

How good are television ratings? Room 17, 9-10:30 a.m. Audience-measurement professionals share their views on what's right and what's wrong with television ratings. Moderator: John Dimling, NAB vice president, research. Panelists: H. M. Beville, Broadcast Rating Council, New York; Jay Eliasberg, CBS Broadcast Group, New York; Stephen H. Raffel, Harrington, Righter & Parsons, New York; Paul Sonkin, ABC, New York; representatives from Arbitron and Nielsen.

Management assemblies

Radio assembly. Rooms 21, 22 and 23, 10:45-12 noon. Presiding: Harold Kreistein, Plough Broadcasting, Memphis, chairman, NAB radio board. The *future of radio*. In a simulated radio phone-in show, a panel of experts discusses the future of radio and responds to questions "phoned in" by the audience. Moderator: Jim Dunbar, KGO(AM) morning news anchorman, San Francisco. Panelists: Vincent T. Wasilewski, NAB president; Miles David, RAB president, New York; Claude Hall, *Billboard* magazine radio editor, Hollywood.

Hundred-plus market television session. Gold room, 10:45-12 noon. Presiding: William Duhamel, chairman, Hundred-Plus Market Committee, KOTA-TV Rapid City, S.D. *Can you co-exist with cable systems in your market?* Moderator: John Summers, NAB general counsel. Participants: Charles McKerns, Dow, Lohnes & Albertson, Washington; Bill Ryan, WNOG(TV) and Gulf Coast TV, Naples, Fla.; Sheldon Storrier, WKTU(TV) and Central New York Cable TV, Utica, N.Y. *News and public affairs programming on a limited budget.* Moderator: Paul Davis, WCIA(TV) Champaign, Ill. Participants: John Shott, WHIS(TV) Bluefield, W.Va.; Don Moeller, KYTV(TV) Springfield, Mo.; Ray Butterfield, WLOX(TV) Biloxi, Miss.

Management luncheon. Hilton ballroom, 12:30-2 p.m. Presiding: Walter Bartlett, convention co-chairman, Avco Broadcasting, Cincinnati. Invocation: the Rev. Lawrence Quilici, St. Frances De Sales, Las Vegas. Introduction of speaker: Vincent T. Wasilewski,

president, NAB. Address: Richard E. Wiley, chairman, FCC.

(No sessions are scheduled Tuesday afternoon so delegates may visit the broadcast equipment exhibits and hospitality quarters.)

Wednesday, April 9

Broadcast workshops

Media involvement through minority ownership. Room 18, 9-10:30 a.m. Learning more about the station acquisition process; facts and areas of interest to an investor. Moderator: Patricia Grace, NAB office of community affairs. Panelists: Elliott Franks, WOIC(AM) Columbia, S.C.; Danny Villeneuve, KMEX-TV Hollywood, Calif.; Edward Hayes, Opportunity Funding Corp., Washington; Donna Merritt, WBNS-TV St. Thomas, Virgin Islands and WRC-TV Washington; Joseph M. Sitrick, Blackburn & Co., Washington; Rene Anselmo, Spanish International Network, New York.

What to expect when you're up for renewal. Gold room, 9-10:30 a.m. Some tips on how to prepare for license renewal. Moderator: John Summers, NAB general counsel. Panelists: Richard Shiben, chief, FCC Renewal and Transfer Division; Robert L. Heald, Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington.

Agency/advertiser liability. Room four, 9-10:30 a.m. A discussion of the proposed modification of the liability provision of the standard contract. Moderator: Bill Mueller, KTVU-TV Oakland, Calif. Panelists: Frank Harvey, General Foods, New York; John Harrison, Olgilvy & Mather, New York; Glenn Banks, KTAR-TV Phoenix, Ariz.; Larry Loiello, Broadcast Credit Association, Peters, Griffin, Woodward, New York.

Getting the business. Rooms 22 and 23, 9-10:30 a.m. *You don't have the account until you get the check.* Presented by: Carleton Loucks, RAB senior vice president, New York; Robert H. Alter, RAB executive vice president, New York.

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How stations make a profit with TVB. Room 15, 9-10:30 a.m.. Utilizing your television sales organization to increase business. Presented by: Roger Rice, TVB president, New York; Norman (Pete) Cash, TVB vice chairman, New York.

Television promotion: a key to success. Room 16, 9-10:30 a.m. How to set up premiere parties, promote local movies and news, plan for a station anniversary, public service promotion. Moderator: Ken Mills, BPA president, the Katz Agency, New York. Panelists: Pete Barrett, KMOX-TV, St. Louis; Clarence Martin, KYTV(TV) Springfield, Mo.; Jerry Wishnow, Public Service/Promotion Group Marblehead, Mass.

The public looks at television 1975: a report from Roper. Room three. A visual presentation of TIO's bi-yearly study of the public's attitudes about television. Presented by: Roy Danish, TIO director New York.

General assembly (joint session with engineers). Rotunda, 10:41 a.m.-12 noon. Presiding: Charles R. Dickoff, convention co-chairman, WEAQ(AM) Eau Claire, Wis. Moderator: Vincent T. Wasilewski, president, NAB. Panel discussion: FCC Chairman Richard E. Wiley and Commissioners Robert E. Lee, James H. Quello and Abbott M. Washburn.

Management/engineering luncheon. Hilton ballroom, 12:30-2 p.m. Presiding: Charles R. Dickoff, convention co-chairman, WEAQ(AM) Eau Claire, Wis. invocation: Rabbi Philip Shnalsen, Temple Beth Scholom, Las Vegas. Special entertainment: Roy Clark in concert

Our radio friends wish we'd stop smokin'.

(IT'S STUNTING THEIR GROWTH!)

Smokin', cookin', rockin'. You name it . . . we're doing it. We're turning on the Twin Cities. More importantly, they're turning us on. And, you know what that's doing to our friends — the other contemporary stations in town. It's stuntin' their growth.

Jan/Feb '74 ARB compared with Oct/Nov '74 ARB:

***Total Persons 12+:** KDWB — up 60% . . . Station "Twone" — down 8% . . . Station DG — down 22%.

***Teens:** KDWB — up 54% . . . Station "Twone" — down 32%
Station DG — down 23%.

***Men 18+:**
KDWB — up 52% . . .
Station "Twone" — up 16% . . . Station DG — down 9%.

***Women 18-49:**
KDWB — up 100%
Station "Twone" — down 9% . . .
Station DG — down 33%.

When you walk into a media buyer's office what are you supposed to sell? Format? Personalities? A program director who was featured in Time Magazine? Well, that's what you sell if the book stinks.

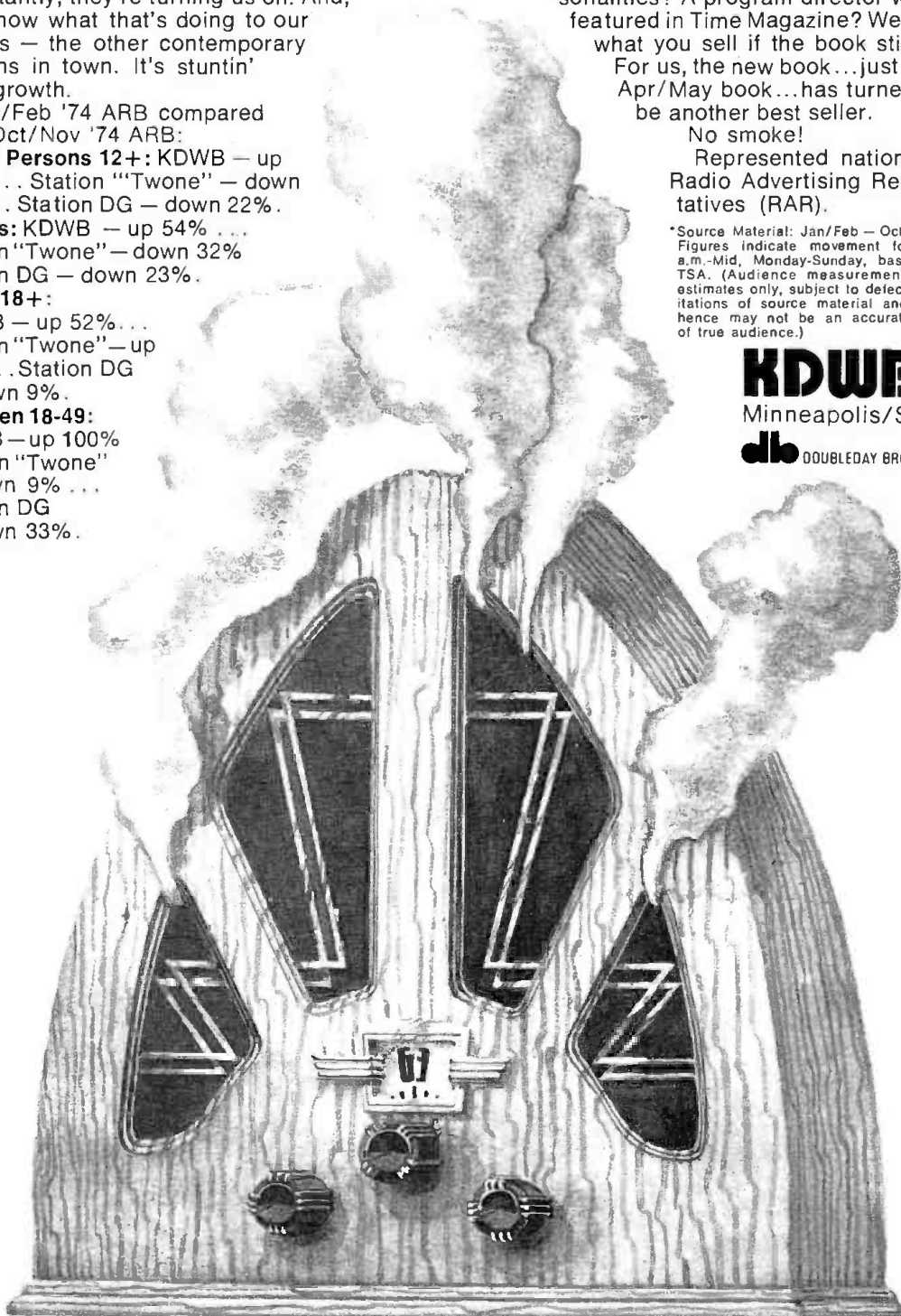
For us, the new book . . . just like the Apr/May book . . . has turned out to be another best seller.

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*Source Material: Jan/Feb — Oct/Nov ARB. Figures indicate movement for AOH, 6 a.m.-Mid, Monday-Sunday, based on the TSA. (Audience measurement data are estimates only, subject to defects and limitations of source material and methods, hence may not be an accurate measure of true audience.)

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They love him in New England. Not only because he's handsome, charming and French. But because he knows what counts with women these days: Money!

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Meet Bernard—chef, restaurateur, teacher, author, columnist, radio and TV personality.

He's ready to start cooking up a deal for you.



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Make a delicious money souffle with this earthy, healthy show —

COOKING WITH Bernard

This is the way for you to bring more of those food dollars to your channel. Yes, even if it means taking them away from your local newspaper.

Bernard actually works for his sponsors and for his station.

For instance, in Providence, 25,000 people picked up Bernard's recipes at Stop & Shop supermarkets.

In Philadelphia, Bernard received well over a page worth of free advertising in the Bulletin in advance of his air debut, because his newspaper column was starting at the same time.

Bernard publishes his own newsletter—"Le Journal de Bernard"—which can be distributed to your viewers and to sponsors' customers at point of sale.

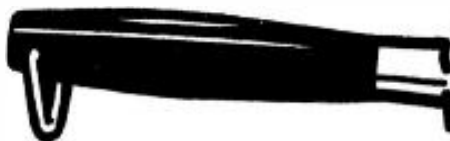
Bernard has published a number of books ("The Inflation Cookbook" is one), which can serve as potent premiums.

And Bernard is now making...

But you've really got to see for yourself.

Send in the pot-coupon below, and let's start making bread.

65 half-hour episodes now completed. In color. Series now in full production.



You are cordially invited to savor one of Bernard's real souffles and his famous Black Diamond Steak at the NAB Convention, Atwood Richards Suite (795-797-797A) MGM Grand Hotel, Las Vegas April 5, 1975 through April 8, 1975

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Upturn seen in the market for stations after slump

As effect of tight money lingers, buyers still have the upper hand, but they're finding more action; 1974 winds up as second biggest year in value of stations changing hands

Station trading, which fell off in the last quarter of 1974, is said to be picking up. The decline in interest rates, which had spiraled out of sight, along with some bright spots in the stock market, are beginning to change what brokers called the wait and see attitude of both sellers and buyers.

But there are still depressants in the market. The number of "cash" buyers has dwindled, while at the same time owners in need of capital to help out with debt equity ratios are looking to sell off marginal properties, said Ted Hepburn, of R. C. Crisler Co. That situation has tended to turn what for years was a sellers' market into a buyers' market—for the buyers that have the financing to go in.

Big stations are still changing around and showing some activity, said Jack L. Stoll (Jack Stoll Associates), because "there will always be big-money people around." But the smaller entrepreneur, due to the tight money market, has found many stations beyond his reach, and action on that front has lessened, said Mr. Stoll.

Keith W. Horton (Keith Horton Co.) feels people are buying far less for "blue sky" than "performance factors." Stations that have a record of growth, rather than those showing only a potential, are the properties that move, he said.

Along the same lines, Dan Hayslett, of Hamilton & Landis Associates, explained that major-market FM's, which up to 15 months ago could "bear almost any price," have flattened somewhat as buyers put less emphasis on future promise than on proved performance.

Howard E. Stark (Howard Stark brokerage firm in New York) saw a decline in station prices stemming from the "cost of money." William Chapman (Chapman & Associates) agreed and said that several of the 1974 deals he put together were "wrecked" by the tight money market.

Falling prices on the stock market also took their toll in station trading. Plans by the Gannett Co., the big and growing newspaper chain, to acquire three newspapers and their related broadcast properties, KBIX(AM) Muskogee, Okla.; KHMO(AM) Hannibal, Mo., and 50% of KYTV(TV) Springfield, Mo., (at a value of \$2,436,438 for the station interests alone) fell through last November because of "stock market conditions." The contingent sale of KGBX(AM) Springfield, Mo., which was to be spun out to Stauffer

Progressive

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Publications for \$500,000, was also called off when the larger deal was scrubbed.

With the interest rate as high as 15% at some points during 1974, the "multiples"—the rates by which station price tags are computed as a product of gross sales revenues or cash flow—had to go down, explained Mr. Stark.

Hugh Ben LaRue (LaRue Media Brokers Inc.) estimated that the multiples on which television prices are based have fallen from 10 to 12 times gross revenues to seven or eight. He added that AM radio has come down from three or four times gross to a figure closer to two, although FM has been holding at a stronger price level.

Not all brokers believe that prices have dropped, however, although all concede that sales terms have been made easier. Arthur B. Hogan (Hogan-Feldmann Inc.) saw "absolutely" no weakening in prices, but noted that sellers are tending towards more "self financing," keeping the cash requirement in front to a minimum and allowing for the balance to be paid off over a greater time period.

The cash deals of two years ago, said George Moore (George Moore Associates), are much harder to duplicate now and "collections are a little slow." However, Mr. Moore added, some buyers feel prices will stiffen when the economy improves and therefore are willing to buy now.

Bob Magruder, of Sovran Associates Inc., said that AM's in larger markets,

especially daytimers and class IV stations, are the most likely to be traded these days.

Brokers have mixed opinions about the trading prospect for 1975. Mr. Stark expects an upturn in the second half. James Blackburn Jr. (Blackburn & Co.) has already seen a pickup in trading in the first quarter of this year. And Bill Walker (Larson/Walker & Co.) concurs with Mr. Blackburn's assessment. "Last fall the pot wasn't boiling; now it is," he said.

Despite the decline in deal-making late last year, the volume of completed trading in 1974 exceeded that of 1973, according to a BROADCASTING compilation, completed last week. Counting only those transactions that received FCC approval in each year, the total dollar volume of sales was \$307,781,474 in 1974, compared with \$227,568,701 in 1973. The 1974 figure was considerably raised by the sell-off of Carter Publications' WBAP-AM-TV and KCSC(FM) Fort Worth for \$45 million and the Travelers' stations in Hartford, Conn., for \$39.9 million. No sale in 1973 approached either size. The biggest was the \$10.1 million paid for control of WHDH(AM)-WCOZ(FM) Boston by John Blair & Co.

The unit volume of trading remained stable: 369 radio stations (AM-FM combinations counting as one) and 24 television stations changing hands in 1974, and 352 radio stations and 25 TV's in 1973 (see table below).

The biggest sale of 1974, of Carter's

Fort Worth broadcast properties, had hung fire at the FCC for three years—obstructed by Civic Telecasting Corp., the former owner of a now dark UHF, which had tried to block the transfer on antitrust grounds.

Included in the sale was Carter's WBAP-TV (now KXAS-TV), which went to publicly traded LIN Broadcasting for \$35 million, and WBAP(AM)-KCSC(FM), sold to publicly traded Capital Cities Communications for \$10 million. Capcities also acquired the Fort Worth *Star Telegram* and two suburban newspapers for an additional \$64.5 million.

Another large-scale transfer in 1974 was the Travelers Corp.'s sale of its Hartford, Conn., broadcast properties, WTIC-AM-FM-TV, for \$39.9 million. The television station (now WFSB-TV) was purchased for \$33.9 million by Post-Newsweek Stations, a subsidiary of the Washington Post Co.

WTIC-AM-FM was sold to Leonard Patricelli, president of the former licensee, and David Chase, a local businessman, for \$6 million.

A \$15-million price tag accompanied Pacific & Southern Co.'s sale of KIMW(AM) Denver and WQXI-AM-FM Atlanta-Smyrna, Ga., to Jefferson Pilot Broadcasting Co., a station-group subsidiary of the Pilot Life Insurance Co. of Charlotte, N.C. The spin-off of the three stations was made to facilitate the merger of Pacific & Southern and its other broadcast properties (WXIA-TV Atlanta, WSAI-

A 21-year record of station trading

Dollar volume of transactions approved by FCC

	Total	Radio only	Combined Radio-TV†	TV only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,660	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,573	59,670,053	32,086,297	80,316,223
1968	152,455,412	71,310,709	47,556,634	33,588,069
1969	231,697,570	108,866,538	35,037,000	87,794,032
1970	203,785,442	86,292,899	1,038,465	87,454,078
1971	393,547,924	125,501,514	750,000	267,296,410
1972	268,330,537	114,424,673	0	156,905,864
1973	227,568,701	160,933,557	2,812,444*	66,635,144
1974	307,781,474	168,998,012	19,800,000***	118,983,462
Total	\$3,493,581,000	\$1,511,768,177	\$660,019,883	\$1,284,905,384

Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC.

*Two acquisitions of radio-TV combinations were approved in 1973 on waiver of FCC one-to-a-customer rule that became effective in 1971.

***Figure represents merger of Pacific & Southern's combination of four radio and one television stations into Combined Communications Corp.

Number of stations changing hands

	Radio only**	Combined Radio-TV†	TV only
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	13	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
1969	343	5	32
1970	268	3	19
1971	270	1	27
1972	239	0	37
1973	352	2*	25
1974	369	5***	24
Total	5,842	238	569

**Note: In computing the number of stations traded, an AM-FM facility, or an AM-only or FM-only was counted as one radio unit.

†Includes single properties consisting of radio and TV stations.

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[AM]-WJDJ[FM] Cincinnati and KKDJ[FM] Los Angeles) into Combined Communications Corp., a Phoenix-based station group and outdoor advertising firm, for an exchange of stock valued at \$19.8 million. (CCC, still in an acquisition mood, has recently agreed to buy out Globe-trotter Communications [see below].)

Trading in 1974 was distinguished by the transfer of ch. 39 KCST(TV) San Diego from Bass Brothers Enterprises to Storer Broadcasting Co. for the biggest price ever paid for a UHF station, \$12 million. With that purchase, Storer became the only group with a full portfolio of five VHF's and two U's. The station was traded after the FCC disaffiliated XETV(TV) a Tijuana, Mexico, VHF that had been ABC-TV's outlet for San Diego, and ABC signed with the San Diego channel 39.

Bass Brothers (headed by Perry R. Bass) also sold KAUZ-TV Wichita Falls, Tex., to William Hobbs, general manager of the station, and E. Earle White, a fuel dealer, for \$4.25 million.

Another television sale to clear the FCC in 1974 was that of WHTN-TV Huntington, W.Va., which was sold by Reeves Telecom Corp. to Gateway Communications Inc. for \$7,424,000. The transaction signalled the end of Reeves's television interests: the publicly owned firm, headed by Hazard E. Reeves, still owns four radio stations. Gateway is owned principally by the Bergen (N.J.) Evening Record Corp. It also owns three television stations in New York and Pennsylvania.

In the Tacoma-Seattle market the Tribune Publishing Co., publisher of *Tacoma News Tribune* and owner of KTNT-AM-FM Tacoma (Elbert H. Baker family and others) sold KTNT-TV (now KSTW) to the Oklahoma Publishing Co. for \$4.5 million. The buyer, newspaper publisher and station group, is owned by the Edward L. Gaylord family of Oklahoma City.

Federated Media Inc., once a multiple station owner, liquidated its properties in 1974. Largest of its sales was that of WKJG-TV Fort Wayne, Ind., to Anton Hulman Jr., Joseph R. Cloutier and Henry P. Smith for \$4 million. The buyers owned WTHI-AM-FM-TV Terre Haute, Ind. Other Federated properties that were sold were WBNB-TV St. Thomas, Virgin Islands, for \$821,000 and KNWA-(FM) Fayetteville, Ark., for \$140,000.

Publicly traded Cowles Communications Inc. sold off its radio holdings last year, reducing its portfolio to KRNT-TV Des Moines and WESH-TV Daytona Beach, Fla. KRNT-AM-FM went to publicly traded Stauffer Publications Inc. for \$1.15 million; and Cowles's WREC-AM-FM Memphis went to Summit Communications Inc. (formerly Triangle Broadcasting Co. of Winston-Salem, N.C.) for \$3.1 million.

That was not the end to trading activity for either Stauffer or Summit last year, however, as Stauffer turned around and sold its KGNC-TV Amarillo, Tex., for \$2.5 million to Cannan Communications Inc., which is owned by former broadcasters D. A. Cannan and Darrold Cannan Jr.

Summit picked up a second AM-FM

combination when it purchased WCOA-(AM)-WJLQ(FM) Pensacola, Fla. for \$1.9 million from WCOA Inc. (J. McCarthy Miller, Bo Mitchell and J. Holliday Vale, who have various interests in other north Florida and south Georgia radio stations).

Several newcomers entered broadcasting in 1974. One of the largest was Richard E. Marriott and J. W. Marriott Jr., principals in the Marriott restaurant, hotel, recreation and airlines catering conglomerate, who bought WPGC-AM-FM Morningside, Md. (Washington) for \$5.8 million from the estate of Maxwell E. Richmond.

Citizen group opposition figured into several of the larger deals last year.

Storer's acquisition of KCST(TV) San Diego was opposed by chicano and women's groups with which Storer finally negotiated agreements to clear the way for approval after a year and a half of delay at the FCC.

The sale of WPEN-AM-FM Philadelphia by Penn Broadcasting Co. (Martin Field) to Greater Media Inc., group owner controlled by John L. Rosenmiller and Peter A. Bordes, for \$4.3 million was marked by various allegations of employment discrimination. Janet C. Wittaker, who filed petitions to deny the license renewals of 28 Philadelphia area broadcasters and Concerned Communications, both attempted unsuccessfully to block the transaction.

The Kaiser Broadcasting Co. also drew citizen flak on its sale of KFOG(FM) San Francisco to General Electric Broadcasting Co. for \$1.6 million. Two local citizen groups succeeded in delaying FCC action for more than a year on questions about the qualifications of the buyer's parent company, General Electric Corp., which was alleged in a 1962 proceeding to have overcharged customers and forced to rebate some \$50 million.

Other million-dollar sales that were approved by the FCC in 1974 included:

- Doubleday & Co., New York publishing house and group owner, sold KDBC-TV El Paso, Tex., to Portal Communications, subsidiary of the Evening Post Publishing Co., Charleston, S.C., for \$5,039,000. The company publishes the *Charleston News & Courier* and *Post* and owns a CATV system in Aiken, S.C.

- Meredith Corp., group broadcaster and publisher of *Better Homes and Gardens*, *Successful Farming*, other magazines and various consumer books, bought WGST(AM) Atlanta for \$5 million from the Georgia Board of Regents of the state university system.

- ABC sold its Pittsburgh radio outlets, KQV(AM)-WDVE(FM), to Taft Broadcasting, publicly held group owner headed by Charles S. Mechem Jr., for \$3.5 million. The transfer boosted Taft's holdings to five AM's, five FM's and six television properties.

- Black Hawk Broadcasting Co. (Robert Buckmaster is chairman; company has over 50 stockholders), an Iowa and Minnesota group, gained a third television outlet with its purchase of KTIV(TV) Sioux City, Iowa, for \$3.3 million from Perkins Brothers Co.

- State Mutual Life Insurance Co. of

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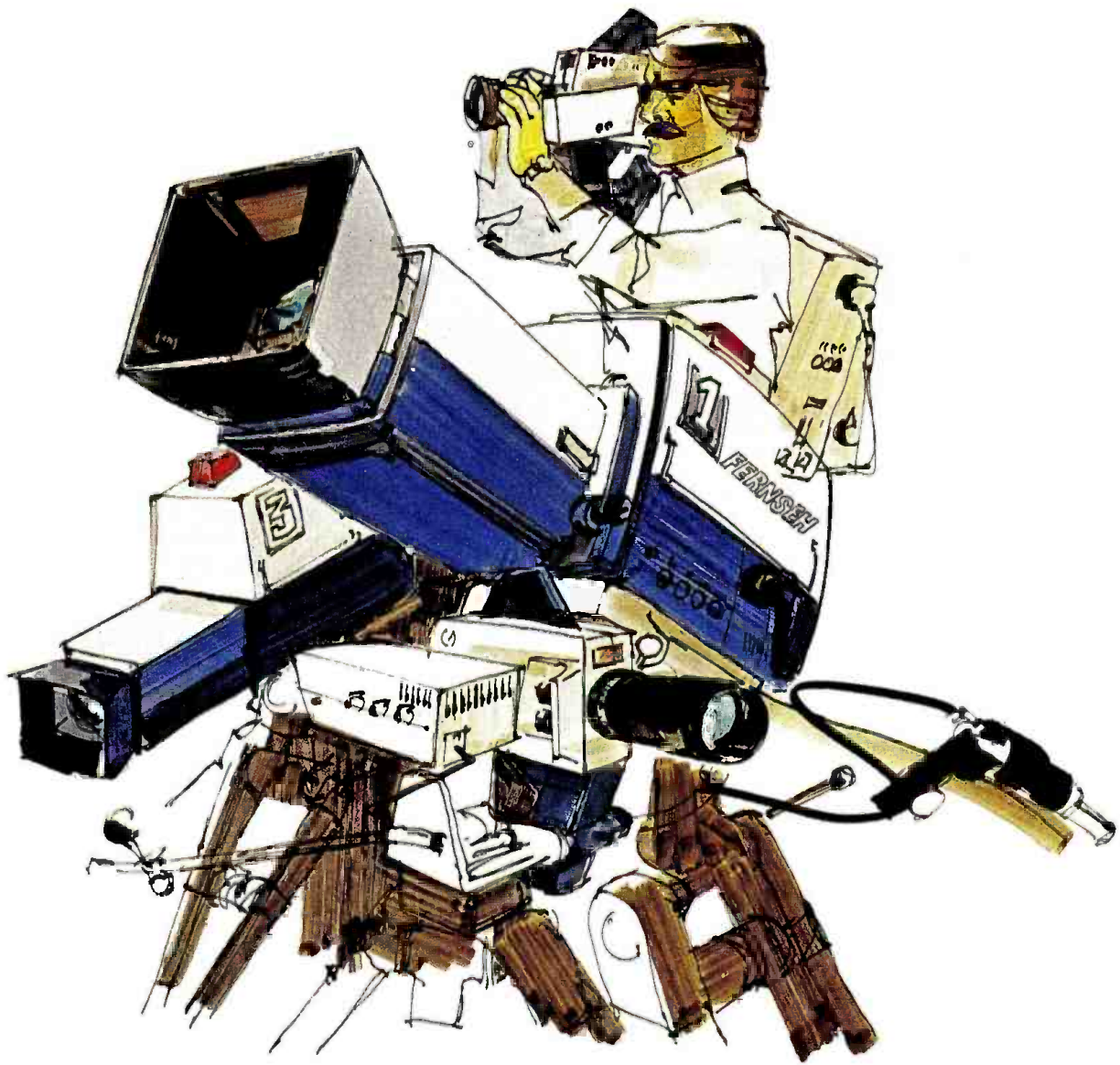
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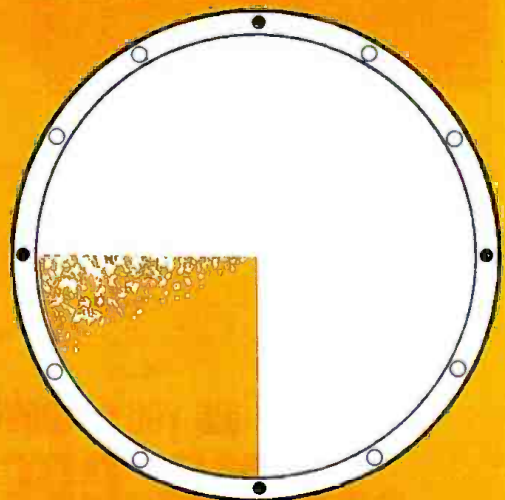
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America, owner of WSMW-TV Worcester, Mass., acquired WNIC-AM-FM Dearborn, Mich., from Johns Communications Inc. (John Gianetti and John E. Palmer) for \$3,083,750.

▪ Henry A. Ragan, principal in Broadcast Enterprises Network Inc., bought WAOK(AM) Atlanta from Belk Broadcasting Co., group owner, for \$2,886,000. Mr. Ragan also has minority interest in four radio stations through stock ownership in Sheridan Broadcasting Corp.

▪ In a separate transaction, Mr. Ragan bought WGRV(AM) Charlotte, N.C., from Tracey Broadcasting Co. (Richard B. Stevens) for \$1,011,980.

▪ Bi-States Co., principally known as Nebraska Television Network (F. Wayne

Brewster, C. E. Freas Jr., William F. Anderson and others), sold KHOL-TV Kearney, Neb., and three satellites, KHTL-TV Superior, KHPL-TV Hayes Center, KHQL-TV Albion, all Nebraska, for \$1.9 million to NTV Enterprises. Buyer, John Payne, has Kearney furniture outlet.

▪ Curt Gowdy NBC sportscaster and owner of four radio properties, increased his portfolio with the acquisition of WEAT-AM-FM West Palm Beach, Fla., from Gardens Broadcasting Co. (John D. MacArthur, principal in Bankers Life and Casualty Co.) for \$1.5 million.

▪ Black-owned Inner City Broadcasting Corp. (Clarence Jones, publisher of *Amsterdam News*; singer Roberta Flack, and others) bought WBLS(FM) New

York for \$1.35 million from Judick Broadcasting Co. (Harry, Sylvia and Morris Novik).

▪ WLPM(AM)-WFOG(FM) Suffolk, Va., changed hands from Hynda B. Gerstenfeld, Marsha B. Schiff, Marilyn B. Lane and Edmund D. Baydush to Smiles of Tidewater Inc. (Norman J. Suttles and Derwood H. Goodwin) for \$1,315,000 plus assumption of \$85,000 in tax liability.

▪ Angel Lerma Maler sold KLXA-TV Fontana Calif., to nonprofit Trinity Broadcasting Network, headed by Paul F. Couch, for \$1,266,419.

▪ The Stuart Station group (James Stuart) bought KWTO-AM-FM Springfield, Mo., from Ozarks Broadcasting Co. (Lester E. Cox estate) for \$1.25 million to increase its portfolio to 13 radio stations.

▪ WVNY-TV and WEZF(FM) Burlington, Vt., were sold by J. L. Siegel and others to International TV Corp. (Donald Martin, Gerald V. Bull, Dean J. Slack and John R. Hughes) for \$1,238,055.

▪ Despite protests from Bay Area citizen groups over equal opportunity practices, KSAY(AM)-KIQI(FM) San Francisco was transferred from a group headed by Grant Wrathall to San Francisco Wireless Talking Machine Co. (James J. Gabbert, Gary M. Gielow and John S. Wickett) for \$1.18 million.

▪ KPLX(FM) Fort Worth was bought by Susquehanna Broadcasting Co. (Louis J. Appell) owner of 14-station portfolio, from William Jamar Jr. for \$1,110,000.

▪ KLMS(AM) Lincoln, Neb., was bought for excess of \$1 million by Telegraph Herald Inc. (*Dubuque [Iowa] Telegraph Herald* and station group owner) from Lincoln Broadcasting Corp., headed by Howard Shuman.

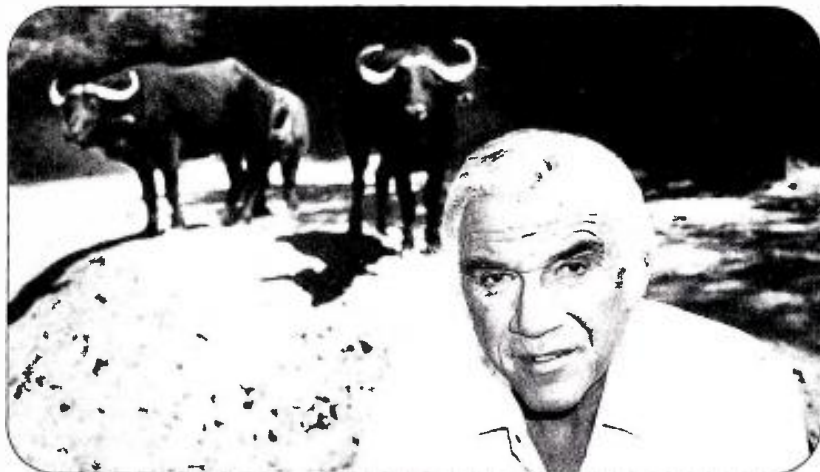
▪ WYSL(AM)-WPHD(FM) Buffalo, N.Y., was acquired by Howard Communications (Robert Howard) for \$1 million from the McLendon Corp.

It is too early to forecast the 1975 totals, but if several brokers are correct, this year's trading results will be "more of the same." Edwin Tornberg (Edwin Tornberg & Co.) noted however, that aggregate totals for this year might be less in both dollar and unit terms, since the slowdown period in late 1974 will be reflected in the number of FCC approvals granted in 1975.

Conspicuous in recent action has been Avco Corp.'s sell-offs of several stations to shore up its financial reports. Over the last 11 months, Avco sold WOAI(AM) San Antonio, Tex., to Clear Channels Communications Inc. (L. Lowry Mays and B. J. McCombs) for \$1.5 million; WWDG-AM-FM Washington to Capital Cities Broadcasting Co. (Morton Bender) for \$3.6 million; KMOL-TV San Antonio to 20th Century-Fox Film Corp. for \$9.3 million, and WLWI(TV) Indianapolis to the Edgar T. Wolfe family (Columbus, Ohio, newspaper publisher and broadcaster) for close to \$17,650,000. All await FCC approval.

