

Post-war perspective on TV and Vietnam
Good's getting better for CBS and affiliates

Index to departments on back cover

Broadcasting May 19

the newsweekly of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER

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S E C T I O N

LOCAL BOY MAKES GOOD

John Brodie, a San Francisco Bay Area product. And a Bay Area favorite.

For over 20 years John has been a bright part of our sports scene. In high school he starred in baseball and basketball, not just football, at Oakland Tech.

At Stanford, John became an All-American. And a five-letter man in football and golf.

After 17 pro seasons with the 49ers, the name of John Brodie ranked second only to that of Johnny U on the all-time list for passes attempted and completed.



And in 1970, John was named MVP and Player of the Year by the NFL, a fitting tribute to a fine career.

Now John Brodie is Sports Director for KRON-TV. Where he lends his insider's knowledge to our coverage of sports as they really are — and opinions on how they ought to be.

So when you're in San Francisco, join John weeknights on Channel 4.

It's nice to see a local boy make good.

KRON-TV

NBC for the San Francisco Bay Area

NEW '75 RATING STORY

**46
MORE**

FACTS ABOUT WILD, WILD WORLD OF ANIMALS

(From The Feb./Mar. ARB & NSI Sweeps)

MARKET	STATION	TIME SLOT	METRO RATING	METRO SHARE	THE SUCCESS STORIES	MARKET	STATION	TIME SLOT	METRO RATING	METRO SHARE	THE SUCCESS STORIES
1 ALB-SCH-TROY	WRGB	Tues 7:30-8:00PM	23	38	#1 Rating/Share/All Demos	26 JOPLIN-PITIS	KOAM-TV	Wed 6:30-7:00PM	20	34	#1 Viewers Adults Adults 18-49
2 ALBUQUERQUE	KOB-TV	Thur 6:30-7:00PM	27	40	#1 Rating/Share/Adults 18-49	27 LAS VEGAS	KLAS-TV	Mon 7:00-7:30PM	22	33	#1 Rating Share Adults Adults 18-49
3 BAKERSFIELD	KERO-TV	Mon 7:30-8:00PM	16	27	#1 Rating/Share/Adults Women 18-49/Tie	28 LOS ANGELES	KNXT	Sat 7:30-8:00PM	15	27**	#1 Rating Share All Demos Reaches 1 Million Viewers
4 BALTIMORE	WBAL-TV	Mon 7:30-8:00PM	15	26	#1 Adults 18-49 Both Women & Men	29 LOUISVILLE	WHAS-TV	Thur 7:30-8:00PM	23	37	#1 Rating Share Adults Adults 18-49
5 BEAU-PT. ART	KFUM-TV	Sun 4:30-5:00PM	12	40	#1 HH's Viewers Adults 18-49	30 MIAMI-FT LAUD	WCKT	Tues 7:30-8:00PM	20	34	#1 Rating Share Adults Adults 18-49
6 BOISE	KBOI-TV	Sat 6:00-6:30PM	17	34	#1 Adults 18-49/Men 18-49	31 MILWAUKEE	WITI-TV	Mon 6:30-7:00PM	14	25	#1 Men 18-49
7 BOSTON	WNAC-TV	Thur 7:30-8:00PM	16	26	#1 Men/Men 18-49	32 MINN-ST PAUL	WCCO-TV	Tues 6:30-7:00PM	18	36	#1 Rating Share Adults Adults 18-49
8 BUFFALO	WGR-TV	Sun 7:00-7:30PM	19	37	#1 Rating Share All Demos	33 MONROE-EL DORADO	KNOE-TV	Fri 6:30-7:00PM	27	49	#1 Rating/Share/Adults/Adults 18-49
9 CHAST'N. S.C.	WCSC-TV	Sat 6:00-6:30PM	20	50	#1 Rating/Share/All Demos	34 NEW YORK	WABC-TV	Tues 7:30-8:00PM	11	20	#1 Prime Access Show on Station at 7:30 PM
10 CHICAGO	WBBM-TV	Sat 6:30-7:00PM	14	28	#1 Men/Men 18-49	35 OKLA CITY	WKY-TV	Sat 6:30-7:00PM	21	37	#1 HH's Viewers/Adults
11 COLUMBIA-JEFF CITY	KRCC-TV	Fri 6:30-7:00PM	14	29	#1 Viewers Adults Men 18-49	36 PADUCAH-C.GIR	KFVS-TV	Thur 6:30-7:00PM	32	46**	#1 Rating/Share/All Demos
12 DAYTON	WKEF	Mon 7:30-8:00PM	11	19	#1 Men 18-49 opp VHF's	37 PHILADELPHIA	WPVI-TV	Fri 7:30-8:00PM	15	30	#1 Adults 18-49/Both Women & Men
13 DENVER	KMGH-TV KMGH-TV	Mon 6:30-7:00PM Fri 6:30-7:00PM	18 15	33 27	#1 Rating Share Adults 18-49 #1 Viewers Men 18-49	38 PHOENIX	KOOL-TV	Sun 6:30-7:00PM	13	25	#1 Adults 18-49/Men 18-49
14 DULUTH-SUPERIOR	KDAL-TV	Thur 6:30-7:00PM	38	60	#1 All Demos over Total Competition	39 PITTSBURGH	KDKA-TV	Tues 7:30-8:00PM	22	35	#1 Rating/Share Adults Adults 18-49
15 EVANSVILLE	WEHT-TV	Thur 6:30-7:00PM	23	33	#1 Viewers Men Men 18-49/Tie	40 RALEIGH-DUR	WTVD	Sun 7:00-7:30PM	18	36	#1 Rating/Share
16 FARGO-VALLEY CITY	KXJB-TV	Thur 6:30-7:00PM	20	32**	#1 Rating Share Viewers Adults	41 RENO	KCRL-TV	Fri 7:30-8:00PM	22	46	#1 Rating/Share/All Demos
17 FT. MYERS	WBBH-TV	Mon 7:30-8:00PM	20	33**	#1 Rating/Share Women Tie	42 ROANOKE-LYN	WDBJ-TV	Sun 12:30-1:00PM	9	43	#1 HH's Adults Adults 18-49
18 FRESNO	KFSN-TV	Thur 7:30-8:00PM	24	35	#1 Local Show in Time Period	43 ROCKFORD	WREX-TV	Mon 6:30-7:00PM	28	42	#1 Rating Share/Adults Adults 18-49
19 G. RAPIDS-KAL	WKZO-TV	Wed 7:30-8:00PM	20	34	#1 HH's Tie: Viewers/Tie	44 SAN ANTONIO	KENS-TV	Fri 6:30-7:00PM	18	36	#1 Viewers Adults 18-49
20 GREEN BAY	WLUK-TV	Sun 5:30-6:00PM	20	43	#1 Rating Share Adults 18-49	45 SEATTLE TACOMA	KOMO-TV	Thur 7:30-8:00PM	26	42	#1 Rating/Share Adults 18-49
21 GREENSBORO/H.P. WS.	WFMY-TV	Thur 7:30-8:00PM	20	30	#1 Men Men 18-49	46 TUCSON	KOLD-TV	Sun 6:30-7:00PM	22	50	#1 Rating Share Adults Women Tie
22 HARTFORD-NEW HAVEN	WFSB-TV	Fri 7:30-8:00PM	19	32**	#1 Rating Share All Demos						
23 HOUSTON	KPRC-TV	Fri 6:30-7:00PM	24	39	#1 Rating Share Adults Men 18-49						
24 INDIANAPOLIS	WRTV	Thur 6:30-7:00PM	17	29	#1 HH's Adults Adults 18-49						
25 JACKSON, MISS	WLBT	Mon 6:30-7:00PM	27	47	#1 HH's Adults Adults 18-49						

Source: NSI and *ARB Feb./Mar. 1975 Sweep Reports. Audience and related data are based on estimates provided by the rating services indicated, and are subject to qualifications available on request **DMA/ADI Rating and Share

NOTE: Since these programs are primarily designed to further understanding of the natural sciences, they are properly identifiable as "instructional" for FCC logging purposes.



#1 FOR PRIME ACCESS!
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WILD, WILD WORLD OF ANIMALS is produced especially for television by Time-Life Television film crews all over the world.

Closed Circuit®

Minority quotas? Crisis-prone FCC is considering regulations on equal employment opportunity which, if implemented, will send station licensees and old-line employees (as well as cable operators) into shock. On agenda is staff plan to require respondents to specify "goals and timetables" — tantamount, according to opponents, to quota system. Example used is based on Washington metropolitan area, classified as 24% black. Plan being served up — by several of same staff lawyers who took lead in EEO implementation in 1970 — would specify that, except for top management, at least half of that minority (12%) be employed throughout stations and systems.

Originally scheduled this week, final consideration has been deferred until June 4 because at least two commissioners will be absent. Presumably it will be for proposed rulemaking, because of controversial nature. Staff plan would require each broadcaster and cable operator to make "utilization" analysis to determine if minorities and women are being used to maximum advantage and to submit goals for their employment and timetables for meeting them. If FCC review revealed noncompliance it would be "interim step ahead of revocation or nonrenewal," said one official.

Slow going. Though all seem confident that fourth-quarter sales will close comfortably above last year's, network TV sales sources agree 1975-76 selling season is not off to its usual uproarious start. Most say sales are moving slowly (or, in words of one putting best possible face on it, "fabulously slowly"). They tend to blame recession primarily, saying budgets are there but advertisers are more cautious about committing them and especially hesitant about committing large sums for long periods of time. Secondly they blame their own lateness in getting schedules on street — and, once out, unprecedented round of re-juggling that followed.

Third-quarter network sales are also said to be running below usual levels. This too is blamed on recession, and on corollary trend in buying closer and closer to start dates — phenomenon that started long time ago in spot. But again there seems little doubt that third quarter will get up to par. As one sales vice president said, "It'll just take us longer."

Antiexpansionists. TV station sales reps are not happy with deal whereby NBC-TV will take over regular-season college basketball games from TVS (story page 44). Apart from loss of spot advertising dollars to network, they see regional networking — six to eight regional games are to be covered most Saturdays in season — as another extension of regional selling by all networks that, although ordained by Federal Trade Commission on trial basis, is causing reps increasing concern. NBC/TVS deal is expected to become another exhibit in dossier Station Representatives Association is preparing for submission to FTC on over-all network encroachment. FTC is expected to review its regional-advertising requirement when trial period expires in October.

They keep trucking. It would be near-miracle to pass acceptable license renewal legislation in new Congress, mainly because of big turnover in House last November. But that has not retarded effort. Willingness of House Commerce

Chairman Harley O. Staggers (D-W. Va.) to support compromise bill after scuttling bill last session ("Closed Circuit," May 12) won't be enough to get legislation through because many of 75 new members would opt for new hearings and coveted public exposure.

While National Association of Broadcasters is continuing over-all effort, main sticking point has been whether license tenure should be four or five years, as against present three. Small stations see less paperwork in five-year ticket, but larger entities see little difference between four- and five-year terms since most ascertainment schedules provide for yearly updates anyway.

Abzug into the act. House Government Operations Subcommittee on Government Information and Individual Rights — Bella Abzug (D-N.Y.), chairwoman — would like few words with FCC about progress of minority hiring in broadcast industry and about FCC responses to requests from public for information under Freedom of Information Act. Subcommittee, which just this year was given responsibility for oversight of FCC, will pursue these and other questions in hearings first week in June. Questioning is not expected to get into First Amendment issues, broadcast programing, sex and violence on TV, because subcommittee does not wish to duplicate Torbert Macdonald's (D-Mass.) Communications Subcommittee's efforts. But, added committee source, "You never can tell what will come up." Main focus of probe will be what FCC is doing to insure affirmative action in minority hiring.

Widening the clean-up campaign. FCC staff is close to completion of draft of proposed legislation that would make it clear law banning broadcast of obscene, indecent or profane material applies to television as well as radio, and would for first time extend its reach to cable television (although, officials say, only in connection with program originations, including access programing, not relayed television signals). Draft language refers to "depiction" as well as "utterance," word now used in law.

Staff's draft would also remove law from criminal code and return it to Communications Act, where it was originally. Justice Department would continue to prosecute violators (persons who do actual broadcast or cablecast, as well as station) and commission would continue to impose its sanctions on those it regulates. But staff feels all law dealing with communications should be in Communications Act. Draft, even if approved by commission, will probably encounter opposition from Justice Department.

Try, try again. Expansion of TV audience-measurement sweeps to eight weeks may not be dead issue, as evidenced by CBS-TV's renewed agitation for it at CBS affiliates convention last week (story page 38). But NBC-TV and ABC-TV sources say it's not on agenda for their conventions this week and next, although it could be raised from floor. If so, they say they'll renew their support. NBC-TV has been outspoken in arguing that eight-week measurements would improve ratings quality as well as minimize ratings hypoing, and in fact made direct pitch to its affiliates board of delegates few weeks ago. ABC-TV is also on record for, but sources there, like number of others, think issue was at least temporarily put on ice when Arbitron and Nielsen surveys found sentiment overwhelmingly against (*Broadcasting*, March 24, May 5).