Combined Communications Corp., which last year absorbed Pacific & Southern, has agreed to acquire Globetrotter Communications Inc. for \$35 million. Globetrotter owns the Harlem Globe-

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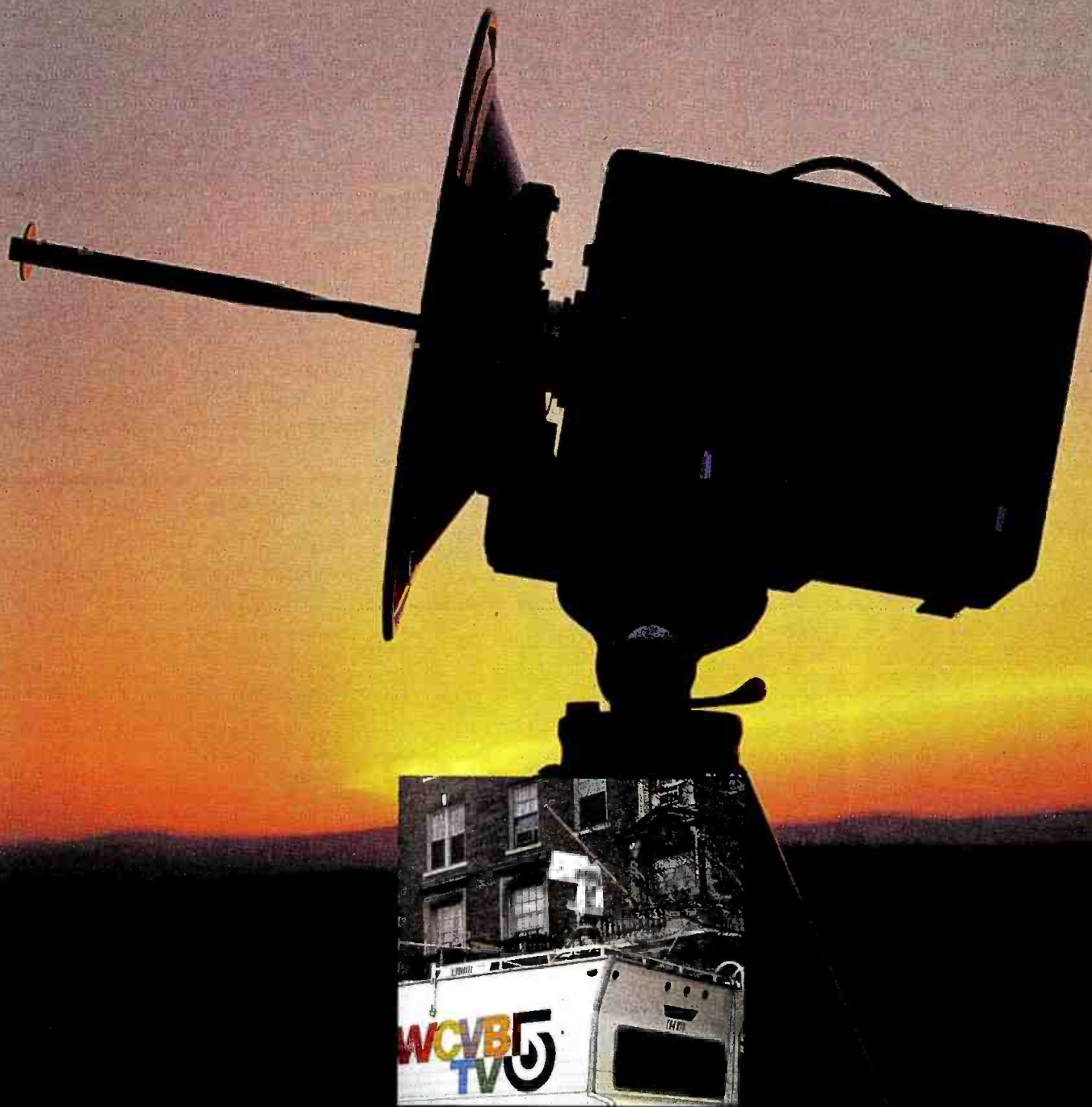
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trotters basketball team and wvON(AM) and WNUS-FM Chicago, wixy(AM)-WDOK-(FM) Cleveland and wDEE(AM) Detroit. CCC has also entered agreements to buy KIIS(AM) Los Angeles from Eleven-Fifty Corp. for 15,000 shares of CCI stock (worth about \$250,000 at present market value) and assumption of debts reportedly running into millions and KEZL(FM) San Diego from PSA Broadcasting for \$850,000. John Palmer heads Eleven-Fifty, owned by employees and outside investors. PSA is a subsidiary of the California-based airline of the same name.

A \$25-million deal involving the transfer of control of Star Communications' WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and wCIV(TV)

Charleston, S.C., to Houston businessman Joseph L. Allbritton is pending before the FCC. Mr. Allbritton seeks a waiver of FCC rules that bar the purchase of a radio and television facility in the same market. Furthermore, various Washington citizen groups and John McGoff, whose bid to buy control of the *Washington Evening Star-News* was rejected, have filed petitions to deny the transfer.

Other big deals awaiting FCC action are:

- Harte-Hanks Newspapers' purchase of WLTW(TV) Jacksonville, Fla., from Television 12's various shareholders through a stock agreement valued at \$10.5 million.

- Starr Broadcast Group Inc. (Peter

H. Starr) has made an agreement to buy wvUE(TV) New Orleans from Screen Gems for estimated \$12-12.5 million.

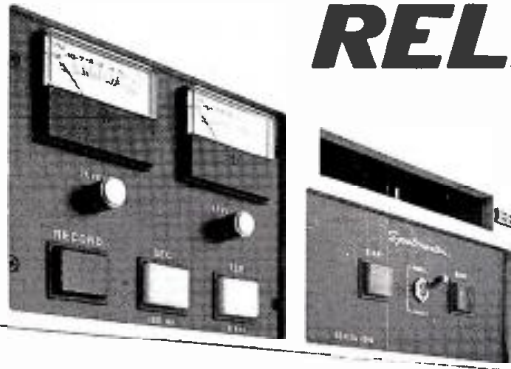
- Truth Publishing Co. (John F. Dille Jr. and Walter R. Beardsley) has agreed to buy Post Newsweek's wCKY(AM) Cincinnati for \$3.6 million and sell wSJV-(TV) Elkhart-South Bend, Ind., to Quincy Newspapers Inc. (F. M. Lindsay family) for \$3.2 million.

- Malcolm Glazer has acquired wTWO-(TV) Terre Haute, Ind., for \$4,650,000 from Booth Newspapers Inc. (John L. Booth family).

- Donald W. Reynolds has purchased KBOI-TV Boise, Idaho, from group including Robert W. Howell and Mrs. Stanley King for \$2.1 million.

- Twentieth Century-Fox has signed preliminary agreement to buy KCPX-TV Salt Lake City from Columbia Pictures Industries for \$11 million.

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Justice, NAB appeal crossownership rule

**Government feels it's not enough;
broadcasters think it went too far**

The last two shoes dropped in the U.S. Court of Appeals in Washington last week in the case involving the FCC's crossownership rule. The Department of Justice's antitrust division and the National Association of Broadcasters filed notices of appeal.

Justice's brief notice of appeal did not detail the department's objections. But it is no secret its complaint is different from NAB's. The department, an official said, feels the rules are "too narrow." NAB contends they are unconstitutional.

The rules, adopted in January (BROADCASTING, Feb. 3), are designed to reduce concentration of control of mass media. They prohibit the media acquisitions that would result in the creation of new newspaper-broadcast combinations in the same market, and require the breakup, by 1980, of 16 television-newspaper and radio-newspaper crossownerships said to constitute egregious media monopolies.

The rulemaking grew out of a Justice Department proposal that the commission break up all multimedia holdings in a single market. The department later receded somewhat from that position, and urged the commission to focus on newspaper-television combinations.

The rulemaking was begun in 1970. And Justice, beginning in November 1974, apparently after losing patience with the slow pace of the commission's work on the rulemaking, began petitioning the commission to deny renewal of newspaper-owned television and radio stations on grounds of concentration of control of media. So far, nine petitions have been filed.

The NAB, in its notice of appeal, indicated it will contend in its brief that the rule abridges the First and Fifth Amendments.

The notices of appeal were the last filed in advance of the April 2 deadline. Four appeals—by those who thought

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the commission had gone too far and those who thought it had not gone far enough—were filed shortly after the order was announced. In addition, a number of petitions for reconsideration—including one by the American Newspaper Publishers Association—have been filed with the commission. The presence of the petitions for reconsideration means court settlement of the case is some time off. The court would be expected to await FCC action before taking up appeals.

AETC wants that second chance; another wants a first one

Alabama public-television licensee follows script and reapplies for what the FCC took away, but citizen group wants more time to file competing application

The Alabama Educational Television Commission, as expected, has reapplied for the licenses of eight TV stations and one TV construction permit that the FCC took away from it early this year for failure to provide adequate minority-oriented programming (BROADCASTING, Jan. 13).

AETC's application was not entirely uncontested, although it was the only one to be filed at the FCC by the April 1 deadline. The Alabama Citizens for Responsive Public Television, a nonprofit association predominantly of black educators, lawyers and community leaders, petitioned for an extension of time to Aug. 1, claiming that the three months from the FCC's revocation order to the April filing deadline gave AETC a "preferential" edge over other would-be applicants.

The group noted that because AETC was already an established broadcaster, an organization of lawyers, consultants and support staff were at its immediate disposal and could have effectively filed for reapplication the day after the FCC released its order stripping AETC of its licenses. Alabama Citizens argued that itself as well as other potential applicants did not have such readily available resources and needed substantially more time to conclude the "cumbersome and time-consuming process of preparing from scratch nine applications."

Alabama Citizens underlined its intention to file applications for "some or all" of the licenses involved. The group noted that it had already received "substantial commitments of assistance" from business leaders and foundations. Nevertheless, Alabama Citizens acknowledged additional time was necessary to finalize its applications.

The request to extend the deadline on applications would not impose a burden on the people of the state, said Alabama Citizens, because the eight stations involved are currently being operated by AETC under interim authority.

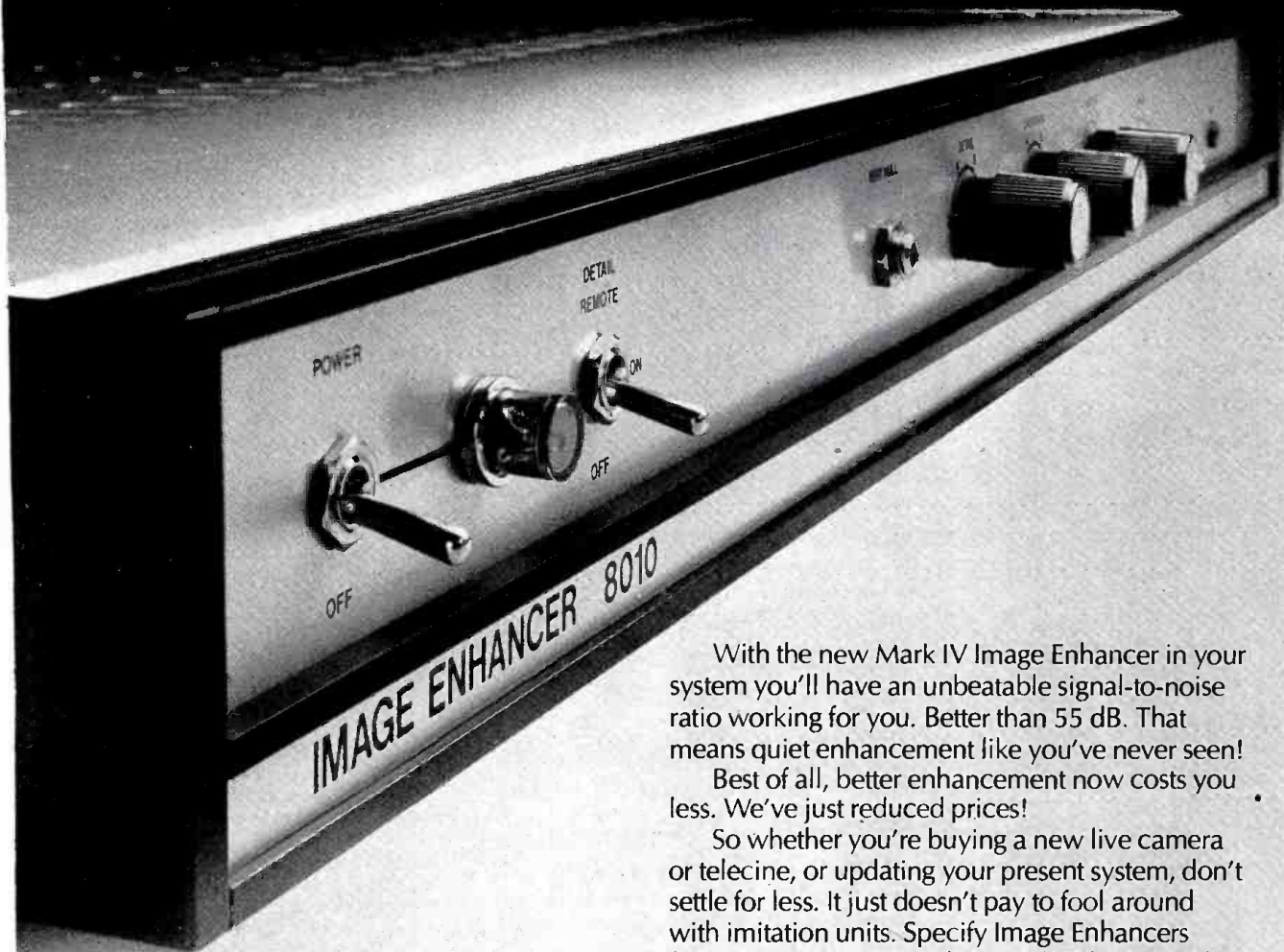
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The applications for the nine licenses filed last week by AETC naturally addressed a large portion to its programming and ascertainment endeavors. Generally, AETC was content to run on its past record since 1970, when the discrimination charges were originally filed against it. AETC's "affirmative efforts" over the last five years, which included various nationally and locally originated black-oriented and produced shows, were detailed. AETC specifically pointed to the appointment of two black directors to its board and noted that it was currently involved in "experimental efforts" with the marketing department of the University of Alabama to beef up its ascertainment procedure. Part of the improved ascertainment survey, which, AETC said, reflects the socio-economic breakdown more "accurately and completely" than those normally used by commercial broadcasters, would involve the establishment of "citizens advisory groups" for each station's coverage area.

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House's version of CPB funds set for hearing this week

CPB, PBS, other public broadcasting institutions will have their say on measure that provides up to \$100 million in the year 1980, \$60 million less than budget Senate committee has approved

The House Communications Subcommittee begins four days of hearings tomorrow (April 8) on legislation to secure a five-year appropriation for the Corporation for Public Broadcasting.

The bill (H.R. 4563) before the committee has the administration's proposed funding levels beginning the first year (1976) with \$70 million then rising in steps to \$100 million by 1980. That contrasts with the bill (S. 893) recently voted out of the Senate Commerce Committee (BROADCASTING, March 24), the funding levels of which rise from \$88 million to \$160 million.

Leading off as witnesses the first day of the hearings will be representatives of public broadcasting: Richard Benjamin and Henry Loomis, chairman and president, respectively, of CPB; Ralph Rogers and Hartford Gunn, chairman and president of the Public Broadcasting Service; Matthew Coffey, president of the Association of Public Radio Stations, and Lee

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Frischknecht, president of National Public Radio.

On Wednesday, the subcommittee will hear from the CPB Advisory Committee of National Organizations, the AFL-CIO, the National Council of Women and the Consumer Federation of America.

Witnesses for the third day (Thursday) will include John Eger, acting director of the Office of Telecommunications Policy, FCC Commissioner Benjamin Hooks and representatives of the National Black Media Coalition and Congressional Black Caucus.

The subcommittee has set up an educational panel for Friday, with representatives from the National Educational Association, the Catholic Educational

Association and the American Association of School Administrators. In addition it has invited Douglas Cater of the Aspen Institute to appear. Finally, the representatives of public broadcasting will be called back for one last round of questions and answers.

ABC responds to COM charge

ABC has filed its opposition with the FCC to petitions to deny brought by the Committee for Open Media against the network's West Coast TV stations.

COM had charged KGO-TV San Francisco and KABC-TV Los Angeles with inadequate "problem-oriented" news cov-

erage (BROADCASTING, Nov. 4, 1974).

ABC countered that COM's narrow definition for news was contrary to FCC policy and took no account of the various public affairs and informational type programming carried on both of its stations. COM's quest for what it considers "problem-oriented" news, noted ABC, is tantamount to asking that the commission "scrutinize" news content—a situation the FCC and the courts have repeatedly refused to involve themselves in.

ABC also claimed that the role of news consultants at its two stations does not, as COM suggested, encompass the power to dictate news content or to exercise editorial judgment.

The charges brought against it, concluded ABC, are a "confused jumble of inaccurate factual assertions based on erroneous definitions and postulations of regulatory policy in direct conflict with the FCC."

KGO-TV is also the object of a separate petition to deny filed by another citizen group, Community Coalition for Media Change.

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Fidelity knocking at courthouse door for rehearing of KHJ-TV case

And a friend, Citizens Communication, comes along to help; they say judges erred in upholding FCC renewal grant and not giving sufficient consideration to ownership-management issues

Fidelity Television Inc. has gone back into court in its effort to supplant RKO General Inc. as licensee of Los Angeles channel 9, on which KHJ-TV now operates. And this time it has some support from a public interest law firm.

Fidelity's lawyers have petitioned the full nine-court bench to rehear the case, in which a three-judge panel affirmed the FCC's action renewing KHJ-TV's license (BROADCASTING, March 10). The support comes from Citizens Communications Center, in a friend-of-the-court brief which takes no position on the panel's ultimate conclusion but argues that the decision weakens the renewal process as a means of spurring broadcasters to provide "meritorious service."

Fidelity's lawyers in the 10-year-old case—Edward P. Morgan and Walter H. Sweeney, of Welch & Morgan, and Nathan Lewin, of Miller, Cassidy, Larroca & Lewin—contended that in affirming the commission's decision, the panel had misconstrued, misapplied and misapprehended "long-standing precedents to the point of abandoning the rule of law."

In effect, they said, "the decision eradic-ates public ownership of the spectrum space and creates licenses in perpetuity for broadcasters."

Fidelity's lawyers said the court had erred in dealing with such issues as di-

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Publisher: Ensign Music
Corporation.

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(Paramount)
Music: Nelson Riddle
Publisher: Ensign Music Corp.

THE TRIAL OF
BILLY JACK
(Warner Bros.)
Music: Elmer Bernstein.
Publisher: Snake in the Sun
Music & Elmer Bernstein
Enterprises.

THE STING
(Universal)
Music: Various
BMI-licensed
selections.

THE EXORCIST
(Warner Bros.)
Music: Various
BMI-licensed
selections.

PAPILLON
(Allied Artists)
Music: Jerry Goldsmith.
Publisher: Souttown
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MAGNUM FORCE
(Warner Bros.)
Music: Lalo Schifrin.
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Publishing Corp.

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(Warner Bros.)
Music: Mel Brooks
Publisher: Warner-Tamerlane
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*According to the "Variety" list, 19 out of the top 25 box office films of 1974 had BMI licensed music.

versification of ownership of media and integration of ownership and management, issues on which the locally owned Fidelity had not been given comparative pluses by the commission. But the counsel seemed particularly outraged by the court's handling of the antitrust issue, which involves alleged illegal reciprocal trade agreements between RKO and its parent, General Tire Co.

"The panel," the counsel said, "has by outright declaration created an intolerable precedent to the effect that unlawful anticompetitive conduct, even in the field of broadcasting itself, by the owners of broadcast facilities shall be condoned without so much as a comparative demerit. That this court—of all courts—can 'live' with a thesis so callous and pernicious is difficult to believe."

Citizens said the error that both the commission and the court made was in treating RKO as though it had provided "substantial" service. If it had, Citizens said, it would have been entitled to consideration on the issues of diversification of ownership and integration of ownership and management the commission gave it. But, Citizens noted, the commission had found that RKO's record had been "within the bounds of average performance expected of all licensees, thus warranting neither a preference nor a demerit."

Citizens also said the court, in affirming the commission on the diversification issue, added an unprecedented factor—that KHJ-TV operated "autonomously and independently" of control "from the national office of RKO or General Tire, except in broad policy areas." There is no support "in logic, precedent or the statutory scheme" for this addition, Citizens said.

Citizens and Welch & Morgan were allies once before in a matter affecting commission license renewal policy. They successfully challenged in court the 1970 policy statement the commission had promulgated as a means of affording renewal applicants a measure of protection against challengers. And both Fidelity and Citizens cited that decision in their pleadings.

Two of the lawyers signing the Citizens brief knew the Citizens Communications Center FCC case inside out. They are directors of Citizens—Henry Geller, who as general counsel of the FCC at the time had played a major role in drafting the statement, and Albert H. Kramer, who as director of Citizens had played a main role in devising the legal strategy against it.

Action on Action

The FCC has granted a one-year license renewal to Action Radio Inc., licensee of KTLK(AM) Denver. The commission cited evidence of lottery promotion, technical violations and lack of operational supervision. The commission did absolve Action of charges of misrepresentation and lack of candor, and said mitigating factor in case was the station's "meritorious" public service programming.

Setback for NOW is seen in loss of two key cases

FCC denial of women's petitions to deny WRC-TV and WABC-TV renewals is read for signs of precedent

For broadcasters who feel themselves under pressure from National Organization for Women complaints about their programming and employment practices, the FCC's rejection of NOW petitions to deny the renewal applications of WRC-TV Washington and WABC-TV New York (BROADCASTING, March 24) provided some relief. Not only did the commission refuse to accept NOW's arguments, but two of its

members—Charlotte Reid and James Quello—issued statements criticizing NOW for its tactics. NOW's only ally was Commissioner Benjamin L. Hooks, who dissented in both cases.

NOW has not, however, given up. Gladys Kessler, NOW's attorney, said that as of Wednesday she had not yet received copies of the FCC orders or even the news releases announcing them, which had been issued the preceding Friday. But she said there is "a strong likelihood of appeal if, once we see what the commission has done, we disagree with the reasoning."

NOW had accused both the NBC- and ABC-owned stations of having failed to ascertain the problems, needs and interests of women and of failing to program to serve women's needs, of violating the fairness doctrine by presenting women



NOW THERE'S A

in a "one-dimension" role as sex object, girl friend or housewife and of discriminating against women in employment practices.

NOW or its affiliates have raised similar issues in petitions to deny filed against stations elsewhere in the country. NOW has also raised them in negotiations that have ended in agreements with other stations.

NOW has also filed discrimination charges against WRC-TV with the Equal Employment Opportunity Commission, where the matter awaits conciliation or court action.

(EEOC found "reasonable cause to believe" WRC-TV did engage in discrimination against women.)

The FCC conditioned its rejection of the NOW petition on whatever action EEOC or the courts might take in the

WRC-TV proceeding. However, the commission approved the station's affirmative action program.

Not mentioned in the FCC order was the New York City Commission on Human Rights' finding in January of "probable cause" against NBC in a sex-discrimination case that the Women's Committee for Equal Employment Opportunity of NBC had filed in February 1973 (BROADCASTING, Jan. 27).

As for the discrimination complaint against WABC-TV, the commission said NOW had failed to demonstrate specific examples of discrimination. It noted that 22.3% of the station's employees were women, and that of the 44 women, eight were in professional or managerial positions. The commission said these statistics fell "within the zone of reasonableness." Women account for 40% of the

New York area's work force.

The commission rejected NOW's contentions that the stations had not focused adequately on women's problems in their ascertainment procedures or programming practices. It acknowledged that WABC-TV's study of the composition of the area was not adequate—it made no mention of the female population of New York City—but said that was not a substantial shortcoming, since of the 333 community leaders ABC interviewed, 49 were women, five of them involved in the women's movement. And NBC was found to have included women in its study both as a separate group and as portions of other significant groups.

The commission also found no grounds for NOW's complaint about the stations' programming. Speaking of WABC-TV's past programming, the commission said that even using NOW's "patently subjective and self-serving definition of 'women's issues,' we find that ABC has programs to meet the problems, needs and interests of women specifically."

And it said the facts presented indicated that WRC-TV had not ignored the problems of women in the Washington area. It noted that the station had submitted a list of programs dealing with such issues as women's rights, abortion and women in politics and added, "It strains credulity to assert that these problems are not of concern to women in the Washington area."

Nor was the commission impressed by NOW's argument that portraying women in stereotyped roles contributed to a violation of the fairness doctrine. NOW did not show that a numerical imbalance between the number of men and women in occupational roles, the consistent portrayal of women in domestic roles and the catalogue of adverse inferences NOW drew from its monitoring of the station amounted to an "advocacy of a position" on the issue of women's rights, the commission said in its WRC-TV order. Without such evidence, it added, it was bound to accept the licensee's good-faith journalistic judgment that its programming had not been unfair.

ABC, in its over-all programming, the commission said, had not left the public uninformed on women's role in society and, therefore, could not be found to have violated the fairness doctrine, either.

The orders did not say all that some commissioners had to say about the NOW petitions. Commissioner Quello, who has criticized NOW and other citizen groups for what he considers unwarranted efforts to pressure broadcasters into making commitments on programming and employment practices, said in a concurring statement that he questioned "how the special, additional demands of public groups representing only a small percentage of the total population square" with the overall ascertainment process.

"We cannot exalt individual rights and private interests of the few at the expense of the needs and interests of the many as determined by comprehensive ascertainment," he said.

Commissioner Reid said her vote to support the majority position should not be construed as "forsaking several legiti-

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mate goals espoused by NOW to which I subscribe in principle." But, she said, in her separate statement, NOW's petitions to deny the renewal applications of WRC-TV and WABC-TV "were not the proper vehicles to achieve" the desired goals of programing responsive to women's needs and of equal employment opportunity for women. NOW, she said, has failed to raise questions that would require a hearing.

Commissioner Hooks, however, felt NOW had raised substantial questions as to the employment practices of both stations, though he did not call for hearings. He said it is "clearly impermissible for the commission to dismiss" NOW's petition against WRC-TV in view of the EEOC finding of "reasonable cause" to believe the station has engaged in "unlawful employment practices." The EEOC finding, he said, should trigger an internal inquiry into the licensee's employment practices. And he said that, in view of EEOC's finding, the commission's approval of WRC-TV's affirmative action program "treads on the arrogant."

As for the ABC application, the commissioner said the company, in promising to upgrade and enforce its affirmative action program, had acknowledged a lag in its employment practices. Accordingly, he said, the commission could have considered an internal review or a requirement that the station regularly submit information regarding its employment practices.

Commissioner Hooks concurred in the majority's decision to reject the complaints regarding programing, but not because he thought the charge lacked merit. He noted that NOW has made similar allegations against stations elsewhere and that the problem seems sufficiently widespread to warrant a general inquiry rather than an ad hoc approach.

The commission's action did not mean the automatic renewal of the ABC and NBC licenses, even though the applications have been pending since 1972. The commission must dispose of other petitions to deny still pending against the stations. The commission acted on NOW's petitions because of a court order obtained by NOW.

Scott's twin in the House

A bill to amend the copyright law to establish a royalty to be paid by broadcasters to record performers and manufacturers has been introduced in the House by George Danielson (D-Calif.). His H.R. 5345 duplicates S. 1111, introduced in the Senate by Hugh Scott (R-Pa.) (BROADCASTING, March 17).

Representative Robert Kastenmeier (D-Wis.), chairman of the House Judiciary subcommittee with jurisdiction over copyright legislation, has not said what he plans to do with the Danielson bill, but an aide on the subcommittee last week said he assumed it would

figure in hearings on the over-all copyright revision bill, scheduled for May 7 and 8. On hand to testify at those hearings, the aide said, will be the librarian of Congress, the register of copyrights, and spokesmen from the departments of State, Commerce and Justice.

Changing Hands

Announced

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

- **KUHI-TV Joplin, Mo.:** Sold by Mid-America Broadcasting Inc. to Kansas State Network Inc. for \$1,111,732. Preliminary agreement had been reached last winter (BROADCASTING, Dec. 23, 1974). Burl M. Garvin (11.64%), Virginia S. Hickey (8.23%), Jean Eberle Sr. (8%) and Dr. Albert Upsher (8%) are among 52 stockholders in Mid-America. Buyer, owned by G. M. Brown and Charles L. Brown families, owns KARD-FM-TV Wichita, KCKT-TV Great Bend and KGLD(TV) Garden City, all Kansas, and KOMC(TV) McCook, Neb.-Oberlin, Kan. KSN also has interests in nine CATV systems in Kansas, Nebraska, and Oklahoma and operates refrigerated warehouses in several Midwestern states. KUHI-TV is CBS affiliate, on ch. 16 with 2,040 kw visual, 410 kw aural and antenna 1,060 feet above average terrain.

- **WCEM-AM-FM Cambridge, Md.:** Sold by WCEM Inc. to Joseph I. Goldstein and Paul C. Stokes Jr. for \$480,000. Principal in seller is Samuel M. Cannon Jr. Messrs. Goldstein and Stokes own local real estate firm. In addition, Mr. Goldstein owns Wilson Line, a Washington sightseeing ship. WCEM(AM) is on 1240 khz with 1 kw daytime and 250 w night; WCEM-FM is on 106.3 mhz with 3 kw and antenna 130 feet above average terrain. Broker: Cecil L. Richards Inc.

- **WLNH-AM-FM Laconia, N.H.:** Sold by Condit Broadcasting to Sconnix Group Broadcasting for \$425,000. Sellers, Robert Y. Condit and son Robert D. S. Condit, have no other broadcast interests. Buyers, Scott R. McQueen and Randall T. Odeneal, own WCVN(AM) Randolph and WCFR-AM-FM Springfield, both Vermont. They recently sold WARV(AM) Warwick, R.I., to Three-East Communications Co. (Donald A. Brown and James B. Boccock) for \$140,000 pending FCC approval (BROADCASTING, Feb. 10). WLNH is daytimer on 1540 khz with 5 kw; WLNH-FM is on 98.3 mhz with 3 kw and antenna 235 feet above average terrain. Broker: Keith W. Horton Co.

- **KLAZ(FM) Little Rock, Ark.:** Sold by Tower Communications Inc. to Ron Curtis for \$387,500. Seller, Dan A. Garner, is local commercial developer. Mr. Curtis owns Ron Curtis & Co., Chicago-based executive search company for communications industry. KLAZ is on 98.5 mhz with 100 kw and antenna 880 feet above average terrain. Broker: Sovran Associates Inc.

- **KGR(TAM)-KGRD-FM Las Cruces, N.M.:** Sold by Martin Broadcasting Enterprises



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75-24

Inc. to KGRT Inc. for \$307,500. Sellers, William G. and Vera Martin, plan to retire. Buyers, Mr. and Mrs. John B. Mahaffey, have interests in KCIJ(AM) Shreveport, La., and KICA(AM) Clovis, N.M. Mahaffeys are also applicants for new FM on 100.1 mhz at Shreveport. Their other interests include ranching, cattle raising and real estate. KGRT is daytimer on 570 khz with 5 kw. KGRD-FM is on 103.9 mhz with 2.7 kw and antenna three feet above average terrain.

▪ WMNE(AM)-WDMW(FM) Menomonie, Wis.: Sold by Menomonie Broadcasting Co. to Phillips Broadcasting Co. for \$253,238.55. Sellers, Evelyn Whitford and Wendell Hansen, have interests in WESL(AM) East St. Louis, Ill., and WHYT(AM) Noblesville, Ind. Principals in buyer are Everett G. Wenrick (80%), Marvin E. Luehrs (10%) and Michael A. Phillips (10%). Mr. Wenrick has interest in KBOE-AM-FM Oskaloosa, Iowa, and, with Mr. Luehrs (Mr. Wenrick's son-in-law), has interest in KTTN(AM) Trenton, Mo. Mr. Phillips is announcer with WGGY(AM) Minneapolis. WMNE is daytimer on 1360 khz with 1 kw. WDMW is on 92.1 mhz with 3 kw and antenna 150 feet above average terrain.

▪ WHEX(AM) Columbia, Pa.: Sold by Agintour Corp. to H.E.X. Country Radio Inc. for \$250,000. Principal in seller, Erny Tannen, has interest in WEEZ(AM) Chester, Pa. and WYRE(AM) Annapolis, Md. Buyer, newly formed group with no other broadcast interests, is owned by William P. Rife, Kenneth A. Patrick, John D. Poole and Dr. Robert E. Collins. Mr. Rife is sales manager at WHEX; the others are Annapolis investors. WHEX is daytimer on 1580 khz with 500 w. Broker: Blackburn & Co.

▪ WOBS(AM) Jacksonville, Fla.: Sold by Mel-Lin Inc. to Ed Winton and Myer Feldman for \$175,000. Principals in seller are Lawrence R. Picus (90%) and Willie J. Martin (10%). Mr. Picus has 50% interest in WAPX(AM) Montgomery, Ala. Messrs. Winton and Feldman are principals in WWBA-AM-FM St. Petersburg, Fla., and WOCN(AM) Miami. Sale of WOBS completes three-way deal that involves four Jacksonville radio properties. Belk Broadcasting Co. (Henderson Belk) has sold WPDQ(AM) (600 khz, 5 kw full time) and WPDQ-FM to Rounsaville of Jacksonville Inc. (Robert W. Rounsaville group) for \$500,000 and exchange of WMBR(AM) (1460 khz, 5 kw full time), also Jacksonville. Belk in turn has sold WMBR to Mel-Lin for \$850,000 (BROADCASTING, Dec. 16, 1974). Spin-off of WOBS was necessary for Mel-Lin to comply with FCC duopoly rules, which bar ownership of two like services in same market. Each sale is contingent upon the others and FCC approval. WOBS is daytimer on 1360 khz with 5 kw. Broker: Reggie Martin.

Approved

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

▪ WTLV(TV) Jacksonville, Fla.: Sold by Television 12 to Harte-Hanks Newspapers Inc. for \$11,041,217. Selling corporation is composed of 74 stockholders,

including Wometco Enterprises, Frank Pellegrin, former partner in H-R Representatives, and former Florida Governor Farris Bryant. Harte-Hanks is publicly traded on New York Stock Exchange and owns 46 newspapers, including 21 dailies, and KENS-TV San Antonio, Tex. WTLV is NBC affiliate on channel 12 with 316 kw visual and 60.9 kw aural and antenna 940 feet above average terrain.

▪ WGBF(AM) Evansville, Ind.: Sold by WGBF Inc. to Bloomington Broadcasting Corp. for \$750,000. Seller is owned by Martin L. Leich family. Principals in buyer are Vernon A. Nolte (33%), and Evergreen Communications Corp., publisher of *Bloomington* (Ill.) *Pantagraph*. Evergreen is owned by Timothy R. Ives and wife, Adlai E. Stevenson family and Davis U. Merwin family estate (approximately one-third each). Bloomington Broadcasting is licensee of WJBC(AM)-WBNQ-FM Bloomington, Ill., and through its wholly owned subsidiary, WROK Inc., owns WROK(AM)-WZOV(FM) Rockford, Ill. Mr. Nolte is president of WROK Inc.; Mr. Ives is president of Bloomington Broadcasting. WGBF is on 1280 khz with 4 kw day and 1 kw night.