DINAH VS. THE TALKS

The totals are in and Dinah is # 1.

The total of all markets where Dinah entertains opposite the 90-minute syndicated talk shows:

Dinah is #1 in total women.

Dinah is #1 in women 18-34.

Dinah is #1 in women 18-49.



Source: Arbitron Feb./Mar. 75. Estimates are subject to qualifications of the rating services.

Top of the Week

The television war. A special report takes a retrospective look at broadcast coverage of the Vietnam war: What it meant to the medium, and what the war that was fought in the living rooms of America meant to public opinion and foreign policy. Page 23.

Just like the others. ABC's evening news show will take on a new look in the fall as co-anchorman Howard K. Smith steps into commentator-only role and Harry Reasoner goes solo at anchorman. Page 31.

Gathering the troops. Network brass were out in full force as CBS's affiliates met in Los Angeles. President Arthur Taylor took credit for and defended family viewing (page 34); Programing VP Fred Silverman detailed the strategy behind the new fall schedule (page 37); Research VP Jay Eliasberg renewed the call for longer audience-measurement sweeps to combat hypoing; CBG President John Schneider describes children's programing's fast slide to nonprofit status (page 50), and sales VP Frank Smith predicts gains in revenues despite the recession and government-ordered regional advertising line-ups (page 52).

'Harlem' nocturne. Pressure from Black Journal producer Tony Brown and others forces WNET(TV) and the Public Broadcasting Service to cancel broadcast of controversial Swedish documentary. Page 39.

Around and around. The FCC reissues, following court decision, its third decision of the prime-time access rule. And the September effective date sends syndicators rushing back to court with appeals. Page 40.

Double teaming. TVS, holder of college basketball rights in many areas, and NBC-TV, which has NCAA playoffs, will combine forces next January for three months of Saturday doubleheaders and championship games. Page 44.

Re-do. NAB's by-laws committee finishes up recommendations for restructuring the boards. Page 46.

One small step. CPB is closer to five-year funding as House Commerce votes out its bill. Last-minute amendment by Republican Clarence Brown is intended to force more instructional programing. Page 51.

The reps' rep? Independent TV representative firms meet to air common problems, possibility of forming own association. Page 52.

More and more. FTC Chairman Lewis Engman asks a House Appropriations subcommittee for larger staff, larger budget. Page 55.

Blockbuster. Columbia pours \$3.5 million into prime-time blitz for its new film, "Breakout." Page 55.

Pay's day in Congress. Senator Hart's Antitrust Subcommittee this week will examine question of "unreasonable restraints" on development of pay cable. Page 55.

Going up the country. A new feature joins the "Playlist:" country's top-25 records. Page 63.

Insider. Al Rush's influence at NBC-TV is seen more often than he is. Page 81.

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Commissioner Robinson expresses disquiet over drift to increased program regulation

FCC Commissioner Glen O. Robinson is "becoming increasingly disturbed" by commission's "tendency to move, admittedly in small and perhaps invisible ways," in direction of greater control of programing.

Commissioner, in commencement address at University of Arizona's School of Law, in Tucson on Saturday (May 17), spoke generally about his concern with what he sees as increase in government regulation. "The time has come," he said, "to take stock of government, what it can do, what it should do, what it should not do."

And if government's "uncritical embrace of the regulatory ethic is troublesome when it deals with economic policy," he said, "I find it even more disturbing when it reaches into the sensitive area of constitutionally protected freedoms."

He cited commission's action (actually Chairman Richard E. Wiley's) in nudging broadcasters to impose their own restraints on commercial time in children's programing and to adopt family viewing concept, designed to reduce sex and violence on television in early prime time, as well as commission crackdown on alleged indecency on air and adoption of prime-time access rule with its exemption for documentaries, public affairs and children's programs.

Commissioner, who assented to all of those moves in programing except adoption of prime-time access rule, said what disturbs him most about program regulation is "age-old problem of where to draw the line. I sense that as each new problem arises, the line, while it is acknowledged to exist, is being redrawn so as to accommodate our expansive and expanding regulatory powers."

Commissioner Robinson said much of commission's involvement results from public pressure, that not every action that commission took in programing area was "courageous." But, he said, commission cannot be expected to be courageous in terms of maintaining defense of free speech in face of "countervailing interests." Commission is independent, he said, but not to point of "being completely insulated from pressures, whether they come from the industry, or from broad segments of the public."

Chairman Wiley's Petition-to-Deny Day concept debuts with denials of eight petitions to deny

FCC disposed of eight oppositions to renewal of licenses Thursday, in its first-ever Petition-to-Deny Day. FCC rejected all petitions and granted renewal in seven cases; eighth station was asked to submit additional information.

In addition, FCC instructed staff in three other petition-to-deny cases, including two in which use of news consultants in effort to strengthen ratings was cited as evidence of effort to manage news. Staff was told commission is barred by law from involving itself in content of news programing. Petitions had been filed against KGO-TV San Francisco and KNXT(TV) Los Angeles by Committee for Open Media.

Generally, commissioners and staff thought that first Petition-to-Deny Day - suggested by Chairman Richard E. Wiley as means of cutting into heavy backlog of such petitions - went reasonably well, although they felt machinery needs time to be perfected. As originally conceived, commission is to examine, one day each month, batch of recently filed petitions that staff feels can be disposed of quickly. However, as staff had only two weeks to prepare for last week's meeting, it presented older petitions on which some work had been done.

Petitions and objections denied on Petition-to-Deny Day were directed against:

- WIFI(FM) Philadelphia. Former employes, in informal objection, raised questions about station's employment

European first. European press gets first exclusive TV interview with President Ford this weekend with BBC-TV as conduit and likelihood that Eurovision will carry hour-long taped session. Press Secretary Ron Nessen combined numerous requests into international journalistic package with four Washington correspondents of leading European dailies to sit with long-time BBC-TV reporter Robin MacNeil, as moderator for taping in diplomatic reception room at White House Friday (May 23). Since President Ford leaves for European trip May 28, broadcast and print interviews in European newspapers will precede his arrival.

In addition of Moderator MacNeil, participants in unprecedented conversation at White House will be: Henry Brandon, London Sunday Times; Adalbert de Segonzac, France Soir; Marino de Medici, El Tempo, Rome, and Jan Reifenberg, Frankfurter Allgemeine Zeitung. Edward Savage, assistant press secretary for foreign affairs, assisted Mr. Nessen in coordinating and packaging interview arrangements.

practices, alleged violation of technical rules and said promises regarding public service announcement had not been kept. Renewal granted.

- WPHL-TV Philadelphia. Communications Coalition raised issue regarding station's minority-interest programming and its equal employment opportunity practices. Renewal granted.

- WHYY-TV Wilmington, Del. (noncommercial). Wilmington Coalition and Communications Coalition of Philadelphia said station had not met programming needs of Wilmington. Renewal granted.

- WILM(AM) Wilmington. Former employe filed informal complaint alleging discrimination in employment. Commission deferred action on renewal application until it receives additional information on station's employment practices.

- WDET(FM) Detroit. Local Coalition to Stop Sexism in Broadcasting, which was seeking review of commission's renewal of license in September 1973, charged station with discrimination against women and with misrepresenting its intentions to sign binding letters of agreement. Renewal affirmed.

- KMOX-TV St. Louis. Missouri Citizens for Life (anti-abortion group) charged that licensee - CBS - failed adequately to ascertain community needs. Renewal granted.

- KPLR-TV St. Louis. St Louis Broadcast Coalition, in informal objection, charged that station filed inaccurate information in application regarding specific public affairs program and alleged discrimination in employment. Renewal was granted, subject to condition that station makes showing as to efforts to contact minorities when seeking to fill jobs.

- KSAT-TV San Antonio. Bilingual Bicultural Coalition alleged that station failed to negotiate in good faith, had broadcast minority-interest programming in nonprime time, and had aired ethnic slur. Renewal granted.

Only two cases provoked dissents. Commissioners Benjamin L. Hooks and Glen O. Robinson would have set WILM renewal for hearing without request for additional information; its employment statistics show no minorities in last two years. Commissioner Hooks also opposed renewal of WHYY-TV.

Commission, in separate action on Tuesday, rejected petition to deny filed against Newhouse Broadcasting Co.'s KTVI-TV St. Louis in 1971, and renewed station's license. Petition was filed in behalf of nine St. Louis area citizen groups and complained about Newhouse's ascertainment efforts and station's past and proposed programming, and its employment practices. Commission said petition had not raised substantial or material questions of fact establishing

that renewal of license would not be in public interest. However, in renewing license, commission said that action does not dispose of petitions to deny that were filed against station's 1974 renewal application. Vote was 6-1, with Commissioner Hooks dissenting.

Canadian border dispute taken up by State Department, but help uncertain

Attorneys for nine U.S. stations concerned about economic pressures that Canadians are putting on them conferred with State Department official last week in hope that government could offer some assistance. However, meeting with Richard D. Vine, deputy assistant secretary of state on Canadian Affairs, ended without any promise or even hard indication of government help.

Mr. Vine was said to be particularly concerned with practice of some Canadian cable television systems of deleting commercials from signals of U.S. stations. There is threat systems will substitute their own. One attorney said he felt there was "element of hope" that State Department would attempt to aid in that area. However, another attorney said he did not expect help on that or any matter troubling border stations.

Other issues include pending bill in Canadian parliament that would prohibit Canadian firms from deducting cost of advertising on U.S. television stations from taxes as business expense and Canadian stations' pre-release of U.S.-produced television programs. Mr. Vine is said to have pointed out that U.S. can do nothing about Canadian tax law and to have suggested broadcasters would have to solve pre-release in best way they can; ABC has petitioned FCC for help on that matter.

No date was set for another meeting.

Meanwhile, three Buffalo stations - WBEN-TV, WGR-TV, and WKBW-TV - have yet to move drastic plan of jamming their signals to prevent them from reaching large Canadian audience ("Closed Circuit," April 28). Stations last week had not yet formally notified FCC of that plan, and there was no indication when they will. FCC Chairman Richard E. Wiley two weeks ago publicly expressed opposition to such "retribution" (*Broadcasting*, May 12).

Subject was raised at State Department meeting. Mr. Vine reportedly said State would formulate position on jamming if Buffalo stations filed notice of intention to undertake it.

Besides three Buffalo stations, outlets represented at meeting in State Department were KVOS-TV Bellingham, Wash.; WICU-TV Erie, Pa.; and WPTZ(TV) Plattsburgh, N.Y.

PTV goes shopping for fall

Public Broadcasting Service stations late last week announced titles of forty-one 1975-76 series they will buy from \$16.5 million program cooperative fund. New series include six Jacques-Yves Cousteau documentaries; five comedy half-hours featuring political satirist Mark Russell; 44 half-hour segments on 20th Century historical events, to be narrated by Lowell Thomas; *Say Brother*, 13 half-hours geared to blacks; *Anyone for Tennyson?* poetry-reading series; 13 hour-long country music shows entitled *Austin City Limits*, and commercially produced *Kup's Show*, discussion program hosted by Chicago columnist Irv Kupcinet.

Returning series include *Sesame Street*, *The Electric Company*, *Hollywood Television Theater*, *Firing Line*, *Bill Moyers' Journal*, *Theater in America*, *Washington Week in Review*, *Nova*, *Book Beat* and *Evening at Symphony*. In addition, money has been set aside for special event coverage by National Public Affairs Center for Television in Washington, and *WNET Opera Theater* returns (with five productions) after one-year hiatus. Chief among current shows to be dropped are *Zoom*, *Black Journal*, *Assignment America*, *Behind the Lines* and *Washington Straight Talk*.

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.



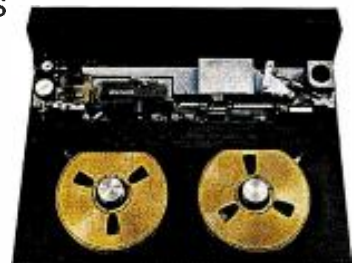
Like the drop-on reels for instance.



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.

At the first sign of certain malfunctions or nonstandard



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



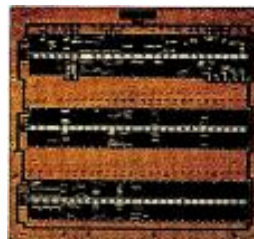
We've simplified the control panel for easy operation.



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.



Pioneer radio inventor dies

Dr. Ernst F. W. Alexanderson, 97, Swedish-born engineer whose high-frequency alternator made possible first voice radio broadcast in 1906, died last Wednesday (May 14) at his home in Schenectady, N.Y. Dr. Alexanderson worked for 46 years for General Electric Co., starting in 1902 when he was hired by Dr. Charles P. Steinmetz, famed inventor and engineer. After his retirement from GE, he joined RCA in 1952 as consultant in developing basic color TV system used in U.S. He held 322 patents. He is survived by his wife, Thyra; son, Verner, and three daughters, Mrs. John Wallace, Mrs. Girger Norlander and Mrs. Charles M. Young.

In Brief

Ford sends CPB nominations forward. President last Friday sent to Senate names of eight nominees for board of Corporation for Public Broadcasting. They are same eight he said he would send up last March (*Broadcasting*, March 24), including that of Colorado brewer Joseph Coors, probably most controversial on list. At meeting of CPB's Advisory Council of National Organizations Thursday, Coors nomination drew fire from many who think Coors brewery's subsidiary Television News Inc. presents conflict of interest with CPB directorship. Over-all composition of nominees — two white women, one black male and no other minority representatives — prompted concern at meeting over whether board will reflect proper diversity. ACNO will send critical comments to Capitol Hill. Al Zack, director of public relations for AFL-CIO, reportedly announced he will oppose Coors nomination.

Loner. National Association of Broadcasters President Vincent Wasilewski has been added to list of witnesses testifying this week on pay cable versus broadcast competition for feature films before Senator Philip Hart's (D-Mich.) Antitrust Subcommittee (see page 55). Mr. Wasilewski will be lone broadcast voice in first two days of hearings (he will appear May 22), most of whose witnesses represent cable firms and motion picture firms. Networks will come up in second round of hearings June 24 and 25.

Absent with leave. FCC Commissioner Abbott Washburn departed Sunday on two-week trip to Alaska, with stop-over in Oregon on return leg. He's due back May 30.

May go it alone. Possibility of spinning-off Cosmos Broadcasting Corp. subsidiary, headed by President Charles Batson, is being considered by parent Liberty Corp., Greenville, S.C. Liberty would distribute Cosmos stock to its common stockholders "to give Cosmos an opportunity to grow and develop as an independent company," Liberty Chairman Francis M. Hipp said last week. Columbia, S.C.-based Cosmos operates WIS-AM-TV there, WDSU-TV New Orleans, WTOL-TV Toledo, Ohio, and WSFA-TV Montgomery, Ala. It had gross revenues last year of \$20,811,000, net income of \$2,483,000. Liberty Corp. also owns Liberty Life Insurance Co., Liberty Properties Inc. (real estate), and Greater Arizona Savings and Loan Association, Phoenix. Its stock trades on New York Stock Exchange — recently, at around 10.

Hands off, sort of. FCC commissioners reportedly made considerable progress Thursday toward completing work on proposed policy statement that would clarify commission's position on citizen group-station agreements. Basically, it would make clear that commission has laissez faire attitude toward agreements — that it is not interested in scrutinizing every agreement and would generally concern itself only with those filed as amendment to renewal application or which spark complaints or requests for declaratory ruling. But commission would stress that there are some agree-

ments it will not abide — egregious cases of abdication of responsibility, for instance.

Commission expects to put finishing touches to document in week or two, then issue it for comment in form of notice of proposed policy statement and rulemaking. Chief opponent of measure is Commissioner James H. Quello, who is generally opposed to group-station agreements; he feels groups too often frighten stations into signing them by threatening to petition to deny its renewal. He opposes commission policy statement on ground it would lend air of official support for agreements, but he will probably concur in issuance of notice.

In one hand, out the other. LIN Broadcasting Corp. announced it completed FCC-approved \$8.65 million sale of four radio stations to Multimedia Inc. last Thursday (May 15) and used \$7.65 million received in cash at closing, together with other cash, to help reduce company's bank debt to \$5 million, down from \$18 million at end of 1974. Company said its debt maturities had also been altered and some interest rates reduced "marginally." Stations acquired by Multimedia are KEEL(AM) and KMBQ(FM) Shreveport, La., KAAV(AM) Little Rock, Ark., and WAKY(AM) Louisville, Ky. (*Broadcasting*, March 10, et seq.).

Enter NAC. New entity, National Association of Cablecasters, will hold first annual convention in Chicago, August 5-7. Daniel A. Darling, organizer, said he has been planning for three years to develop organization for local origination of program product through cooperative buys. Former Triangle stations executive heads what he calls Fourth Network Inc., which feeds subscribers with video tapes, and says convention at Conrad Hilton will be to attract more subscribers for existing cable installations and to turn "local origination into profits." Fourth Network headquarters are given as Box 9026 Philadelphia 19113.

Another step for ACA. Senate has passed legislation to establish formal agency within government to represent consumer interest in agency and court proceedings. As result of amendment Senate voted two weeks ago, however, Agency for Consumer Advocacy would be prohibited from involving itself in license renewal proceedings before FCC (*Broadcasting*, May 12). House has not acted on measure yet, but is expected to pass it, as it has several times in previous years. Several senators have predicted President Ford will veto bill (S. 200), but commentators are saying there is good chance Congress would override. Senate vote was 61-28.

Headliners

Richard Belkin, VP-general manager, WNYS-TV Syracuse, N.Y., named director of broadcasting, McClatchy Newspapers, effective June 2. Mr. Belkin has been in managerial positions with WGY(AM), WGFM(FM) and WRGB(TV) Schenectady-Albany-Troy, N.Y., and KOA-TV Denver. McClatchy owns KFBK-AM-FM and KOVR(TV) Sacramento, KMJ-AM-FM-TV Fresno and KBEE-AM-FM Modesto, all California, and KOH(AM) Reno, Nev., as well as "Bee" newspapers in three California cities.

Goddard Lieberson, 64, retires as president of CBS/Records Group and senior VP and member of board of CBS Inc. after 36 years with company and, as CBS Chairman William S. Paley put it, "towering contribution to the development and the growth of the recorded music industry." **Walter K. Yetnikoff**, president of CBS Records International Division since 1971, succeeds him as president of CBS/Records Group. **Sheldon M. Wool**, CBS VP, development, named to new post of VP-administration and chief financial officer, CBS/Records Group, reporting to Mr. Yetnikoff.

A Voice in the Crowd

Humorous Sports Commentary by Ron Bloomberg.

“I call him the
Art Buchwald
of Sports.”

Ken Draper
KFWB Radio, Los Angeles

“Ron Bloomberg is
funny, human,
biting, and speaks
from the fans
point of view.”

Fred Walters
KYW Radio, Philadelphia

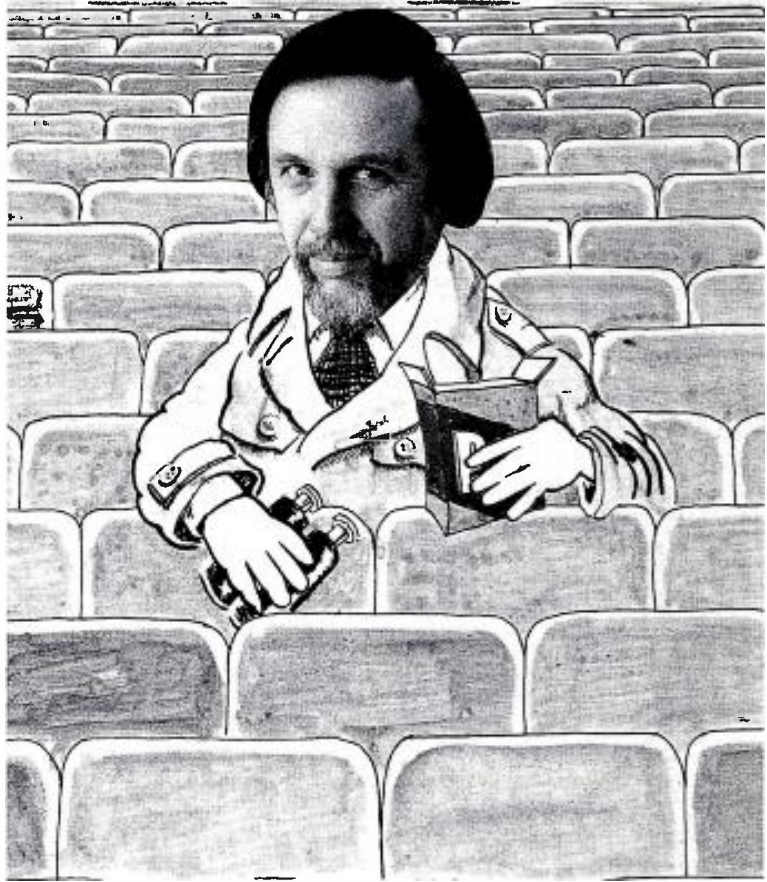
“Bloomberg sounds
like a real person . . .
The most unique sports
commentary running
today.”

Bill Scott
WINS Radio, New York

First time offered in Syndication!

Bloomberg covers the entire sports
explosion.

- How to live with a sports fanatic.
- Little girls in Little League.
- What about a “Fans Hall of Fame?”
- The Creation of Johnny Miller.
- The Women’s Lib Movement in sports.
- How to walk away from the TV while
there’s a Pro Football game on.
- Will mixed doubles save your marriage?
- Sports heaven with Catfish Hunter—
“Now Just what did you do to earn
\$700,000 a year?”



60 Second Radio Sports Program
Easy sale for all size markets
because it's different! Topical!
And appeals to sports fans. Housewives.
Teenagers. Businessmen. Senior Citizens.

TV cassette available upon request.

A Voice in the Crowd Productions
P.O. Box 27477
Philadelphia, PA. 19118 Call (215) 233-5574.

Send me a free demo tape quick!
It's about time someone treated sports like it wasn't World
War III.

Name _____ Station _____

Address _____

City _____ State _____ Zip _____

THE BEST RECIPROCAL TRADE OFFER EVER MADE TO TV STATIONS

MR. STATION MANAGER:

When you trade station time for a show, what do you want? Certainly what you're looking for is *programming that people will actually watch*.

The fact of the matter is, however, that most reciprocal trade packages are variety shows,

game shows, situation comedies, etc.—not particularly distinguished in themselves, but generally retreads of similar type shows—and, of course, they come up with mediocre ratings. The best that can be said for them is that the price is right.

WHAT ARE WE OFFERING?

78 half-hour programs, a series that was the only one of its kind ever produced, "CHAMPIONSHIP BRIDGE"—3 years on the ABC Network in the early 60's. Programmed at 3:30

Sunday afternoon, for three years it came up with surprisingly strong ratings—generally topped only by pro football. Here are some typical examples:

"CHAMPIONSHIP BRIDGE"

Baltimore	WJZ	10.3	Pittsburgh	WTAE	13.3
Boston	WNAC	13.4	Portland	KPTV	8.0
Cincinnati	WCPO	12.4	Seattle-Tacoma	KCMO	7.0
Dallas-Ft. Worth	WFAA	7.5	Toledo	WSPD	19.1
Indianapolis	WLWI	9.8	Tulsa	KTUL	8.5
Omaha	KETV	12.8	Washington, D.C.	WMAL	7.0
Philadelphia	WFIL	11.5			

60 MILLION PEOPLE PLAY BRIDGE

10,000 newspapers carry a daily bridge column. That's because there's unbelievable, overwhelming, simply fanatical interest in the game—a bridge "nut" would tune out any of the top

shows in Class A time to watch "CHAMPIONSHIP BRIDGE"—here is *counter-programming* to put against your competition's toughest shows.

THIS IS IN BLACK-AND-WHITE BUT IT IS A QUALITY SERIES

Quality production throughout. Looks like it was shot yesterday. Has all of the modern bridge techniques. Features the top players in the world—Oswald Jacoby, Easley Blackwood, B. Jay Becker, Alfred Sheinwold, Sam Stayman, Howard Schenken, The Italian Blue Team (World Champs), John Gerber, Tim Holland, Eric Murray, Lew Mathe, Harold Ogust, Peter Leventritt, Dick Frey, etc.

Charles Goren, world's foremost authority, "Mr.

Bridge" himself analyzes the play; and Alex Dreier, nationally known TV newscaster and personality is host-commentator.

Don't worry about the fact that the series is shot in black-and-white. It won't bother the bridge buffs—like watching "Casablanca" in black-and-white doesn't bother the movie buffs. Many of the great black-and-white shows re-released from the 50's and 60's are "making it" today.

You just can't beat good entertainment values.

HERE'S A SHOW THAT WILL SPARKLE SATURDAY OR SUNDAY AFTERNOON, OR EVEN LATE AT NIGHT, OR EVEN IN AN EARLY EVENING SLOT.

Each show features two pairs of bridge champions who play rubber bridge for substantial cash prizes. There are no pre-set hands; all are played as they are dealt, just as in the average living room. The program's four camera close-

up technique keeps the home bridge buff literally breathing down the expert's neck. The viewer guesses—and second guesses—with mounting excitement and suspense.

PRODUCED BY WALTER SCHWIMMER

He pioneered Championship Bowling, All Star Golf, World Series of Golf, Let's Go To The Races, to name a few. Take it from us. He made

this series with loving care. It's honest. It looks good. It makes sense, it will grab an audience.