▪ KIKN(AM) Sinton, Tex.: Sold by Dynamic Broadcasting Corp. to Allen E. Schepper for \$525,000. Principals in seller are R. Miller Hicks, Sam Winters, Neal Spelce, and C. Ronald Rogers, 25% each. Sinton station sale marks end of Dynamic's broadcast holdings. KJOE(AM) Shreveport, La., was sold to Coastal Broadcasting Corp. (John Mitchell, O. I

Kimbrough, and others) for \$185,000 (BROADCASTING, Jan. 6); and KTRM-AM-FM Beaumont, Tex., was sold to Central Broadcasting Corp. (Lester G. Spence and others) for \$800,000 (BROADCASTING, Nov. 18, 1974). Mr. Schepper is former executive of Capital Cities Communications, group broadcaster. KIKN is on 1590 khz with 1 kw day and 500 w night.

▪ For other sales approved last week, see page 103.

WPIX buys out challenger, will keep channel 11 in New York

Forum, the insurgent whose hopes were dampened by examiner's decision favoring incumbent, elects to settle for reimbursement of legal costs, a programming commitment and a seat on parent company's board; both sides view compromise as plus

It ended more with a whimper than a bang.

After six years of FCC litigation and some \$2 million in legal costs, Forum Communications Inc.'s challenge to WPIX-TV New York ended last week in a quiet — but nonetheless dramatic — an-

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nouncement that Forum would fold its tent and steal away. The inducement: \$310,886 up front to reimburse its legal expenses during the long contest. In the background: an FCC examiner's opinion that WPIX should keep the license anyway.

Said Leavitt Pope, new (since last December) president of WPIX: "It was a straight economic decision." He pointed out that the legal action might have continued for several more years and the costs would probably have been as much as those in the settlement. He explained by saying that WPIX's costs had run upwards of \$1.5 million and that "while Forum has been in the position of a gambler we have been fighting for our lives."

In the announcement telecast March 31 (Monday) on WPIX(TV) New York the officials of WPIX and Forum stated that along with the reimbursement to Forum, WPIX would establish a \$150,000 fund for the joint development by both companies of TV programs and minority training projects. In addition, Leon Levy, a partner in Oppenheimer & Co., New York brokerage firm and Forum's largest stockholder, will be named to the WPIX board of directors. WPIX Inc., a subsidiary of *The Daily News*, has operated WPIX(TV) since 1948, and has never elected a member to its board from outside the company.

The agreement, however, does not necessarily settle the matter. It is subject to FCC approval, and has been commission policy to deny reimbursements in cases

where challengers withdraw from contests with renewal applicants. A commission attorney said the matter was under study and that a decision would probably be announced in a week or two. He also noted that, even apart from the settlement issue, a character issue that had been designated against WPIX in the hearing remains to be resolved.

Forum instituted its challenge in the spring of 1969. In asking for denial of the license, Forum claimed WPIX(TV) had indulged in questionable news practices, discriminated against minority groups and provided inferior programming. In turn, Forum pledged in its application for the license to emphasize community-service programming and to provide training in television to members of minority groups. In 1973 the Broadcast Bureau of the FCC recommended that the license to WPIX not be renewed but last December Administrative Law Judge James F. Tierney ruled that the challenging application be dismissed and WPIX be granted a renewal. At that time, Lawrence K. Grossman, president of Forum, insisted he would appeal the initial decision to the full commission, and, if necessary, to the courts. In a statement released at the news conference last week Mr. Grossman confessed "I am six years older, six pounds heavier and twelve years sadder and wiser than when we began." After Judge Tierney's initial decision in favor of WPIX we "could have pursued our appeal down the seemingly endless path of litigation through the FCC and the courts. Instead,

we chose to accept a settlement that will enable WPIX to involve Forum's principals (now assuming FCC approval) in the station's operations." He asserted that Forum's challenge has "produced substantial changes in the policies and programs of channel 11 and other television stations in town."

Under the terms of the program agreement, WPIX pledges to make available \$100,000 for the development of programming and training of minorities people. It provides that WPIX(TV) need not telecast any programs or implement any projects and it has the final decision on accepting and rejecting such shows. The agreement also calls for WPIX to provide studio and technical facilities having a total value of \$50,000. If, at the end of the two-year agreement the funds are not expended, they shall be contributed to public television stations serving the New York metropolitan area.

In various memoranda and affidavits supplied to newsmen, it was brought out that as far back as November 1970 and continuing throughout 1974 and part of 1975, officials of WPIX and Mr. Levy had held discussions on the possibility of settling the conflict. In an affidavit supplied by Mr. Levy to the FCC, he said these meetings were held with F. M. Flynn, chairman of WPIX, until his death in November 1974. Mr. Levy said these discussions were unproductive.

Following Mr. Flynn's death, Mr. Levy said, negotiations were re-opened with W. H. James, president of New York News Inc., parent company of WPIX. Several meetings were held in the early months of this year and finally on March 14 a tentative agreement was reached.

Mr. Grossman voiced the opinion during the news conference last week that "the climate became more conducive" to a settlement with WPIX with the management changes at the station and at *The Daily News*. Mr. Pope was named president and chief executive officer of WPIX Inc. last January 1, replacing Fred M. Throver, who moved up to board chairman and is scheduled to retire later this year.

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FCC EEO office frowns upon reverse spin on discrimination

Efforts to upgrade and increase minority and women employment should not result in denial of equal opportunities to males and to whites, says McKee

That white male who after looking for a job in broadcasting begins to feel he is the wrong color and/or sex should not despair. The FCC, in administering its equal employment opportunity program for the industries it regulates, contends it is as illegal to discriminate against white males as it is against blacks or women because of race or sex.

Clarence V. McKee, deputy chief of

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the commission's industry EEO unit, delivered that message last week in a Communications for Freedom Day Speech, in Rochester, N.Y. He said the commission had received complaints from white males and white females who claimed that broadcasters they had approached for jobs told them, "I'm sorry, we would like to hire you, but the FCC is pushing us to hire minorities and women."

That is wrong, Mr. McKee said. "Broadcasters who have personnel departments or department heads who have been guilty of such practices" should make it clear the commission considers such practices illegal and in violation of its EEO rules.

Mr. McKee also said the commission, as do all EEO enforcement agencies, opposes "hiring quotas." Hiring, he said, must be on the basis of merit. "For a licensee to hire minorities or women merely to 'showcase' or to have a 'house' black, chicano, or female is self-defeating." He said anyone hired to fill a quota is usually considered only for purposes of the statistics to be reported to the FCC.

However, he noted that agencies with EEO responsibilities have established "goals and timetables" to remedy underutilization of women or minority-group members. What is the difference between a quota and a goal? As defined by Mr. McKee: "Goals, unlike quotas, are flexible, and not rigid and are based upon merit hiring and promotion. The employer establishes his own goal, or target, and through good faith efforts, attempts to reach it."

The commission is expected to make its own position on goals and timetables clear when it issues its report, probably in the next few weeks, on how it will monitor the employment practices of those it regulates and how it will enforce its EEO rules. The report, in preparation for almost two years, is expected to disclose a commission requirement that broadcasters set their own goals and timetables based on the number of job opportunities available and the number of women and minority group members already on the payroll in relation to the number of women and minority group members in the work force.

Since 1971, when the commission began compiling statistics on employment and, through its EEO rules, applying pressure on broadcasters to hire minority-group members and women, the number of full-time women has risen from 23.3% of all employees to 25.3% in 1974, and minority group members, from 9.1% to 11.6%. Where employment in top-paying jobs is concerned, the increase for women has been 5.3%; for minorities, 1.6%.

Whether or not the statistics represent progress in eliminating discrimination in employment on the basis of race or sex, Mr. McKee said the commission still confronts a number of questions from those seeking employment. One is about the white male who feels discriminated against; another is about quotas.

There is also the question of whether increases in minority and female employment represent mere changes of job

title without increased responsibility. "We are going to take a long hard look at job descriptions and actual responsibilities as opposed to mere job titles," Mr. McKee said. And there was also the question about the extent to which licensees hire minority-group women rather than minority-group men in order to improve figures in both women and minority group employment. "To hire a minority female as opposed to a minority male solely because of sex is discrimination just as to refuse to hire on the basis of sex is discrimination," he said.

Mr. McKee argued that hiring and making full use of minority group members and women is in the broadcaster's self-interest. "There is a correlation between a licensee's employment practices and reflective programming abilities where women and minorities have a positive and constructive input into programming through employment in meaningful positions," he said. "The entire community is served."

**Gays too late for role
in Las Vegas convention**

The National Gay Task Force made repeated attempts but failed to get a spot on the agenda of the National Association of Broadcasters annual convention in Las Vegas this week. Task force staffers were told they came too late, that the convention program was locked up, and an NAB spokesman said last week the homosexual group's request for NAB help for expenses for one was out of the question.

Loretta Lotman, task force media director, said she wanted to take advantage of the nationwide gathering to impress on broadcasters that homosexual men and women are an emerging minority that should be afforded the same respect and consideration as other minority groups in broadcast programming. She said, "gays are quite likely to be interrogated with hostility on talk shows, misrepresented in dramas and put down in comedies. . . . With the 'new permissiveness' in television, many producers have felt free to exploit gays in order to spice up dull scripts."

She made a similar appeal in an appearance at the National Association of Television Program Executives conference in Atlanta two months ago (BROADCASTING, Feb. 17).

In a letter to NAB President Vincent Wasilewski last week, Ms. Lotman made a formal request to address the 1976 convention, and in addition, she asked to be given the opportunity to address both the radio and TV code boards later this spring. No decision has been made on either request.

Time for a change—Goldberg

Henry Goldberg, the Office of Telecommunications Policy's general counsel, says the time may be at hand for consideration to be given to "complete modification" of the 40-year-old Communications

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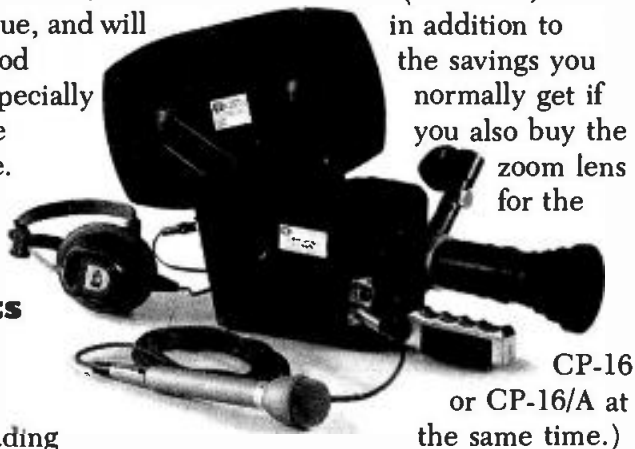
Even though upgrading TV-newsfilm equipment is relatively inexpensive, there are stations that may find it increasingly difficult to do so — what with ever tightening budgets and the shrinking purchasing power of the dollar.

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Act. Mr. Goldberg, in remarks that were made at the plenary meeting of the Dibold Research Program, in Williamsburg, Va., said the FCC has a good record in fostering competition in the common carrier field. But, he said, the commission may soon find "it is straining the outer limits of the flexibility it has under the Communications Act." As the point of inflexibility is approached, he added, "serious consideration" should be given to modifying basic communications-regulatory law. He noted that the common carrier portions of the act were inherited from the Interstate Commerce Act of 1887, and were not examined in detail until the Communications Act was adopted in 1934. "Those assumptions have been outstripped by changes in technology and the economy," he said.

Media Briefs

KCOP in log jam. KCOP(tv) Los Angeles, has been fined \$2,000 by the FCC for failure to properly log program-length commercials. Commission said station's weekly *Championship Wrestling* was "in fact" extended commercials for Aileen Eaton Inc., wrestling promoter and Olympic Auditorium, arena owned by Eaton. Commission, on complaint of Steve Miller, Los Angeles resident, investigated and concluded that portions of programs were designed to promote non-televized wrestling exhibitions held at Olympic Auditorium and promoted by Eaton. FCC said entire broadcast should have been logged as commercial.

Extension. Broadcasters Promotion Association has extended to April 15 deadline for submission of entries in its community involvement awards competition. Previous deadline was April 1.

Fines. International Panorama TV Inc., licensee of KLXA(tv) Fontana, Calif., was fined \$5,000 by FCC for relocating main studio from North Hollywood to Santa Ana, Calif., without commission approval. FCC also notified J. B. Broadcasting of Augusta Limited, licensee of WRDW(AM) Augusta, Ga., of \$1,000 forfeiture liability for broadcasting announcements on automobile raffle in violation of commission's lottery rules. WRDW has 30 days in which to contest forfeiture.

Screen test. Nikos Metallinos, graduate student at University of Utah who surveyed 200 students, determined that television viewers have better recall for images and information shown on left half of screen than on the right. He said further results would allow producers to stage and frame television pictures accordingly.

ABC News names new agency. ABC News, division of ABC Inc., New York has named Hecht, Vidmer Inc., New York, as agency for its consumer and trade advertising, replacing McCaffrey & McCall Inc., New York. Estimated \$1 million account raises Hecht, Vidmer's billing to about \$5.5 million.

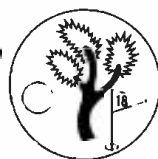
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Radio helps keep Detroit from slipping out of gear

Local stations come up with variety of promotions and sales packages that earn gratitude of auto makers

Radio is receiving a substantial share of credit and a thank-you for backing the auto industry's big drive to move new cars in the first quarter of 1975. And that assistance ranged widely—from single free spots to extensive local promotions paid for by the stations.

Spokesmen for American Motors Corp., General Motors Corp., Ford Motor Co. and the Chrysler Corp. in Detroit said they had received numerous letters from radio stations detailing their cooperation. None of the auto firms could provide a precise count of the number of participating stations, but the overwhelming reaction from Detroit was one of appreciation.

Inasmuch as all auto makers mounted massive advertising campaigns for their rebate programs in the first two months of the year, the impact of station promotional support could not be measured precisely. But auto spokesmen said dealers had reported the promotional extras had provided a needed boost.

Much of radio's support was in the form of free public-service spots and on-the-air editorials, offers to dealers of jingle packages at reduced costs, and slotting of dealers on talk shows and other programs.

Radio stations also pointed to an upsurge in local advertising. In many localities, dealers tied in with the generic spots that had such headings as "Buy a New

Car Now," "Buy It Now" or "It's A Good Time to Buy a New Car Now." WGH-AM-FM Norfolk, Va., for example, said about 20 dealers in the Tidewater area bought the "You Auto Think Twice" jingle at substantially reduced rates.

The NBC-owned radio stations in Washington last January began an extensive undertaking to perk up auto sales. Titring the project "WRC/WKYS Auto Sales Spectaculars," the AM-FM ran 24 spots weekly at no charge until the end of March. The stations offered auto retailers the opportunity to tie in with the promotion. When a schedule of 30-second spots was placed (at a flat rate), the stations ran one of its generic 30-second announcements adjacent to the retailers spot at no extra cost.

"Since Jan. 1, we've had more than 30 local dealers on the air, many new to WRC and WKYS and many new to radio," reported Jeffrey C. Dorf, general sales manager of the stations.

Some stations said they had begun their "operation-help" program even before the auto companies started to offer rebates. WONE(AM) and WTUE(FM) Dayton, Ohio, began to carry a 60-second jingle, "Today Is A Good Day to Buy A New Car," as long ago as last November.

KFH(AM) Wichita, Kan., which started to broadcast generic spots for autos last November, is planning one of the more drastic promotions this month. The station will stage an auto show, "The 1975 Dealer Autorama," in the local Atlantic Mills building with KFH paying the rental. Yesterday (April 6), the station began a one-week barrage of on-air promotion spots and 36 one-minute commercials, backing it up with newspaper advertising at a total cost of \$648. Dealers have been asked to exhibit their models at the April 11-13 Autorama, to which the public is invited. KFH will have entertainer groups to perform at the exhibit and will originate some of its deejay programs there.

"We already have 10 dealers signed and two others are thinking of coming

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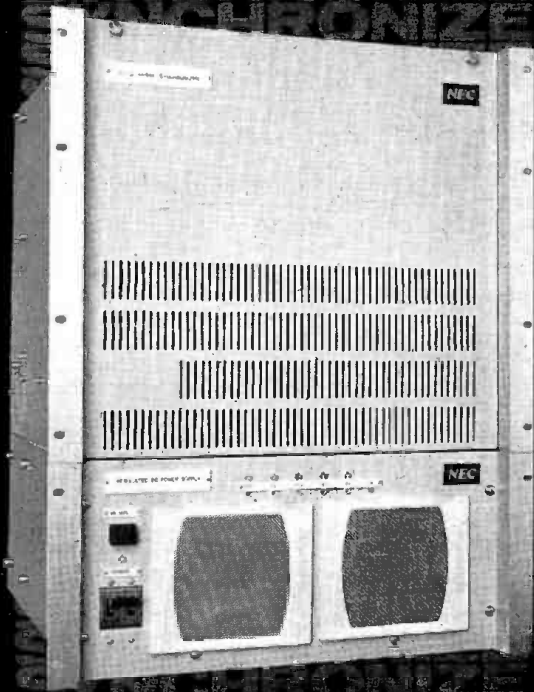
BAR reports television-network sales as of March 23

ABC \$167,124,600 (30.5%); CBS \$194,181,500 (35.6%); NBC \$184,985,600 (33.9%)

Day parts	Total minutes week ended Mar. 23	Total dollars week ended Mar. 23	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on-10 a.m.	121	\$ 669,300	1,209	\$ 7,186,200	\$ 4,816,300
Monday-Friday 10 a.m.-6 p.m.	978	10,212,000	11,361	121,106,300	105,029,900
Saturday-Sunday Sign-on-6 p.m.	350	6,050,700	3,480	57,532,400	54,747,500
Monday-Saturday 6 p.m.-7:30 p.m.	98	2,465,700	1,159	29,449,000	27,447,000
Sunday 6 p.m.-7:30 p.m.	16	325,300	202	5,213,400	4,921,000
Monday-Sunday 7:30 p.m.-11 p.m.	400	25,147,500	4,667	291,888,200	280,869,800
Monday-Sunday 11 p.m.-Sign-off	180	2,780,900	2,030	34,116,200	28,190,000
Total	2,143	\$47,651,400	24,108	\$546,291,700	\$481,674,200

Source: Broadcast Advertisers Reports

Synchronize with the new **NEC FS-12** portable frame synchronizer.

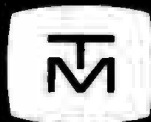


Here is the newest of the unbeatable NEC frame synchronizer family . . . Imagine an NTSC synchronizer that is mounted in a portable case. Consider sporting events and other multiple camera remotes with no system timing requirements . . . That capability is available now, in the NEC FS-12 Portable Frame Synchronizer.

PLUS — the FS-12 offers a Freeze Frame/Frame Compression option that stores an entire video signal or compresses it to occupy one-fourth of the screen, using a joystick positioner.

The FS-12, as does the network-proven FS-10B, accepts a video input signal from an asynchronous source, stores it in a random access memory and then clocks it out — color-phased to local sync. The entire signal is stored — video, sync, VITS, VIRS — so there is no loss of valuable vertical interval information.

TeleMation is the North American Representative for Nippon Electric Company, Ltd. frame synchronizer products. For complete details about the FS-12 Portable Frame Synchronizer or the standard-size FS-10B, call TeleMation: (801) 487-5399



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in." Robert J. Adams, sales manager, said. "The dealers seem highly enthusiastic and it should help."

Like other stations, WOHO(AM) Toledo, Ohio, has been running promotional spots and jingles and selling tie-ins to dealers, banks and auto accessory firms. But the station is going one step further. "Since Toledo is near Detroit, this town has an interesting auto history," reported Ken R. Deutsch, program director. "We're trying to put together a series of promotional spots featuring Toledo men who pioneered auto sales here. We hope to get the project rolling in a few weeks. We're now in the process of lining up auto salesmen of 40 and more years ago."

Elmo W. Ellis, vice president and general manager of WSB(AM) Atlanta, stressed the importance of a well-rounded and extensive promotion effort. Earlier in the year WSB developed a program that advanced the "buy-now" motif via generic spots, on-air editorial endorsement and participations on all types of shows on the stations. Mr. Ellis added that dealers were persuaded to follow up this concentrated drive with a schedule of paid advertising (about 12 dealers participated).

"We have had excellent reaction from dealers and the public," he said. "We now plan to follow up this automobile 'buy-now' effort with one in the field of new houses. We feel the opportunity is right, but it's important to make it a total effort."

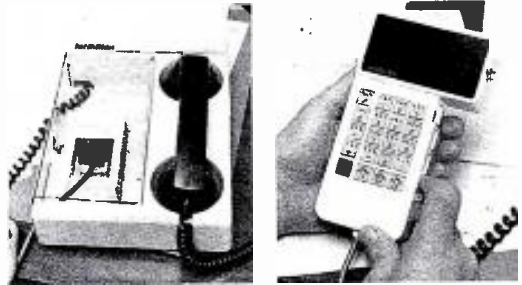
WIOU(AM) Kokomo, Ind., hit upon an ingenious device that has benefitted the station, the new car dealers and the local economy. It was the issuance of "New Car Money," a book of coupons worth \$200.50 given to each buyer of a new automobile and redeemable with purchases at 51 participating merchants.

Bill Williamson, general manager of WIOU, said the station was able to sell schedules to 12 new car dealers and to the 51 merchants with advertising focusing on factory rebates, individual company rebates and "New Car Money." Mr. Williamson said "everyone was pleased with the sales results" and believes the concept can be extended.

"We're now talking to the home-building industry about such a program soon and we may repeat the car promotion in June or July," he said.

Many of the nation's radio stations

Instant avails. A new tool for TV time salesmen, the Termiflex, provides information on buying needs right in the media buyer's office. Developed by the BIAS Division (Broadcast Industry Automated System) of Data Communications Corp., Memphis, Tenn., the system is demonstrated by BIAS Market Director Patrick Choate (top, left) to Walter Hoffman, director of systems and data processing for RKO General Broadcasting (center) and Hugh Del Regno, KHJ-TV Los Angeles. (Lower left): The receiver in cradle is communicating with a station mini-computer that, in turn, hooks up to the main BIAS computer in Memphis. Questions are asked and answers are received via hand-held terminal (right).



used directly or adapted for their local markets an array of promotional materials prepared by the Radio Advertising Bureau keyed to the theme, "It's a Good Time to Buy A New Car Now!"

Though local radio advertising seems to have generated added sales during the rebate period, the pattern in national spot is irregular. CBS Radio Spot Sales, for example, said its Detroit office (serving automotive accounts overwhelmingly) had its biggest quarter in history. Some national reps reported business was up comfortably while others felt business had lagged from last year's pace.

Television stations, with few exceptions, did not participate in a promotional effort on behalf of new car sales. The rationale by stations, as explained by several of their spokesmen, was that the medium could not justify free spots for one industry and not for other depressed categories. They reasoned, too, that television stations are limited in a number vis-a-vis radio stations where opportunities are more plentiful for available time slots.

TV's impact cited at ANA workshop

Lowden describes ITT's success; Otter advises on use of public TV

A corporate-advertising campaign on TV last year succeeded "beyond our most optimistic expectations" in building awareness of International Telephone & Telegraph Co. among the \$15,000-and-up people at whom it was aimed, John L. Lowden, ITT director of advertising and sales promotion, told the Association of National Advertisers workshop in New York two weeks ago (BROADCASTING, March 31).

He said consumer familiarity with ITT "has increased steadily during the campaign," using 60-second commercials in a network scatter plan: "Starting with a base of 34% of ITT's target audience who knew the company very well or well at the beginning of the campaign in January 1974, the level of familiarity climbed to 49% in June and to 56% in December." Heavy print respondents showed the greatest awareness of ITT but the heavy TV viewers showed the most favorable attitudes toward the company. The TV campaign not only improved ITT's corporate identity and reputation by a "substantial" margin but it also "is neutralizing the effect of negative news stories" about ITT, Mr. Lowden asserted.

In another workshop speech, Professor Stephen A. Greyser of Harvard Business School urged, "as I did several years ago," that advertisers develop "a barometer of irritation in advertising" to measure dislike of specific ads, "particularly TV commercials."

In a workshop session on underwriting public-TV shows, John Otter, staff consultant to WNET-TV New York and former

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sales vice president of NBC-TV, outlined four basic selling points to private corporations. Such programming, he said (1) allows identification with quality programming; (2) offers wide latitude for merchandising through free booklets and flyers on a particular show or series, newspaper ads, teacher's guides and other elements of this kind; (3) avoids the clutter that occurs on commercial networks; and (4) offers more chance of reaching choicer audiences, personages from business, financial, cultural, academic, journalism communities.

Business Briefs

Rep appointments. KQPD(FM) Ogden, Utah; Savalli-Gates, New York ■ WcVR(AM) Randolph, Vt.; Eckels & Queen, Boston, for New England area.

Network TV up. Advertising in network television for February rose 9.9% to \$188.6 million over February 1974, according to Broadcast Advertisers Reports figures issued by Television Bureau of Advertising. During first two months of 1975, network TV advertisers invested \$389.4 million, 9.6% gain over figure for comparable period in 1974.

STP spree. STP Corp., Fort Lauderdale, Fla., has begun advertising campaign, said to amount to several million dollars and basically in network TV, to promote STP oil treatment. Campaign was developed by firm's new agency, Tinker, Dodge & Delanto, New York.

New rep firm. Matt O'Gorman, one-time executive with Katz Television, Avco Broadcast Sales, Weed & Co. (Canadian division) has opened own representative firm for print and broadcast. *Matt O'Gorman & Associates, 5438 Ironwood Street, Rancho Palos Verdes (Los Angeles) 90274; (213) 378-5126.*

New P-I agency. Gibson MarketMakers Inc. has been established as primarily per-inquiry marketing agency. Jay Abraham, from J. W. Gibson Co., Indianapolis, is president; Douglas Clark, president of Clark Advertising, Indianapolis, is board chairman and secretary-treasurer. *1800 North Meridian, Suite 300, Indianapolis 46202; (317) 924-1217.*

Programing

ABC-TV to move 'Rookies,' movies from 'family' time

Rule says rescheduling is in accord with networks' deal with FCC's Wiley

Elton Rule, president of the American Broadcasting Companies, last week answered what has been almost a Talmudic question in television circles since networks took the vow to program entertainment suitable for all ages before 9 p.m.: Is *The Rookies*, on ABC Monday, 8-9 p.m., family viewing fare? Mr. Rule announced that the network would schedule the program no earlier than 9 p.m. when the new season starts in September.

And, he added, ABC intends to delay until after 9 p.m. many of the Wednesday *Movie of the Week* programs (now 8:30-10 p.m.). The moves, he said, are in line with the agreement by the networks and FCC Chairman Richard Wiley and the provisions proposed for adoption in the TV code of the National Association of Broadcasters to reserve the 7-9 p.m. periods for family viewing.

Mr. Rule, who spoke to the Hollywood Radio and Television Society, also stated that ABC will continue to use advisories on programs containing adult content, even though some people think they are a device to attract attention or to excuse permissiveness.

Mr. Rule said ABC was making its scheduling moves in the knowledge that it could not please everyone. "Sometimes," he said, "it seems whatever we do is wrong. When we present entertainment for children at 8 p.m., we get mail from parents complaining that 8 p.m. is too late; all the children in the country are in bed at that hour.

"But if we air mature programing at 9, suddenly all the children are up and watching."

Still, he said, programs must avoid accentuating the already "tremendous groundswell of public reaction to alleged excesses of television."

To the program producers who were

heavily represented in his audience he said: "I recommend that when the time comes for you to create the programs we will be airing next season, we all look at them with a new objectivity to see that taste, discretion and moderation have been the guiding forces.

"That does not mean that adult themes are taboo," Mr. Rule said. "Often it is the treatment of a subject that is the key to its acceptance. And always it is quality."

Officials of the company that owns the syndication rights to *The Rookies*, Worldvision Enterprises Inc., had no comment last week on ABC's decision to move the program out of family time.

Saturday morning gets overhaul in new line-up

All of NBC's are either new or in new slots; CBS adds two live-action shows; ABC sends in six new cartoon programs

CBS-TV announced its 1975-76 children's schedule last Tuesday (April 1), adding two-and-a-half hours of new programing and dropping five shows. The day before, ABC-TV reported it would cancel six cartoons, add six (five of them new, one a move-over from CBS and shift time periods on four holdovers.

As previously announced (BROADCASTING, March 17), NBC will add four children's shows, chop off four and shuffle the time periods of the remaining six.

CBS sources reported that the network would be getting away from cartoons somewhat by scheduling two new live action half-hours—*Far Out Space Nuts*, produced by Sid and Marty Kroffts and starring TV-comedy veterans Chuck McCann and Bob Denver, and Filmation's *Ghost Busters*, a slapstick-comedy series with Larry Storch and Forrest Tucker—and extending its half-hour *Shazam* cartoon to 60 minutes with the addition of the live-action *The Secrets of Isis*. In the cartoon vein, however, Bugs Bunny returns to CBS next season to link up with the Roadrunner in an hour-long animated series produced by Warner Bros.

ABC spokesmen announced that three of its new cartoons will be produced by Hanna-Barbera: *The Great Grape Ape*, *Speed Buggy* and *The New Tom and Jerry Show*. ABC's three other new cartoons are DePatie-Freleng's *The Odd Ball Couple*, Filmation's *Uncle Croc's Block* and Kroffts Productions' *The Lost Saucer*. The shows ABC will cancel are: *Yogi's Gang*, *Bugs Bunny*, *Lassie's Rescue Rangers*, *Super Friends*, *Korg 70,000 B.C.* and *Goober and the Ghost Chasers*. Time-period shifts will be doled out to: *Hong Kong Phooey*, *The New Adventures of Gilligan*, *Devlin* and *These Are the Days*.

The three-network Saturday-morning children's schedule reads as follows:

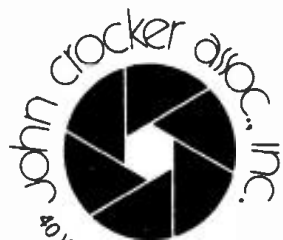
ABC: 8, *Hong Kong Phooey*; 8:30 *New Tom and Jerry Show*; 9, *Grea*

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“Our particular application for the four-track ES-505 is in radio production, where recording with a great deal of creativity in mixing is needed. If there's a lot of editing involved, the third reel offered on the ES-505 is an especially nice concept.

“The emitter follower on the playback head to minimize noise and hum vulnerability is an unusually clever idea. In fact, it's one that's been long overdue in the industry.

“Some exceptional human engineering went into the ES-505. It's not only well built and simple to maintain, but it's completely operator-oriented. For instance, the disappearing head gate which makes for easy editing and head cleaning; and the built-in test oscillator which speeds and simplifies calibration.

“A definite plus is Electro Sound's replaceable capstan idler, which allows you to instantly change the tire and not the entire assembly. We used to spend \$35 for replacement assemblies on our previous machines. Now we only pay \$8.50 for a spare tire.

“All in all, the ES-505 is a highly professional recorder/reproducer with a very competitive price tag that makes it a most important addition to our production facility.”

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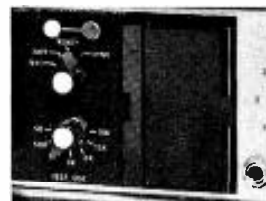
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CBS: 8, *Pebbles and Bam Bam*; 8:30, *Bugs Bunny-Roadrunner Show*; 9:30, *Scooby-Doo*; 10, *Shazam-Isis Hour*; 11, *Far Out Space Nuts*; 11:30 *Ghost Busters*; 12, *Harlem Globetrotters Popcorn Machine*; 12:30, *Fat Albert and the Cosby Kids*; 1-2, *Children's Film Festival*.

NBC: 8, *Emergency* +4; 8:30, *Sigmund*; 9, *Secret Life of Walter Kitty*; 9:30, *Pink Panther*; 10, *Land of the Lost*; 10:30, *Run, Joe, Run*; 11, *Beyond the Planet of the Apes*; 11:30, *Westwind*; 12, *Josie and the Pussycats*; 12:30-1, *Go! USA*.

In addition, on Sunday morning, ABC will program three half-hours: *Devlin* at 10:30, *These Are the Days* at 11 and *Make a Wish* at 11:30. CBS's two Sunday morning half-hours are *Valley of the Dinosaurs* at 9 and *The Hudson Brothers Razzle Dazzle Comedy Show* at 9:30. NBC will not be offering any network programming on Sunday mornings.

50 to take 'New Yorker' tapes

Sources at Cinema/Sound Ltd., a New York-based production workshop heavily involved in taping radio talk shows, report that more than 50 stations have already signed for two four-and-a-half-hour tapes saluting the 50th anniversary of *The New Yorker* magazine, which will be aired later this month. Heywood Hale Broun will narrate the tribute, and selections from the work of such *New Yorker* contributors as James Thurber, Robert Benchley and H. L. Mencken will be read by a number of actors that include Dustin Hoffman, Charlton Heston and Jack Lemmon. The Mobil Oil Corp. is picking up the tab for the show.

Cinema/Sound also reported that 50 radio stations are now carrying the weekly *First Edition*, a series of interviews with recently published authors, with Mr. Broun as host and sponsored by the Literary Guild. Among the stations are WOR (AM) New York, KUSC (FM) Los Angeles and WNIB (FM) Chicago.

The company said that 20 radio stations are also carrying the five-nights-a-week half-hour Mobil Oil-sponsored *In*

Conversation series, which features hosts such as Nat Hentoff, the journalist-author, and Arthur Knight, the movie reviewer, and guests such as Clint Eastwood, Senator Lowell Weicker (R-Conn.) and Dr. Margaret Mead.

Writers Guild hands out prizes to best in TV and motion pictures

Majority of awards fall to CBS; ABC comes in second and PBS picks up one for radio

TV and motion picture writers were honored by their peers last week at the annual awards ceremony of the Writers Guild of America in both Los Angeles and New York.

Writers for programs that were broadcast on CBS garnered most of the awards, seven in television and one in radio; ABC writers got two and NBC writers one in the television categories. Public Broadcast Service writers received one in radio.

Television winners:

Best original anthology script—Joel Oliansky, "The Law" (story by William Sackheim and Joel Oliansky), NBC; best anthology adapted from another source—Tracy Keenan Wynn, "The Autobiography of Miss Jane Pittman" (novel by Ernest J. Gaines), CBS; best variety script—Ed Simmons, Gary Belkin, Roger Beatty, Arnie Kogen, Bill Richmond, Gene Perret, Rudy DeLuce, Barry Levinson, Dick Clair, Jenna McMahon, Barry Harman, *The Carol Burnett Show* (with Carl Reiner and Ken Berry), CBS.

Best comedy-episode—Larry Gelbart and Laurence Marks, "O.R." segment of *M.A.S.H.*, CBS; best variety special—Norman Steinberg, Alan Uger, Howard Albrecht, Sol Weinstein, John Boni, Thad Mumford, Chevy Chase, Herb Sargent, Alan King "Alan King's Energy Crisis, Rising Prices and Assorted Vices," ABC; best dramatic episode—James Byrnes, "Thirty a Month and Found" segment of *Guns, Smoke*, CBS; best daytime serial—Ann Marcus, Joyce Perry, Jerry Adelman, Ray Toldstone, *Search for Tomorrow*, CBS.

Best current events documentary—Howard Stringer, "The Palestinians," CBS; best feature documentary—Marlene Sanders, "The Right to Die," ABC; best news script—Charles West, "Two Presi-



By-product. Use of portable minicams for live electronic news coverage has had spinoff at KSTP-TV Minneapolis-St. Paul, where station goes live for I.D.'s from historic points in Twin Cities area. Off-the-screen picture (r) was taken simultaneously with shooting the scene (l) at capitol building, St. Paul.