HERE'S OUR DEAL

We deliver 78 half-hours to you on a once-a-week basis. You pay for shipping one way. You give us two Class C one-minute announcements for each show or four half-minutes—or a combination of the two. You schedule "CHAM-

PIONSHIP BRIDGE" wherever you want. We schedule our announcements on your station in time periods to be agreed upon, for a sponsor who has not been a television advertiser before.

We're ready to do business as soon as you write, wire or phone.

Reciprocal Trade Advertising Co., Inc.
One Old Country Road
Carle Place, Long Island, New York 11514
516 294-9400

The logo for Reciprocal Trade Advertising Co., Inc. features the letters "RTA" in a large, bold, stylized font. The "R" and "T" are connected, and the "A" is also connected to the "T". The letters are black with a white outline.

S. JAY REINER, President

Monday Memo®

A broadcast advertising commentary from Peter S. Howsam, VP-marketing, Burroughs-Wellcome Co.

A sure cure for a low corporate profile

What would inspire a conservatively managed company with a product line devoted largely to "prescription only" medicines to sponsor a weekly, syndicated TV series?

To understand the process by which we arrived at this decision, it is necessary to go back to 1970. First, Burroughs Wellcome moved its entire operation from New York, where it had been for 45 years, to North Carolina. The company built the most modern headquarters, research and manufacturing facilities in the industry. With this complete upheaval underway, we were in a frame of mind to assess critically ourselves and our role in the industry.

Then, while attending a medical meeting, we heard Charles Edwards, then head of the Food and Drug Administration, stress the importance and the urgency of making accurate health care information available to the public at large. This impression was soon followed by an editorial in the prestigious *New England Journal of Medicine* which took the pharmaceutical industry to task for not taking a leadership role in public health care information.

At the same time, we were having an independent survey performed to see how Burroughs Wellcome Co. was perceived by the medical profession. The results indicated that where we were perceived at all, we were viewed in a very positive light, but the level of that perception in the majority of cases was very low or nonexistent.

On the one hand, we saw the need to perform a valuable public service and on the other, the need to improve our image in the minds of the medical profession. The need was clear, but the vehicle for accomplishing it remained elusive.

Then we were approached about sponsorship of the 30-minute special *I Am Joe's Heart* based on the *Reader's Digest* series. Recognizing this as a vital health subject of widespread interest, we agreed to sponsor the program on a nationwide basis in the top-50 TV markets during January and February 1973.

There was so much response that it was decided to repeat the show in early 1974, but this time in the top-100 TV markets. Again, we received outstanding response. Later, we co-sponsored *I Am Joe's Spine* in the top-50 markets.

By this time, we had proven that the public was responsive to good health care information presented in an interesting and entertaining manner, but the opportunities to present it seemed limited and widely scattered.

Meanwhile, in Los Angeles, Dave Bell



Peter S. Howsam has been with Burroughs Wellcome Co. since 1970 as vice president, marketing. Earlier Mr. Howsam had spent 22 years in the pharmaceutical business in various phases of that industry. In his present post, he is responsible for all advertising and marketing services activities of Burroughs Wellcome. In 1972 he was named to company's board of directors.

& Associates, an independent film producer, and the Los Angeles County Medical Association (LACMA), had teamed up to produce a weekly TV show, *Medix*. The idea was to present the broadest possible range of health-related subjects in an interesting and entertaining format designed to use the techniques of the medium as much as possible to convey the message.

Medix began in 1971 and after one year has consistently rated number one or two in its time slot. Further, a special *Medix* show on "How Drinking Affects Driving," shown just before the Christmas holidays, was credited with inspiring the lowest fatality rate for that holiday period in many years. *Medix* has been nominated for and has won Emmys and other awards.

LACMA and the producers knew they had a winner. But how, with their limited financial capabilities, were they going to make it available nationwide? The only answer was to find a sponsor that had the necessary resources, would be interested in *Medix* for itself and not in what could be reaped from the exploitation of it.

After careful investigation, they decided Burroughs Wellcome would make an ideal sponsor and then approached us to determine our interest. The show fit perfectly into our plans since it was weekly in nature and utilized the medium of TV, which we had already determined to be highly effective.

Once having agreed, we turned all resources possible toward bringing *Medix* to the public.

Among the first decisions was one to

share the sponsorship with local and state medical societies on a voluntary no-cost basis. Through this means, doctors could feel a part of the project and would encourage their patients to watch *Medix*. After all, it was the medical profession itself that for years had actively promoted the idea of disseminating health care information to the public.

To carry the message to these societies Burroughs Wellcome designated 150 medical sales representatives to contact all the medical societies in the country and seek their endorsement. The way was paved for them by letters from the presidents of LACMA and the California Medical Association. To date, *Medix* has been endorsed by 260 medical societies.

The responsibility for actually getting *Medix* programed into the various TV markets rests with Syndicast Services Inc. of New York. They contact the stations in each market seeking the best coverage and the best time slot available. The Medical Society co-sponsors are encouraged to use the collective leadership influence of their members to help convince their local TV station of the importance of the series and the need to air it at a time when the largest possible number of viewers would be available. Syndicast also is responsible for promoting viewership in the various markets.

To date, 74 stations covering over 65% of the nation's population carry *Medix* on a syndicated barter basis. The earliest station started the program on Jan. 2, 1971 and new stations are being added almost weekly.

Medix is made available free to the stations with Burroughs Wellcome filling two minutes of the available commercial time and the station then can sell the remaining three minutes.

Since Burroughs Wellcome considers the series to be public service and image building in nature, the commercials reflect that intent. A one-minute institutional ad discusses the company's role in research and how the ultimate dividends are used for additional medical research through philanthropic stockholder's trust.

The other minute is divided into "salute to the pharmacist" calling attention to an important, but often overlooked member of the health care team and low-key commercial for Empirin Compound, a pain reliever available over the counter.

Medix, we believe, provides a service to the health care profession and to the public by making useful information available to help people lead healthier, happier lives. For Burroughs Wellcome, *Medix* means increased stature with the medical profession. In short, everybody wins.

Fernseh means television.

NBC has the picture. They've fielded the Fernseh KCN into their O&O news operations.

Which gives NBC the flexibility and portability to get to where the news is.

And television means some good news, and some bad news. All of which means being there.

So you've got to be flexible. You've got to be portable. And you've got to be ready to go.

The battery operated KCN (shown with the cameraman) is completely self-contained and can be used in conjunction with a portable VTR.

Fernseh handheld camera systems are lightweight and offer the speed and portability you need for electronic journalism, plus the video quality required for television production excellence.

The KCR-40 (shown front and center) is

completely compatible with our standard KCU-40 and will operate from that system's electronics. You can roam 325 feet on a quarter-inch cable, 2600 on a half. With an additional 50 feet between the head and back pack.

Both KCR and KCN systems use the same camera head, which is the lightest in its class, weighing as little as a 16mm film camera.

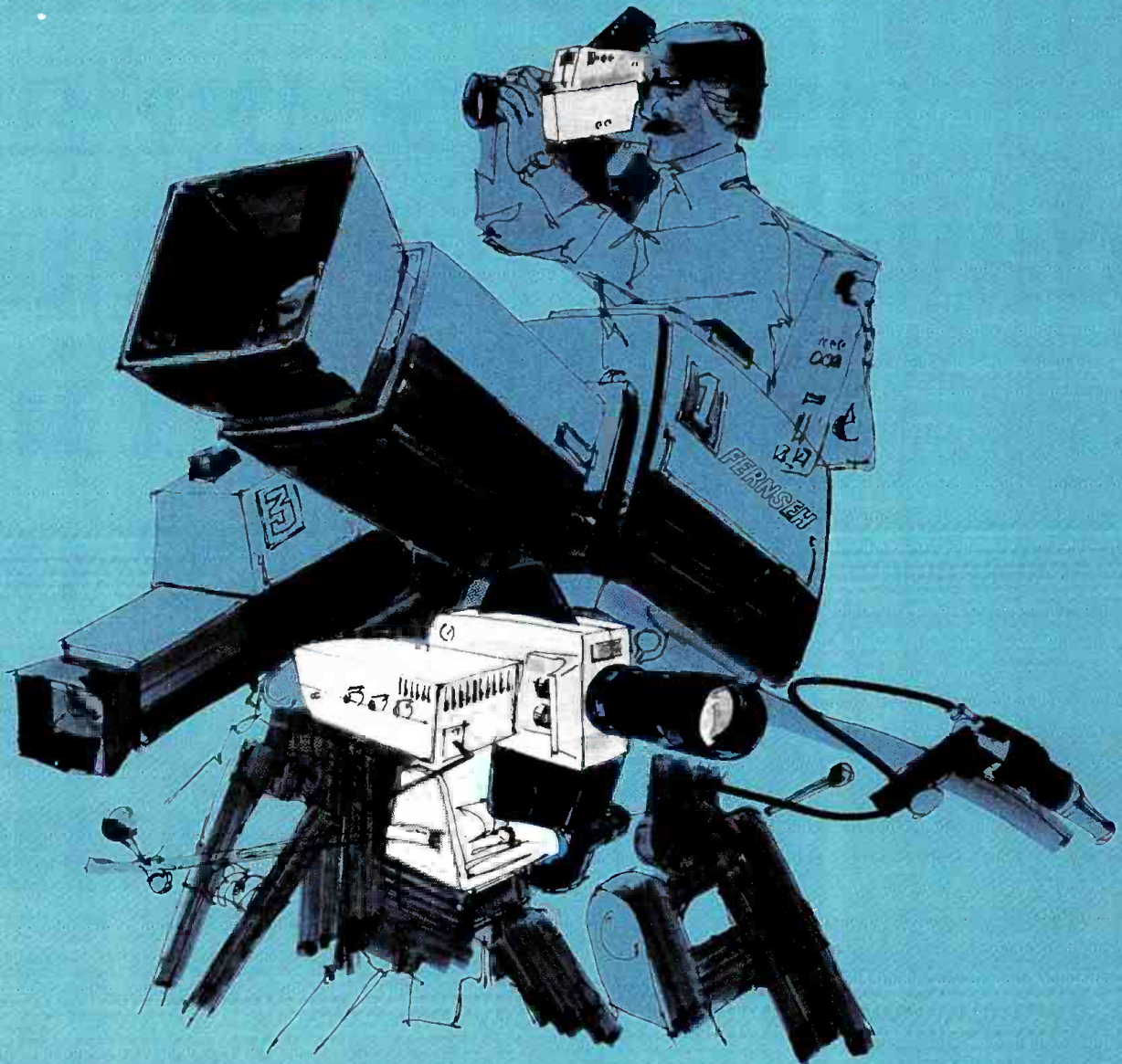
Fernseh means television. Television good news.

We'd welcome the opportunity to demonstrate the superior capabilities of Fernseh television equipment. A call to your nearest office will bring any further information you require.

Saddle Brook, Headquarters (201) 797-7400

Chicago (312) 681-5000 Houston

(713) 688-9171 Los Angeles (213) 649-4330



FERNSEH Robert Bosch Corporation

**This Fall
television's
most popular
daytime program
will begin its
conquest of
prime access
time**

Goodson-Todman's 'Match Game '75'

This half hour of fun and games with Gene Rayburn and a celebrity panel has ranked as the most popular daytime series in 29 of the last 32 NTI reports! With consistently higher ratings than all other game shows, soaps, news, kidvids, talk shows or any other regularly scheduled series.

No other new access show boasts such a guarantee of success. You know "Match Game" wins because you've seen it win. Month after month for two seasons. There's no guesswork.

This is why all five of the ABC Owned stations picked up "Match Game" fast. So did two CBS Owned stations in their only nonconflicting markets. And all four McGraw-Hill stations. And a total of 39 stations as of May 9.

Call for "Match Game" today. You'll find it's easier to join us than to beat us.

Jim Victory Television Inc.

Suite 209, 45 East 45 Street, New York 10017. Tel. (212) 686-8222

Datebook®

■ indicates new or revised listing

This week

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

May 18-21—*National Association of Educational Broadcasters and Corporation for Public Broadcasting* joint Conference on instruction, Ambassador Hotel, Los Angeles.

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

May 20—Panel discussion before FCC en banc on issues associated with same-day network program exclusivity protection from cable for stations in mountain time zone communities, FCC, Washington.

May 20—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Amarillo, Tex.

May 20—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Latham, N.Y. (for Albany area).

May 20—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Sacramento, Calif.

■ **May 21**—*Television Bureau of Advertising* regional sales meeting. Royal Coach motor hotel, Atlanta.

May 21—*National Association of FM Broadcasters*

regional seminars. "FM Sales Day '75." O'Hare Regency Hotel, Chicago; Marriott Hotel, Los Angeles; New York Hilton, New York, and Hilton Inn West, Oklahoma City.

May 21-23—*Ohio Association of Broadcasters* spring convention. Representative Clarence (Bud) Brown (R-Ohio) will be luncheon speaker; Jack G. Thayer, NBC Radio president, will be banquet speaker. Imperial House South, Dayton.

May 22—*International Radio and Television Society* annual meeting and presentation of Broadcaster of Year award to Barbara Walters, NBC. Americana Hotel, New York.