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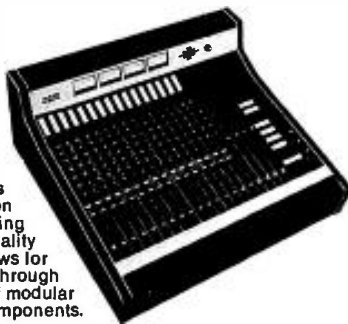
ADM's all-new TV 32 Consoles are engineered to meet the most exacting requirements for television production. They are modular, multi-input (up to 32) by 4 submaster busses, TV Studio and Production Center units that will professionally handle any program material in large or small stations.

These full-featured, floor standing consoles incorporate the latest audio production philosophies into broadcast parameters. They are skillfully engineered to provide the professional broadcaster with the most demanded features. TV 32 Series Consoles offer exceptional flexibility for future expansion by plugging in additional modular components. Chances are one of our "stock" units will meet your requirements. If not we will be glad to design a custom console tailored to your exact needs.

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dents—Transition in the White House," CBS.

Radio winners: Radio news—Gil Longin, "Voices in the Headlines," CBS; best radio script—Harvey Jacobs, "Summer on a Mountain of Spice," segment of *Earplay*, Public Broadcasting Service.

The Valentine Davies award for "bringing honor and dignity to writers everywhere" went to Fay Kanin, who among other things won an Emmy for her teleplay of "Tell Me Where It Hurts."

The best of public radio

The programming efforts of 10 public radio stations were honored in Washington during the fifth annual Public Radio Conference.

WMHT-FM Schenectady, N.Y., was cited in the best local radio program and best cultural documentary categories for its *The Celestial Country*, a tribute to American composer Charles Ives. WGBH-FM Boston won the most innovative and the special interest program awards for "Brother Blue: Miss Wunderlich Story," part of its *Spider's Web* series.

Other categories and recipients: news and public affairs documentary, KSJN-FM St. Paul for *In Search of a Better Life*; special event coverage, KPFK(FM) North Hollywood, Calif., for *In the Matter of Richard M. Nixon*; commentary, WBUR-FM Boston for *Norfolk Prison Strike*; cultural performance, WBAI(FM) New York for *Lucy Lowe Presents American Popular Songs*; cultural drama, WBAI(FM) New York, for *The Rider at the Spirit Bell*; special interest program, WOSU-AM-FM Columbus, Ohio, for *Women and Credit*; children's program, KBPS(AM) Portland, Ore., for *Attention All Money Savers*, and cultural documentary special citation, KANU(FM) Lawrence, Kan., for *Charles Ives: The Unanswered Question*.

The awards were sponsored by the Corporation for Public Broadcasting.

Carson sues Paramount

Johnny Carson, host of NBC's *Tonight Show*, has filed a \$33-million lawsuit against Paramount Pictures and its chairman, Barry Diller. Mr. Carson alleged that Paramount has breached a 1973 contract to establish Carson-Paramount Pro-

ductions Inc. to produce TV specials and films, and in which he was to be chairman reportedly at \$250,000 a year. The complaint, filed in the state superior court in Santa Monica, Calif., claimed that Paramount refused to pay him after the first year, cut other executive salaries and reduced funding, although the agreement called for a three-year period.

Program Briefs

Residuals. Screen Actors Guild collected more than \$4.8 million in total residuals payments for its members in first quarter of fiscal 1975, that ended Feb. 28. Exact total was \$4,869,553, of which \$2,865,621 came from domestic TV programs, \$1,351,376 from foreign broadcasts of TV shows, and \$1,200,076 from theatrical motion pictures released to broadcast TV. Residuals in same quarter last year totaled \$3,140,628, with \$1,538,732 from domestic TV, \$151,454 from foreign broadcasts of TV shows, and \$176,229 from movies released to broadcast TV.

Weekend strengthening. NBC Radio has revised and expanded its weekend shows, *Update* and *Weekend Sports*. Beginning May 10, former show's title will be changed to *Update: People* and will focus on life styles of personalities making news. It will be lengthened to five minutes and be broadcast six times, all on Saturday. *Weekend Sports* will also be expanded to five minutes, and will be broadcast 14 times (six times on Saturday, eight times on Sunday).

Sound judgments. Motion Picture Sound Editors Golden Reel Awards went to Columbia Pictures Television in all three TV categories at ceremonies March 29 in Los Angeles. Best TV dialog editing honors went to *QB VII* (ABC); best TV sound effects editing award went to "Captain Hook" segment of *Police Story* (NBC), and best TV special sound effects editing went to both *QB VII* and Universal's *Rockford Files* (NBC).

Correction. "Summer of '42," movie whose TV network showing was cited in FCC dispatches for number of mail complaints it drew, was on ABC-TV, not NBC-TV, as reported in BROADCASTING, March 31.

'Damnable' problems were part of the game—Haldeman

In controversial CBS News interview, former Nixon major domo touches on efforts of that administration to put squeeze on Post-Newsweek by backing challenges to its stations

Former White House chief of staff H. R. Haldeman, in the second part of his interview with Mike Wallace of CBS News, made an effort to justify the Nixon administration's backing of challenges to Post-Newsweek television licenses.

Mr. Haldeman claimed that President Nixon's threatening those stations with "damnable, damnable problems" was, in Mr. Haldeman's words, "just talked about," claiming as evidence the renewals those licensees received. (They both have not been renewed; a challenge remains against Post-Newsweek's WJXT Jacksonville, Fla. [BROADCASTING, Jan. 27].)

His rationale for such challenges was "a great frustration in this country . . . toward what is viewed by many, many millions of people as a biased attitude as far as the press is concerned. And it gets to the point where there is a desire to try to counterbalance that." A license challenge then results, in Mr. Haldeman's view, "in the hope that you can gain a license to get on with a viewpoint that is more conducive to what we believe is right rather than to what they believe is right."

In response to Mr. Wallace's remark that such challenges may result in massive costs of money and time to stations involved, Mr. Haldeman said, "The procedure is set up for license challenges. There's nothing wrong with challenging a license. That's why they're subject to periodic renewal." Mr. Haldeman did however, seem to balk at the use of pressures beyond license challenges that might have been implied by "damnable, damnable problems."

There was also a curious exchange between Mr. Wallace and Mr. Haldeman in

Was it worth the price? Audience reaction to CBS News's payment—reported at \$50,000—to former White House chief of staff H. R. Haldeman for his lengthy two-part interview has been overwhelming negative, at least according to reader mail received by CBS Radio's *Letters to CBS* program, aired Sunday, March 30. The program reported receiving 129 letters opposing payment, none in favor. The *New York Times* quoted CBS newsman Mike Wallace as saying the interviews were "justified." But Mr. Wallace went on to say "Unfortunately, we got no more than he chose to give. If he had been more forthcoming in a behind-the-scenes view of the Nixon White House, the programs might have been more interesting and useful."

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A memo about satellite receive-only ground stations.

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You may be about to invest in a TV satellite receiving ground station.

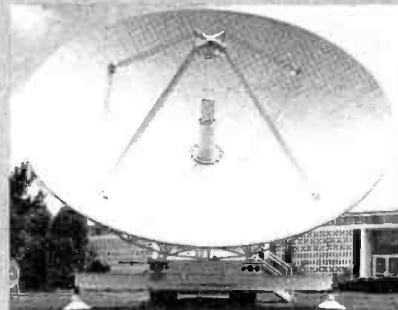
We have extensive experience and expertise in this field.

So there's no point in being subtle here. We feel we are uniquely qualified to produce these receiving stations for you, and we would like to tell you why.

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But we haven't earned our reputation by simply producing this equipment. Many of the innovations in satellite communications have been ours. In 1972, for example, we developed the first transportable "receive only" ground station for US domestic TV satellite use. And we developed and delivered it in less than 90 days.

We tell you all this to give you an idea of our qualifications. But even though our credentials are excellent, there is a better way to evaluate us. Talk to the people we've already developed systems for. They will tell you that we are the experts when it comes to satellite ground stations for video, voice and data. Or talk to us--call Howard Crispin, Vice President, Scientific-Atlanta, Inc., 3845 Pleasantdale Road, Atlanta, Georgia 30340. (404) 449-2000.



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which Mr. Haldeman claimed that the former Vice President and networks critic, Spiro Agnew, once considered television as a career. Mr. Haldeman said near the end of the first term, Mr. Agnew considered resignation; "he had an interest in moving on to other things. He had an interest in going into your business as a matter of fact." "Television?" queried Mr. Wallace. "Yes," answered Mr. Haldeman. The subject was dropped then.

AP Broadcasters establishes new journalism award honoring Bob Eunson

Formal announcement was made last week of a new award in broadcast journalism to carry the name of Robert Eunson, vice president and assistant general manager in charge of broadcasting of the Associated Press ("Closed Circuit," March 31). The donor will be selected in 1976 to coincide with the nation's bicentennial, and in keeping with the First Amendment's freedom theme.

Mr. Eunson, 62, is now on sick leave following abdominal surgery during the past year and is undergoing chemotherapy as an outpatient while living at home in Manhattan. He was told of the award, previously authorized by the APB board of directors, a fortnight ago and expressed his appreciation for what he described as the "high honor." Frank Balch, WJOT-AM Burlington, Vt., APB president, accompanied by Roy Steinfort, general executive and number two man in the broadcast department, and Gerald Trapp, broadcast news editor, had delivered the news in person.

In his 33-year career with AP, Mr. Eunson has served as bureau chief, war correspondent in the Pacific and European theatres during World War II, and directed AP coverage in Korea and in Southeast Asia in the first years of the Viet Nam war. He became head of AP's broadcast division in 1965 when it had a roster of 2,700 radio and television stations. Under his management in the ensuing decade it has grown to 3,400 broadcast stations and in addition supplies special news service for cable TV stations. Last year AP entered the audio field, providing voice and action-sound news reports to radio clients.

An advocate of unvarnished truth in journalism, Mr. Eunson frequently has inveighed against inroads of bureaucratic government. "Never surrender a freedom to any government," he has warned, "because history points out that once a freedom is surrendered it is forever lost."

Mr. Eunson seldom talks about brushes with death as a war correspondent. In covering an amphibious assault on Arawe in 1943 while assigned to General MacArthur's staff in the Pacific, the rubber landing craft carrying him to the beach with Army troops was machine-gunned by the Japanese. The man next to him was killed. He dived over the side and remained under the craft as bullets raked



Eunson

the water. He treaded water until a Coast Guard boat picked him up. Reaching the beach he wrote his story on a borrowed typewriter.

Among the three books he authorized based on his assignments was "Mig Alley," a novel about the air war in Korea. In 1961 Arizona State conferred the honorary degree of Doctor of Letters on him for his "distinguished work as foreign correspondent, author and administrator." And in 1973, Northern Arizona honored him with its alumni award for "attainment of unusual success."

A native of Billings, Mont., Mr. Eunson spent his early boyhood in Inglewood, Calif., attended Virginia Military Institute and was graduated from Arizona State Teachers College, now Northern Arizona University. He and Mrs. Eunson (he married Katherine Rabogliatti of Globe, Ariz., in 1935) have three grown daughters.

12 OPC honors go to broadcasters

Twelve awards or citations will go to network news broadcasters or organizations from the Overseas Press Club of America in its annual recognition of excellence in foreign affairs reporting.

Five of those honors went to ABC, including awards for best spot radio news reporting from abroad (ABC Radio News, "team effort"); best radio documentary on foreign affairs (Ted Koppel, ABC Radio News *Update*); best TV spot news reporting from abroad (Lou Cioffi, ABC-TV News); a citation for best radio documentary on foreign affairs (Frank Mariano, ABC Radio News *Update*); and a Madeline Dane Ross Award for international reporting on contributions to humanity (George Watson, ABC-TV News).

NBC News was cited four times, including awards for best radio interpretation of foreign affairs (John Chancellor, NBC Radio), for best TV interpretation of foreign affairs (John Palmer, Tom Streithorst, Phil Brady and Liz Trotta, NBC *Nightly News*) and citations for best TV spot news reporting from abroad (Garrick Utley, NBC-TV) and a Ross

Award to Robert Northshield, Len Giovannitti and Mr. Chancellor.

CBS won one award, best TV documentary on foreign affairs (Bill McLaughlin, CBS News), and two citations, best TV interpretation of foreign affairs (Dan Rather, CBS News) and best radio interpretation of foreign affairs (Marvin Kalb, CBS *First Line Report*).

The awards will be presented at the annual OPC dinner on Tuesday, April 15, at New York's Biltmore hotel.

Journalism Briefs

Missouri medalists. Two of seven winners of 1975 Missouri Honor Awards for distinguished service in journalism, from University of Missouri School of Journalism, are in broadcasting. They are: Edwin Newman, NBC correspondent, and, Robert Hyland, regional VP for CBS Radio in St. Louis. Other winners: Sylvia Porter, newspaper columnist; *St. Louis Post-Dispatch*; *Sports Illustrated*; Newspaper Enterprise Association, and Marsteller Inc. advertising agency, in conjunction with Burson-Marsteller, PR firm. Awards, initiated in 1930, are for excellence over length of time, rather than single achievements.

Dial-a-Nessen. For the price of a telephone call, broadcasters and newspapers around the country can have their own man in the White House newsroom. The White House has begun making available on a daily basis recorded telephone reports on President Ford's daily schedule, as well as notices of scheduled White House news briefings, short summaries of the most recent briefings and information concerning the press traveling with the President. The new service, however, will not provide a complete substitute for live coverage. White House News Secretary Ronald Nessen said the office will continue to provide reporters with additional information. The number to call for the recorded information is 202-456-2233.

It was news, not libel. New York State Supreme Court judge has dismissed libel suit against WCBS-TV New York and one of its reporters, John Stossel, and former New York City Commissioner for Consumer Affairs Betty Furness. Suit has been brought by Commercial Programing Unlimited, New York compute training school, subject of WCBS-TV reports in December 1973 and August 1974. Firm has occasioned numerous complaints to city's consumer bureau and has received formal Federal Trade Commission complaint for its advertising practices and training programs. Judge cited importance of free electronic press in announcing ruling.

Perils of journalism. Doors have been ordered locked during live newscasts at KTRE-TV Lufkin, Tex., following March 23 slapstick intrusion by two men wearing ski masks who slapped two people in face of anchorman Robert Brashaw.

Citizen groups seek second concession in '77 compliance issue

They ask access to financial reports of cable operators to discuss whether they can afford expansion present rule mandates

The National Black Media Coalition and the Philadelphia Community Coalition won three weeks more time in which to file comments at the FCC on whether or not to postpone the March 31, 1977, deadline for major-market cable systems to comply with FCC rebuild standards.

Following the commission's reinstatement of the April 7 due date for comments, NBMC filed a Freedom of Information Act request to see the 1973 and 1974 annual financial reports of all major market cable systems.

NBMC said that until now all claims of financial difficulties have been premised on figures that the cable industry itself has computed. Citizen groups cannot accept or rebut the cable industry's representations if they are denied access to the financial reports.

The original April 7 comments deadline had been moved up to March 17, according to the commission, because of 11 multiple system operators, who argued that an expedited comment schedule was necessary in view of the present economic burdens on the cable industry and the nearness of the compliance date. Furthermore, the commission said, it hoped to emphasize the "very narrow" nature of the inquiry, which is limited to the amount of capital required for cable systems to comply with rebuild standards and the availability of such capital in the market place.

NBMC and PCCC answered that any dollar consideration must be balanced against public-interest concerns. The earlier deadline, they added, had foreclosed this possibility.

Seeking strength in numbers

The National Cable Television Association and three multiple system operators have filed a motion to consolidate their respective cases, now pending before the U.S. Court of Appeals in Washington, which seek review of the FCC's new fee schedule (BROADCASTING, Feb. 10).

The request for consolidation comes after the NCTA had opposed the FCC's move to have the cable association's petition for review lumped together with noncable petitioners also seeking review of the fee schedule. NCTA objected to such a consolidation on the ground that combining its petition, which seeks only review of CATV annual fees, with others that dealt with the entire fee schedule would lend to "confusion, delay and inequity."

Subsequently, the court accepted petitions for review of the schedule filed by Lamb Communications, Liberty Com-

munications and Summit Communications, which the FCC did not seek to consolidate with the others. Since both cases represent an appeal limited to the legality of the CATV annual fee alone, NCTA and the Lamb group submitted, that in the interest of "appropriate expedition and economy" the two cases be consolidated.

Cable Briefs

No merger. Comsat Corp., Bala Cynwyd, Pa., and Vikoa Inc., New York, have called off possible merger (BROADCASTING, Aug. 5, 1974). Sale of certain Vikoa CATV systems to Comcast is still being discussed.

Pending approval. Cable TV of Acadiana Inc., subsidiary of Wometco Communications, Miami, received franchise to build and operate CATV system for Eunice, La. System is to be operational by yearend, contingent on FCC approval.

Incident in Ithaca. Home Box Office, Madison Square Garden Center Inc. and Ceracche Television Corp., operator of cable-TV system in Ithaca, N.Y., jointly announced civil suit against two men who they say have been installing remote-control devices that allow Ithaca TV-set owners to pull in pay channel without compensating Ceracche. Theft-of-service suit seeks restraining injunction and damages against Gary Loomis and Richard Henry of Veraxon Industries, Ithaca, N.Y. Complainants said no legal action would be taken against Veraxon's customers.

N.Y. commission adds refinements to rules for financial reports

The New York State Commission on Cable Television has amended the financial reporting requirements for cable systems which it adopted last fall. At that time, the commission sought a uniform base for reporting by cable systems that would be more easily understood by state officials and public interest groups.

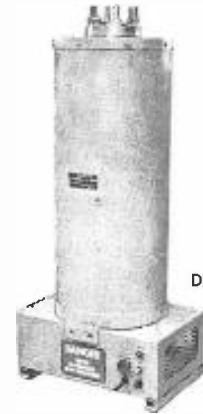
The amendments are the product of an agreement between the commission and the New York State Cable Television Association, whose members complained that some of the original requirements were unnecessary or burdensome.

Cable companies, under the amended rules, may make their reports on a fiscal-year rather than a calendar-year base, thus eliminating need for conversion by some operators.

Another change is the elimination of certain fixed asset subaccounts (for example: amplifiers, head-end, tower equipment and trunk-distribution facilities), which many small- and medium-market cable operators claimed were more burdensome than beneficial. Nevertheless, the amended rules specify that a plant and equipment ledger must be maintained in enough detail to derive a depreciation formula and to satisfy the "informational needs" of government agencies.

A third adjustment deals with the

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Model	Average Power	Connector	VSWR
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DPTC-40KFM	40KW	3/8"	1.2:1
DPTC-50KFM	50KW	6/8"	1.2:1
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VSWR: 1.2:1

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amortization of cable hardware. Cable operators noted that the previous rules, which required equipment costs to be written off over the life of either the asset or the franchise, did not allow enough time and distorted operating results. Now, such costs can be amortized over a set time period as accepted under general accounting principles.

A fourth change in the rules allows cable owners to capitalize on the interest related to major borrowings, which have been undertaken in connection with construction work in progress. Previously, only interest directly associated with a particular construction project was to be reported.

The reporting requirements and exact forms for cable companies depend on the gross annual revenues. Those having revenues in excess of \$150,000 would fill out more detailed reports than those with smaller revenues.

Annual reports must be filed within 90 days of the close of the company's fiscal year. Furthermore, those companies whose last fiscal year closed since last Dec. 31, are allowed until the end of June to submit their first report. No reports are required for any fiscal year which ended before Dec. 31, 1974.

Minnesota encourages area-wide systems

The Minnesota Cable Communications Commission has adopted rules to establish cable service "territories" to encourage municipalities to develop joint or common franchises. The rules, approved by the state attorney general, require that before any franchise proceeding begins, a cable service territory must be designated by the municipalities interested in securing cable service. Approval of the territory must be obtained from the state commission.

The municipality that initiates the request for territory approval must first confer with all contiguous towns to make its intentions known and to discuss the feasibility of a multimunicipality district.

Robert J. McDonald, executive director of the Minnesota Cable Commission, said by encouraging joint franchises, the rules should increase the practicability for a cable operator to offer service at "higher quality level" and a lower average cost.

Equipment & Engineering

Final chapter may be written on CBS Labs

Thomson-CSF, a French firm, buys labs' professional products wing; de-emphasis of government work set

CBS Laboratories, whose accomplishments over the years have ranged from the eminent success of the LP record to the eminently less successful electronic video recording (EVR), may be close to closing.

CBS President Arthur Taylor announced last week that the labs' professional products department was being acquired by Thomson-CSF, a leading French electronics company, and that CBS also plans to de-emphasize government research and development and concentrate on CBS's own technological interests in broadcasting, recording and related areas. Other sources said discussions looking toward the sale of activities related to government contracts were already under way with Calspan Corp., a scientific research and development company.

Mr. Taylor said the CBS Labs' facilities at Stamford, Conn., will continue to be the focal point of CBS's remaining research activities under the over-all responsibility of Harry E. Smith, CBS vice president, technology.

The department being acquired by Thomson-CSF encompasses the labs' broadcast equipment lines including audio and video gear, Vidifont and switching and other equipment. Thomson is also acquiring Renville H. McMann Jr., president of CBS Labs, who will leave that post to become president of Thomson-CSF Laboratories Inc., as the new Thomson subsidiary will be known.

Mr. McMann's scheduled departure lent support to speculation that CBS Labs' ultimately remaining research activities might as easily be conducted under some other corporate umbrella—and CBS Labs folded as a separate entity—as under the present setup.

Thomson-CSF officials said their acquisition was intended both to expand their product line in the U.S. and to let broadcasters know that "we're very

serious about the U.S. market." They said the CBS Labs products would complement their own and would be exported as well as sold in this country.

Both they and CBS authorities declined to say how much Thomson is paying. CBS Labs as a whole has not been regarded as a significant profit center for CBS and there have been intermittent reports that it loses money, but sources there last week indicated it is at least breaking even.

Thomson-CSF, whose factories in France produce a complete line of broadcast products, marketed black-and-white cameras in the U.S. several years ago and returned last year with a color camera, the TTV 1515, of which more than 300 have been sold, according to company officials. Among major buyers in this country: CBS. And the CBS Laboratories exhibit at the NAB convention this week is due to display a sign: "Soon to be Thomson-CSF Laboratories Inc."

NPR sets goal of switching over to satellite distribution

Public radio network determines it would rather go by bird than by AT&T landlines; it demonstrates possibilities

National Public Radio has embarked on a program to convert its 176-member network to satellite distribution.

The kickoff came two weeks ago during the Public Radio Conference in Washington, where NPR station members were treated to the first domestic satellite transmission of stereophonic radio programming. The demonstration program was provided by RCA's Global Communications division and included a 45-minute musical program originated from RCA's Valley Forge, Pa., ground station, beamed to the Anik II satellite and back to a receiver terminal atop NPR's facilities in Washington.

The demonstration was designed to get the message to NPR station members that satellite communication is feasible and that it should be adopted as soon as each station's board of directors gives approval, said George Geesey, NPR director of operations and program administration. Stereo satellite transmission—a must for NPR affiliates, most of which are FM's and broadcast in stereo—had to be demonstrated successfully, noted Mr. Geesey, before its practicality would be recognized by NPR's membership.

With that obstacle out of the way, Mr. Geesey forecasts that the conversion to satellite communications might be accomplished within two to three years for at least 25 of NPR's 176 station affiliates.

Mr. Geesey estimates that ground-receive terminals will run approximately \$15,000 per station for equipment and installation. Transmitter capacity for each station, another part of NPR's goal in order to better realize its "decentralized programming" mandate, would mean another \$10-12,000 per station.

But in the long term, Mr. Geesey be-

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Top 40 goes Cosmic

Increase in album-cut play marks trend toward progressive FM sound in AM radio

The movement of progressive radio stations toward a more commercial sound (BROADCASTING, Nov. 25, 1974) is apparently not down a one-way street: Changing musical styles and improving record promotion are making top-40 radio, long a bastion of commercial sounds, move closer to progressive radio.

Twenty-five singles on the "Playlist" are by artists whose successes (at least in recent years) have come through album sales and album airplay on FM rock or progressive stations. One year ago, the chart showed only 12 such songs listed, and only one—Rick Derringer's *Rock and Roll Hoochie Koo*—was in the top 20. The recent number-one positions gained by Linda Ronstadt and the Doobie Brothers, performers with past single hits, but most strongly identified with album play and sales, seem to confirm that a change has taken place.

Programming heads at key contemporary outlets have taken notice. "Album artists are much more important now," said Bryan McIntyre of WCOL(AM) Columbus, Ohio, who finds himself taking cues more and more from telephone requests at WCOL's co-owned FM progressive counterpart. WCOL's only album-cut programming features selected pieces from immediate hits, such as Led Zeppelin's *Physical Graffiti* or the new soundtrack from *Tommy*, but a new single is more likely to receive early attention at the station if it has previously been well received by the FM audience.

Bill Tanner, group program director for the Heftel stations and for WKTQ(AM) Pittsburgh, feels that improved communication with record labels is somewhat responsible for the trend. "One of the major stumbling blocks to the never ending radio records debate has been that record people don't give us enough factual information on their singles. Now, certain companies are giving us better factual information on crossovers from progressive—and from MOR and country." He sees more and more stations moving toward what he terms "cosmic" top 40—more progressive—in order to survive. "Top 40 is very concerned about losing the 16-plus male listener to progressive radio. At 25, maybe he'll turn to a news station or MOR, and then you've lost him forever."

Another element in the trend is the increasing realization on the part of many record labels of the promotional value, for album artists, of a hit single. "Most people view the single as a three-minute free ad for their artist or album," said John Leader, music director at WQXI(AM) Atlanta. "There's nothing like a big top-40 hit to give your artist exposure." Mr. Leader finds an increasing sophistication in the music he programs and in the audience he programs for, and sees top

lieves, satellite communications will result in an over-all savings. Once the entire network is equipped with satellite receiving capability, he said, the yearly rental for satellite equipment should be "cheaper" than the currently employed monaural AT&T long lines. At present, NPR pays AT&T approximately \$500,000 annually for use of its interconnect cable and spends an additional \$100,000 every year for tape duplication and mailing of stereo programs.

Aside from long-range cost benefits, Mr. Geesey outlined various technical advantages he sees in satellite communications. Two-way communications, whereby the bulk of NPR's programming can originate from each local area rather than the larger production centers of New York or Washington is a chief benefit, he said. Six channel capability will enable NPR to feed various programs simultaneously. And live programming will become more attractive to member stations, Mr. Geesey explained, once such programming can be received in stereo.

Are fiber optics in CATV's future?

Optimistic report to NCTA boosts their feasibility as replacement for conventional coaxial cable

Developmental work on fiber optics has moved so fast and so far that tests in one or more operating CATV systems may start as early as next year.

That forecast came last week from Joseph L. Stern, widely known engineer whose strongly upbeat fiber-optics report to the board of the National Cable Television Association earlier this year has lately begun to leak out and is generating excitement among cable TV operators.

Fiber optics carry audio and video via light waves in a thin, plastic-coated glass fiber that experts believe will be much more efficient, more versatile and less expensive than conventional coaxial cable. Its use in consumer applications had been considered fairly remote, however.

Several developments have brought it much closer, Mr. Stern said last week, underscoring the theme of his message to the NCTA board last February. "Fiber optics are coming—faster than people thought," he said. "Cable people should begin to take fiber into consideration in their planning."

The feasibility of encasing four fibers in one sheath less than half an inch in diameter but with four times a conventional cable's capacity has been demonstrated, Mr. Stern said.

The fibers, drawn from glass in thicknesses between one-twentieth and one-tenth of an inch, are used in place of copper at the center of conventional cables. They are said to need no electrical shielding, and the casing and cushion around the fiber are such that the cable could be self-supporting.

Among recent developments, according to Mr. Stern, are advances in analogue as opposed to more complicated digital transmission, and development of inex-

pensive repeaters, splicing techniques, a simple device to hook into the TV set and prototype work on a switching system that may make it possible for individual subscribers to dial up the programs or services they want from a central "bank."

Companies at work on fiber optics include Bell Laboratories, International Business Machines, International Telephone & Telegraph and Corning Glass and, in Canada, Bell-Northern Research.

Mr. Stern told the NCTA board he knew of three telephone companies that plan to test the use of fiber in parts of their systems late this year or early next. He won't identify the systems except to say they are "small independent telephone companies." (He also notes that they will still have to retain the copper to make the telephones ring, because fiber carries little energy, but he regards this as a temporary problem.)

Asked when he thought fiber would be tested in an operating cable system, he said he knew several operators were keeping tabs on developments and "I'd guess there'd be some tests in cable—perhaps in piecing or in extension of a trunk—next year." But, he added as a general caveat, fiber "doesn't mean we'll replace what's up there now: just new uses, new services."

Mr. Stern is himself in transition, having resigned as vice president and director of engineering for Goldmark Communications Corp. to form his own telecommunications consulting company, concentrating initially on CATV, telephone and data services. He held key engineering posts with CBS for more than two decades before helping to form Goldmark Communications in 1972. He is currently chairman of a panel advising FCC on future cable uses—and also is shopping for New York offices for his new consulting firm.

Technical Briefs

Stronger signal. WTCG(TV) Atlanta (ch. 17) has installed 2,224 kw Harris-Gates transmitter. Power increase should extend city zone contour to 40 mile radial and outer coverage or grade B contour should extend upwards of 70 miles from downtown Atlanta. Station formerly operated with 1,038 kw. Transmitter, developed by Gates division, Harris Intertype Corp., uses redundant visual amplifiers that require less than one watt drive-power to develop full-power output. Price: \$500,000.

\$700,000 order. RCA Corp. reports sale to American Forces Radio and Television Network of RCA color TV cameras, film originating system and other equipment valued at about \$700,000. They will be installed in network's program production center in Frankfurt, Germany, for use in bringing news and entertainment programs to American forces stationed in that country.

To handle CSI hardware. Broadcast Communications Industries, Philadelphia, has signed exclusive sales representation contract with CSI Electronics Inc., Cinnaminson, N.J., manufacturer of AM and FM transmitters and audio consoles.

40's role in the process as one of gradually introducing its audience to new things, a few at a time so as not to lose audience interest. And for his own needs in programing a contemporary station, most progressive singles provide him with "up records, when there aren't many up records around."

One of the record labels most often mentioned as benefitting from the progressive trend is Warner Brothers (BROADCASTING, March 3), whose *Black Water* by the Doobie Brothers Mr. Tanner called "one of the best things to happen to top 40 in a long time," citing its unique sound and unusually broad demographic appeal. Warner Brothers' Leo Sayer was often mentioned by programers as exemplifying the progressive artists now making it in pop, but almost every label can boast its own example, among them A&M's Joe Cocker, Elektra's Queen, United Artists' Electric Light Orchestra, Shelter's Phoebe Snow, ABC/Anchor's Ace, and Mercury/Vertigo's Kraftwerk.

The progressive stamp is not necessarily enough to guarantee a hit, however. CBS/Epic has had enormous success in several formats with Minnie Riperton, who received her first exposure on progressive stations, but one of CBS's most solid hitmakers, Chicago, has apparently missed the mark at many stations with *Harry Truman*, a detour from the group's

brassy commercial successes.

Nor is the trend limited to singles aimed principally at white audiences. Several R&B/jazz groups are following the trail blazed by Stevie Wonder, the O'Jays, and others, in bringing progressive black music to pop stations. Principal exponents of the style now on the "Playlist" include Labelle, Earth Wind & Fire, and the Blackbyrds.

The sheer volume of progressive-oriented music being recorded may have something to do with some of it finally being heard on top 40. "There's more of us now," said Warner Brothers' Bob Merlis. "I never thought that top 40 radio 'had it in' for progressive artists." He does, however, admit that the road has been a long one. "It's taken us about five years to get where we are now," he said, and notes that singles sales of progressive artists are bouncing back from last year's vinyl shortage along with the rest of the industry.

If top 40 stations are, then, listening more closely to the work of progressive artists, those artists are accommodating themselves somewhat to what those stations want to hear. Part of the record companies' increased awareness of radio's needs has been a willingness to have their artists create at least one song per album that can be worked at top-40 stations. Thus, what the audience hears may not be a group's progressive work, but is often rather an invitation to learn more through the purchase of an album. And if record sales of various artists before and after their first single hits are any indication, those invitations are often tempting.

Breaking In

Pinball Wizard—Elton John (Polydor) ■ With Ken Russell's film version of the rock opera *Tommy* doing runaway business and Polydor's soundtrack album

certified gold in its first week, the time seemed ripe to release a single for even greater exposure, but Polydor and many radio stations differ on what that single should be. The label has released the film version of *See Me, Feel Me* as its choice, but Elton John's extravagant treatment of *Pinball Wizard* is evidently the grass-roots hit. Sung during a mass audience confrontation between pinball champ Elton John and his mystical challenger, Tommy, the song has also sparked one manufacturer to rush release a new line of pinball machines. Top-40 success has already come at WKTD(AM) Pittsburgh, KILT(AM) Houston and WRWA(AM) Reading, Pa.

Bloody Well Right—Supertramp (A&M)

■ This English band, with a sound somewhat similar to those of several recent electronic rock groups, has received much FM airplay and critical acclaim with its first album, *Crime of the Century*. A&M is hopeful that this single, now adding some stations, will push album sales into hit status. *Bloody Well Right* has been added by KDWB(AM) Minneapolis, WCOL(AM) Columbus, Ohio, and WYSL(AM) Buffalo, N.Y.

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

- BAD TIME, Grand Funk (Capitol).
- BUMP ME BABY, Dooley Silverspoon (Arista).
- I'LL PLAY FOR YOU, Seals & Crofts (Warner Bros.).
- I'M NOT LISA, Jessi Colter (Capitol).
- LIVE YOUR LIFE BEFORE YOU DIE, Pointer Sisters (Blue Thumb).
- LIVING A LITTLE, LAUGHING A LITTLE, Spinners (Atlantic).
- OLD DAYS, Chicago (Columbia).
- ONLY ONE WOMAN, Nigel Olsson



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Tracking the 'Playlist.' Olivia Newton-John's *Have You Never Been Mellow* this week equals the longevity in the top spot on the "Playlist" of her *I Honestly Love You*, with its fifth week at number one. Elton John's *Philadelphia Freedom* is still gaining at five, in a week marked by his first appearance on the syndicated TV show, *Soul Train*. The big gainer in the top 20 is Sammy John's *Chevy Van*, now breaking strongly into the major markets and bolted at 10. Tony Orlando & Dawn, B.J. Thomas, Barry White, and the Ozark Mountain Daredevils are also moving rapidly within the top 20. Barry Manilow's disco hit, *It's a Miracle*, is bolted at 23, with Al Green's *L-O-V-E (Love)* also gaining at 24. *Please Mr. Postman* seems to have re-established the Carpenters with pop stations; *Only Yesterday*, the follow-up to that hit, is at 26 in its second week. Ace is making a strong bid for sleeper of the year honors—*How Long* continues to rise at 27. Earth, Wind & Fire are experiencing their first crossover success with *Shining Star*, and another progressive soul group, the Blackbyrds, are also making first chart progress with *Walking in Rhythm*. Freddy Fender's *Before the Next Teardrop Falls* continues to look like the biggest country crossover hit of 1975 (with Jessi Colter's *I'm Not Lisa* also beginning to cross). Neil Sedaka's *Immigrant* enjoys another strong week, at 55; and Michael Murphey's *Wildfire*, at 65, seems likely to continue what has been a very successful winter and spring for Epic. Strongest among new additions to the chart is Herbie Mann's *Hijack*, which takes additions in New York and Boston to a debut at 39 on the "Playlist". *Don't Tell Me Goodnight*, bolted at 61, is Lobo's biggest hit in over a year. Two English bands begin to receive their first American pop acceptance, with Pilot's *Magic* and Supertramp's *Bloody Well Right* entering at 66 and 67 respectively. Major Harris's *Love Won't Let Me Wait* is breaking strongly out of Philadelphia and appears at 68. Paul Whitaker's *Last Farewell* (70), Jim Gilstrap's *Swing Your Daddy* (72) and Loggins & Messina's *Growin'* also make their first chart appearances.