May 22—*National Association of Broadcasters* small market radio committee meeting. NAB headquarters, Washington.

May 22—FCC's new deadline for responses to petition for rulemaking in matter of applicability of Section 325(b) of Communications Act to non-interconnected distribution of television programming to certain foreign TV stations. Previous deadline was April 23. Replies are due 15 days later. FCC, Washington.

May 22—*Radio Advertising Bureau* Idearama meeting on small-market sales. Hilton Inn, Albuquerque, N.M.

May 22—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Tonawanda, N.Y. (for Buffalo area).

May 22—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, San Jose, Calif.

May 22-23—*Arizona Broadcasters Association* spring convention. Doubletree Inn, Tucson.

May 22-23—*Public Cable Inc.'s* Fourth Annual Conference, "Cities, Citizens and Communications: Putting it All Together." Featured speakers include Dr. C. Everett Parker, Office of Communications, United Church of Christ, New York; David Kinley, Cable Television Bureau, FCC, Washington; Vincent Sardella, Office of Telecommunications Policy, Washington, and Morris Tarshis, New York City Bureau of Franchises, University of Louisville, Louisville, Ky.

May 23—FCC deadline for comments on pay-cable rulemaking looking into series types of programs. FCC, Washington.

■ **May 23**—*National Cable Television Association* board meeting. O'Hare International Tower, Chicago.

May 23-29—*International Television Symposium* sponsored by Swiss PTT-Enterprises and city of Montreux, Montreux, Switzerland. Telex 24471 Festimont. CH.

Also in May

May 27—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Shreveport, La.

May 27—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Des Moines.

May 27—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Dunmore, Pa (for Scranton area).

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

May 28-30—*Pennsylvania Cable Television Association* spring meeting. Hershey Motor Lodge, Hershey Pa.

■ **May 29**—*Television Bureau of Advertising* regional meeting. Holiday Inn, Boston.

May 29—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Jackson, Miss

May 29—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Moline, Ill.

May 29—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Philadelphia.

May 29-31—*Oregon Association of Broadcasters* spring conference. Banquet speakers: FCC Commissioner Abbott Washburn and CBS Vice President Richard Jencks. Holiday Inn, Medford.

■ **May 29-31**—*Associated Press Broadcasters* fifth annual convention. Speakers include Arthur Taylor president of CBS; Representative Barbara Jordan (D Tex.); John B. Connally, former secretary of Treasury William Seidman, assistant to President Ford on economic policy; Harry Bridges, president, Shell Oil Co. C. John Hill, deputy director, Federal Energy Office John Chancellor, NBC; Bob Wussler, CBS vice president for sports; Dave Smith, *Boston Globe*; Grant Teaf football coach, Baylor; Hugh Mulligan, AP, and Jacl Gennaro, WFHR(AM) Wisconsin Rapids, Wis. Hotel Palacio Del Rio, San Antonio, Tex. *Texas APBA* meeting will be held at same time.

■ **May 30**—Comments due at FCC on inquiry into adequate television service for New Jersey. Repl comments due July 15. FCC, Washington.

May 30-31—*North Dakota Broadcasters Association* spring meeting, Kirkwood Motor Inn, Bismarck

May 31—*National Headliner Awards* presentation 12 are in broadcasting (BROADCASTING, April 21) Banquet speaker will be former California Governor Ronald Reagan. Atlantic City.

May 31-June 4—*American Advertising Federation's* 1975 convention and public affairs conference. Keynote speaker will be Secretary of Treasury William Simon. Luncheon speakers will be Federal Trade Commission Chairman Lewis Engman and Federa

HAVE YOU ERASED THE "WHEN IN DOUBT, MUMBLE" REPORT?

You shouldn't. Borrow a nonbureaucratic pencil or pen and send in your Memo of Orchestrated Concurrence today!

Here's why:

- The "Mumble Report" is free!
- You get 65 2½ minute reports each 13 weeks; five reports a week.
- Promos with station and local sponsor identification.
- WPTF (Raleigh/Durham) says: "We love you."
- WWSW (Pittsburgh) rhapsodizes: "... amusing but true...."

Need to know more about Dr. Boren's orbital dialogues and marginal commentaries on the in-depth enrichment activities of creatively nonresponsive bureaucracy? Call or write—

MUMBLES LIMITED

908 National Press Building, Washington, DC 20045
(202) 347-2490



Dr. James H. Boren, President, Intl. Assn. of Prof. Bureaucrats (INATAPROBU)

Major meeting dates in 1975-76

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.

May 31-June 4—*American Advertising Federation's* 1975 convention and public affairs conference. Statler Hilton Hotel, Washington.

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

June 12—*Association of National Advertisers—Radio Advertising Bureau* annual radio workshop. Plaza Hotel, New York.

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.

Energy Administrator Frank Zarb. Among others on agenda: Former FCC Commissioner Lee Loewinger, now in Washington law practice; Thomas Rosch, director of FTC's Bureau of Consumer Protection; William Tankersley, president, Council of Better Business Bureaus; AAF Chairman Robert Hilton, BBDO, San Francisco, and James Parton, chairman, National Advertising Review Board. Statler Hilton Hotel, Washington.

June

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

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

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

June 2-6—*Paulist Communications* workshops on communications with emphasis on radio and geared to novices in the media. Joliet, Ill. Further information: *Larry Zani, Paulist Communications, 207 Hudgens building, Atlanta 30354; (404) 767-6102.*

June 3—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Wichita, Kan.

June 3—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Huntington, W.Va.

June 3—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Spokane, Wash.

June 3-5—*Armed Forces Communications and Electronics Association* 29th annual convention. FCC Chairman Richard E. Wiley will be keynote speaker. Sheraton-Park Hotel, Washington.

June 3-5—*Conference on University Applications of Satellite/Cable Technology*, presented by *Department of Communications, University of Wisconsin-Extension*, in cooperation with *National Association of Educational Broadcasters, Cable Television Information Center and Publi-Cable*. Madison, Wis. Registra-

On Thursday, May 8th, these 263* radio stations were broadcasting Viewpoint with Ronald Reagan.



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KWLN Lawrence, KS; KCLN Clinton, IA; KTSM El Paso, TX; KSUE Susanville, CA; KOKX Keokuk, IA; KWXY Palm Springs, CA; KDLP Detroit Lakes, MN; KVLV Fallon, NV; KPLS Santa Rosa, CA; KVGB Great Bend, KS; KTMC McAlester, OK; KU'C Vacaville, CA; KIKO Globe, AZ; KSYL Alexandria, LA; KGEZ Kalispell, MT; KWTC Barstow, CA; KORR Deer Lodge, MT; KRXX Grand Junction, CO; KOCY Oklahoma City, OK; WWSW Pittsburgh, PA; WABV Abbeville, SC; WXXY Columbia, SC; WNOG Naples, FL; WQIK Jacksonville, FL; WEOK Poughkeepsie, NY; WTAD Quincy, IL; WAVA Washington, DC; WHIZ Zanesville, OH; WSDR Sterling, IL; WACE Springfield, NC; WCAB Rutherfordton, NC; WKNX Saginaw, MI; WSPB Sarasota, FL; WOKE Charleston, SC; WRBL Columbus, GA; WBCA Gary, IN; WFAW Ft. Atkinson, WI; WFOB Fostoria, OH; WEMD Easton, MD; WMIS Natchez, MS; WWSB New Orleans, LA; WRMT Rocky Mount, NC; WTWN St. Johnsbury, VT; WANV Waynesboro, VA; WWDB Philadelphia, PA; WKBK Keene, NH; WKTY La Crosse, WI; WJAG Norfolk, NB; WPPA Pensacola, FL; WSKY Knoxville, TN; WHBG Harrisonburg, VA; WBCO Bucyrus, OH; WDUZ Green Bay, WI; WMIU Greenville, SC; WCMR Elkhart, IN; WMNI Columbus, OH; WCHV Charlottesville, VA; WOC Davenport, IA; WCYN Cynthiana, KY; WBET Brockton, MA; WJOY Burlington, VT; WCSM Celina, OH; WCOP Boston, MA; WALK Patchogue, NY; WHLS Port Huron, MI; WKRC Cincinnati, OH; WJWB Brookfield, FL; WMBC Columbus, MS; WIRA Ft. Pierce, FL; WHO Des Moines, IA; WCLO Janesville, WI; WIKL Newport, VT; WPRR West Palm Beach, FL; WWBA St. Petersburg, FL; WNWJ Valparaiso, IN; WJBY Gadsden, AL; WCLI Corning, NY; WITB Baltimore, MD; WTMG Ocala, FL; WPDR Portage, WI; WSVL Shelbyville, IN; WIBW Topeka, KS; WSTU Stuart, FL; WCAW Charleston, WV; WCVL Crawfordsville, IN; WAVI Dayton, OH; WJOL Joliet, IL; WKVI Knox, IN; WQTW Latrobe, PA; WNTS Indianapolis, IN; WAJR Morgantown, WV; WXML Savannah, GA; WJLM Roanoke, VA; WCBK Martinsville, IN; WSM Nashville, TN; WPRC Lincoln, IL; WDIX Orangeburg, SC; WVLC Orleans, MA; WWOK Miami, FL; WBOC Salisbury, MD; WSEW Selinsgrove, PA; WAME Charlotte, NC; WKOV Wellston, OH; WWGS Tifton, GA; WWBZ Vineland, NJ; WADB Asbury Park, NJ; WBIW Bedford, IN; WEMP Milwaukee, WI; WGFA Watseka, IL; WPMH Norfolk, VA; WSEV Sevierville, TN; WKBX Winston-Salem, NC; WVOP Vidalia, GA; WSPA Spartanburg, SC; WBEL Beloit, WI; WJXN Jackson, MS; WMKC Oshkosh, WI; WVEE Memphis, TN; WLGN Logan, OH; WLL Lynchburg, VA; WKSJ Mobile, AL; WDXY Sumter, SC; WLRN Taunton, MA; WSMN Nashua, NH; WBUY Lexington, NC; WRBL Columbus, GA.

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June 4-6—*Indiana Broadcasters Association* spring convention. Airport Hilton Inn, Indianapolis.

June 5—*Radio Advertising Bureau* Idearama meeting on small-market sales. Hilton Inn, Oklahoma City.

June 5—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Covington, Ky. (for Cincinnati area).

June 5—*Radio Advertising Bureau* Idearama meeting on small-market sales. Great Falls, Mont.

June 5-7—*Alabama Broadcasters Association* spring convention. Sheraton Inn, Huntsville.

June 5-8—*Missouri Broadcasters Association* spring meeting. On Friday agenda: Dick Shiben, FCC, Washington, on new renewal form and new ascertainment guidelines, and Brenda Fox, National Association of Broadcasters, on double billing. Saturday luncheon speaker: Senator Roman Hruska (R-Neb.). Lodge of the Four Seasons, Lake of the Ozarks.

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

June 7—*Radio-TV News Directors Association* regional meeting, in cooperation with Medill School of Journalism. Northwestern University, Evanston, Ill.

June 7-10—*Georgia Association of Broadcasters* 41st annual convention. Speakers: James Gabbert, KIOI(FM) San Francisco and president, National Association of FM Broadcasters; Thomas Frawley, Cox

Broadcasting, Washington and president, Radio-Television News Directors Association; Jack Thayer, NBC Radio, New York; Jim Lawhon, WMAZ-AM-FM-TV Macon; Bos Johnson, WSAZ-TV Huntington, W.Va.; Robert McAuliffe, Institute of Broadcasting Financial Management; Doug Edwards, CBS News, New York; Mike McDougald, WAAX(AM) Gadsden, Ala. Callaway Gardens, Pine Mountain.

June 8-10—*Virginia Association of Broadcasters* spring meeting. Site to be announced, Virginia Beach.

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

June 8-11—*Broadcasters Promotion Association* 20th annual seminar. Keynote speakers include Don Curran, president of Kaiser Broadcasting, Bob Howard, NBC-TV president, and Percy Sutton, president of borough of Manhattan and major owner in WLIB(AM) there. Don Whitely, KBTW(TV) Denver is general chairman. Denver Hilton Hotel. 1976 seminar to be held June 15-20 in Washington; 1977 seminar to be held June 12-16 in Los Angeles.

June 8-27—*Institute for Religious Communications* 7th annual workshop. Loyola University, New Orleans.

June 9—Broadcast Day luncheon for Colorado broadcasters. Denver Hilton, Denver.

June 10—*Radio Advertising Bureau* Idearama meeting on small-market sales. Prom Sheraton, Kansas City, Mo.

June 10—*Radio Advertising Bureau* Idearama meeting on small-market sales. Holiday Inn, Lincoln, Neb.

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Textbook material

EDITOR: I have just seen the April 21 issue of BROADCASTING on cable TV's progress and problems and wish to congratulate you on what appears to be a very thorough job of covering the subject. This is easily one of the most useful issues I've run across. I might add that I've particularly enjoyed Leonard Zeidenberg's articles over the years. We still have his September 1971 articles on citizen groups as required reading for one of our courses here at Minnesota.—*Donald R. Browne, professor, Department of Speech and Communication, University of Minnesota, Minneapolis.*

Scout's-eye view

EDITOR: This is an appeal to my fellow news directors to help the Boys Scouts of America in recruiting a corps of scout correspondents to cover the 14th World Jamboree being held in Lillehammer, Norway, July 30 to Aug. 7.

A letter has been sent to all 2,400 U.S. scouts who have registered for the jamboree inviting them to apply for credentials as their troop's official hometown news reporter. I am particularly interested in building a substantial corps of broadcast correspondents and hope that news directors will support this worthwhile program by signing up one or more scouts. Our letter has asked them to write for scout correspondent's kit containing an official ID card. This must be countersigned by news

directors (or editors). Copy, photos, tapes, and film from scouts will be sent back to the U.S. by a special daily courier service being established by SAS.

Further information on the scout correspondent's program can be obtained by writing or calling our scout correspondent's director, Thomas Dew, 208 Molly Lane, Chadd's Ford, Pa. 19317, area code 302-652-3051. I'll be in Norway heading up a three-man team of volunteer broadcast newsmen, and we will be pleased to handle special requests from U.S. stations at no charge.—*Ralph Renick, vice president for news, WTVJ(TV) Miami.*

Behind Buckley Radio

EDITOR: I enclose herewith a copy of the announcement appearing under "Changing Hands" in your May 5 issue pertaining to the proposed sale, subject to FCC approval, of KOL-AM/FM Seattle. I call your attention to an error in the article:

"Other companies in Buckley estate are Buckley Corp. of Minnesota, licensee of WWTC(AM) Minneapolis, and Buckley Radio Sales Inc. . ."

Buckley Radio Sales Inc. is not, and never has been, part of the estate of Richard D. Buckley, deceased. The stock of Buckley Radio Sales is (as the article sets forth in partial correctness) owned 25% by Richard D. Buckley Jr., 25% by Mrs. Martha Ann Buckley Fahnoe, but the remaining 50% is owned by the trustees of trusts for the benefit of other family members.—*John J. Tommaney, attorney, New York.*

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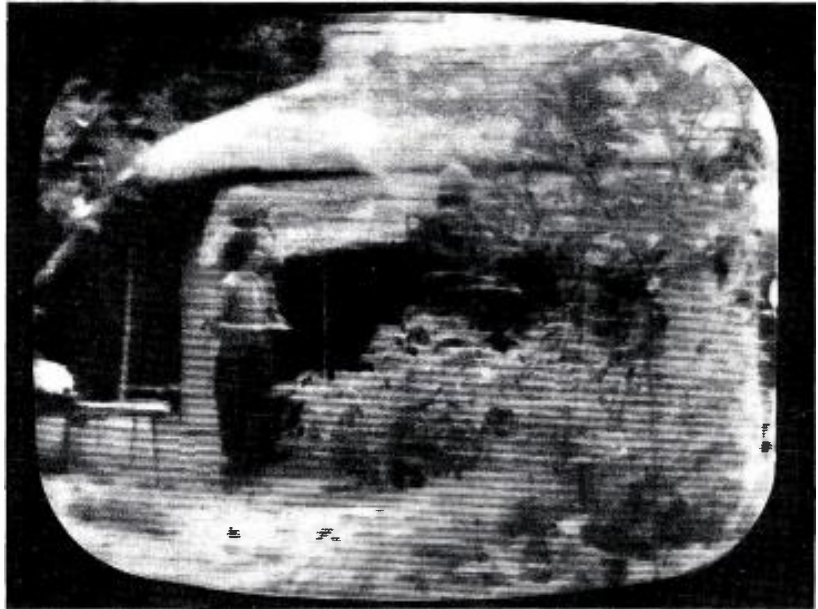
Vietnam and electronic journalism: lessons of the living room war

What broadcast coverage of Indochina meant to the medium in terms of money, maturity and lives, and what live-in-color warfare meant to America and American foreign policy

From the offices of network news executives in New York to those points half-way around the world in Hong Kong, Bangkok, Tokyo, and the Philippines where the broadcast journalists who covered the Indochina story have scattered, there is a drawing of breath, a feeling of exhilaration and wonder subsiding, a great unwinding.

America's Indochina war, television's first war—what the *New Yorker's* Michael Arlen has called America's living room war—is over. The satellite feeds of color-film coverage of the war, shown on the networks within a day of the event, are no more; the last special on the war has been done. The news now flowing out of the region is about the victorious North Vietnamese and Viet Cong and Khmer Rouge; peace and all of its complications are now the subject on which the media must develop experts.

Indochina had been a major effort. From the early 1960's, when reporters and cameramen and soundmen began trickling into South Vietnam to cover the guerilla war, until the last couple of months, when the South Vietnam military suddenly unraveled and the networks hurriedly dispatched correspondents and camera crews to bureaus that had been reduced in strength following the departure of the last American troops in 1973. ABC, CBS and NBC put more than 600 personnel into the region (although the figure includes network news executives gone to demonstrate to the men and women on the scene their efforts were appreciated and to get some first-hand idea of the story and who remained only a few days, as well as local Vietnamese



Turning point. When CBS pictured marines torching a Vietnamese hut, Americans were given a new, and for many, a disturbing image of the war.

and third-country nationals). And at the height of America's military involvement, in the late 1960's, each of the networks maintained a bureau of more than 40 staffers and employes that transmitted upwards of 80 filmed reports a month (two or three a day, seven days a week) and eight or 10 radio pieces each day. (Actually, ABC, with its four radio networks, gobbled up audio tape at a more furious pace. Its five or six correspondents were expected to file at least three brief cuts on each story, for a total of up to 30 a day.)

Nor was that the full product of American radio and television coverage of the war: A number of stations and broadcast groups sent reporters and cameramen to search out and report on the activities of troops from home.

It was a rare day that a correspondent carrying a camera or accompanied by a cameraman did not approach a body of American troops somewhere in Vietnam and cry out, "Anyone here from Des Moines?" or "Albuquerque?" or "Atlanta?" Westinghouse Broadcasting Corp. was the largest independent broadcasting organization providing on-scene coverage of South Vietnam and Cambodia; the bureau it established in Saigon in 1965 offered a steady stream of reports until its last two correspondents—Leonard Pratt and Jim Browning, normally Group W's Bonn bureau chief—were evacuated on the morning of April 29.

What all this cost, in dollars and cents,

is hidden behind corporate reluctance to divulge such information and the difficulty in apportioning costs. However, there is one estimate that all three networks combined spent about \$40 million, and NBC News's president, Richard Wald, says the network probably spent "something more than \$10 million since 1963." When group and individual station efforts are added, the estimates crowd \$50 million.

But the financial cost, whatever it is, and the effort of the men and women in the field to produce and file the enormous volume of material that poured through the television screen and the radio receiver over the years are meaningless in themselves. What do they add up to? That remains a subject of controversy. For television probably made a long and painful war longer and more painful; it projected into the American home night after night not only pictures of American troops dead and dying and killing, but of the terrible destruction American might was wreaking on a peasant society. It was a new and disturbing image of America that Americans were given.

The more fundamental question of which the matter of image is only a part—of how well television performed its role as journalist—is one that will concern historians for years. But some judgments are already in. Michael Arlen, in the May 5 *New Yorker*, says that "television news was crucial—in its commissions and omissions—to the American



Al Kaff, 1956-58
Neil Sheehan, 1962-64
Robert C. Miller, 1963-65, '67-68, '70, '75
Mike Malloy, 1964-66
Ray Herndon, 1964-66
Al Webb, 1965-70
Joe Galloway, 1965-66, '68, '71, '75
Robert Kaylor, 1966-68, '69-71, '75
Dick Growald, 1966-67
Leon Daniel, 1966-70, '75 (still in Saigon)
Dan Southerland, 1966-69
Tom Corpora, 1966-68
Bill Reilly, 1966-68, '75
Paul Vogle, 1967-75 (still in Saigon)
Kate Webb, 1967-71, '75
Jack Walsh, 1967-70
Tom Cheatham, 1967-68
Dick Oliver, 1967-68
Bert Okuley, 1968-71, '73, '75
Kent Potter, 1968-71 (killed on duty)
Nat Gibson, 1968-70
Helen Gibson, 1968-70
Roger Norum, 1968-69
Ray Wilkinson, 1968-69
David Lamb, 1969-70
Walt Whitehead, 1969-70
Barney Seibert, 1969-74
Jim Russell, 1969-70
Bob Sullivan, 1970-71
Alan Dawson, 1970-75 (still in Saigon)
Ken Braddick, 1970-72
Frank Frosch, 1970 (killed on duty)
Don Davis, 1971-73
Arthur Higbee, 1971-74
Tracy Wood, 1972-74
Kenneth Englade, 1972-73, '75
Kim Willenson, 1971-73
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public's comprehension." But, he also says, "I think it is evasive and disingenuous to suppose that, in its unwillingness over a space of 10 years to assign a true information-gathering function to its news operations in Washington and Vietnam, American network news did much beyond contributing to the unreality, and the dysfunction, of American life." The *New York Times's* James Reston takes another view: "Maybe the historians will agree that the reporters and the cameras were decisive in the end. They brought the issue of the war to the people . . . and forced the withdrawal of American power from Vietnam." And although the reporters of press, radio and television are being blamed for the defeat of American policy and power in Indochina, Mr. Reston writes, it should be remembered that "in the long tragic history of the war, the reporters have been more honest with the American people than the officials. . ."

There are other commentators, too. An analysis of CBS News's reporting on national defense matters in 1972 and 1973, prepared for the conservatively oriented Institute for American Strategy, concludes that the network operated from a generally antidefense-establishment bias, and that in its handling of the Vietnam war specifically, CBS News stressed that the South Vietnamese government was "corrupt, repressive or unpopular and that the South Vietnamese troops were doing poorly." (Mr. Arlen in his May 5 *New Yorker* article, made the contrary point that reporters of all three networks generally avoided such criticisms even though they were aware of their validity.)

For those government officials whose



NBC's Dick Wald:

"We gave a picture, but it was a mosaic, not a daily cartoon strip of what was happening . . . We were doing a daily report, and we were criticized for not doing an annual survey."

Vietnam policy collapsed in ruin on April 30, the time has not yet arrived for an assessment of the impact of the media on the conduct of the war. But one assessment is likely to emerge in a book that Dean Rusk, secretary of state in the Kennedy and Johnson administrations, is writing. Mr. Rusk teaches constitutional law at the University of Georgia, in Athens, and the book will reflect his background—the constitutional system as seen from the secretary of state's office. It will also include some chapters on the news media.

For the present, Mr. Rusk prefers to withhold comment on the media's performance; as a private citizen he wants the privilege of choosing his times to be "controversial." But he offered this observation last week: "If the President and Congress ever find themselves in a situation where they have to deal with this kind of thing again, God forbid, they will have to deal with the question of censorship."

The press was not censored in South Vietnam—primarily, Mr. Rusk suggested, for legal and practical reasons (censorship was not authorized by Congress; besides, there was no unity of command between the U.S. and South Vietnamese, not even among U.S. forces)—rather than for any particular concern for press freedom. As a result, the war, with all its "horrors," was fought in everyone's living room, with the effect, Mr. Rusk feels, of eroding the public support for the war. Whether the U.S. should permit Vietnam-type coverage in the future while an opponent does not "is a big question," he says.

Whatever the judgment of history, it seems fair to say that journalists—print as well as electronic, for that matter—generally pursued the story one day at a time, or at the most one issue at a time; they did not attempt to arrive at fundamental truths about the war. NBC's Wald acknowledges that television did not put the story together as well as it might have. But, he says, the "disparate items" that make up the Vietnam story were the subjects of NBC reports—in the news programs, *Today Show* byliners and news specials. "We gave a picture, but it was a mosaic, not a daily cartoon strip of what was happening. . . We were doing a daily report, and we were criticized for not doing an annual survey." Richard Salant, CBS News president, and Nick Archer, ABC's vice president of Television News Services, make the same point: Examine the over-all product; it was all there.

One is more likely to hear expressions of dissatisfaction about the coverage from the men who had been in the field rather than from the executives and editors. ABC's Ted Koppel feels that television did only "a good surface job," given the medium's limitations—principally the three-minute snippet of time normally allowed a piece on an evening news show. And CBS's Morley Safer, whose coverage of the war established him as a major broadcast journalist, feels that television was too concerned with the "bang-bang" aspect of the war—the battle—and too little interested in the "why" of a story.



CBS's Morley Safer:

"They [the critics] are looking for that one special, that one documentary, that will end the war the next morning, that will cause the soldiers to lay down their arms and the politicians to hang themselves from the lampposts in Washington. It doesn't work that way . . ."