The Broadcasting Playlist™ Apr 7

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

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	1	1	1	1
3	2	Lady Marmalade (3:57) Labelle—Epic	3	4	2	2
2	3	Lovin' You (3:20) Minnie Riperton—Epic	2	2	3	3
4	4	My Eyes Adored You (3:28) Frankie Valli—Private Stock	4	5	4	5
6	5	Philadelphia Freedom (5:38) Elton John Band—MCA	5	3	5	4
5	6	Black Water (3:53) Doobie Brothers—Warner Brothers	6	6	6	6
7	7	The No-No Song (2:30) Ringo Starr—Apple	7	8	10	7
9	8	Emma (3:30) Hot Chocolate—Big Tree	10	7	11	10
11	9	Poetry Man (3:15) Phoebe Snow—Shelter	14	11	7	12
20	▲10	Chevy Van (2:54) Sammy Johns—GRC	15	12	8	11
15	11	He Don't Love You (Like I Love You) (3:26) Tony Orlando & Dawn—Elektra	12	13	9	9
10	12	Express (3:25) B. T. Express—Roadshow	13	9	12	8
8	13	You Are So Beautiful (2:39) Joe Cocker—A&M	9	10	13	13
12	14	Lady (2:58) Styx—Wooden Nickel	8	18	14	15
23	15	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC/Dunhill	11	14	19	20
14	16	Shame, Shame, Shame (4:10) Shirley (and Company)—Vibration	17	19	17	17
22	17	What Am I Gonna Do with You (3:24) Barry White—20th Century	19	16	18	19
26	18	Jackie Blue (3:16) Ozark Mtn. Daredevils—A&M	22	17	16	16
19	19	Once You Get Started (3:28) Rufus—ABC/Dunhill	16	22	15	18
21	20	Supernatural Thing (3:20) Ben E. King—Atlantic	20	15	21	14
18	21	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	18	21	20	21
25	22	Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	23	20	22	22
35	▲23	It's a Miracle (3:16) Barry Manilow—Arista	21	26	25	26
32	24	L-O-V-E Love (3:22) Al Green—Hi	24	25	24	24
17	25	Fire (3:12) Ohio Players—Mercury	26	29	23	23
58	▲26	Only Yesterday (3:45) Carpenters—A&M	27	24	28	29
36	27	How Long (3:09) Ace—Anchor	30	27	27	25
16	28	Best of My Love (3:25) Eagles—Asylum	25	28	26	30
13	29	Pick Up the Pieces (3:00) Average White Band—Atlantic	28	23	31	28
28	30	Lonely People (2:27) America—Warner Brothers	31	32	30	33
27	31	Sad Sweet Dreamer (3:10) Sweet Sensation—Pye	29	31	36	31
29	32	Mandy (3:15) Barry Manilow—Arista	34	30	32	32
57	▲33	Shining Star (2:50) Earth, Wind & Fire—Columbia	36	40	29	27
34	34	You're No Good (3:35) Linda Ronstadt—Capitol	33	36	34	39
43	35	Stand By Me (3:25) John Lennon—Apple	38	35	35	35
31	36	Harry Truman (3:00) Chicago—Columbia	37	33	37	38
34	37	I Am Love (5:30) Jackson Five—Motown	39	38	33	41
34	▲38	Walking in Rhythm (2:54) Blackbyrds—Fantasy	32	37	42	40
—	▲39	Hijack (5:32) Herbie Mann—Atlantic	35	50	39	37
39	40	I Don't Like to Sleep Alone (3:14) Paul Anka—United Artists	40	34	41	43

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts				
			6-10a	10a-3p	3-7p	7-12p	
33	41	Roll on Down the Highway (3:56) Bachman-Turner Overdrive—Mercury	41	41	40	46	
37	42	Killer Queen (3:00) Queen—Elektra	44	47	38	36	
47	43	Butter Boy (3:20) Fanny—Casablanca	42	44	43	45	
42	44	Bertha Butt Boogie (3:13) Jimmy Castor—Atlantic	46	43	44	42	
44	45	Thank God I'm a Country Boy (2:47) John Denver—RCA	43	46	47	48	
53	46	Before the Next Teardrop Falls (2:32) Freddy Fender—ABC/Dunhill	45	39	50	50	
41	47	Autobahn (3:27) Kraftwerk—Vertigo	47	48	46	47	
48	48	Shaving Cream (2:44) Benny Bell—Vanguard	58	45	51	34	
40	49	Please Mr. Postman (2:48) Carpenters—A&M	54	42	49	44	
46	50	Amie (2:37) Pure Prairie League—RCA	50	49	48	49	
52	51	Doctor's Orders (2:56) Carol Douglas—Midland Intl.	48	78	45	79	
45	52	The South's Gonna Do It (3:04) Charlie Daniels—Kama Sutra	49	57	52	53	
55	53	Satin Soul (3:25) Love Unlimited Orchestra—20th Century	52	52	53	55	
38	54	Up in a Puff of Smoke (3:20) Polly Brown—GTO	53	55	54	54	
64	55	Immigrant (3:43) Neil Sedaka—Rocket	56	56	56	59	
56	56	My Boy (3:25) Elvis Presley—RCA	51	53	58	64	
30	57	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	55	58	55	57	
51	58	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	64	51	61	51	
61	59	Young Americans (3:11) David Bowie—RCA	60	61	57	56	
50	60	Some Kind of Wonderful (3:16) Grand Funk—Capitol	*	54	74	52	
—	▲61	Don't Tell Me Goodnight (3:03) Lobo—Big Tree	57	60	69	69	
59	62	Part of the Plan (3:18) Dan Fogelberg—Epic	68	63	59	60	
62	63	I Want to Learn a Love Song (3:39) Harry Chapin—Elektra	59	59	72	67	
67	64	Tangled Up in Blue (5:31) Bob Dylan—Columbia	69	64	60	63	
74	65	Wildfire (4:47) Michael Murphy—Epic	70	65	67	62	
—	66	Magie (3:30) Pilot—EMI	62	75	63	65	
—	67	Bloody Well Right (3:00) Supertramp—A&M	74	69	64	61	
—	68	Love Won't Let Me Wait (3:18) Major Harris—Atlantic	*	67	62	58	
—	69	Don't Let Go (2:30) Commander Cody—Warner Bros.	67	71	65	66	
—	70	Last Farewell (3:43) Paul Whitaker—RCA	66	62	70	70	
71	71	Beer Barrel Polka (2:20) Bobby Vinton—ABC/Dunhill	61	66	*	*	
—	72	Swing Your Daddy (2:45) Jim Gilstrap—Roxbury	73	*	66	73	
75	73	Who's Sorry Now (2:08) Marie Osmond—MGM	63	73	*	*	
—	74	Growin' (2:33) Loggins & Messina—Columbia	65	74	*	*	
70	75	Everybody Wants to Find a Bluebird (3:15) Randy Edleman—20th Century	*	68	*	*	

Alphabetical list (with this week's over-all rank): Amie (50), Autobahn (47), Beer Barrel Polka (71), Before the Next Teardrop Falls (46), Bertha Butt Boogie (44), Best of My Love (28), Black Water (6), Bloody Well Right (67), Butter Boy (43), Can't Get It Out of My Head (57), Chevy Van (10), Doctor's Orders (51), Don't Call Us, We'll Call You (21), Don't Let Go (69), Don't Tell Me Goodnight (61), Emma (8), Everybody Wants to Find a Bluebird (75), Express (12), Fire (25), Growin' (74), Harry Truman (36), Have You Never Been Mellow (1), He Don't Love You (Like I Love You) (11), Hey Won't You Play Another Somebody Done Somebody Wrong Song (15), Hijack (39), How Long (27), I Am Love (37), I Don't Like to Sleep Alone (40), I Want to Learn a Love Song (63), Immigrant (55), It's a Miracle (23), Jackie Blue (18), Killer Queen (42), Lady Marmalade (2), Lady (14), Last Farewell (70), Lonely People (30), Long Tall Glasses (22), L-O-V-E Love (24), Love Won't Let Me Wait (68), Lovin' You (3), Magie (66), Mandy (32), My Boy (56), My Eyes Adored You (4), Never Can Say Goodbye (58), The No-No Song (7), Once You Get Started (19), Only Yesterday (26), Part of the Plan (62), Philadelphia Freedom (5), Pick Up the Pieces (29), Please Mr. Postman (49), Poetry Man (9), Roll on Down the Highway (41), Sad Sweet Dreamer (31), Satin Soul (53), Shame, Shame, Shame (16), Shaving Cream (48), Shining Star (33), Some Kind of Wonderful (60), The South's Gonna Do It (52), Stand By Me (35), Supernatural Thing (20), Swing Your Daddy (72), Tangled Up in Blue (64), Thank God I'm a Country Boy (45), Up in a Puff of Smoke (54), Walking in Rhythm (38), What Am I Gonna Do with You (17), Who's Sorry Now (73), Wildfire (65), You are So Beautiful (13), You're No Good (34), Young Americans (59).

(Rocket Records).

- PINBALL, Brian Protheroe (Chrysalis).
- PINBALL WIZARD, Elton John (MCA).
- RAINY DAY PEOPLE, Kris Kristofferson & Rita Coolidge (Monument).
- REAL MAN, Todd Rundgren (Bears-ville).
- RESCUE ME, Cher (MCA).
- RUNAWAY, Charlie Kulis (Playboy).
- SHOESHINE BOY, Eddie Kendricks (Tamla).
- SISTER GOLDEN HAIR, America (Warner Bros.).
- SOMEONE TAKE MY HEART AWAY, Edgar Winter Group (Epic).
- SPIDER JIVING, Andy Fairweather Low (A&M).

Finance

Broadcasting dominance in ABC revenues, profits pinpointed in 1974 returns

The breakdown of ABC Inc.'s annual financial report shows broadcasting led all other operations of the company in 1974, with 73.5% of revenues and 83.9% of net income. Revenues from continuing operations for broadcast were \$725,670,000 in 1974, compared to \$673,900,000 year earlier. Net income before taxes rose to \$86,281,000 in 1974 from \$80,150,000 in 1973.

Results from other operations: Revenues from records advanced to \$143,-

916,000 in 1974 from \$106,514,000 in 1973; pre-tax income to \$4,195,000 from \$2,332,000. Revenues from theaters were \$66,438,000 in 1974 as against \$57,546,000 in 1973; pre-tax income \$10,202,000 compared to \$9,082,000. Revenues from publishing, scenic attractions and "other" were \$45,173,000 in 1974, as against \$33,521,000 in 1973; pre-tax income fell to \$1,128,000 in 1974 from \$2,580,000 in 1973. Revenues from motion pictures were \$4,843,000 in 1974 compared to \$9,240,000 in 1973; income \$1 million, up from \$287,000.

ABC previously had reported total 1974 revenues of \$986,040,000 and after-tax profits of \$49,945,000 March 3. Net income before taxes of \$102,806,000 in 1974 rose 8.8% above \$94,431,000 in 1973 (BROADCASTING, March 3).

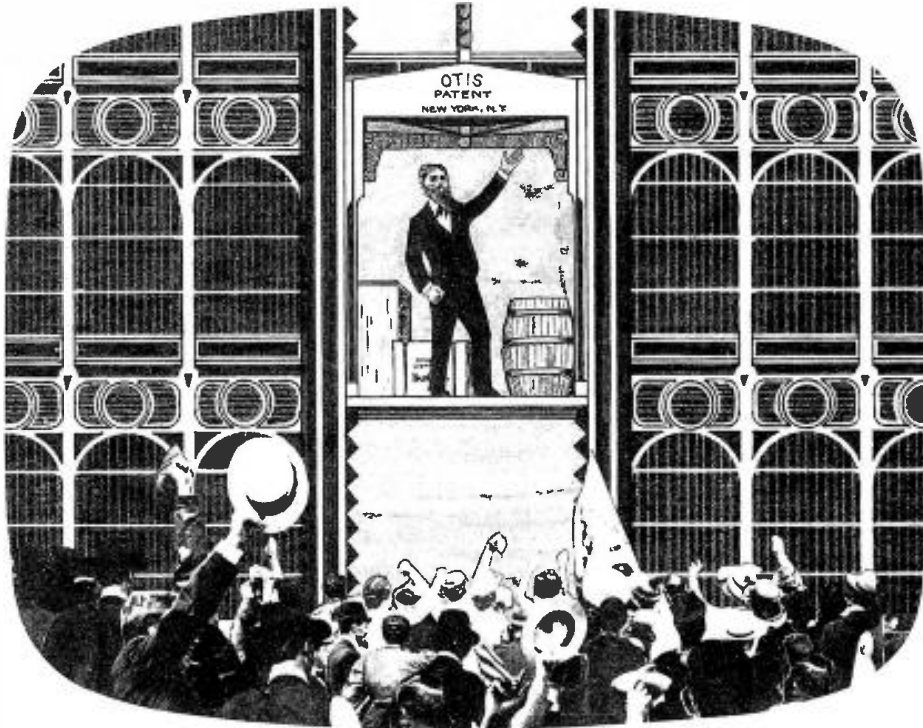
Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. April 2	Closing Wed. March 26	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N 18 1/2	21 1/4	- 2 3/4	- 12.94	28 3/8	12 3/8	6	17,129	316,886
CAPITAL CITIES	CCB	N 36 1/2	36	+ 1/2	+ 1.38	39 1/4	19 1/2	13	7,164	261,486
CBS	CBS	N 45	45 1/8	- 1/8	- .27	45 1/8	25	12	28,092	1,264,140
CONCERT NETWORK***	O	1 1/8	1 1/8		.00	7/8	1/8		2,200	275
COX	COX	N 19 1/2	18	+ 1 1/2	+ 8.33	19 1/2	9 3/8	10	5,831	113,704
GROSS TELECASTING	GGG	A 10 1/2	9 3/8	+ 1 1/8	+ 12.00	13 5/8	6 3/8	7	800	8,400
LIN	LINB	O 5 7/8	5 1/4	+ 5/8	+ 11.90	6 3/4	2	6	2,297	13,494
MOONEY*	MOON	O 2 5/8	2 3/4	- 1/8	- 4.54	3 5/8	1	7	385	1,010
RAHALL	RAHL	O 3 3/8	3	+ 3/8	+ 12.50	6	1 3/4	7	1,297	4,377
SCRIPPS-HWARD	SCRP	O 17	17 1/4	- 1/4	- 1.44	17 1/2	13 1/2	6	2,589	44,013
STARR	SBG	M 4 3/8	4	+ 3/8	+ 9.37	9	3 1/4	4	1,091	4,773
STORER	SBK	N 16 3/8	16 1/8	+ 1/4	+ 1.55	17 3/8	10 7/8	8	4,717	77,240
TAFT	TFB	N 21 1/2	21 1/4	+ 1/4	+ 1.17	23 3/8	10 3/4	7	4,011	86,236
WOODS COMM.*	O	1 1/4	1/2	+ 3/4	+ 150.00	1 1/4	1/4	10	292	365
TOTAL									77,895	2,196,399

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 1 7/8	1 7/8		.00	2 1/2	3/4	11	1,265	2,371
AVCO	AV	N 4 3/8	4 3/8		.00	8 7/8	2 1/8	12	11,481	50,229
BARTELL MEDIA	BMC	A 1 1/4	1 1/2	- 1/4	- 16.66	2 3/8	5/8	2	2,257	2,821
JOHN BLAIR	BJ	N 4 1/2	4 3/8	+ 1/8	+ 2.85	7 1/2	3 1/2	15	2,403	10,813
CAMPTOWN IND.***	O	1 1/8	1 1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N 3 1/4	3 3/8	- 1/8	- 3.70	4 1/4	1 1/2	7	4,162	13,526
COMBINED COMM.	CCA	N 14	14 5/8	- 5/8	- 4.27	16 1/8	5 1/8	8	4,568	63,952
COWLES	CWL	N 6 3/4	6 7/8	- 1/8	- 1.81	7 1/8	3 7/8	6	3,969	26,790
DUN & BRADSTREET	DNB	N 25 1/8	26 3/4	- 1 5/8	- 6.07	36	14 5/8	17	26,509	666,038
FAIRCHILD IND.	FEN	N 6 1/8	6 5/8	- 1/2	- 7.54	6 3/4	3 3/4	5	4,550	27,866
FUQUA	FOA	N 5 3/8	6	- 5/8	- 10.41	10 3/4	3 1/8	5	7,273	39,092
GANNETT CO.	GCI	N 33	32 1/2	+ 1/2	+ 1.53	38 1/4	20 1/2	22	21,080	695,640
GENERAL TIRE	GY	N 13 3/4	13 7/8	- 1/8	- .90	18 1/4	10 1/4	4	21,953	301,853
GLOBETROTTER	GLBTA	O 3 3/8	3 1/2	- 1/8	- 3.57	4 3/4	7/8	8	2,731	9,217
GRAY COMMUN.*	O	6	6		.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N 12 1/4	12 5/8	- 3/8	- 2.97	14 1/4	6	8	4,340	53,163
JEFFERSON-PILOT	JP	N 6 1/2	32	- 25 1/2	- 79.68	38 1/4	6 1/2	3	24,188	157,227
KAISER INDUSTRIES*	KI	A 6 1/2	6 1/2		.00	8 1/2	4 1/4	6	27,487	178,661
KANSAS STATE NET.*	KSN	O 3 5/8	3 5/8		.00	3 7/8	2 3/4	6	1,741	6,311
KINGSTIP	KTP	A 3 1/2	3 5/8	- 1/8	- 3.44	6 3/4	1 1/2	9	1,154	4,036
KNIGHT-RIDDER	RPI	N 10 1/2	10 1/2		.00	16 5/8	9 1/4	7	8,305	87,207
LAMB COMMUN.***	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A 16	16 1/2	- 1/2	- 3.03	16 1/2	10 3/4	9	3,352	53,631
LIBERTY	LC	N 9 7/8	9 3/4	+ 1/8	+ 1.28	15 5/8	7 1/8	5	6,598	65,151
MCGRAW-HILL	MHP	N 10 1/4	9 7/8	+ 3/8	+ 3.79	10 1/2	5 1/2	8	23,291	238,731
MEDIA GENERAL	MEG	A 25	24 1/4	+ 3/4	+ 3.09	26 1/2	15 1/2	10	3,552	88,800
MEREDITH	MDP	N 10 1/4	10 1/4		.00	11 1/2	8	4	2,984	30,580
METROMEDIA	MET	N 8 7/8	9 1/2	- 5/8	- 6.57	10 5/8	4 1/2	9	6,539	58,033
MULTIMEDIA	MMED	O 12 3/4	13	- 1/4	- 1.92	14 1/4	8 3/4	8	4,388	55,941
NEW YORK TIMES CO.	NYKA	A 11 3/8	11 3/4	- 3/8	- 3.19	13 3/4	6 7/8	7	10,231	116,377
OUTLET CO.	DTU	N 11 3/8	10 1/2	+ 7/8	+ 8.33	11 3/8	7	4	1,380	15,697
POST CORP.	PDST	O 6 1/2	6 1/2		.00	16 1/2	4 3/4	5	882	5,733
PSA	PSA	N 4 1/2	5 1/8	- 5/8	- 12.19	10	3 3/4	9	3,181	14,311
REEVES TELECOM	RBT	A 1 1/4	1 1/4		.00	1 3/4	5/8	21	2,376	2,970
ROLLINS	ROL	N 18 1/2	17 3/8	+ 1 1/8	+ 6.47	19 3/4	6 1/2	14	13,341	246,801
RUST CRAFT	RUS	A 6 1/2	6 5/8	- 1/8	- 1.88	10 1/4	5 1/8	5	2,341	15,211
SAN JUAN RACING	SJR	N 7 1/2	7 5/8	- 1/8	- 1.63	13 3/8	5 1/2	6	2,509	18,811

“Cut the rope!” he cried, and the crowd gasped.



The year is 1853. Elisha G. Otis, before a spellbound crowd at New York's Crystal Palace, gives a daring demonstration of his new "safety hoister" elevator that would transform the look of cities forever.

The story of Otis' pioneering efforts is one of a series of new educational public service announcements, entitled "Great Men and Great Moments in American Business," about to be distributed to selected TV stations coast to coast.

These one-minute, mini-documentaries, created by Doremus & Co., and produced by Universal Studios, are a presentation of the Chamber of Commerce of the United States, in celebration of America's Bicentennial.

The National Chamber expresses its appreciation for the help of broadcasters in interpreting business to the American public. Hugh Guidi, director of broadcast relations, will be attending the NAB convention and he looks forward to thanking you in person.



	Stock symbol	Exch.	Closing Wed. April 2	Closing Wed. March 26	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitalization (000)
							High	Low			
SCHERING-PLOUGH	SGP	N	60 1/2	62 3/4	- 2 1/4	- 3.58	74 3/8	44 3/4	26	53,823	3,256,291
SONDERLING	SDB	A	5 7/8	6 3/8	- 1/2	- 7.84	10	3 1/2	4	731	4,294
TECHNICAL OPERATIONS	TO	A	4 7/8	5 1/4	- 3/8	- 7.14	6 3/4	2 3/8	4	1,344	6,552
TIMES MIRROR CO.	TMC	N	17 3/4	17 1/4	+ 1/2	+ 2.89	17 3/4	9 1/4	10	31,385	557,083
WASHINGTON POST CO.	WPD	A	23 5/8	24 1/2	- 7/8	- 3.57	24 1/2	14 3/4	8	4,750	112,218
WOMETCO	WOM	N	10 3/4	9 3/4	+ 1	+ 10.25	10 3/4	6 1/4	7	5,947	63,930
TOTAL										368,429	7,427,584

Cablecasting

AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	1 1/2	1 5/8	- 1/8	- 7.69	2 1/8	1/2	5	1,672	2,508
AMERICAN TV & COMM.	AMTV	O	10	10 1/4	- 1/4	- 2.43	19 1/4	5 1/2	19	3,295	32,950
ATHENA COMM.**		O	1/4	1/4		.00	1 1/4	1/8		2,374	593
BURNUP & SIMS	BSIM	O	4 1/8	4 1/4	- 1/8	- 2.94	24 1/8	2 1/2	8	7,933	32,723
CABLECOM-GENERAL	CCG	A	3 3/4	3 3/4		.00	4 1/2	1 1/2	9	2,560	9,600
CABLE FUNDING*	CFUN	O	5 3/4	5 3/4		.00	7 3/8	3 7/8	144	1,121	6,445
CABLE INFO.++		O	1/4	1/4		.00	1 1/4	1/8	1	663	165
CITIZENS FIN.**	CPN	A	1 1/8	1 1/8		.00	4 1/4	7/8	1	2,697	3,034
COMCAST*		O	2	2 1/4	- 1/4	- 11.11	3	3/4	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	1 7/8	1 7/8		.00	3 3/8	1	23	4,761	8,926
COX CABLE	CXC	A	11 1/2	11 3/8	+ 1/8	+ 1.09	15 1/4	3 3/4	19	3,560	40,940
ENTRON*	ENT	O	3/4	3/4		.00	1	3/8	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	10 7/8	10 1/4	+ 5/8	+ 6.09	17 1/8	5/8	6	7,060	76,777
GENERAL TV*		O	1/4	1/4		.00	1 1/2	1/4	13	1,000	250
SCIENTIFIC-ATLANTA	SFA	A	10 3/4	10 1/4	+ 1/2	+ 4.87	10 3/4	4	10	963	10,352
TELE-COMMUNICATION	TCOM	D	4 3/8	2 5/8	+ 1 3/4	+ 66.66	5 3/4	7/8	3	5,181	22,666
TELEPROMPTER	TP	N	4 3/8	4 5/8	- 1/4	- 5.40	8 1/4	1 3/8	2	16,013	70,056
TIME INC.	TL	N	35	35		.00	40 1/4	24 7/8	7	9,957	348,495
TOCOM*	TOCM	O	1 7/8	1 7/8		.00	4 7/8	1 3/4	4	634	1,188
UA-COLUMBIA CABLE	UACC	D	7 3/4	7 3/4		.00	8 5/8	3 3/4	12	1,787	13,849
UNITED CABLE TV ++	UCTV	O	2 1/8	2 1/8		.00	4 5/8	1/4	6	1,879	3,992
VIACOM	VIA	N	5 3/4	6	- 1/4	- 4.16	7 1/2	2 5/8	8	3,850	22,137
VIKOA**	VIK	A	1 1/8	1 3/8	- 1/4	- 18.18	4	1/2	1	2,534	2,850
TOTAL										85,757	715,224

Programming

COLUMBIA PICTURES	CPS	N	7	6 7/8	+ 1/8	+ 1.81	7	1 5/8	27	6,748	47,236
DISNEY	DIS	N	47 1/2	45	+ 2 1/2	+ 5.55	54 1/2	18 3/4	28	29,755	1,413,362
FILMWAYS	FWY	A	5	5 1/8	- 1/8	- 2.43	6	2 1/8	6	1,812	9,060
FOUR STAR			3/8	3/8		.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	30 1/8	31	- 7/8	- 2.82	31 5/8	18 3/8	5	14,470	435,908
MCA	MCA	N	49 7/8	46 3/4	+ 3 1/8	+ 6.68	49 7/8	19 1/4	9	8,465	422,191
MGM	MGM	N	15 1/2	14 1/8	+ 1 3/8	+ 9.73	32 1/2	9 1/4	3	4,870	75,485
TELE-TAPE****		D	1/4	1/4		.00	3/4	1/8		2,190	541
TELETRONICS INTL.*		O	4 7/8	3 1/2	+ 1 3/8	+ 39.28	4 7/8	1 1/4	10	943	4,597
TRANSAMERICA++	TA	N	8 3/4	8 3/4		.00	10 3/8	5 1/2	14	65,006	568,802
20TH CENTURY-FOX	TF	N	9 7/8	9 5/8	+ 1/4	+ 2.59	9 7/8	4 1/2	10	7,532	74,378
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,111
WARNER	WCI	N	12 7/8	12 3/4	+ 1/8	+ .98	18 1/2	6 7/8	5	16,317	210,081
WRATHER	WCO	A	3 3/8	3 1/4	+ 1/8	+ 3.84	8 1/8	1 1/4	42	2,229	7,522
TOTAL										165,470	3,270,534

Service

BBDD INC.		O	14 3/4	15 1/4	- 1/2	- 3.27	15 1/4	10	6	2,513	37,061
COMSAT	CO	N	35	36 3/4	- 1 3/4	- 4.76	40 3/8	23 3/4	8	10,000	350,000
DOYLE DANE BERNBACH	DOYL	O	9 1/2	8	+ 1 1/2	+ 18.75	11 1/2	5 5/8	5	1,816	17,205
ELKINS INSTITUTE****	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	231
FOOTE CONE & BELDING	FCB	N	8 1/4	8 1/4		.00	11 1/4	5 3/8	5	2,042	16,844
GREY ADVERTISING	GREY	O	6 3/4	6 3/8	+ 3/8	+ 5.88	8 3/8	5 5/8	4	1,255	8,471
INTERPUBLIC GROUP	IPG	N	14 3/8	14 1/4	+ 1/8	+ .87	14 5/8	8 1/8	5	2,319	33,331
MARVIN JOSEPHSON*	MRVN	O	7 1/4	7 1/2	- 1/4	- 3.33	8 1/2	3 1/4	5	802	5,811
MCI COMMUNICATIONS	MCIC	O	2 1/4	2 1/4		.00	6 1/2	1		13,339	30,011
MOVIELAB	MOV	A	1	1 1/8	- 1/8	- 11.11	1 5/8	1/2	6	1,407	1,407
MPO VIDEOTRONICS	MPO	A	2 1/2	2 3/8	+ 1/8	+ 5.26	2 5/8	1	3	539	1,341
NEEDHAM, HARPER	NDHMA	O	6	6 1/8	- 1/8	- 2.04	7 1/2	3 5/8	4	918	5,501
A. C. NIELSEN	NIELB	O	19 3/4	18 1/8	+ 1 5/8	+ 8.96	28	7 3/8	20	10,598	209,311
OGILVY & MATHER	OGIL	O	23 1/2	20 1/4	+ 3 1/4	+ 16.04	23 1/2	10	8	1,807	42,461
J. WALTER THOMPSON	JWT	N	6 1/4	6 3/8	- 1/8	- 1.96	12	4 1/4	18	2,624	16,401
UNIVERSAL COMM.*		O	1/4	1/8	+ 1/8	+ 100.00	3/4	1/8		715	171
TOTAL										54,591	775,641

Electronics/Manufacturing

AMPEX	APX	N	5	5 3/8	- 3/8	- 6.97	5 3/8	2 1/4	5	10,885	54,421
CCA ELECTRONICS***	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	11
CETEC	CEC	A	1 1/2	1 1/2		.00	2 1/8	1	7	2,324	3,481
CDHU, INC.	CDH	A	2 3/8	2 1/4	+ 1/8	+ 5.55	3 7/8	1 1/4	10	1,619	3,841
CONRAC	CAX	N	16 5/8	16 3/4	- 1/8	- .74	21	10	7	1,261	20,961
EASTMAN KODAK	EASKD	N	91 1/4	92 7/8	- 1 5/8	- 1.74	95 5/8	63	23	161,331	14,721,451
GENERAL ELECTRIC	GE	N	45 5/8	46 7/8	- 1 1/4	- 2.66	65	30	14	182,120	8,309,221

Stock symbol	Exch.	Closing Wed. April 2	Closing Wed. March 26	Net change in week	% change in week	High 1974	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
HARRIS CORP.	HRS	N 19 1/4	20 1/2	- 1 1/4	- 6.09	33 1/2	13 1/8		6,175	118,868	
INTERNATIONAL VIOED	IVCP	O 2	2 1/4	- 1/4	- 11.11	7 1/2	1 1/4	25	2,730	5,460	
MAGNAVIX	MAG	N 6 1/8	6 7/8	- 3/4	- 10.90	9 7/8	3 3/4	7	17,799	109,018	
3M	MMM	N 50 1/2	51 5/8	- 1 1/8	- 2.17	80 1/2	44 1/8	19	113,831	5,748,465	
MOTOROLA	MDT	N 49 1/4	49 1/8	+ 1/8	+ .25	61 7/8	34 1/8	20	28,053	1,381,610	
OAK INDUSTRIES	DEN	N 8 1/8	8 1/8		.00	12 7/8	5 1/4	3	1,639	13,316	
RCA	RCA	N 15 7/8	16 5/8	- 3/4	- 4.51	21 1/2	9 7/8	11	74,463	1,182,100	
ROCKWELL INTL.	ROK	N 19 1/2	20	- 1/2	- 2.50	28 3/8	18 3/8	5	30,802	600,639	
RSC INDUSTRIES	RSC	A 2	2		.00	2 1/8	1/2	7	3,458	6,916	
SONY CORP.	SNE	N 9 7/8	9 1/2	+ 3/8	+ 3.94	29 7/8	4 3/4	20	172,500	1,703,437	
TEKTRONIX	TEK	N 29 3/4	28	+ 1 3/4	+ 6.25	47 3/4	18 1/2	12	8,651	257,367	
TELEVISION	TIMT	O 1	1		.00	2 3/4	1	6	1,050	1,050	
TELEPRD IND.***	O 8	8			.00	8	2 1/2	50	475	3,800	
VARIAN ASSOCIATES	VAR	N 8 7/8	9 3/4	- 7/8	- 8.97	13 1/4	6	8	6,838	60,687	
WESTINGHOUSE	WX	N 14 1/4	14 5/8	- 3/8	- 2.56	26	8 1/2	46	87,770	1,250,722	
ZENITH	ZE	N 17 5/8	17 5/8		.00	31 5/8	10	14	18,797	331,297	
TOTAL									935,452	35,888,260	
GRAND TOTAL									1,687,594	50,273,648	
Standard & Poor's Industrial Average		92.4	93.9	-1.5							

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

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

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

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

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Media

James M. Ward, executive VP and general manager, WLAC-AM-FM Nashville, elected president, WLAC Radio Inc.

Joseph F. Abernathy, newly elected general manager, WIOD(AM)-WAIA(FM) Miami (BROADCASTING, March 3), elected VP of Miami Valley Broadcasting Corp., licensee company, subsidiary of Cox Broadcasting Corp., Atlanta. **Rick Gray**, with KMBR(FM) Kansas City, Mo., named station manager, WAIA.

Robert E. Rice, executive VP and general manager, WRAU-TV Peoria, Ill., elected president and general manager.



Robert E. Johnson, sales manager WQAD-TV Moline, Ill., elected VP and general manager of television, The Christian Broadcasting Network, Virginia Beach, Va.

Thomas R. Dargan, VP and station manager, KATU(TV) Portland, Ore.,

lected executive VP and general manager, succeeding **William J. Hubbach**, retired.

Edward J. Owen, salesman and sports-caster for WLBZ(AM) Bangor, Me., named station manager.

Neil Rockoff, VP and general manager, VLAK(FM) Chicago, elected VP and gen-

eral manager, WHN(AM) New York, effective April 21, succeeding **John D. (Jack) Kelly**, who retires after 18 years with Storer Broadcasting Co., owner of WHN.

Lee Andrews, program director, WLYT(FM) Cleveland Heights, Ohio, named station manager.

Klee C. Dobra, formerly manager, WRCP-AM-FM Philadelphia, named station manager, KLIF(AM) Dallas-Fort Worth.

Ridley Bell, station manager, WRBL-TV

Higher calling. Bert H. Hatch, who will offer the invocation prior to President Ford's address at the Monday luncheon of the National Association of Broadcasters convention in Las Vegas this week, is returning to the ministry. In 1968, after 12 years in the Episcopal parish ministry Mr. Hatch left to enter the trade association field and for the past five-and-a-half years has been executive director of the Georgia Association of Broadcasters. He is also this year's chairman of the National Conference of State Broadcasting Association Executives. On June 10, he will become rector of St. Mark's Episcopal Church, Dalton, Ga. In announcing his resignation from the Georgia broadcast association post, he said, "When I left the ministry seven years ago I was questioning the usefulness and the relevance to modern life of the parish church. I have now come full circle."

Columbus, Ga., retires. No successor has been named.

Broadcast Advertising

Cal Druxman, account executive, WBAP(AM)-KSCS(FM) Fort Worth, named sales manager, KXOL(AM) Fort Worth.

Stephen Mathis, Eastern manager, ABC-TV Spot Sales, New York, named national sales manager, KHJ-TV Los Angeles.

George Moody, account executive, KNBR-AM-FM San Francisco, named general sales manager.

George Jenne, with KMBR(FM) Kansas City, Mo., named sales manager, WIOD(AM) Miami.

Larry G. Shrum, from Katz Television New York, named assistant general sales manager of WANE-TV Fort Wayne, Ind.

O. Burtch Drake, VP and management supervisor, Dancer Fitzgerald Sample, New York, elected senior VP.

Harry Smith, local sales manager, WFLA-TV Tampa-St. Petersburg, Fla., named general sales manager.

Donald K. Wiese, assistant general manager, KXOK(AM) St. Louis, named general sales manager, KLIF(AM) Dallas-Ft. Worth.

Robert L. Williams, VP and marketing director, McGavren-Guild Inc., New York, appointed executive VP, Buckley Radio Sales, New York.

Vern Hendrickson, local sales manager, WHN(AM) New York, named to newly



Broadcast honor. Pennsylvania Governor Milton Shapp (l), former president and chairman of the board, Jerrold Electronics Corp., Philadelphia, receives the Gold Medal Award of the Pennsylvania Association of Broadcasters from PAB President Harold E. Miller, station manager, WGAL-TV Lancaster, Pa., at association's annual dinner honoring Pennsylvania's congressional delegation.

created position of general sales manager, WVNJ-AM-FM Newark, N.J.

Ivan Egas, sales executive, Spanish International Network, New York, named general sales manager of WXTV(TV) Paterson, N.J., under common ownership.

Reo W. Young, director, advertising planning, consumer marketing division, Eastman Kodak Co., Rochester, N.Y., will retire Nov. 1 at conclusion of special study of division's advertising. **Richard H. McCoy**, director of administrative operations, that division, assumes Mr. Young's duties in interim.

C. Donald Lord Jr., **Edward C. H. Parker** and **Joseph E. Strickland**, account supervisors, SSC&B Inc., New York, elected VP's.

A. William Thorson, general sales manager and assistant general manager, WRAU-TV Peoria, Ill., elected VP and sales director.

Bob Walton, sales manager, WRBL-TV Columbus, Ga., elected VP.

Lawrence S. Fried, director of network radio and TV supervisor, and **Fred G. Jolley** and **Robert W. Montell**, copy supervisors, BBDO, New York, elected VP's. **Nick Dawson**, VP of BBDO, Boston, elected VP-creative director, succeeding **William B. Conklin**, who is taking leave of absence.

Louis Honig, chairman of Foote, Cone & Belding/Honig, San Francisco, elected to board of directors of parent FC&B Communications Inc., New York.

Anne Tolstoi Foster and **Michael Kahn**, group creative directors, Cunningham & Walsh, New York, elected VP's.

Robert Fine, **Arie Kopelman**, **John Leonard** and **Alan Pando**, senior group VP's, Doyle Dane Bernbach, New York, elected to board of directors.

Philip D. Costin, general manager, WIOD-AM) Miami who was reassigned to Cox Broadcasting corporate staff (BROADCAST-

INC, March 3), named retail sales manager, KFI(AM) Los Angeles, also Cox-owned.

David Yoder, media director, elected VP, Hofer, Dieterich & Brown, San Francisco, continuing over-all responsibility for media planning, analysis and buying, as well as assuming managerial and personnel responsibilities for media department.

Robert M. Frank, associate director in research and planning department of J. Walter Thompson Co., New York; **N. Terry Manger**, director of JWT's information center, and **Dr. Thomas E. Neman**, technical director of research and planning department, elected VPs.

Stephen C. Back, regional office manager, Robert E. Eastman & Co., Chicago, and **John B. Stetson**, media planner, Tatham-Laird & Kudner, Chicago, named media supervisors, Needham, Harper & Steers, Chicago.

James J. Porcarelli, regional account executive, Noble-Dury & Associates, Nashville, named associate media director.

George Edwards and **John McLaughlin**, account executives, KJIS(AM) Los Angeles, named national sales manager and retail sales manager, respectively.

Ken Canada, retail sales supervisor for KFRC-AM-FM San Francisco, named director, retail sales staff, RKO General Radio, New York, succeeded by **Charles Goldmark**, formerly sales manager, KFRC-FM.

Robert M. Fried, director of marketing, Quasar Electronics Corp., named marketing director, Home Entertainment Division, Rockwell International Corp.'s Admiral Group, Chicago, responsible for division's advertising.

Barbara Siegel, associate creative director, Kelly, Nason Inc., New York, named creative director.

Percy F. Hall, television and radio producer at Young & Rubicam International Inc., New York, named to same post at Warwick, Welch & Miller, New York.

Carlisle Page, manager of participating program sales administration, NBC-TV, appointed manager, regional sales administration, succeeding John Cramer, who returns to post of manager, sport sales administration, NBC-TV.

Gerald S. Russell, director of research and sales development, WXYZ-TV Detroit, named to same position, WABC-TV New York. Both are ABC-owned stations. He succeeds **Mark Handler**, who has joined Dow Jones Inc., New York.

Lynda Bardfield, copywriter and radio-TV producer, Premier Maldonado & Associates, San Juan, Puerto Rico, named assistant promotion director, KMPC(AM) Los Angeles.

John M. Farris, account executive, Blair Television, Atlanta, named to head new national rep sales office for Blair, Gulf Life Building, Jacksonville, Fla. 32207. Phone (904) 399-1900.

Jack Daniels, president, Council for Interdisciplinary Communications in Medicine, named director of account develop-

ment and service, S. Jay Reiner Co., Carle Place, N.Y.

Nori Cross, continuity director, A. Eicoff & Co., Chicago, named traffic production manager, Grey Advertising, Minneapolis.

Cyril Schneider, senior VP and managing director, Ogilvy & Mather, Los Angeles, given Advertising Man of the Year award by Western States Advertising Agencies Association.

Programing

Paul Lenburg, administrator, program testing, NBC, named manager, program testing administration, West Coast, NBC.

Paul Berry, program director, WRBL-TV Columbus, Ga., elected VP. **Bill Bowick**, program director, WRBL(AM) Columbus, elected VP. Both are Columbus Broadcasting stations.

Harvey Chertok, VP, special projects, American Film Theater, New York, named manager of television advertising and promotion, Time-Life Films, New York.

Jim Gallant, with KMBR(FM) Kansas City, Mo., named program manager, WIOD(AM) Miami.

James Lynn, former program director, KROK(FM) Shreveport, La., named program and music director of affiliated KWKH(AM) there. **Roger W. Garrett**, with KRBE-FM Houston, succeeds Mr. Lynn at KROK.

Larry Nylin, announcer, WMJS(FM) Prince Frederick, Md., named music director, WWDC-AM-FM Washington.

Bob Neal, talk-show host, WSB-TV Atlanta, named sports director, WXIA-TV Atlanta.

Jim Viondi, sportscaster, WSB-TV Atlanta, named sports director.

Pat H. Whitley, program manager, WNBC-AM-FM New York, named programing and promotional consultant, William B. Tanner Co., Memphis.

John P. Herrin, regional salesman, WGHP-TV High Point, N.C., named Southern division sales representative, National Telefilm Associates, Los Angeles. He will be based in High Point.

Broadcast Journalism

Bob Burton, anchorman and director of special projects, KMGH-TV Denver, named news director.

Ron Magers, anchorman, KSTP-TV Minneapolis-St. Paul, named news director.

Ron Orr, assignment editor, ABC-TV network news, Los Angeles, named news producer, KGTV(TV) San Diego.

Stan Atkinson, formerly news director KFTY(TV) Santa Rosa, Calif. (now dark) named co-anchorman, KTVU(TV) Oakland-San Francisco.

Lou Forrest, anchorman, WVUE(TV) New Orleans, named anchorman, WBNS-TV Columbus, Ohio.

Lew Choate, news director and anchorman, WJRT-TV Flint, Mich., named anchorman-reporter, WISH-TV Indianapolis. **Gary Bazner**, air traffic controller, Wei Cook Airport, named weathercaster WISH-TV.

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Cable

Richard C. Hickman, director of engineering, Cox Cable Communications, Atlanta, elected VP.

Steven Nayampalli, senior consultant, internal consulting department, Chemical Bank, New York, named director of management information services, Teleprompter Corp., New York.

Equipment & Engineering

K. Blair Benson, director of audio and video engineering, Goldmark Communications Corp., Stamford, Conn., promoted to VP in charge of engineering. He succeeds **Joseph L. Stern**, who resigned to open consulting firm.

Bernie Sasek, studio engineer, KOLN-TV Lincoln, Neb., named chief engineer, KMEG-TV Sioux City, Iowa. Both are Fetzer Communications stations.

Melvin F. Riedberger, director of field operations, technical services, RCA Service Co., Camden, N.J., elected division VP.

Christopher J. Hall, chief engineer, WIVY-AM-FM Jacksonville, Fla., named chief engineer, WWEL-AM-FM Medford, Mass.

Frank J. Haney, independent consulting engineer for broadcast, CATV/CCTV, elected VP-director of engineering and operations, Aero Marc Inc., Seattle marketer of audio and video products and services.

Allan J. Behr, general manager of Videomax, Sunnyvale, Calif., and **Donald E. Prather**, general manager of CMX Systems, elected VP's of parent Orrox Corp.

Gene Francis, in sales, Rohn Manufacturing, Peoria, Ill., named Western division sales manager, based in Reno.

Allied Fields

Alan McKie, management analyst with FCC executive director's office, Washington, named assistant chief for management at FCC's Common Carrier Bureau.

Sidney Goldman, legal assistant to FCC Commissioner Robert E. Lee since January 1971, becomes assistant chief/ international, Common Carrier Bureau. Be-

fore joining Commissioner Lee's staff, Mr. Goldman was assistant to financial VP, Communications Satellite Corp., Washington.

Carroll C. Carter, manager, Hollywood office and regional representative, A. C. Nielsen Co., elected VP.

Harry L. Van Trees, chief scientist and associate director of technology, Defense Communications Agency, named assistant VP for advanced systems, Communications Satellite Corp., Washington.

Cleve Mathews, former news and public affairs director, National Public Radio, Washington, named chairman, journalism department, Wichita State University, Wichita, Kan.

Deaths

Lucille G. Taylor, 46, national director of public relations, Women in Communications Inc. and editor of *Matrix*, WICI's quarterly, died March 25 of cerebral hemorrhage in Austin, Tex. She is survived by her husband, Joseph, and one daughter.

For the Record®

As compiled by BROADCASTING, March 24 through March 28 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 application

■ State College, Pa.—Nittany Communications seeks

ch. 29 (560-566 mhz); ERP 630 kw vis., 107 kw aur., HAAT 1,109 ft.; ant. height above ground 499 ft. P.O. address: 750 S. Atherton St., State College, Pa. 16801. Estimated construction cost \$690,480; first-year operating cost \$440,000; revenue \$500,000. Legal counsel Forbes W. Blair, esq., Washington; consulting engineer Willis Beecher. Principals: Wolfram J. Dochtermann, et al., are area businessmen and doctors. Mr. Dochtermann is shareholder in corporation which has applied for TV station construction permit in State College. Ann. March 28.

AM action

■ Amery, Wis.—FCC returned application by Polk County Broadcasting for construction permit for new station to operate on 1190 khz, since proposal could prevent possible future assignment of class 11-A station on 1200 khz. Polk County requested waiver of rules, which provides that such applications may be accepted for filing if no interference or prohibited overlap would be caused to assumed class 11-A station on unduplicated channel. FCC found that Polk County's arguments were insufficient to establish that proposed operation would not prejudice assignment of new class 11-A station. Action March 26.

AM start

■ KMSD Milbank, S.D.—Authorized program operation on 1510 khz, 5 kw-D. Action March 17.

FM applications

■ Stockton, Calif.—McLean Communications Corp seeks 100.1 mhz, 3 kw, HAAT 300 ft. P.O. address 234 E. Fremont St., Stockton, Calif. 95202. Estimated construction cost \$102,400; first-year operating cost \$73,800; revenue \$50,000. Format: Adult Principal: McLean Communications, Lloyd A. De Bock president, is made up of area businessmen none of which owns more than 14%. Ann. March 27.

■ *Holyoke, Mass.—Holyoke Community College seeks 89.5 mhz, 10 w. P.O. address: 303 Homestea Ave., Holyoke, Mass. 01040. Estimated construction cost \$2,220; first-year operating cost \$1,600. Principal: Everett T. Clegg, director audio-visual center. Ann. March 27.

■ *Richmond, N.Y.—Staten Island Community College seeks 88.9 mhz, 10 w. P.O. address: 715 Ocea Terrace, Richmond, N.Y. 10301. Estimated construction cost \$5,270; first-year operating cost \$1,000. Principal: Ronald V. McBean, station manager an advisory board member. Ann. March 28.

FM action

■ *Birmingham, Ala.—Application for CP for new FM on 90.3 by Alabama Educational Television dismissed (BPED-1,198). Ann. March 28.

FM starts

■ WCUP Tifton, Ga.—Authorized program operation on 100.3 mhz, ERP 97 kw, HAAT 580 ft. Action March 18.

■ *KIBQ Idaho Falls, Idaho—Authorized program operation on 91.9 mhz, TPO 10 w. Action March 1.

■ *WBSD Burlington, Wis.—Authorized program operation on 89.1 mhz, TPO 10 w. Action March 1.


FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ KRWS Hardin, Mont.—Alfred E. and Melod Sargent (BLH-6598). Action March 20.

■ KIOV Sioux Falls, S.D.—John L. Breece (BLF 6596). Action March 20.

■ WTHJ Lobelville, Tenn.—Mid-South Profession Services (BLH-6567). Action March 20.

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Ownership changes

Applications

■ **KPCA(AM)** Marked Tree, Ark. (1580 khz, 250 w-D)—Seeks assignment of license from Poinsett County Radio Broadcasting Co. (J. E. Singleton, Archie H. Bray and Ethel S. Chester) to Poinsett County Radio Broadcasting (J. E. Singleton [33%], Archie H. Bray [33%] and Dewitt Waites [33%]) for \$15,000. Seller: Ethel S. Chester wishes to sell interest due to her age. Dewitt Waites is general manager of KPCA(AM). Ann. March 24.

■ **KTYD-AM-FM** Santa Barbara, Calif. (AM: 990 khz, 1 kw-D; FM: 99.9 mhz, 34 kw)—Seeks assignment of license from Salomar Corp. to Antares Broadcasting Co. for \$279,600. Seller: Ron Uscm, president. Buyers: Southern Minnesota Broadcasting Co. (80%) is licensee of KROC-AM-FM-TV Rochester, Minn. and is controlled by G. David Gentling. Gregory D. Gentling (20%) is salesman for KRSI(AM)-KFMX(FM) Minneapolis. Ann. March 24.

■ **KWSO(AM)** Wasco, Calif. (AM: 1050 khz, 1 kw-D)—Seeks assignment of license from Maple Leaf Broadcasting Co. to KWSO Inc. for \$200,000. Seller: Edward G. Peters. Buyer: Don Bevilacqua has interest in KARI(AM) Blaine, Wash. and Radio Monumental, South American company which operates stations in San Jose and Costa Rica. Ann. March 24.

■ **WQQW(AM)** Waterbury, Conn. (1590 khz, 5 kw)—Seeks transfer of control of Waterbury Radio from Benjamin J. Friedland (71% before; 25% after) to Marshall A. Pite (29% before; 75% after). Consideration: \$1 plus assumption of debts. Principals: Mr. Friedland is electrical engineer and owns stock in truck leasing company. Mr. Pite is general manager of WQQW. Ann. March 28.

■ **KCBC(AM)** Des Moines, Iowa (1390 khz, 1 kw-DA)—Seeks assignment of license from Allied Broadcasting Co. to Minnesota-Iowa Television Co. for \$650,000. Seller: Robert D. Bunce (50%) is president. Buyer: Minnesota-Iowa Television Co. is owned by Black Hawk Broadcasting, licensee of KWWL-AM-TV-KFMW(FM) Waterloo, Iowa and KLLW(AM) Cedar Rapids, Iowa. Ann. March 24.

■ **WGCY(FM)** New Bedford, Mass. (97.3 mhz, 50 kw)—Seeks assignment of license from Southern Massachusetts Broadcasters to Edmund Dinis for \$418,000. Seller: George Gray, sole stockholder, is licensee of WAAB(AM)-WAAF(FM) Worcester, Mass. and WAAL(FM) Binghamton, N.Y. Buyer: Edmund Dinis is former Massachusetts state senator and owns health spa, motor inn and insurance agency in area. Ann. March 24.

■ **KWOA-AM-FM** Worthington, Minn. (AM: 730 khz, 1 kw-D; FM: 95.1 mhz, 100 kw)—Seeks transfer of control of Worthington Broadcasting Co. from Josephine C. Olson and Northwestern National Bank of Minneapolis (co-executors of estate of Richard W. Olson) to same, as trustee of R. W. Olson Trust. No consideration. Transfer is in fulfillment of terms of R. W. Olson's will. Principal: Josephine C. Olson is president of Worthington Broadcasting. Ann. March 24.

■ **KUHI-TV** Joplin, Mo. (ch. 16)—Seeks transfer of control of Mid America Broadcasting from Virginia S. Hickey, William Burton, et al. (98% before; none after) to Kansas State Network (none before; 98% after). Consideration \$1,111,732. Principals: G. M. Brown and Charles L. Brown families (Kansas State Network) own KARD-FM-TV Wichita, KCKT-TV Great Bend and KGLD(TV) Garden City, all Kansas; KOMC(TV) McCook, Neb. and cable systems in Kansas, Oklahoma and Nebraska. Ann. March 26.

■ **WLTN(AM)** Littleton, N.H. (1400 khz, 1 kw-D)—Seeks assignment of license from Littleton Broadcasting Co. to Profile Broadcasting Co. for \$160,000. Seller: John Bowman, sole stockholder, desires to go into semi-retirement. Buyer: Peter C. Aydelott (100%) is marketing consultant in Waterville Valley, N.H. Ann. March 24.

■ **WHLH(AM)** Lakewood, N.J. (1170 khz, 5 kw-A-D)—Seeks assignment of license from Midstate Broadcasting Co. to Radio Mid-State for \$10,000. Sellers: Seymour Abramson, Del Sharbutt and Mel Lieberman are owner of retail business, announcer for Mutual Broadcasting and RCA employee, respectively. Buyer: Jim Rodio (100%) owns WRDI(AM) Hammonton and WRDR(FM) Egg Harbor, both New Jersey. Ann. March 24.

■ **KGRT(AM)-KGRD-FM** Las Cruces, N.M. (AM: 70 khz, 5 kw-D; FM: 103.9 mhz, 2.7 kw)—Seeks transfer of control of Chaparral Broadcasting Services from Martin Broadcasting Enterprises (100% before; none after) to KGRT Inc. (none before; 90% after). Consideration: \$307,500. Principals: William Martin wishes to retire. John B. and Redna B. Mahaffey (KGRT Inc.) have interest in CIJ(AM) Shreveport, La., KICA(AM) Clovis, N.M. and are applicants for new FM in Shreveport. Ann. March 28.

■ **KCOR(AM)-KQXT(FM)** San Antonio, Tex. (AM: 1350 khz, 5 kw; FM: 101.9 mhz, 100 kw)—

Call letters

Applications

Call Sought by

■ ***KETG** Arkansas Educational Television Comm., Arkadelphia, Ark.

■ **KMXN-TV** Spanish Television of New Mexico, Albuquerque, N.M.

■ **WLVC** Melvoc Inc., Fort Kent, Me.

■ **WURD** Brown County Radio, Georgetown, Ohio

■ **WXLS** Windham Broadcasting Group, Willimantic, Conn.

■ **KCII-FM** Washington Radio, Washington, Iowa

■ ***WMTF** Stowe School, Stowe, Vt.

■ **KZAM** KBES Bellevue, Wash.

■ **WXLE** WARI-FM Abbeville, Ala.

Grants

Call Assigned to

■ ***WHRM-TV** Educational Communications Board, Wausau, Wis.

■ **WKKQ** Jerry J. Collins, Hibbing, Minn.

■ **WBNV** WANV Inc., Buena Vista, Va.

■ **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

■ **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 District, Princeton Junction, N.J.

■ **KPCR-FM** Pike County Broadcasting Co., Bowling Green, Mo.

■ **WOWK-TV** WHTN-TV Huntington, W. Va.

■ **KDOWN** WRKR KQRX Las Vegas

■ **WRKR** WRAC Racine, Wis.

■ ***WHCJ** WNNB Savannah, Ga.

■ **KQCR** KICR Cedar Rapids, Iowa

■ **WRUM-FM** WKAA Rumford, Me.

■ **KZAM-FM** KZAM Bellevue, Wash.

Seeks assignment of license from Inter-American Radio to KCOR-KQXT Radio for \$2,400,000. Seller: Allen E. Wolin and Arnold B. Hartley are also stockholders in Key Communications, licensee of KATZ(AM) St. Louis. Buyers: McHenry T. Tichenor, McHenry Tichenor and Cullen Looney have extensive holdings in several Texas broadcast stations. Ann. March 28.

■ **WMNE(AM)-WDMW(FM)** Menomonie, Wis. (AM: 1360 khz, 1 kw-D; FM: 92.1 mhz, 3 kw)—Seeks assignment of license from Menomonie Broadcasting Co. to Phillips Broadcasting Co. for \$253,239. Sellers: Wendell Hansen and Evelyn Whitford have interest in WESL(AM) East St. Louis and WHYT(AM) Noblesville, Ind. Buyers: Everett G. Wenrick (80%) has interest in KITN(AM) Tren-

ton, Mo. and KBOE-AM-FM Boone, Iowa. Marvin Luehrs (10%) also has interest in KITN. Michael A. Phillips (10%) is announcer for WDGY(AM) Minneapolis. Ann. March 28.

Actions

■ **WGMW(FM)** Riviera Beach, Fla. (94.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from WGMW Radio Inc. to Wardell Broadcasting for \$453,804. Seller: Thomas C. Kegel, president. Buyers: William J. Hall and Hall Engineering Co. (50% each). William Hall owns oil and gas investment firm. Hall Engineering Co. (Harold J. Hall Jr., president) is electrical contracting and real estate investment company (BALH-2094). Action March 20.

■ **WEIC-AM-FM** Charleston, Ill.—FCC dismissed application of Withers Broadcasting Co. of Eastern Illinois for consent to voluntary assignment of licenses and sale of assets of WEIC-AM-FM from Community Communications Associates to Withers. Withers' request for waiver of duopoly rules was denied. FCC said factors alleged by Withers concerned primarily private interests of parties that did not point to any injustice or inequity sufficient to warrant departure from public interest policies behind adoption of rule. Action March 26.

Facilities changes

AM applications

■ **WIRK** West Palm Beach, Fla.—Seeks mod. of CP to change MEOV's for nighttime radiation pattern. Ann. March 26.

■ **KUAM** Agana, Guam—Seeks CP to reduce power to 1 kw between midnight and 6 a.m. Mon. through Sun. Ann. March 27.

■ **WWCA** Gary, Ind.—Seeks CP to change monitor point directions. Ann. March 26.

■ **WVAL** Sauk Rapids, Minn.—Seeks CP to make changes in ant. system. Ann. March 27.

■ **KFBD** Waynesville, Mo.—Seeks CP to change ant.-trans.-studio location and remote control to City Route 66 East, St. Robert, Mo. Ann. March 26.

■ **WTJS** Jackson, Tenn.—Seeks CP to change day-



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Summary of broadcasting

FCC tabulations as of Feb. 28, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,408	3	25	4,436	45	4,481
Commercial FM	2,605	0	52	2,657	157	2,814
Educational FM	695	0	40	735	94	829
Total radio	7,708	3	117	7,828	296	8,124
Commercial TV	700	1	8	709	32	757
VHF	508	1	3	512	5	520
UHF	192	0	5	197	27	237
Educational TV	220	9	13	242	9	253
VHF	89	3	3	95	4	99
UHF	131	6	10	147	5	154
Total TV	920	10	21	951	41	1,010

* Special temporary authorization

** Includes off-air licenses

time ant.-trans. location to 122 Radio Rd., Jackson, Ann. March 26.

■ **KDWT Stamford, Tex.**—Seeks CP to make changes in ant. and ground systems. Ann. March 26.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KIKN Sinton, Tex.** (BP-19031), March 13; **KWHW Altus, Okla.** (BP-19718), March 12; **WHKP Hendersonville, N.C.** (BP-19841), March 13; **WISM Madison, Wis.** (BP-19661), March 11 and **WWCM Brazil, Ind.** (BP-19838), March 13.

FM application

■ **KDJQ Pueblo, Colo.**—Seeks to change trans. location to 4.8 miles north of Pueblo, 1 mile west of Hwy. 25; change studio location, remote control to 315 West 8th St., Pueblo; change trans.; change ant.; make change in ant. system; change TPO and HAAT 317 ft. Ann. March 24.

FM actions

■ **WCKW La Place, La.**—Broadcast Bureau granted CP to change trans. location; install new trans. and ant.; ERP 55 kw; ant. height 260 ft. (BPH-9311). Action March 20.

■ **WPGC-FM Morningside, Md.**—Broadcast Bureau granted CP to make changes in DA system; ant. height 480 ft.; conditions (BPH-9250). Action March 20.

■ **WFPG-FM Atlantic City, N.J.**—Broadcast Bureau granted CP to install a new aux. trans. and aux. ant.; ERP 15.5 kw; ant. height 240 ft.; conditions (BPH-9364). Action March 20.

■ **WIFI Philadelphia**—Broadcast Bureau granted CP to change trans. location; install new trans.; make changes in ant. system; ERP 50 kw; ant. height 500 ft. (BPH-9313). Action March 20.

■ **WRKM-FM Carthage, Tenn.**—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 3 kw; ant. height 300 ft.; remote control permitted (BMPH-14415). Action March 20.

■ **KPBX-FM Spokane, Wash.**—FCC authorized KPBX Spokane to increase station's power from 10 w to 4.172 kw and to increase ant. height to 542 ft. In same action, commission denied petition by KHQ(TV) Spokane for hearing before granting permit. FCC said KPBX-FM has given adequate assurance it will deal with any interference problems. Action March 18.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WJIG-FM Tullahoma, Tenn.** (BPH-8865), March 17; **WSOY-FM Decatur, Ill.** (BPH-8796), March 17; ***KBCS Bellevue, Wash.** (BPED-1849), March 17; ***WRUR-FM Rochester, N.Y.** (BPED-1795), March 17 and ***WVXU-FM Cincinnati** (BPED-1923), March 17.

In contest

Designated for hearing

■ **Princess Anne and Pocomoke City, Md.** FM proceeding: **Maranatha Inc., Leisure Time Communications and Peter and John Radio Fellowship**, competing for 102.5 mhz (Doc. 20388-90)—Broadcast Bureau designated for hearing applications of **Maranatha Inc., Leisure Time Communications and Peter and John Radio Fellowship**. Hearing issues include whether tower height and location proposed by Leisure would constitute menace to air navigation, areas; populations that would receive FM service and availability of other aural services in areas. Action March 19.

■ **Sardis and Batesville, Miss.** FM proceeding: **Tallahatchie Broadcasting and Panola Broadcasting Co.**, competing for 95.9 mhz (Doc. 20378-9)—Broadcast Bureau designated for hearing applications of **Tallahatchie Broadcasting and Panola Broadcasting Co.** Hearing issues include financial issues against Panola; ascertainment issue against both Tallahatchie and Panola and areas and populations that would receive FM service and availability of other aural service. Action March 17.

Procedural rulings

■ **Arkadelphia, Ark.** FM proceeding: **Arkadelphia Broadcasting Co. and Great Southwest Media Corp.**, competing for 100.9 mhz (Docs. 19892, 4)—ALJ John H. Conlin granted motion for continuing hearing date by Great Southwest and rescheduled hearing from April 8 to June 4. Action March 17.

■ **Aptos-Capitola, Calif.** AM proceeding: **Progressive Broadcasting Co.**, applying for 1540 khz (Doc. 19506)—Review board scheduled oral argument for April 29 on exceptions and briefs to initial decision granting application of **Progressive Broadcasting Co.** Action March 21.

■ **WCFL-TV Chicago, renewal proceeding:** **Chicago Federation of Labor and Industrial Union Council** (Doc. 20386)—Review Board scheduled oral argu-

ments for April 17 on application for additional time to complete construction of new television station, **WCFL-TV**. Action March 21.

■ **WUHF-TV Baltimore, renewal proceeding:** **UHF Broadcasting Co.** (Doc. 20387)—Review Board scheduled oral arguments April 17 on application for additional time to complete construction of new television station, **WUHF-TV**. Action March 21.

■ **Carlisle, Pa.** FM proceeding: **Cumberland Broadcasting Co. and WIOO Inc.**, competing for new FM (Docs. 19468, 19471)—Review Board scheduled oral argument for April 22 on exceptions and briefs to initial decision. Action March 19.

■ **Puerto Rico, AM proceeding:** **Cavallaro Broadcasting Corp.**, competing for 1030 khz, at San Juan; **Figuroa and Associates**, at Rio Grande; **Boricua Broadcasting Corp.**, at San Juan; **Vieques Radio Corp.**, at Isabel Segunda (Docs. 19897-8, 19900-1)—ALJ Chester F. Naumowicz Jr. scheduled further hearing for May 28. Action March 20.

■ **WKYZ(AM) Madisonville, Tenn., renewal proceeding:** **Monroe Broadcasters** (Doc. 19829)—ALJ Reuben Lozner scheduled further hearing conference for April 22. Action March 21.

■ **Edna, Tex., AM proceeding:** **International Broadcasting Corp. (KWKH[AM] Shreveport, La.)** petition to deny **Cosmopolitan Enterprises (KWBY[AM] Edna)** CP for 5 kw (Doc. 20075)—ALJ John H. Conlin scheduled hearing for July 15. Action March 21.

■ **WPMH(AM) Portsmouth, Va., license proceeding:** **Chesapeake-Portsmouth Broadcasting Corp.** (Doc. 19787)—ALJ Jay A. Kyle scheduled oral argument for March 28 on request for inspection of material filed by **Chesapeake-Portsmouth**. Action March 18

Joint agreement

■ **Polson, Mont., AM proceeding:** **Lake Count Broadcasters and KBMR Radio Inc.**, competing for 1050 and 1070 khz (Docs. 20310-1)—ALJ Joseph Stirmer granted joint request by applicants for approval of agreement; approved agreement with reimbursement to **Lake County** of \$5,094; dismissed **Lake County** application with prejudice; granted **KBMR** application; canceled hearing scheduled for April 14; and terminated the proceeding. Action March 25.

■ **Richlands, Va., FM proceeding:** **Clinch Valley Broadcasting Corp. and High Knob Broadcaster**, competing for 105.5 mhz (Docs. 20240-1)—ALJ Reuben Lozner approved joint petition for approval of agreement by applicants; authorized payment by **High Knob** to **Clinch Valley** of \$5,257.6 as reimbursement for expenses; dismissed application of **Clinch Valley** with prejudice; granted application of **High Knob** and terminated proceeding. Action March 21.

Initial decisions

■ **Westbrook, Me., FM proceeding:** **Japat Inc.** and **Down East Broadcasting**, competing for 100.9 mhz at Westbrook (Docs. 20053-4)—ALJ Lenore C. Ehrig granted petitions by **Japat** for leave to amend application to reflect **Japat's** officers, directors and stockholders following merger of application with that of **Down East** and to supply and incorporate into application **Down East's** community survey of Westbrook. By separate action, granted motion by **Japat** for summary decision; resolved in favor of **Japat** issue to determine ascertainment efforts made by it and means by which it proposed to meet the problems; and granted **Japat's** application for construction permit. Action March 26.

Fines

■ **KHSL-TV Chico, Calif.**—Broadcast Bureau notified **Golden Empire Broadcasting Co.** that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failure to make required operating log entries. Action March 20.

■ **KXLA(TV) Fontana, Calif.**—FCC ordered **International Panorama TV**, licensee of **KLXA(TV)** forfeit \$5,000 for relocating its main studio from **North Hollywood** to **Santa Ana** without commission authority. Action March 26.

■ **WRDW(AM) Augusta, Ga.**—FCC informed **J. Broadcasting of Augusta Ltd.** that it incurred forfeiture liability of \$1,000 for apparent willful repeated broadcast of lottery information. Action March 25.

■ **KOJM(AM) Havre, Mont.**—Broadcast Bureau ordered **North Montana Broadcasters** to forfeit \$11 for repeated operator violations. Action March 21.

■ **WGBR(AM) Goldsboro, N.C.**—FCC ordered **Eastern Carolina Broadcasting Co.** to forfeit \$2.5 for failure to abide by terms and provisions of station authorization and for repeated violations commission's logging rules. Action March 18.

■ **WMAP(AM) Monroe, N.C.**—FCC denied petition by **Union Broadcasting Corp.**, for reconsideration of \$500 forfeiture imposed for operating station with excessive power. Action March 25.

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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>RALPH E. EVANS ASSOCS. Consulting Telecommunications Engineers AM-FM-TV-CATV-ITFS 3500 North Sherman Blvd. MILWAUKEE, WISCONSIN 53216 Phone: (414) 442-4210 Member AFCEE</p>
			<p>JOHN F. X. BROWNE & ASSOCIATES, INC. TELECOMMUNICATIONS CONSULTANTS/ENGINEERS 25 West Long Lake Road BLOOMFIELD HILLS, MICH. 48013 Tel (313) 642-6226 TWX (810) 232-1663 Member AFCEE</p>

■ WIOZ-FM Southern Pines, N.C.—Broadcast Bureau ordered 107 Inc. to forfeit \$100 for repeated violation of rules by failing to make required daily entries in operating logs. Action March 20.

Other actions

■ FCC rejected additional requests to refund fees, other than cable television annual fees, collected under 1970 schedule for same reasons it previously denied other similar requests. New petitioners made same arguments and raised no new circumstances warranting change in its position, commission said. Requests currently denied were those of Nationwide Communications, et al., Arizona Television Co., et al., Hearst Corp., Wichita Falls Telecasters, Turabo Radio Corp., Arso Radio Corp., Harris County Alert, International Broadcasting Co., Aroostook Broadcasting Corp., and Artesia Broadcasting Co., et al. Action March 18.

■ Gaithersburg, Md.—FCC ruled that two potential applicants seeking to reinstate operations on now-silent 1150 khz may submit proposals to operate station. George T. Mobile and Radio Gaithersburg, mutually exclusive potential applicants, have 60 days to submit proposals to FCC. Commission said in spite of fact that station had been off air since December 1973 because its license renewal had been denied, and applications so long delayed normally would be treated as those for entirely new facility, Mobile and Radio Gaithersburg could submit proposals with status of replacement. Action March 11.

■ WLBS(AM) Centerville, Miss.—FCC has dismissed renewal application, deleted call letters and ordered operation terminated. Commission said station had been off air since January, 1971. Since then, licensee had failed to submit station's annual license fee or to respond to FCC notices requesting payment of fee, file required supplemental renewal application for 1973-1976 license term, respond to FCC inquiries or obtain authorization to remain silent after July 25, 1971. Action March 25.

Allocations

Petitions

FCC received following petitions to amend FM table of assignments (ann. March 24):

■ WVOY(AM) Charlevoix, Mich.—Seeks to assign ch. 290 to Charlevoix, Mich.

■ Ralph Sanders, Little Rock, Ark.—Seeks to assign ch. 272A to Sheridan, Ark.

Actions

FCC took following actions on FM allocations:

■ Turlock and Patterson, Calif.—FCC amended table of assignments by assigning ch. 252A to Turlock and reassigning ch. 226 from Turlock to Patterson. Turlock assignment was in response to petition by John M. Hall, principal stockholder of licensee of KCEY(AM) Turlock. Patterson assignment is to reflect actual use. Action March 25.

■ Brainerd, Minn.—Broadcast Bureau proposed adding ch. 294 as second assignment in Brainerd. Action was in response to petition by Greater Minnesota Broadcasting Corp., licensee of KVBR(AM) Brainerd (Doc. 20395). Action March 17.

■ Jefferson City, Mo.—Broadcast Bureau proposed assigning ch. 269A to Jefferson City as that community's third FM station. Action was in response to petition by George E. Bryant. Action March 21.