But Mr. Safer is impatient, too, with Arlen-type critics: "They are looking for that one special, that one documentary that will end the war the next morning that will cause the soldiers to lay down their arms and the politicians to hang themselves from the lampposts in Washington. It doesn't work that way; it's a matter of accretion; of building stories here and there, persuading by the weight of evidence, at least as perceived by the reporters."

Although the executives in New York may not have ordered their Saigon bureau to, as Mr. Salant says, "shoo bloody," there is no question that television did concentrate on American troops in battle. Some news executives say, with a touch of impatience, that it was a war after all, one in which 55,000 American died. It was true, too, that television technology and economics in large measure helped shape the coverage. Because they worked in a visual medium, camera crews were forced to move out into the field; they could not rely on the handouts and briefings in Saigon. They needed pictures. And the pressure for the action scene was great; besides the inherent drama that producers of nightly news shows appeared to find irresistible, a fire-fight could be shown more easily in the

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brief time available in a half-hour news show than could a standupper on, say, the political and social upheaval caused by the pacification program on a village.

And as the war progressed, the improvements in the technology increased the pressure for on-the-scene reports. Cameras and related gear became increasingly portable; where cameramen and soundmen once were burdened under more than some 35 pounds of equipment, they were in the final stages of the war carrying less than half that amount of weight and in a more convenient configuration; sound amplifiers had been reduced from four pounds to one pound in weight and made part of the camera, and wireless microphones were in use. More important, the availability of satellite ground stations in Hong Kong and Bangkok in 1970 finally made possible the airing of filmed reports on virtually a same-day basis; previously film was flown either to Tokyo for satellite transmission or, more likely, to Los Angeles or San Francisco, where it was fed into the network lines, sometimes two days behind the event.

But there were other reasons—personal, professional and tactical—for the combat coverage. Battle stories were, correspondents agree, easy to do. There was, for the first time in an American war, no censorship. The military—whatever other faults the press corps saw in it—was cooperative in providing radio and television crews with the jeep, helicopter or fixed-wing aircraft needed to reach the scene. And courage was the main resource required, not the background or knowledge political or social stories demanded. What's more, as NBC's Ron Steinman, who ran the network's Saigon bureau in the late 1960's, says, "There were times when combat was a consuming moment. . . . Some reporters liked combat better than anything else. They were 'war lovers,' guys who wanted to be in that 'up' situation. The adrenalin starts pumping, and they go."

Some of the correspondents who were there admit to the emotional attraction of battle. ABC's Koppel, who went to Vietnam on his first major assignment in 1967, spent that year in the country and then shuttled in and out as Hong Kong bureau chief from 1969 to 1971, and who is now ABC's diplomatic correspondent is one. He talks of the "tremendous excitement" of covering a battle. "The excitement becomes like a drug, a shot of adrenalin, when you have been in a dangerous situation and then you have been flown out—to Danang, say. The freedom and release can't be duplicated in any other situation. You felt entitled to enjoy that night before you went out again."

But the war took its toll of those who covered it. NBC's Welles Hangan; Roger Colne, a French soundman, and Yoshihiko Waku, a Japanese cameraman, have been listed as missing since they were captured in Cambodia on May 31, 1970. Another NBC cameraman, Dieter Bellen-dorf, a German, was captured in Cambodia in April 1970 and is still listed as missing. CBS lost five killed—George Syvertsen, a correspondent; Gerald Miller, a producer; Duong Van Ri, a South Viet-



ABC's Ted Koppel:

"The excitement becomes like a drug, a shot of adrenalin, when you have been in a dangerous situation and then you have been flown out—to Danang, say. The freedom and release can't be duplicated in any other situation. You felt entitled to enjoy that night before you went out again."

namese, and Ramnik Lekhi, an Indian, both cameramen, and Yeng Sam Leng, a driver. All died at the hands of Cambodian rebels in 1970. Three other CBS employes disappeared that year in Cambodia—Tomoharu Ishii, a Japanese cameraman; Kojiro Waku, a Japanese sound technician, and freelance cameraman Dana Stone, an American. And ABC lost two Singaporean cameramen killed in action in 1972—Terry Khoo and Sam Kai Faye. (The loss of Mr. Khoo was a particularly painful one to a generation of ABC staffers who had known him in South Vietnam. Steve Bell, in an ABC radio special, *Scenes from a War* on May 2, recalled him as a brave, highly skilled professional cameraman who had probably saved Mr. Bell's life on at least one occasion and had undoubtedly steered him onto a number of good stories. Besides eulogizing Mr. Khoo, who after 10 years in Vietnam was killed in Quang Tri on what was to have been his last day on assignment, the brief account afforded the public a glimpse of the non-Americans who provided a kind of continuity to the story being told by Americans who visited Indochina in waves.)

But if battles overshadowed other stories, the correspondents did cover the "soft" stuff, too—the political and economic stories, the progress of the cam-

paign to win the hearts and minds of the people, the effort to Vietnamize the war. ABC's Bill Brannigan developed a speciality in South Vietnamese politics. CBS did stories on Saigon's black market. And NBC's Robert Hager recalls that when he arrived in Saigon in 1969, his editors were looking for something other than battle footage. "By 1969, people had seen a lot of the war; now the important thing was to tell a story—Is Vietnamization working? Is the war winding down? It wasn't enough to get a firefight. But if a firefight story broke, we covered it."

What's more, throughout the war, the networks did a number of specials and documentaries. CBS presented more than 100, including 116 segments of the occasional *Vietnam Perspective* series in the 1960's, that date back to a special on May 7, 1954, on John Foster Dulles and the Geneva Conference that ended the first Indochina war. NBC did 54 specials between 1965 to the present, besides two weekly series — *Vietnam Weekly Review*, which ran from April 17, 1966, to May 14, 1967, and *Vietnam: The War This Week*, which was broadcast from March 17, 1966, to July 7, 1968. ABC covered the war from a variety of points of view in the 99 half-hour segments that constituted the series, *Scope: The War in Vietnam*, which began on Feb. 10, 1965, as well as in 15 specials dating back to 1964.

It cannot be assumed the specials and documentaries were always successful in illuminating the Vietnam experience. One correspondent who recalls CBS's Feb. 14, 1967, *Vietnam Perspective: Air War in the North*, which CBS described as "an assessment of the scope and the effectiveness of U.S. bombings of North Vietnam and the growing controversy in the country over the air attacks," said the other day, "What the hell did it mean?"

As was true of the country as a whole, the war had a maturing experience on those who covered it. NBC's Wald concedes that "everyone's perception of the war changed; we didn't think the war that important at the time." And CBS News President Richard Salant says that, initially at least, the war was covered as if it were an extension of World War II. That was a war in which right and wrong were easily distinguished and in which the American cause was clearly and automatically the virtuous one.

That attitude seemed reflected in a CBS piece on a bombing mission in 1965, one in which Walter Cronkite rode piggy back in a Canberra jet that divebombed Viet Cong in the jungle above Danang. (In later years, after some of the lessons of the war were learned, a correspondent probably would have referred to "suspected Viet Cong.") Could the American public have identified with anyone but Walter Cronkite at that point?

But even then television was raising questions. The late Frank McGee, concluded an NBC special on the war on Dec. 20, 1965, with the comment that the government had not yet made a "compelling argument" as to why an independent South Vietnam "is so vital to American national interests that it tran-

It was a rare day that a correspondent carrying a camera or accompanied by a cameraman did not approach a body of American troops somewhere in Vietnam and cry out, "Anyone here from Des Moines?" or "Albuquerque?" or "Atlanta?"

scends doubts about the legality and morality" of American involvement in the war. And if that argument cannot be made, he added, the U.S. should withdraw.

There were, in addition, snapshots issuing from the daily routine indicating the networks were not afraid to look the strange war in the eye: In the same year that Walter Cronkite went along on a bombing mission, CBS's Safer joined a Marine unit on what started as a routine mission to the village of Cam Nhe, and filmed the Marines setting the huts afire—150 destroyed in response to a burst of gunfire, even though the Viet Cong had clearly left the area.

The piece was a landmark. David Halberstam, who won a Pulitzer prize for his coverage of the war for the *New York Times*, recalled the Cam Nhe incident in an article for the May 16 *New Times*: "The Zippo day. It was a total reversal of the American myth: The American legend of the West has the Americans in the white hats protecting women and children; the Indians are the savages who brutalize the innocents. It was a moment that touches the soul, and it would often be repeated."

He was right. In 1967, NBC broadcast film of the chief of the South Vietnamese national police firing a bullet into the head of a bound Viet Cong. And three years later, the network's Phil Brady broadcast allegations that President Thieu and Vice President Ky were profiting from the drug traffic in South Vietnam.

All three networks did remarkable work in covering the Communists' massive Tet offensive of 1968, which swept over all the country's major cities. Com-

ing after official U.S. estimates that the Communists could no longer mount a major offensive, Tet helped persuade the Johnson administration the war could not be won, and the uncompromising look the cameras presented to the American public of the fighting—including the bloody attack on the U.S. embassy in Saigon—is regarded by those who were in the American mission at the time as having played a major part in shaping the public's attitude toward the war.

ABC's Dick Rosenbaum spent most of his time as Saigon bureau chief from 1966 to 1969 in his office. But Tet brought the war to him: "I sat watching the flares, seeing them blow up the embassy. I looked at the presidential palace, and saw tracers and explosions. I looked out another window, and saw fighting at the dock. It was an unbelievable experience." And that was the experience conveyed to the American people.

Walter Cronkite visited South Vietnam for a special on the offensive. And the experience left him sufficiently moved to conclude the program with an uncharacteristically editorial comment. "To say that we are mired in stalemate seems the only realistic, yet unsatisfactory conclusion." The "only rational way out . . . will be to negotiate [and] not as victors."

Two years after that, Pau Harvey, who has never been confused with Walter Cronkite, told his ABC Radio audience the U.S. should leave Indochina—that it should not persist "in fighting protracted, debilitating wars far from home."

The reports raising questions about America's involvement generated pressures. After his Cam Nhe report was broadcast, CBS's Safer was advised by a Marine colonel that he might receive a bullet in the back. NBC's Brady found himself barred from re-entering South Vietnam when he attempted to return from a vacation after his report on alleged corruption in the Saigon government. Secretary of State Dean Rusk suggested that reporters get on "the team" (in response to what he said was a "loaded question" from John Scali, then with ABC and now the United States Ambassador to the United Nations, Secretary Rusk said, "Whose team are you on?") and the military seemed to favor those reporters who did. Presidents Johnson and Nixon railed against critics in the media; indeed, it was critical analyses by network correspondents of a speech by President Nixon outlining his Vietnam

From 38 to a rear guard of four. Four UPI staffers who had provided reports for UPI Audio remained in Saigon after the American evacuation. Some Telex copy has begun flowing from them following an easing of restrictions by the Vietcong government, but audio transmissions have not yet resumed.

UPI Audio reporters had provided American affiliates with news of the war even before the massive U.S. troop influx of the late sixties, broadcasting from a studio set up in a kitchen on the fifth floor of an apartment building. One reporter, Kent Potter, died in 1971 in a helicopter crash; and another, UPI Cambodia Manager Frank Frosch, died there in 1970. A total of 38 correspondents reported on the war for UPI Audio between 1956 and the present.

UPI Audio, like several other broadcast operations, benefitted from a graphic recreation of the evacuation of Danang, as correspondent Paul Vogle reported: "Only the fastest, the strongest and the meanest of a huge mob caught a ride on the last plane from Danang Saturday." Mr. Vogle, a professor of history at Hue University and a UPI stringer more than 10 years, thus received his greatest recognition in reporting the dark side of a people with whom he had lived.

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Group W's decade up front. Largest among Independents with on-the-scene coverage of South Vietnam and Cambodia was Westinghouse Broadcasting, which set up a Saigon bureau in 1965, and provided continuous reporting until its last two correspondents were evacuated on the morning of April 29.

Much of the group's Southeast Asia coverage in recent months has come from Leonard Pratt, who filed stories from Phnom Penh through Bangkok until mid-March, then moved to Saigon and continued his reporting from there. He was joined there April 1 by Group W's Bonn bureau chief, Jim Browning. Mr. Browning was one of those forced to scale the wall outside the American embassy in Saigon to reach a waiting helicopter. In the process, as Group W's Washington bureau chief, Sid Davis, put it, "he had to abandon his typewriter, but held on to his tape recorder—like a good broadcast journalist." Both Mr. Browning and Mr. Pratt later filed taped stories from American bases.

Mr. Davis noted that "this is the second time I've ended the war," referring to a series of radio special reports prepared in late 1972 dealing with the war, a series he was forced to revise several times as the Paris peace negotiations carried on into January 1973, when the reports eventually ran.

A similar special report package was put together for Group W affiliates in mid-April, and aired by most stations in early May. The package included a 15-minute documentary on U.S. involvement in South Vietnam, put together by national security correspondent Jim Anderson, as well as analyses of many facets of the conflict and commentary from the group's regular news commentators.