■ Asheville, N.C.—FCC denied request of WISE(AM) Asheville, seeking assignment of ch. 285A (104.9 mhz) to city. FCC said engineering study showed that station on ch. 285A would be significantly nearer WAGI(FM) Gaffney, S.C., than rules allow. Action March 18.

■ Albany, Ore.—Broadcast Bureau proposed assignment of ch. 296A to Albany as second assignment and deletion of that channel at Toledo. Action was in response to petition by Linn-Benton Broadcasters, licensee of KRKT(AM) Albany. Ch. 296A, assigned to Toledo, is now unoccupied. Linn-Benton submitted letter from Charles Farmer, owner of KTDO(AM) Toledo, indicating that he had no plans to seek authorization to operate FM on unoccupied channel in Toledo. Action March 18.

Rulemaking

Petition

■ National Association of FM Broadcasters, New York—Seeks rules prohibiting aural entertainment programming by cable TV systems. Ann. March 24.

Actions

■ FCC instituted inquiry on extent and use of contract exclusivity between program producers and either conventional or subscription TV/cable interests. In separate proceeding, commission adopted new rules governing use of programming by sub-

scription TV stations—the so-called anti-siphoning rules. Rules will restrict shifting of programming from conventional TV to subscription operations so public need not pay special fee for programming now received via conventional TV without payment. In adopting anti-siphoning rules commission said public interest in maintaining present conventional TV structure outweighed interest in free competition between subscription and conventional TV for program product. Action March 20.

■ FCC formally completed revision of rules governing use of feature film, sports and series type programs by subscription cable TV for which per-program or per-channel charge is made. Commission also amended rules governing subscription over-the-air broadcast TV operations. Action March 20.

■ FCC deferred further consideration of time exclusivity and warehousing in nonnetwork syndicated programming. FCC said deferral was related to outcome of new notice of inquiry issued on program exclusivity and warehousing in conventional TV, subscription TV and pay cable TV. Action March 26.

Translators

Application

■ Midnight Sun Broadcasters Pipeline Pump Station No. 10, Alaska—Seeks ch. 12, rebroadcasting KFAR Fairbanks, Alaska (BPITT-5258). Action March 24.

Action

■ Staunton, Va.—Broadcast Bureau granted CP for translator on ch. 67, rebroadcasting WVIR-TV Staunton. Action March 19.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Southern Illinois Cable TV, Box 38, West Frankfort, Ill. 62896, for Energy (CAC-4878) and Crainville (CAC-4879), both Illinois; WSIL-TV Harrisburg; WSUI-TV Carbondale, both Illinois; KFVS-TV Cape Girardeau, Mo.; WPSD-TV, WDXR-TV Paducah, Ky.; KPLR-TV, KDNL-TV St. Louis.

■ TAB Inc. 3230 W. Main, Kalamazoo, Mich. 49007, for Sparta, Mich. (CAC-4887); WOTV, WZZM-TV, WGVC Grand Rapids; WKZO-TV Kalamazoo; WUHQ-TV Battle Creek and WKAR-TV East Lansing, all Michigan; WMVS, WVTW Milwaukee and WGN-TV, WSNS-TV Chicago.

■ Atlantic Coast TV Cable Corp., 3805 Ventnor Ave., Atlantic City, N.J. 08401, for Atlantic City (CAC-4875) and Brigantine (CAC-4876), both New Jersey: Requests certification of existing CATV operations.

■ Capital District Better T.V., 991 Broadway, Albany, N.Y. 12204, for Colonie (CAC-4124) and Capitol Cablevision Systems, 8 Russel Rd., Albany, N.Y. 12206, for Albany (CAC-4126) and Menands (CAC-4127), all New York; WNET Newark, N.J.

■ Ceracch Television Corp., 519 W. State St., Ithaca, N.Y. 14850, for Groton, N.Y. (CAC-4883); WSYR-TV, WHEN-TV, WNYX-TV, WCNY-TV Syracuse; WBNG-TV, WICZ-TV, WSKG, WBAI-TV Binghamton; WNEW-TV, WOR-TV, WPIX New York; WENY-TV Elmira; WRQC-TV, WOKR, WHEC-TV, WXXI Rochester, all New York; WNEP-TV, WVIA-TV Scranton, Pa.

■ Suburban Cable TV Co., Box 221, Abington, Pa. 19001, for Doylestown, Pa. (CAC-4880); KYW-TV, WCAU-TV, WPVI-TV, WPHL-TV, WTAF-TV Philadelphia; WKBS-TV Burlington, N.J.; WHYY-TV Wilmington, Del.; WLVT-TV Allentown, Pa.; WOR-TV, WPIX New York.

■ Warner Cable of Pottsville, 302 South Centre St., Pottsville, Pa. 17901, for Minersville, Pa. (CAC-4882): Requests certification of existing CATV operations.

■ Athens/Etawah T.V. Cable Co., Box 421, Athens, Tenn. 37303, for Etawah (CAC-4885) and McMinnville TV Cable Co., Box 311, McMinnville, Tenn. 37110, for McMinnville (CAC-4886), both Tennessee: Add WTCC Atlanta.

■ Sparta TV Cable Co., c/o V-R Corp. of Virginia, Box 430, Independence, Va. 24348, for Sparta, Tenn. (CAC-4884): Add WRIP-TV Chattanooga; WTCC Atlanta; WBKO Bowling Green, Ky.

■ Mount Cities TV Cable, 116 West Third St., Mount Pleasant, Tex. 75455, for Mount Vernon, Tex. (CAC-4877): Requests certification of existing CATV operations.

■ Tele-Media Co. of Addil, 40 N. Park Ave., Lisbon, Ohio 44432, for New Cumberland, W. Va. (CAC-4626): Add WQEX Pittsburgh.

■ Badger CATV, 308 Superior Ave., Tomah, Wis. 54660, for Tomah, Wis. (CAC-4888): Requests certification of existing CATV operations.

■ Cody-Powell Cable TV, Box 10721, University Park Station, Denver 80201, for Cody (CAC-4826) and Community Tele-Communication, for Park County (CAC-4881), both Wyoming: Add KWGN-TV Denver.

Certification Actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Milton CATV Milton borough, Pa. (CACR-14); Harrisburg Cablevision, Dauphin borough, Pa. (CAC-3281); Charleston Cable, Charleston, Md. (CAC-4005); Quint Cities Cablevision, Bettendorf, Iowa (CAC-4105); Morris Cablevision, Madison borough, N.J. (CAC-4324); Leadership Cable Systems of Delray Beach, Delray Beach (CAC-4408); Gulfstream (CAC-4409) and unincorporated areas of Palm Beach county (CAC-4410), all Florida; Texas Cablevision, Winters, Tex. (CAC-4423); Alice Cable Television Corp., Falfurrias (CAC-4541), Alice (CAC-4542) and San Diego (CAC-4543), all Texas; Tri-River Cable, Milford, Kan. (CAC-4633); Colby Multi Vue TV System, Colby, Kan. (CAC-4634); Continental Cablevision of New Hampshire, Saco (CAC-4638) and Old Orchard Beach (CAC-4639), both Maine; Jamestown Clear TV, Jamestown, N.D. (CAC-4653); Ind. Co. Cable TV, Newark, Ark. (CAC-4664); Television Cable Co., Conway, S.C. (CAC-4665); Circleville Cablevision Associates, Circleville township (CAC-4666), Washington township (CAC-4667) and Pickaway township (CAC-4668), all Ohio; Liberty TV Cable, Winchester, Ind. (CAC-4671) and Ultracom of Blanchester, Blanchester, Ohio (CAC-4672).

■ Holyoke and South Hadley, Mass.—FCC authorized Video Enterprises to add WSBK-TV Boston and WOR-TV New York to its systems at Holyoke and South Hadley and to delete WSMW-TV Worcester, Mass. Both systems are located in Hartford-New Haven-New Britain-Waterbury, Conn major TV market and Springfield, Mass. smaller market. Objections were filed by WWLP Springfield and WHYV-TV Springfield, arguing that Video should be required to limit carriage to stations permitted by provisions pertaining to smaller markets. FCC found WHYV-TV and WWLP arguments contained no substantive evidence and therefore were not persuasive. (CAC-3966, 4179) Action March 18.

■ Fridley, Minn.—FCC granted General Television of Minnesota certificate of compliance to add CBWT Winnipeg, Canada, and delete WTVT Milwaukee Wis., from its system at Fridley, KSTP-TV St. Paul Minn., also carried on Fridley system, contended that CBWT was not independent station within meaning of rules and its carriage would be inconsistent with rules that allow carriage of signals for each of the three networks and three independents FCC said CBWT generally carries no more than 10 hours of national network programming per week and therefore qualifies as independent whose carriage is consistent with rules (CAC-4281). Action March 26.

■ Somerville, Tex.—FCC granted application by New Worlds Cable T-V for certificate of compliance for system at Somerville, located in Bryar Tex., smaller TV market. New Worlds requests authority to carry KBTX-TV Bryan; *KAMU-TV College Station; KTBC-TV, KTVV, KVUE, Austr KVR, KTRK-TV, KPRC-TV, KHTV, KHOU-TV and *KUHT Houston. FCC found that all signals now carried except KUHT were properly grandfathered, and that carriage of KUHT was consistent with current rules. Therefore, it said carriage of 11 signals would be authorized (CAC-820). Action March 19.

■ Grant county, W. Va.—Application for certificate of compliance by Oates TV dismissed at request of applicant (CAC-4546). Action March 24.

Other actions

■ Georgetown, Ohio—FCC granted request of Sahi Cablevision Co., operator of system in Georgetown for ruling that its community is not located in specified zone of Newport, Ky. Action March 19.

■ Staunton, Va.—FCC informed Staunton Vide Corp., operator of system at Staunton, that it need not provide WVIR-TV Charlottesville, Va. with program exclusivity protection until that signal received in Staunton via UHF TV translator. Action March 19.

■ Seattle—FCC denied KOMO-TV and KIRO-TV both Seattle, reconsideration of order authorizing Master Cable TV Systems and Community Tel cable of Seattle to add carriage of Canadian station, and denying special network program exclusivity protection on systems. Action March 18.

Rulemaking

■ FCC denied application by National Football League for review of action by Chief, Cable Television Bureau, granting extension of time for filing comments and replies in rulemaking proceeding prohibit systems, under certain conditions, for carrying live sports events on distant TV signals. NFL claimed that time extension conflicted with established policy to expedite handling of proceeding and prejudiced rights of NFL by increasing likelihood that rulemaking proceeding would be terminated prior to beginning of 1975 football season. FCC said public obligations required it base decision on all relevant facts that could reasonably be obtained. Action March 25.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Small market Arizona station needs assistant manager. Must be strong on sales. Send resume including salary requirements to Box C-278, BROADCASTING.

Small market Maryland station. Individual with first ticket who can handle programing and sales, and work closely with manager. Send wage demands, photo and resume. Box D-15, BROADCASTING.

Sales manager, major market. \$15,000 plus percentage. Must be a leader as well as a strong agency person. Box D-30, BROADCASTING.

WDUN-FM, 100KW Bonneville station, building new staff and call letter identity starting with manager who can sell. Contact John Jacobs, Post Office Box 10, Gainesville, GA 30501.

General manager, metropolitan station. Knowledge of Mexican frontier desirable. This is a job to manage and to sell, not simply to manage. Call Ms. Erdman 301-652-5129.

Southwestern group has opening for AM-FM Manager. Sales background essential; experience in small markets necessary, must have FCC knowledge and ability to work with staff. Super opportunity in mid-California. Earn over \$15,000 at start. Call Ray Kendel, 2588 Newport Corp., Suite 2102, 2222 Ave. of the Stars, Los Angeles, 213-277-4980. Interviews also at NAB.

Help Wanted Sales

Wanted: Salesperson for eastern North Carolina's leading AM/FM fulltime. We offer salary plus commission. Send resume to manager, Box C-211, BROADCASTING.

Company negotiating to purchase radio station seeks lrd person, strong on sales, to head sales dept. Investment for 30% ownership. Send letter of interest. Box D-19, BROADCASTING.

AM radio sales. Full time position open with major West Michigan 50,000 Watt Stereo FM. Position includes part-time weekend board shift. Contact Bill Vinchell, General Manager, WQWQ, 616-722-1681.

ales manager, fulltime station. Must have previous experience. Draw and commission. Fine opportunity. Call Ms. Erdman 301-652-5129.

xperienced sales person to take over sales director position, growing station in midwest. Two years radio sales required, able to handle people, and want to make money, call 1-219-356-1640.

great future can be yours on Cape Cod with a 20,000 watt stereo station. Contact Ken Patch at 617-48-3102.

Help Wanted Announcers

lornthern New England, top-flight Beautiful Music station with exceptional ratings looking for exceptional voice and production person interested in relative broadcasting to large area and large population away from the city. Box C-274, BROADCASTING.

fanted-morning drive air personality for secondary oper New York State market. This station is a winner. If you are a strong personality with two or more years experience, we needed you yesterday. Send resume to Box D-35, BROADCASTING.

ajor market station on Atlantic Seaboard wants a mature air talent. Heavy on production. Salary open, send resume to Box D-49, BROADCASTING.

adio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc eVore, KPOW, Box 96B, Powell, WY 82435. An equal Opportunity Employer.

orning drive D.J. wanted. Must have experience and be heavy on production. Should be close enough to have in-person audition. Good salary and benefits with stable growing company. Contact Gary James, D. WARE, Ware, MA.

Help Wanted Announcers Continued

Need immediately 1st phone announcer, some maintenance. Maryland Directional, call chief engineer 304-624-6353, no collect calls.

Small Market adult top 40 has immediate dj/production opening. Call Russ Barrett, 919-537-4184. Equal opportunity employer.

Help Wanted Technical

Missouri AM/FM Automation needs Chief. Top equipment, excellent facilities, strong maintenance, profit sharing and more. Move up. EOE. Box B-190, BROADCASTING.

Experienced Broadcast Automation Specialist, strong on digital, computer circuits. Some travel. Box C-2, BROADCASTING.

We are currently taking applications for a chief engineer's position. We are a 500-watt, 2-stick daytimer. Must have complete knowledge of FCC regulations and be a top maintenance person. Salary \$12,000 to start plus fringe benefits. Box C-295, BROADCASTING.

Challenging position open for sharp Broadcast Engineer with solid 50KW AM background. Some travel. Box C-297, BROADCASTING.

America's Northernmost radio station needs a chief engineer. We're Alaska's newest public AM station and our listeners, spread all over Northwest Alaska, depend on us for news, information, and lots of lively entertainment. If you would like to keep our 5 KW installation in good shape, pull a board shift and become a part of our young congenial staff, we'd like to hear from you. Write to: Alex Hills, KOTZ Radio, Box 7B, Kotzebue, AK 99752.

Wanted experienced chief engineer with FM stereo, STL, AM, automation background for strictly full time engineering job starting salary \$1,000 a month, and up, 3,000 feet above sea level. Dry climate, great for hay fever or asthma sufferers. 65 miles from mountains in green irrigated valley. Send resume to Dave Button, manager, KSVP, 317 West Quay Artesia, NM 88210.

Chief Engineer wanted for what is currently 2 AM station chain that is about to expand. Good salary plus benefits. Must be available for in-person interview. Contact Mr. Vaughan or Mr. Roberts at WARE in Ware, MA.

Chief Engineer, AM 1kw directional, 50,000 watt FM stereo. Proof of performances. Good salary. Send resume and photo to: WBNR, P.O. Box 511, Beacon, NY 12508. E.O.E.

Major Richmond, Virginia FM facility in need of chief engineer. Excellent plant and equipment. Good working conditions. Must be strong on preventive maintenance. Call or write Connie Golden, WEZS, 5900 Midlothian Pike, Richmond, 23225. 804-231-2316.

Midwest 5k/1k seeks qualified chief engineer. Must know rules, handle full responsibility as chief and have directional experience. Good pay, benefits. Call the manager, 812-425-2221. EOE.

Need immediately 1st phone announcer, some maintenance. Maryland Directional. Call chief engineer 304-624-6353. No collect calls.

Help Wanted News

News Director, eastern state capitol 50,000 watt AM'er. Resume to Box D-9, BROADCASTING.

News person needed immediately for CBS Affiliate in Pennsylvania's third largest metropolitan market. Must gather, write and air local news. An Equal Opportunity Employer. Send resume to Box D-38, BROADCASTING.

News person, AM-FM operation in northern N.J. Gather, write, and on air delivery. Send tape and resume to News Director, WNNJ, Newton, NJ 07860.

English news editor required for Christian radio station. Editor prepares, writes and broadcasts news material daily to Africa chiefly from agency wires. Applicant needs three years with professional news media, preferably radio trained, college degree, good radio voice, typing, willing to work with multi-racial staff. Two-three year contract. Excellent fringe benefits. Written application to: Personnel Office, Radio Voice of the Gospel, P.O. Box 654, Addis Ababa, Ethiopia.

Help Wanted Programing, Production, Others

Creative production person—PD with good copy for automated rock FM. Salary to \$600. Send tape of production and resume to KQIX, Box 340, Grand Junction, CO 81501.

Florida coastal station wants night time copywriter 5 p.m.-2 a.m. Must be excellent typist, touch system and good detail person for job includes making up FM logs and servicing automation. Preference given to person capable of production. 125 dollars week start. Send resume, sample copy and tape if can do production, Hudson Millar, WIRA, Fort Pierce. Equal opportunity employer.

Executive secretary. The Intercollegiate Broadcasting System, Inc., a non-profit trade association, with 500 members seeks first full time paid employee. 7.5K salary plus benefits. New opening. Great challenge, unlimited advancement. Must be familiar with college radio and be dedicated to creating a national office. Contact Maria Serra for appointment, 1BS-914-565-8740. Newburgh, NY 12550.

Situations Wanted Management

Experienced team in management, sales, engineering, programing. Permanent or temporary assignments. Proven record will solve your problems. Box B-223, BROADCASTING.

Manager—small to medium, multi-station market, if you're looking for a motivator, 14 yrs. experience, strong sales, over a million in local sales in past 5 years, looking for challenge of turning your P&L around. Box C-201, BROADCASTING.

Successful GM/Sales Manager, 30 years radio, seeking medium market or suburban position. Profit oriented, professional broadcaster, knowledgeable FCC. Community-involved family man. 18K minimum, small capital investment considered. Box C-31B, BROADCASTING.

Ambitious, aggressive, hardworking account executive, top ten market, desires sales manager's position with progressive company. Box D-39, BROADCASTING.

William Shaw, an experienced professional is looking for an opportunity to build your profits. Finest references, good industry record. Telephone 414-233-5087 and let's talk.

Contemporary manager for 18 years seeks GM position of full-time station because of format change. Write or call Harold Vester, 1508 Iredell Drive, Raleigh, NC 27608. Phone 919-834-8759.

Experienced GM, sales background, wants permanent position. Interested in ownership. Know FCC rules. 502-733-4432.

Station sold. Selling manager over 16 years, prefer southern medium or small market. Need \$20,000 incentive, community involvement. Excellent references. Available now. Rusty Russell, 511 Ashby, Charleston, IL. 217-345-4896.

Honest, hard working general manager with 9 years broadcasting experience and references. Available immediately. Call 919-752-5263.

Situations Wanted Sales

First phone. Wants sales, will do all, 2 years experience. 502-683-0747.

Situations Wanted Announcers

Personality Morning Man wants top 100 market AM or FM rocker, 3rd. Box C-264, BROADCASTING.

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Young, married, 1st, 2 1/2 years experience. Voice impressions. Seeking advancement preferably Missouri or midwest. Box D-8, BROADCASTING.

Young, eager black D.J. seeks any position at station. Program staff, record library or announcer. Your profit is a result from my dedication. I was born to be in radio. Box D-10, BROADCASTING.

5 years experience. 1st phone jazz jock needs gig. Creative production, consider 'round midnight. Relocate. Salary open. Box D-11, BROADCASTING.

First phone, 4 years experience, eager to relocate, play-by-play, news. Box D-12, BROADCASTING.

Situations Wanted Announcers Continued

2 1/2 years experience. MOR, EZ and CW. Prefer Penna. or surrounding states. Box D-14, BROADCASTING.

First phone air performer with copy and production experience seeks challenge in southeast medium market at station with contemporary format. Currently employed. Tape and resume. Box D-18, BROADCASTING.

Experienced play-by-play, jock, production. Looking for another midwest position. Programming and news experience. First phone, Box D-20, BROADCASTING.

Top 40 jock, 7 years in the business, medium market experience, 3rd class endorsed. Box D-22, BROADCASTING.

New England morning man/operations manager for MOR AM seeks airshift and/or program management in medium or metro market. Knows contemporary and beautiful music, local news, great copy, people, and promotion. Reply Box D-25, BROADCASTING.

Experienced announcer. News jock, excellent, dependable, creative, versatile, authoritative, aggressive. Operate tight board. Third class operative license. Box D-29, BROADCASTING.

Rock personality. Remember the old top 40 days with the personable and informative jock? I communicate. Comedy bits. Good ear. Tight board. Experienced. Box D-34, BROADCASTING.

Strictly easy-going professional voice ready to entertain your morning audience. Radio, TV and commercial experience since 1962. Married, stable. Box D-37, BROADCASTING.

Want contemp. top 40 D.J. job. 1st phone. Anncr., 1 1/2 yrs. exp. M.O.R., good voice, tight board, excellent attitude. 5 kw-DA exp. Go anywhere within reason. Not a screamer. From Maine. Box D-43, BROADCASTING.

Creative news/production-oriented announcer available now. Experienced as major-market production/music director, and small-market news director. Created an award-winning series. Looking for station where two-way communication exists between management and staff. Family of four. First phone. 414-437-4520. Box D-46, BROADCASTING.

Progressive rock or top 40 DJ is looking. Presently employed, 2 years experience. Tape and resume available, ready now. Robert Wolf, 303 Davis Street, Prestonsbury, KY, 41653. 606-886-8340.

Job needed yesterday. 3 years experience. Looking for adult contemp. or up tempo MOR. Call now. Steve 612-835-2532 or 7350 Gallagher Dr. #157 Edina, MN 55435.

Stop personality disc jockey desires to join top 40 or contemporary MOR station. Couple of months experience, 3rd. S. H. Green, 720 S. Normandie, #319, Los Angeles, CA.

Top-40/MOR jock with first phone is ready. Working in Boston area. Will relocate after June 15th graduation. Theatre and P.R. experience, too. Dave Iseman, 617-267-1856.

Part time jock, needs full time work. Give Rex a chance, up tempo music anywhere. 315-866-1355.

DJ, Engineer, tight board and production, maintenance experience, hard worker. 415-687-2741, 213-931-2330, Mike.

Quality staffer, leaving NYC suburban MOR. Ready for added responsibilities. Dependable, non-frantic performer. Sharp production. Will relocate. Best references. Tape, resume. Steve Darwin, 133-07 231 St., Laurelton, NY 11413. 212-723-5686.

Experienced announcer with sincere, convincing delivery, looking to grow with a small-medium or medium market station. Experienced MD and will do some sales. Bill 516-731-6168.

Bright, capable young man seeking first D.J. position in commercial radio. 3 years experience in Contemp/MOR and progressive formats. 3rd endorsed. If your station is anywhere in northeast, I'll send tape, resume, reference on request. Phillip Sahadi, 137-87th Street, Brooklyn, NY 11209, or call collect 212-238-2849. Thanks.

Air personality, contemporary-MOR. First phone, great production, 5 years experience, married. 503-648-5580.

In need of a Together D.J.? Contact me, Billy Bland, The Soul Man. Preferably Rhythm and Blues Format. 213-733-5164, 779-5265. 2205 1/2 Catalina Street, Los Angeles, CA 90007.

New England: MOR announcer. Good background. Strong dj, news, production. Steve May, 401-568-2782.

Situations Wanted Announcers Continued

Need a twenty-one-year-old with first phone, BA, and two years experience? Bruce Wade, Kipling Drive, Salisbury, MD 21801. 301-742-0418.

Sportscaster, 4 years basketball PBP for Metro N.Y. ED FM. Can do others. Third endorsed. Will grad. college May with BBA. Seek small market. 914-698-4826 nights. Bill Sova, 329 Palmer Terrace, Mamaroneck, NY 10543.

Situations Wanted Technical

Recent graduate in Electrical Eng. with first phone seeks experience in broadcasting. 22 years of age, single. Box C-287, BROADCASTING.

1st phone technical. Have brains, will relocate. Solid electronics and recording equipment training. Resume available. Box D-7, BROADCASTING.

First phone. 24, married. Heavy audio tape recording background. Will relocate. Box D-23, BROADCASTING.

Situations Wanted News

Skilled Broadcast Newswoman, gather, write and report. Major market experience. Box C-282, BROADCASTING.

Smart, responsible newsmen. BA, first, 5 years in radio, employed. Cramped in small market. Want competitive spur working with solid medium-major team. Box D-5, BROADCASTING.

Experienced, inside, outside. Not expensive. Wants news-conscious station, southwest. Now employed. Box D-13, BROADCASTING.

Experienced broadcast reporter wants position in medium market news operation. Former ND, young, capable, and dedicated. Box D-26, BROADCASTING.

Sportscaster/salesman, six years experience college basketball, pro football, high school pbp. RAB salesman, good track record, college grad., business admin., will relocate. Box D-47, BROADCASTING.

News, sports director at small market station seeks position in larger market with play-by-play a necessity. TV work also desired. Prefer west coast, southwest, south. Will Watson, 751 E. 17th St., Burley, ID 83318, for TRP.

I'll have your audience sitting up and listening! Experienced news/sports reporter available. Write or call now. Rod Morrison, 23 Harriet Avenue, Belmont, MA 617-484 2069.

Sports-news director for #1 small market station looking for move up. Strong on play-by-play. Contact Steve, 314-432-2742.

Sports Director with music and news, looking for right move anywhere. PBP, commentary. Medium-large please. 717-733-0531.

Situations Wanted Programing, Production, Others

Major market production director with progressive FM seeks similar position with large market progressive, rocker or contemporary personality format, possibly as music director or assistant PD combination. Broad background. My work entertains while it informs and sells. Box C-242, BROADCASTING.

No Rebate. Quality programer/personality. Highly rated rock top 75, MOR top 30. "Beautiful" experienced. Will skew with or as your programer. Heavy on voice, production, details, experience. All considered. Hurry. Box D-3, BROADCASTING.

Program Director wants to relocate. 14 years on-air experience. Top 40, progressive and news. Director all major market. Box D-31, BROADCASTING.

Experienced programer seeks career advancement opportunity. Box D-44, BROADCASTING.

Presently employed announcer, production specialist with wide knowledge of music seeking challenging opportunity in college town. Young, married, BA, third endorsed. Box D-48, BROADCASTING.

L.A. production pro looking. Most recently with Chuck Blore Hollywood. Background includes production director & jock positions Denver and Kansas City. Clio winner. Contact Allen Roth, 305 San Vicente Blvd., Santa Monica, CA 90402, 213-393-7320.

Need experienced help? Have done all phases of radio. Have current excellent radio references and third endorsed. Call John Howard 317-742-2492 before noon.

Country music programer, presently employed. Salary requirement over five figures annually. Phone 815-933-9989.

Situations Wanted Programing, Production, Others, Continued

Top production/announcer looking to move up, demo on request ready to relocate. Seek \$10,000 annual. J. Alexander, 430 N. East St., Boyne City, MI 49712. 616-582-9797 mornings.

TELEVISION

Help Wanted Management

Promotion manager with solid on-air promotion experience and knowledge of other media promotion. Seek aggressive individual capable of planning creative promotion campaign. Equal Opportunity Employer. Contact Ian K. Harrower, WTAJ-TV, Altoona, PA. 814-944-2031.

TV traffic manager. Immediate opening. Contact WTPA-TV, Box 2775, Harrisburg, PA 17105. An Equal Opportunity Employer.

Help Wanted Technical

Maintenance engineer, best technical qualifications, needed by VHF, Texas resort city. Box D-40, BROADCASTING.

Excellent opportunity for qualified assistant chief engineer, southwest VHF. Box D-41, BROADCASTING.

First phone engineer needed for studio operations and maintenance in small western market. Contact Jim Boslough C.E., KPVI 208-232-0654. Box 4909, Pocatello, ID 83201.

Two first phone engineers needed. One for studio operations and one for maintenance (Xmt and studio). Good benefits, chance to break into TV and/or chance to move up. Call 317-463-3516, Robert Hardie or write WLFJ-TV, Box 18, Lafayette, IN 47902.

Chief engineer. Ready to advance from assistant chief or just ready to make a move? Midwest network affiliate looking for right combination of administrative and technical skills. Salary commensurate with ability. Call Mike Walker 312-693-6171; or write Don Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago 60631.

Electronic technician. The University of Maryland at Baltimore needs an electronics technician to be responsible for the design, operation, maintenance and repair of closed circuit color TV systems. Requires high school plus completion of a recognized electronics program and five years experience or B.S. in electrical or electronics engineering and three years experience. A first class FCC license is desirable. Submit resume only U.M.A.B. Employment Office, 685 W. Baltimore St., Balto, MD 21201. EOE

July 1, 1975 opening. TV Engineer. Salary \$15,000+ Eastern university desires person to assume operation, maintenance, and supervision responsibilities for TV facilities which include studio and CCTV operation. First-class license and experience in commercial and university TV work desirable. Send all applications by May 15 to William J. Judd, Director, Education Communications, SUNY, Binghamton, NY 13901.

Assistant Chief Engineer for Albany, New York VHF. Must have experience in both studio and transmitters operations. An equal opportunity employer. Write T. Arthur Bone, Poole Broadcasting Company, 2: Catamore Blvd., East Providence, RI 02914.

Consulting Engineer. Midwest firm seeks graduate engineer BSEE with broadcast experience, familiar with FCC APSS (FM/TV). Salary commensurate with experience and education. Send resume with complete history and/or contact at Sands Hotel during NAB. John FX Brown & Associates, Inc., 25 West Long Lake Rd., Bloomfield Hills, MI 48013.

Help Wanted News

Weather person. Got a great weather act ready for a top 25 market? Meteorologist or otherwise. M/EO. Write General Manager, Box C-206, BROADCASTING.

Chief cameraperson/editor top 50 to improve air quality and establish needed procedures. Equal opportunity employer. Box C-272, BROADCASTING.

Aggressive news reporter with television production know-how for South Florida TV station. Journalist or comparable degree. Minimum two years TV experience. Send detailed resume and picture first letter. Equal opportunity employer. Box C-316, BROADCASTING.

Expanding News Operations looking for a solid street reporter who can also anchor and produce a newscast. Send tapes and resumes to: News Center Five WKRG Television, 162 St. Louis Street, Mobile, A 36601. WKRG is an equal opportunity employer.

Help Wanted Programing, Production, Others

Director/Producer, Midwest market, minimum 3 years commercial or news experience as producer/director. Heavy emphasis in news production. Take-charge personality a must. An Equal Opportunity Employer. Contact Box C-217, BROADCASTING.

Creative copy writer. Must know all phases of television production. Handle commercials from conception to final product. An Equal Opportunity Employer. Contact Box C-218, BROADCASTING.

You're a strong documentarian and a good PR person. You've had at least two years' experience as a documentary researcher, writer and producer. And, you're also strong on community relations, but you've been sitting in the shadow of others and haven't had a chance to prove your leadership and skill. Our top 50 "V" is prepared to give you that chance. Send resume, references and salary requirements. We'll ask for tape later. An Equal Opportunity Employer. Contact Box C-219, BROADCASTING.

Executive Producer/Producer for all non-news-type programming on PTV station. Send resume and letter detailing your approach to such programming to Box C-310, BROADCASTING.

Public affairs director for PBS station in top-20 market to initiate, produce, supervise studio, film, remote news-oriented programing, good grounding in journalism and television producing. Resume and explanatory letter to Box D-16, BROADCASTING.

Class communication, instructor/assistant professor to teach 16mm cinematography and television production. Master's required, study toward doctorate desirable. Thorough professional experience necessary. Please submit resume by April 21 to the Office of the Provost, Emerson College, 148 Beacon Street, Boston, MA 02116.

Situations Wanted Management

Promotion Manager. On-air talent in medium market ready for move to major market as Promotion Manager or Assistant. Box C-266, BROADCASTING.

Business Manager, degreed accountant. 5 years experience in general accounting and supervision. Experience with major market independent (UHF) and all market affiliates (VHF). EDP background. Seeking opportunity with station, group, film supplier or agency. Reply Box C-296, BROADCASTING.

Slidly experienced, professional young executive seeks small to medium TV operation in need of new and dynamic ideas. Box D-1, BROADCASTING.

General manager-sales manager, etc. Thoroughly experienced and successful all phases, including station ownership. Special expertise in management, sales management—sales (national, regional, local), programing, film-buying, production, network newscast-g-announcing, promotion, community involvement; allenges. Outstanding credentials. Since 1945 have acted radio 12 years; television 18 years. Age 40. Degreed. Sales and programing specialist. Management-troubleshooter. Accustomed to formidable allenges; much responsibility. Aggressive, quality competitor ready for new challenge. Can increase, substantially, your profits and prestige. Box D-28, BROADCASTING.

Situations Wanted Sales

Dynamic recent broadcast graduate. Self starter. Knows where it's at. Wants sales position that will lead to management. Box D-21, BROADCASTING.

Situations Wanted Announcers

Female First-Phone Announcer, radio or TV. News broadcast experience. Strong sports network station in Florida or East Coast. Call 305-391-0323, 212-673-67. Box C-270, BROADCASTING.

First phone, trainee, some audio, recording, switching experience. Soon to be married. Richard Stefan, Arbor Drive, South Norwalk, CT 203-866-9125. Immediate jobs only, please.

Situations Wanted Technical

Technical Supervisor ready to grow as Chief of medium market station. Presently in responsible position. Seven years TV experience. Will consider Assistant or supervisory position with potential. Box 315, BROADCASTING.

E. 2 Station Group, 25 yrs. exp., stations and network. Sahara Hotel-NAB. Ray Swenson, 3020 N Ramon Dr., Meridian, ID 83642. 208-376-1702.

Situations Wanted News

Top 50 Anchorman, ready to move up. 30, family, free, award winner. Box C-284, BROADCASTING.

Situations Wanted News Continued

Experienced female reporter; heavy feature, consumer experience, seeking hard news/anchor. Licensed pilot. Box C-307, BROADCASTING.

Anchor/Producer/Writer looking for growth with medium market aggressive department. Employed, degree. Box C-308, BROADCASTING.

Do you need a young, articulate, well educated, versatile news reporter with solid radio and TV experience on your news staff. Inquire for resume. Box C-311, BROADCASTING.

Weatherman. Tremendous presentation utilizing visuals makes show #1 in top 20 market. Outstanding voice, appearance, and delivery. Send for VTR. Box D-4, BROADCASTING.

Walter Cronkite never met me; here's your chance. Newsman seven years experience, five in Top 10 market. Broadcast journalism B.A. Tight, imaginative writing. Station in northeast preferred. Box D-24, BROADCASTING.

Self-starting TV reporter. Six years in radio-TV include investigative, anchor, talk show, shooting and editing experience. Energetic, competitive, natural on air. Box D-32, BROADCASTING.

News director, presently employed in top 50 market station, limited and dissatisfied by management attitude toward news, seeks new challenge. Desires ND, Ass't ND, Producer position with aggressive news station. Box D-33, BROADCASTING.

One-man public affairs/feature department seeking full-time position with progressive station committed to adding depth and human interest to hard news coverage. I'll report, shoot, edit, produce, and package responsible, people oriented stories and documentaries. Top-notch newsfilm photographer and reporter. Now serving as assistant news director. Network freelance experience. Box D-42, BROADCASTING.

News woman. Experienced investigative reporter/film producer who is young, assertive, and dedicated. Looking for TV station preferably in southwest or south. 617-254-8134 after 2 p.m. EDST.

Situations Wanted Programing, Production, Others

Dynamite Talk Show Host/Producer. Public Affairs Director and Editorial Writer in medium market ready to move to major market. Highly creative with outstanding credentials. Tapes available on request. Box C-76, BROADCASTING.

Promotion assistant. Seek assistant position in Promotion Dept. of station or similar in business. Have ad agency experience in media and production plus several years experience in TV sales Dept. Wash., D.C. area or 150 mile radius of. Box C-257, BROADCASTING.

20 Years. Sports, news director, talk shows. PBP all major sports. Jim Dolan, 54 Shaddock Road, Middlebury, CT. 203-729-0705.

TV Production Trainee. Remember the person who gave you your first break? I need that foot-in-the-door break. BA Communications. Will work my tail off. 201-944 6361.

CABLE

Help Wanted Management

Account Executive. Our CATV clients have continuing needs for outstanding sales executives in various sized markets. We want college graduates who have completed school within the last three years. Send confidential resume to Fred Harms, Ron Curtis and Company, 5725 East River Road, O'Hare Plaza, Chicago, IL 60631.

BUY—SELL—TRADE

16 and 35mm Motion Picture equipment. 16mm OPT/MAG sound Projector \$495.00. Moviolas, Splicers, rewinds, reels, lamps, spare parts, also a good selection of Cameras, Auricon, C.P. 16, Mitchell, B&H etc. New and Used. Free Catalog. I.C.E.C.O. 404-262-3020. 2991 N. Fulton Dr., NE, Atlanta, GA 30305.

WANTED TO BUY EQUIPMENT

ASAP need two 250 watt AM transmitters, working condition. Write model, age, condition, price. NBE, Inc., Westport, NY 12993.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Hurbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

FM transmitter: 10KW Collins 830F-1A with stereo and SCA. Increasing power. Contact: Tom Jones, KNXR, Rochester, MN. 507-288-7700.

CBS Audimax 444 \$350.00. CBS Volumax 4000 Slimline, near new factory carton \$600.00. Both together \$900.00. KVEN P.O. Box 699, Ventura, CA 93003. 805-642-8595.

RCA TR-3 Hi band tape machine, color etc, linelock, good condition, \$16,000. WEAT TV, Bangor, ME.

Schafer stereo automation equipment. Ampex reel to reel, two Carousels, recorder. Jim Schraite, WWWE Radio 216-781-1100.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESSCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

PC-70 Color Camera, excellent for studio or remotes. New tubes. \$30,000. Chief Engineer, B13-334-1131.

VTR5—One RCA High-Band TR5 with new H.B. Air Head. Portable unit on wheels, like new. One RCA 1R22C Low-Band, Dual Standard, 3 Heads on wheels. Very good. Jack Taylor, Box 117, Boyertown, PA 19512. 215-367-6057.

Haliac-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

Hitachi HV1100, three tube Vidicon w/zoom lens. Ten hours use, \$6,135.00. Video Inc., 2601 McLeod, Las Vegas, NV 702-457-1315.

AMPEX VR-7800C-15 one-inch helical video tape recorder complete with all options including color, processing amplifier, and electronic editor. Mint condition and priced to sell quickly. Write: Applied Video Electronics, Inc., Post Office Box 25, Brunswick, OH 44212.

A few competitively priced used Revox A77 decks available. Completely reconditioned by Revox, virtually indistinguishable from new and have the standard Revox 90 day warranty for rebuilt machines. Satisfaction guaranteed. Example A77 with Dolby \$675.00 plus shipping. Write requirements to ESS1, Box 854, Hicksville, NY 11802, 516-921-2620.

RCA TR-50 Highband Color Recorder. Call 215-543-7600.

XR2 Theta Com Equipment, original boxes, for extension never built, about half present prices. Contact H. Korte, P.O. Box 85, New Haven, CT 06510. Phone 203-281-9600.

AMPEX AVR-1 video tape recorder complete with most options except editor. 14" Ball Brothers color monitor included plus additional spare head assembly. Priced for quick sale. Write: Applied Video Electronics, Inc., Post Office Box 25, Brunswick, OH 44212.

AMPEX factory parts and theatre equipment. Capstan drive motors for Model 300, 3200 duplicators and penthouses 1800/3600 RPM \$140. xchange. 80 watt solid state theatre amplifiers, reduced 50% \$179.50. 35mm & 70mm Ampex heads. Exciter DC power supplies RM \$169.50. Tellet Communications, 8831 Sunset Blvd., W. Hollywood, CA 90069. 213-652-8100.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Thunderbunzz, comedy for personalities, sample one dollar, one month five dollars. Thunderbunzz, Box 222, Belgrade, MT 59714.

Sick of "Reader's Digest" humor? Now biggest event since Annette Funicello went 8mm. New, topical comedy, 12 monthly issues \$10.00. Sample \$1.00. Order now and receive sample free. All funny enough for a Carson monologue. Dave Spector, WIBA Suite 2800, 75 E. Wacker, Chicago 60601.

MISCELLANEOUS

Tremendous savings on 3M-400 tape, evaluated, free of damage or excessive dropouts, guaranteed. Write for free sample and details. Box C-118, BROADCASTING.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade. . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"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.

Biographies and Record Information on hundreds of recording stars. Daily almanac plus other programing aids. Free issue: Rock bio's unlimited. Box 978, Beloit, WI 53511.

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." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

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.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: April 28, June 9, July 14, 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!

San Francisco. FCC license, 6 weeks, 4/28/75. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell Street 94102. 415-392-0194.

FCC license the right way, through understanding. Home study. Free catalog. Genn. Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO

Help Wanted Management

TOP TEN MARKET

Major East Coast MOR opening for operations manager plus air shift. Need creative mover to add excitement to overall sound. All replies confidential. E.O.E.

Box C-236, Broadcasting

Help Wanted News

A STEP TOWARD RETIREMENT, Major Market Commentator Journalist now in unfavorable environment to express opinion with news oriented ownership. No. 1 station Country's most beautiful western city. Major market salary + talent + profit sharing + seventy degrees. Confidential resume to: Box C-317, BROADCASTING.

Help Wanted News Continued

KFRC

KFRC-RKO General, San Francisco. Now searching nationwide for a professional News Anchorperson-Reporter who knows how to creatively communicate news to an 18-49 demographic. KFRC is an Equal Opportunity Employer (M/F). Tapes and resumes immediately to Dave Cooke, News Director, 415 Bush St., San Francisco 94108.

San Francisco Bay area's 50,000 watt KLOK(AM) needs creative, experienced newperson. Must be talented at feature writing, newsgathering and news delivery on air. Send tape to:

Don Welsh, Program Manager
KLOK, Box 6177, San Jose, CA 95150

Situations Wanted Management

Dynamic, innovative New York broadcaster, 25, seeks management position with established/growing radio organization in programing, production, or operations. Extensive broadcast background in both television and radio, including network writing & audio, audio and video production, announcing (radio & tv), copy, promotion directing, producing, programing, and TV-Radio engineering. FCC First Class ticket, with broad technical foundation. Education includes B.A. and M.S. Currently employed in management position, in Radio-TV combination. Accustomed to long hours and 100%+ effort consistently. Seeking Northeast MOR or contemporary outlet, \$11,000/year starting. Creative, stable, and waiting to grow with your staff. Box C-301. BROADCASTING.

"Former General Manager," who has been self-employed for the last year and a half, ready to resume former position. 31, degree, aggressive in sales and well qualified in administration. 1st, FCC, able to announce and cut own commercials. Excellent track record. Management position only. Apt. 84, 705 South Beach, Daytona Beach, FL 32014.

Situations Wanted Announcers

GARY DRAKE

Formerly 13Q, Pittsburgh, has the personality and pipes to get that 18-34 audience. Available now for medium or major market—on a long term basis.

412/344-8393

Situations Wanted Programing Production and Others

TRAFFIC DIRECTOR—will work only in New York City. Objective: to operate your Traffic Department more efficiently with fewer people. Am fast, well-organized, responsive to sales persons and clients. Reply to Box C-300, BROADCASTING.

ON AIR PROGRAM DIRECTOR

Currently top rated in Major Market. 14 years experience Major and Medium Markets. Looking for good, stable operation in Top Medium Market. 28 year old willing to give all for good pay and a good future. Programing experience in Country and MOR (Oldies) formats. If you are looking for a Program Director/Personality to take the program responsibility off your hands—then think positive and write to Box D-36, BROADCASTING.

Situations Wanted Production, Programing, Others Continued

!! LOOKING !!

for Major PD - group PD - management. 11 yrs. experience at WIXY-KNUZ-WNOE-KXOK. If you don't have it inside the walls, you'll never have it outside.

Call Lou Kirby—314-391-7740

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.

SALES ENGINEER

Video broadcast industry background essential. National travel involved.

Outstanding opportunity offering excellent earnings potential. Send resume with salary history to:

PERSONNEL MANAGER
P.O. Box 11427, Santa Ana, Ca. 92711

Help Wanted News

Top 10 Market seeks experienced anchors, reporters, producers, sports reporters. We want the best communicators available. An equal opportunity employer.

Box D-45, BROADCASTING

Help Wanted Programing, Production, Others

TV — N.E. — Top 25

TV Production Supervisor

Minimum 2 years exp. Organize facility use & supervise directors, photographers, creative services.

TV Producer/Director

Minimum 2 years exp. Directing, switching, writing creative origination.

Equal Opportunity Employer

Reply to Box D-6, BROADCASTING

Cable

TV SLIDES: \$6

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- NEWS & WEATHER
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Job placement and personnel recruitment for executives and all radio and television positions. Write or call today.

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Suite 110F
Boca Raton, FL 33432
305-392-4210

Wanted to Buy Equipment

WANTED

Zoom lenses with 400mm or over maximum range capability for 1" or 1½" format.

GBC Closed Circuit TV Corp.
74 Fifth Ave., New York, NY 10011
Tel: (212) 989-4433

For Sale Equipment

FOR SALE

Used TV Equipment

Many pieces of used TV equipment too numerous to list. Includes such items as TK41 color cameras, various sizes and lengths camera cable, etc.

Write: **WESTERN COMPANY**
2668 Territorial Road
St. Paul, Minnesota 55114

OR CALL

612-644-4087

RUST CORPORATION

ENTIRE PRODUCTION LINE FOR SALE
Remote control systems, strip chart logger, tty logger, audio video switching system, wireless FM distribution system, alarm panels, and many other products. Possible patent ownership, \$18,000 purchases designs, finished goods and work in process.
617-322-1313

For Sale Equipment Continued

AMPEX AVR-1

Mint condition, less than 300 hours, 2 years old, 14" color monitor, one spare head, the price is right!

Write to: G. Alfred Dodds
Applied Video Electronics, Inc.
P.O. Box 25, Brunswick, OH 44212

Business Opportunity

**WILLIAM J. ELLIOTT JR.
& COMPANY, INC.**
PROGRAMING SPECIALISTS
50 S.W. 3rd Avenue
Suite 110F
Boca Raton, FL 33432
305-392-4210

SALES

"OPPORTUNITY UNLIMITED" SELLING A VERY UNIQUE ADVERTISING-MERCHANDISING CONCEPT

In Wisconsin and Minnesota

Thinking about a change? Want to sell something that offers challenge—opportunity—reward, plus security?

Then investigate our "Opportunity Unlimited" Advertising Sales positions. Former broadcaster (16 years) is searching for experienced advertising-oriented salespeople for many major and metropolitan cities in Wisconsin and Minnesota.

Recent National—Economy Crunch—has created a big demand for our Advertising-Merchandising services. We need self starters-organizers, who can plan and work an eight hour day. We're looking for salespeople (male or female) who can help us supply and fill the demands for our Advertising-Merchandising services. Presently over 200 categories of business (mostly retail) are leasing or buying our Advertising-Merchandising services.

We'll provide for expenses (no overnight travel required) with substantial guaranteed draw against commission. We'll furnish all sales materials—exclusive sales territories, and total sales training.

If you're available and interested—have a car and Sales Experience—plus advertising experience, send us your resume now or call (your nickel) 608-782-0580.

**Glenn H. Pederson, Vice-Pres., Sales
Norm Trautmann, General Manager
COMMANDER BOARD SALES, INC.**

Box 746, 32 S. Third
La Crosse, WI 54601

Miscellaneous

Need expert sales representation for studio equipment? Are you unhappy with results of your present method of marketing in Texas, Oklahoma, Louisiana and Arkansas? Talk about your products and problems with manufacturer's representative in Dallas. 17 years experience in broadcast equipment marketing.

Benson Marketing Agency
1915 Sandy Lake Road
Carrollton, Texas 75006
(214) 242-1112

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Broadcasting
The newsworthy of broadcasting and allied arts

For Sale Stations

TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2½ million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Fulltime AM — \$350,000 Class "C" FM — \$250,000

Reno area. Qualified cash buyers only. Write:
Box C-238, BROADCASTING

Northeast Arizona: full time AM, Class IV, own building & equipment on two acres of choice patented land. Good potential \$160,000.

Reply Box C-277, BROADCASTING

Very skilled former major market Chief Engineer, age 39 seeks partner(s) to help me acquire a first property. Availability of station confirmed. Class IV AM, 1000/250 watts. Northern California. Active person(s). Only \$15,000 down total. Land and building included. Almost break even now, one heck of a potential! I'll be active. (415) 751-1974 or Box D-2, BROADCASTING.

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you.

RETIRING

— PARTIALLY —
FROM THE GREATEST BUSINESS
IN THE WORLD

WSAY ROCHESTER, N.Y.

5KW — AM — FULLTIME

OR

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AM — FULL TIME

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TO RESPONSIBLE PARTY

GORDON P. BROWN

250 East Ave., Rochester, N.Y. 14604

(716) 232-5580

Or see your broker at Vegas

La Rue Media Brokers
Hospitality Suite at the NAB
The Desert Inn

April 6-9

La Rue Media Brokers, Inc.

RADIO TV CATV

116 CENTRAL PARK SOUTH

NEW YORK, N.Y. 10019

212-265-3430

**WILLIAM J. ELLIOTT JR.
& COMPANY, INC.**

BROKERS & CONSULTANTS

Serving all 50 States

50 S.W. 3rd Avenue

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Boca Raton, FL 33432

305-392-4210

BROADCASTING's Classified.
opens doors for you!

So, if you're looking for employment, the right employe, buying or selling equipment or have a product or service used in the broadcasting business, then BROADCASTING's Classified section is the place to see and be seen in.

Your Classified Ad in

BROADCASTING

will reach virtually 100% of the industry's decision makers.

For Sale Stations Continued

RALPH E. MEADOR
Media Broker
P.O. Box 36
Lexington, Missouri 64067
816-259-2544
NAB Convention Sands Hotel

 **SOVRAN**
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 368-9545

 *Brokers & Consultants
to the
Communications Industry*
THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

Larson/Walker & Company
Brokers, Consultants, and Appraisers
Los Angeles, Calif. Washington, D.C.

SUITE 831-833-833A
MGM GRAND HOTEL
April 4-9

Ben Larson Bill Walker

**NATIONAL ASSOCIATION OF
BROADCASTERS**
STARDUST HOTEL
April 6-April 9, 1975
Paul H. Chapman William A. Hammond
Arthur H. Simmers E. Kersh Walters, Jr.
Robert H. McKendrick

 **CHAPMAN ASSOCIATES®**
business brokerage service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

For Sale Stations Continued

BILL EXLINE & DICK SHAHEEN

NAB CONVENTION HEADQUARTERS

MGM GRAND HOTEL

SUITE 1508-1510-1510A

William A. Exline, Inc.
31 CARROLL COURT
SAN RAFAEL, CALIFORNIA 94903
(415) 479-0717
MEDIA BROKERS - CONSULTANTS

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.
**RICHARD A.
SHAHEEN, INC.**
Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00)
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Spearheading the fight for renewal reform: Zeifang

During the final weeks of the 93d Congress last December, while the license renewal bill's fate was still uncertain, Don Zeifang reflected a moment on his first year as vice president, government relations, for the National Association of Broadcasters: "I never really had any notion when I was growing up that I wanted to be a lobbyist. I don't know if anyone does."

NAB had lured him away from a comfortable practice in a Washington law firm, where, after seven years of working "harder than I had ever worked in my life," he was made a partner. And, of that move, he said "I have absolutely no regrets," then added in a half-kidding afterthought, "until we lose the renewal bill."

It was becoming apparent at that time that the renewal bill was gasping its last, although Mr. Zeifang and his associates at NAB talked of plotting new strategies to keep it alive even while most congressmen were booking reservations on flights out of town.

The death of the renewal bill was a defeat difficult to accept with grace at NAB. There had been other victories last year on legislation such as copyright and a consumer protection agency. But license renewal had progressed from "lost cause" status in 1973 to NAB's number-one legislative priority in 1974. And for a while it looked as if the measure would fly; a renewal bill passed the House with only 14 dissenting votes; then another passed the Senate with only two members opposing it.

The rest is painful history to the members of the NAB government relations staff. The bill died of neglect, never reaching House-Senate conference committee. The momentum was lost. The earlier victories counted for "not a thing," Mr. Zeifang said, "not as far as the membership is concerned."

But facing the membership proved not to be as unsettling as might have been anticipated. In refusing to explain why he never appointed the House's conferees on the bill, House Commerce Committee Chairman Harley Staggers (D-W.Va.) in effect funneled all the blame for the bill's death from the industry to himself.

Last December, Mr. Zeifang said NAB might carry its renewal fight to the FCC this year and forgo legislation. That was in December. NAB has since decided firmly that it will again seek legislation from Congress, and license renewal is again the number-one legislative priority for the association, Mr. Zeifang said. He gave



Donald Paul Zeifang—vice president, government relations, National Association of Broadcasters. b. April 13, 1936, Niagara Falls, N.Y.; AB, University of Notre Dame, 1960; JD, Georgetown University Law Center, 1963; law clerk to U.S. District Court Judge John J. Sirica, 1963-65; associate, then partner in Washington law firm, Dow, Lohnes & Albertson, specializing in communications law, 1965-73; present post, October, 1973; bachelor.

several reasons. First, if the industry waited on the FCC to take care of issues like community ascertainment, industry stability and crossownership, "it would take two years, and we can't wait that long." Second, renewal-related FCC rulemaking will always be subject to court review, but "if you pass a bill that takes care of stability and ownership . . . all you have to worry about is whether the act is constitutional." And perhaps most important, the FCC lacks the authority to lengthen the renewal term to five years, a key reform NAB seeks.

Despite the overwhelmingly favorable votes the renewal measures won last year in both houses, reviving the issue this year is not going to be easy, Mr. Zeifang indicated. "This is an antibusiness Congress," he said, looking mainly at the House, which turned over 75 seats to new Democrats in the last election. Furthermore, Congress is currently preoccupied. "We understand that we can't expect to get front-burner treatment of our problems," Mr. Zeifang said.

NAB has its own problems as well, having been hobbled by the loss of its senior executive vice president, Grover Cobb, who died last month of a heart attack. Mr. Cobb was considered a talented and respected advocate for the industry in Washington, among whose responsibilities was the direction of the NAB government relations department. The reins of the department have temporarily passed to Mr. Zeifang, who himself has been called a "lawyer with a touch." He is counted by observers as among the candidates, if not for the number-two spot Mr. Cobb occupied at the association, at least

for the job of executive vice president in charge of the government relations department. For himself, Mr. Zeifang candidly admits he is ready to step up, although he added, "I'm not seeking it."

As he said earlier, though, he never guessed he would be where he is. Work in broadcasting back when he was a student at Notre Dame was little more than a pleasant diversion, an excuse not to study. After graduating from high school in his home town of Niagara Falls, N.Y., where he shone as valedictorian and senior class president, he embarked on a "dismal" undergraduate career that did not end until five and a half years later. At Notre Dame he began working part-time for the university's radio and television stations, WNDU-AM-FM-TV South Bend.

Mr. Zeifang dropped out of school for a year, taking a job in a Niagara Falls factory, scraping carbon off carbon electrodes and cathodes by hand, but eventually he was graduated from Notre Dame in 1960 with a degree in English literature.

He said he entered law school at Georgetown University because "I didn't have anything else to do," and completing his JD degree in 1963, was persuaded by a roommate to remain in Washington and try to land a clerkship.

But what is striking now about Mr. Zeifang's first Washington job is the man he worked for, U.S. District Court Judge John J. Sirica, by whose hand most of the Watergate defendants have been convicted. "He was one of my few heroes," Mr. Zeifang said.

With fond memories of his college work in broadcasting, Mr. Zeifang chose to specialize in communications and was hired by the Washington law firm, Dow, Lohnes & Albertson, in 1965. Entering the field when the cable industry was first beginning to be regulated, Mr. Zeifang handled a lot of cable business. "I guess I had an opportunity to learn both sides of the street," he said. And eventually he represented NAB in a suit to obtain an exemption from wage and price controls for the broadcasting industry.

In the year and a half since he arrived at NAB, Mr. Zeifang has established himself as a competent spokesman for the industry. And he is contented.

Rolling a hockey puck in his hands (he is such an avid hockey fan that he bought season tickets to watch Washington's struggling Capitals), Mr. Zeifang remembered "an old Armenian fellow" who, with Mr. Zeifang, used to sand those big carbon electrodes. "I hated it, but I think it was really satisfying to him. I became convinced that there is such a thing as the right man for the right job." There must be an analogy in there somewhere.

Editorials

Dream world

The Committee for Economic Development's proposals for long-range changes in the regulation of broadcasting and cable, described elsewhere in this issue, suffer first of all from their timing. Coming on the eve of the annual conventions of the National Association of Broadcasters and the National Cable Television Association, they seem likely to accentuate the fundamental conflicts between those two organizations.

The proposals contain much to consider and much to deplore. It is pertinent, we think, that the only broadcasters associated with them and in a position to cast a vote, John A. Schneider of CBS and C. Wrede Petersmeyer of Corinthian, both voted no—not only on the cable issue but on others as well.

Philosophically, the proposals are not dissimilar to those of the Office of Telecommunications Policy in advocating a calculated transition in government regulation. They assume that it is possible to program the government in such a way that when broadcasting reaches point X and CATV arrives at point Y, government will dilute its regulation by, say, one-tenth of Z.

The trouble with this and with much of CED's rationale in general is that government just doesn't work that way. Bureaucracy doesn't give up anything. To expect it to do so is contrary to, oh, say 199 years of U.S. government experience, not to mention the irrevocable laws of human nature. Given the realities, then, the timing is probably the least of the plan's defects.

Military waste

As reported here a week ago, N.W. Ayer, recently reappointed as the agency for Army recruitment advertising, will be spending up to \$45 million in the next year, but none of it in the media that provably are best to reach Americans of recruitment age. As an Ayer spokesman explained, the agency has recommended the use of radio and television, but the Army has turned it down, in accord with a Defense Department policy against the use of paid broadcast advertising.

The policy, as the Ayer man was too discreet to mention, was adopted largely at the urging of Representative F. Edward Hebert (D-La.) when he was still the powerful chairman of the House Armed Services Committee. Mr. Hebert, chanting the discredited refrain that broadcasting, being licensed by the government, must carry the government's word, directed the military to quit paying for broadcasting exposure. Since Mr. Hebert controlled budgets, the military did what he said.

It must also be recognized that others around the government share Mr. Hebert's addled view of broadcasting's obligation to give free time to messages that the government knows better than to ask other media to carry without payment. But even so, the unseating of Mr. Hebert from the Armed Services chairmanship takes at least some of the pressure off the Defense Department. The time ought to be right for a new presentation that seeks review of the ban against broadcast advertising.

It is wanton misuse of public funds when the military excludes the most efficient media from its advertising mix. The misuse is only encouraged when broadcasters put the military's free-loading spots on the air in available holes in their schedule—in the least efficient use of radio and television.

Why not a full-dress pitch to the Department of Defense? Being on the scene in Washington, the National Association of

Broadcasters could coordinate it, with the Radio Advertising Bureau and Television Bureau of Advertising filling in the details. It just might end the discrimination emanating from the Pentagon and give the taxpayer a bigger return on the money spent to man the armed forces.

Pointed question

In a revival of an old custom that was discontinued in recent years, members of the FCC will appear at a question-and-answer session at the National Association of Broadcasters convention this week. We have a question that would be pertinent in light of the commission's repeated rejection of appeals by broadcasters for refunds of fees that were declared illegal by the Supreme Court: Do you, Mr. Commissioner, really believe that broadcasters are not entitled to refunds though you did not hesitate to arrange refunds of fees that cable operators paid, or is this a political ploy to make it look as though you are protecting the federal treasury? It would be interesting to hear individual responses.

For the third time a fortnight ago the FCC restated its position that the Supreme Court ruling pertained only to cable fees—carefully avoiding reference to the commission's decision to overhaul its whole fee schedule after the Supreme Court acted. Broadcasters must now proceed with the expense of recovery procedures in the courts. This is speed-trap justice on a massive scale, and it demeans a federal agency that is supposed to be making national policy on matters as serious as communications

The test

As had been expected, the Justice Department has announced its intention to take the FCC to court on the commission's new media-crossownership rules.

In essence, Justice has been arguing, both in petitions to deny individual license renewals and in oppositions to the general crossownership rulemaking, that the FCC ought to apply antitrust standards where it finds undue concentrations of control. But at the same time it asks the FCC to exact penalties under its broad public-interest standards, which are infinitely looser and hence easier to sustain in court, than the antitrust laws.

The hope must be that the appellate courts will recognize the Justice Department's case for what it is: an attempt to get cheap convictions on antitrust accusations that ought to be tried in federal courts.



Drawn for BROADCASTING by Jack Schmitz

"I'm sorry, but you'll have to go to line B, Mr. Broadcaster."

INTRODUCING THE NEW CP-16R INFORMATION DISPLAY

Our *information display* system for CP-16R reflex cameras keeps you posted at all times about critical camera operating conditions. It is logically organized, easy to interpret, reliable and dependable in performance.

This is how it works.

Advanced solid state circuitry permits the use of dependable light emitting diodes (LEDs) as monitoring devices, rather than the usual delicate metering needles which are so susceptible to damage.

Above and below our unique CP-16R fiber optics viewing screen, various LEDs light up or change in intensity as they monitor vital camera functions. You get all the information you need, *only* when you need it. Most of the time, no more than two LEDs will be on at any given moment. So you can concentrate on your prime objective: filming the scene!

The following indicators are standard equipment on all 1975 CP-16R reflex camera models:

- B** — for "Battery." It lights up *only* when your battery is low.
- S** — for "Sync." It lights up *only* when your camera is running out-of-sync.
- F** — for "Footage." It lights up *only* when you're about to run out of film (whether you're shooting with 200 ft. or 400 ft. film loads).
- VU** — for "VU Meter," of course. Here, the varying intensity of illumination indicates modulation levels in the CP-16R/A camera with built-in Crystasound amplifier.

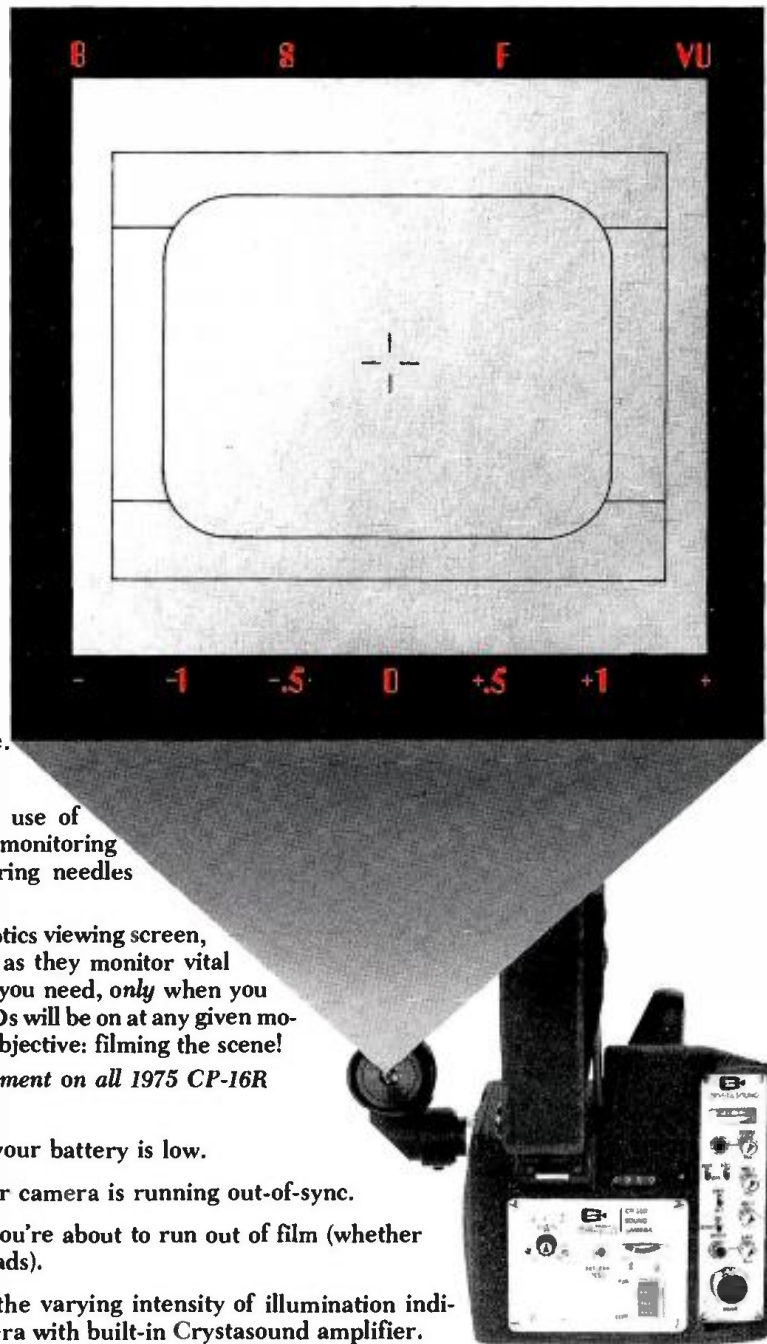
The exposure information (at the bottom of the display) is featured only in CP-16R reflex cameras equipped with our *optional* semi-automatic or fully automatic exposure control system. In which case, the illuminated **0** represents "Correct Exposure." And the symbols to the right and to the left, progressing in ASA half-stop increments, light up to indicate over- or underexposure.

Our CP-16R *information display* truly informs, without distracting. Without cluttering up the viewfinder. Sure, 1975 CP-16R camera models cost more. But the *information display* alone is well worth the increase. And it is but one of the many new innovative design features that make the CP-16R reflex the most outstanding 16mm camera system ever!

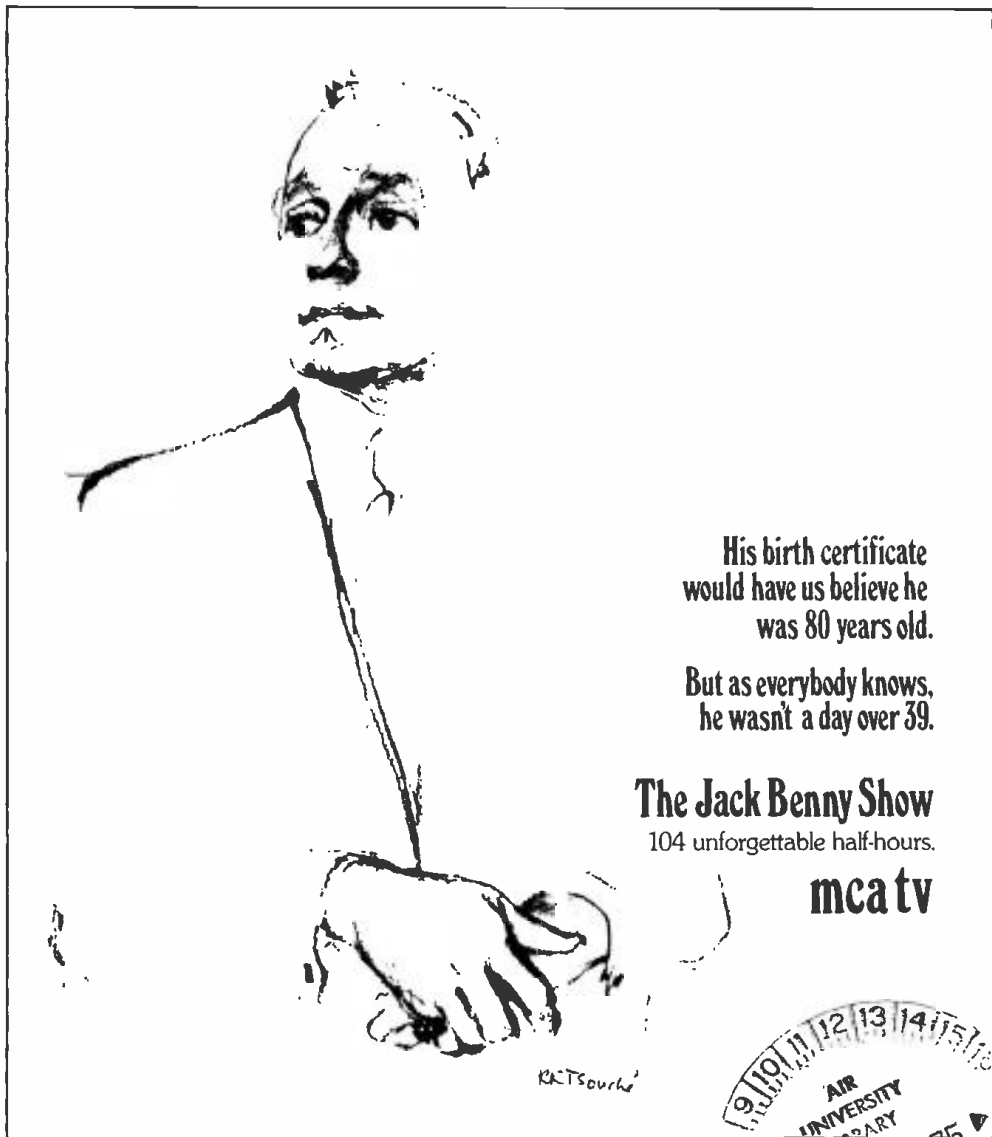
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Technology in the Service of Creativity
2037 Granville Avenue, Los Angeles, California 90025
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CP-16R/A reflex camera shown with optional fully automatic exposure control system.



His birth certificate
would have us believe he
was 80 years old.

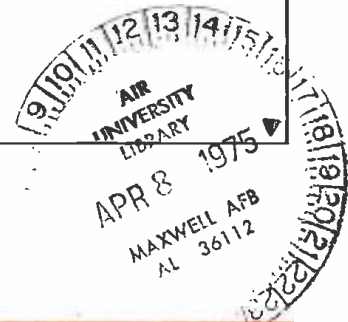
But as everybody knows,
he wasn't a day over 39.

The Jack Benny Show

104 unforgettable half-hours.

mca tv

Suite 2149, Las Vegas Hilton, NAB



Broadcasting Apr 7

Broadcast Advertising	80	Editorials	114	Monday Memo	16
Broadcast Journalism	88	Equip. & Engineering	92	Music	93
Cablecasting	91	Fates & Fortunes	99	Open Mike	21
Changing Hands	72	Finance	96	Playlist	95
Closed Circuit	6	For the Record	102	Profile	113
Datebook	20	Media	23	Programing	84