Coverage of the final hours of American involvement came through Washington, where Mr. Anderson and White House correspondent Tom Girard transmitted 23 reports between 3 and 7 a.m. on April 29, based on telephone ties between the American embassy in Saigon and the Pentagon and White House. As details of those last hours have become available from evacuees, the accuracy of those early reports has stood up remarkably well.

policy in November 1969 that touched off the attack, unprecedented in the depth of its fury, that then-Vice President Agnew undertook against the media, particularly network television.

(The government was not the only source of pressure the networks—CBS, at any rate—encountered. "The affiliates were at us constantly," Mr. Salant said the other day. "There was a great deal of complaint about how negative our stories were. A special delegation came in once—in the early 70's—and advanced the notion that a group of them visit Vietnam to talk to our correspondents." Mr. Salant said the idea was dropped.)

The government pressures appeared to be counterproductive. The reporters in South Vietnam grew increasingly skeptical of official information; briefings at the "5 o'clock follies," were often rancorous affairs, with reporters challenging the civilian and military briefers repeatedly. "The story was always different from what you were told," says Robert Toombs, who managed NBC's Saigon bureau in the late 1960's and now operates out of New York as a field producer.

What was probably more disturbing was that members of the U.S. establishment were not being honest with each other. Morley Safer recalls a trip to a town in the delta with William Colby, now the director of the Central Intelligence Agency but then deputy ambassador to Saigon. Mr. Colby was briefed by the team of American specialists aiding the South Vietnamese on the progress the South Vietnamese were making in asserting control over the region. Mr. Safer says that the reports were uniformly encouraging; "it seemed like a revivalist meeting." But that night, over drinks, the members of the team sought Mr. Safer out privately, and said the glowing reports they had given were a "lot of

bullshit" designed to please their boss, a tough Army colonel. "It's our ass if we tell the truth," one official said. The correspondent had been taken along on the understanding that whatever he learned was off the record, so he never reported what he had heard. But the intelligence did nothing to shrink the degree of skepticism with which he received official information.

The criticism the media heap on the government information specialists is not being repaid in kind. Barry Zorthian today is Time Inc.'s Washington vice president for government affairs. But his memories of Saigon when he served as chief spokesman for the U.S. mission between 1964 and 1968, are still green, though he does not recall his relations with the media as "hostile." He says that "as a general statement, the press did a first-rate job." Of course, not every correspondent or story was "great," and there are stories he would like to have seen handled differently. "But ultimately, the judgment of the public on the war comes through, and most would say it was a correct judgment." Major General Winant Sidle, who is now stationed at the Pentagon but who as a brigadier general was chief of information for the Military

Dean Rusk:

"If the President and Congress ever find themselves in a situation where they have to deal with this kind of thing again, God forbid, they will have to deal with the question of censorship."

Assistance Command, Vietnam, is somewhat less generous: "I don't agree with those who say the coverage was all bad."

But both sounded a theme heard also from some Saigon bureau chiefs and network news executives—the lack of experience on the part of many of the correspondents who were dispatched to South Vietnam. The networks were served by a number of veterans, but for the most part, it was the younger men, eager to advance careers, who volunteered; and then the tours were relatively short—six months to a year, 18 months in some cases.

"We had trouble getting good people to stay longer periods of time," says ABC's Archer. "It makes it tough on political stories, which require experience. The young correspondents were great on guts, in covering firefights, in getting to where the action was . . . It takes more experience to develop contacts, and know how to report."

Like the other networks, ABC attempted to prepare the men it sent out, exposing them to returned personnel, plying them with books, and sending them to Washington for briefings at the State and Defense Departments. But not all personnel received that much preparation. Mr. Zorthian recalls one man a network plucked out of a regional bureau and shipped to Saigon on two days notice. As General Sidle says, a number of correspondents "got on-the-job training in Vietnam." What's more, inexperienced reporters were not the only problem, in the U.S. mission's view. The editors and news executives in New York were another. Mr. Zorthian recalls an occasion when the Department of Defense sent Saigon a sampling of television clips that had been shown on the networks, and they were played back for the correspondents: "Some of the people were embarrassed at what had been done to the copy and film."

Perhaps. But, over-all, the network news executives and correspondents who covered the war are not embarrassed. The network executives are probably right in insisting that in the torrent of information broadcast journalism produced, the whole story was presented. And there seems little question that television shaped the popular conception of the war, as Dean Rusk and James Reston suggest. But talk of television's impact on society may be obscuring another point, one probably as valid and at least as important—the effect of the war in shaping broadcast journalism. Some reporters may never have learned how to use a military telephone, and some television documentaries may have been meaningless or plain wrong. But over the last 12 years, as Vietnam grew from a minor disturbance to a national obsession, as reporters scattered through the country, looking not only for the story but its meaning, the war became for the correspondents and news executives involved, a training ground in the journalistic imperatives of skepticism and independence and responsibility.

(This special report was written by Leonard Zeidenberg, senior correspondent Washington.)

Howard K. Smith steps back from anchorman role

He'll become nightly commentator on evening news as Harry Reasoner becomes principal newscaster

ABC-TV, whose nightly news show has stagnated in the ratings over the past three years, announced last week that it will drop the Smith-Reasoner dual-anchorman format, beginning early this fall. Like CBS's and NBC's nightly-news programs, ABC will go with one anchorman (Harry Reasoner, based in New York) and one commentator (Howard K. Smith, operating out of Washington).

"While we've been dragging our feet," said Bill Sheehan, the president of ABC News, "both CBS and NBC have phased in new production techniques in recent months. And these changes have been very effective, as one look at the ratings will tell you."

Based on 140 telecasts through April 20, CBS's Walter Cronkite is leading in the national Nielsens with a 15.1 rating and 28 share, NBC's John Chancellor is a close second (14.6 rating, 27 share) and ABC brings up the rear with an 11.2 rating and 21 share. ABC's 1975 rating and share are just about identical with its comparable 1973 and 1974 figures.

"Before Harry Reasoner takes over as sole anchorman," Mr. Sheehan continued, "we're going to build a new set this summer."

NBC News put up a new multipurpose set last December. And CBS News, beginning last Monday (May 12), came up with a new opening for the Cronkite show, whose main feature is a spinning animated globe. In addition, the "table of contents" part of the shows was expanded to include not only the correspondent's name and location but also a brief description of the story.

Mr. Sheehan is also convinced that the

one-anchorman format will provide a fresh approach for ABC's nightly news. "When we don't have to switch from one anchorman to the other, it'll be easier to showcase the cadre of reporters who appear frequently on the program," he said, citing specifically Tom Jarriel, Ted Koppel, Sam Donaldson and David Shoemaker.

Mr. Sheehan added that both Mr. Reasoner and Mr. Smith approved of the change, with Mr. Reasoner eager to do more writing (particularly now that the weekly *Reasoner Report* has been canceled) and "get more of his own individual style into the nightly news," and Mr. Smith content to pull away from the daily grind somewhat in order to reflect on trends and implications.

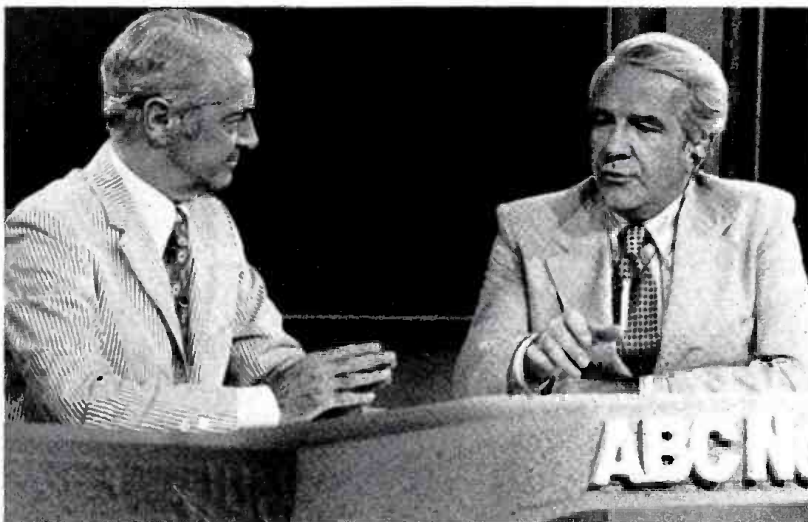
Integrity is name of news game—Dembo

CBS producer warns of pitfalls in talk to Illinois newsmen

Too many broadcast newsmen are still too concerned about ratings, still "intrigued by the show-business trappings and gimmickry of our profession," Joseph T. Dembo, executive producer of *CBS Morning News*, told the Illinois News Broadcasters Association in meeting earlier this month at Champaign.

"Most arrows in our profession are pointing up," he said. "Broadcast news is enjoying a boom—bigger reporting staffs, more time on the air for most of us—larger audiences. A healthy emphasis on investigative journalism—more women in our newsrooms—and greater portability of equipment, meaning faster and often better coverage.

"So," he continued, "let us beware of those who are intent on fouling our nest: Beware of the 'cute' anchormen and the Ted Baxters among us who wouldn't know a police blotter or a GNP curve from their own elbows. Beware of the news doctors who peddle 'happy news'



Divorce. Network evening news's only anchorman duo, Howard K. Smith (l) and Harry Reasoner, separate this fall as Mr. Reasoner goes solo as newscaster and Mr. Smith becomes commentator.

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Mr. Dembo called for "integrity in covering the news, integrity in presenting the facts, integrity in a ceaseless search for the truth," asserting that "only through a constant striving for optimum integrity can we hope to deserve it."

WCAU inaugurates all-news

CBS-owned WCAU(AM) Philadelphia has joined the ranks of all-news stations with its switch May 12 from talk. Like some of the other CBS stations to make the move, it is holding onto some successful features from its talk format, and is using all-news initially from 5:30 a.m. to 9 p.m.

The station moves into immediate competition with Group W's KYW(AM),

which has taken a news format to top ratings for some years. There is also the expectation, at least on the part of Philadelphia broadcasters, that NBC will have a local affiliate for its new News and Information Service soon, although no announcement has yet been made.

WCAU has developed an approach to local coverage of its own to complement the network services it will add. The station has added at least one former radio music personality (Bruce Bradley) to the news staff in an effort to establish what Bob Sherman, WCAU's general manager, calls a "personal and intimate" relationship with its listeners.

In gearing his news to a conversational approach, Mr. Sherman believes the station will be able to draw an audience that may not have listened to news radio in the past, particularly female listeners.

Mutual's Greenwood hits government restrictions and pessimistic news

William Greenwood, vice president of news of Mutual Broadcasting System, has accused the FCC of interfering with the free press rights of broadcast journalists by such requirements as the equal time provision, which he said, have "created a tendency toward stop-watch journalism."

Mr. Greenwood's remarks came last week in an address before the New Hampshire Association of Broadcasters convention, where he also lashed out at broadcasters for tending to emphasize the "gloomy news" in these times of economic hardship. Of more concern to Mr. Greenwood was a "growing cynicism" on the part of many national correspondents and a trend towards debating rather than questioning newsmakers.

"Broadcasters have an obligation in these times of economic hardship to rally public optimism," Mr. Greenwood said, as well as a responsibility to "help restore confidence in our political institutions," and where corruption exists, "to expose it."

Daily press won't bend

The governing body of the daily press covering Congress voted to reaffirm its two-year-old rule prohibiting members from accepting payment for appearances on government-sponsored radio and television programs, such as those of the Voice of America. The governing body, a five-man committee elected by members of the daily press gallery, voted 4-to-1 to defeat a motion to delete the prohibition. There are three correspondents galleries in Congress, one for the daily press (newspapers and wire services), one for the periodical press and one for radio and TV correspondents. The prohibition on receiving money for appearing on shows sponsored by government or members of Congress is unique to the daily press.

Taylor copyrights family viewing

In affiliates-convention speech, he gives CBS credit for origin of idea and getting ball rolling, and defends concept as legitimate self-regulation

Arthur Taylor, CBS president, last week staked a claim to the origination of the family viewing concept that has been incorporated into the National Association of Broadcasters television code. By Mr. Taylor's account, FCC Chairman Richard E. Wiley, whose repeated convocations of network and NAB executives had previously been considered instrumental in the adoption of restrictions on sex and violence in early evening hours, had nothing to do with it.

Mr. Taylor, in an address to CBS-TV affiliates at their annual conference in Los Angeles, assailed "cynics who dismiss family viewing as a hoax" and "Cassandras who are confusing licensee responsibility with a fatal step toward censorship." He denied that the code was amended in response to government pressure.

Indeed, Mr. Taylor told the affiliates, he had thought of talking to them about the subject a year ago (in his maiden address to an affiliates conference), but Watergate "pre-empted our attention." CBS's plans for family viewing periods were "well into the developmental stage," Mr. Taylor said last week, when he and other network executives "met last Nov. 22 with the chairman of the Federal Communications Commission, Mr. Wiley." That was his only reference to the chairman.

"Throughout December," Mr. Taylor's reconstruction continued, "there were other meetings in which CBS representatives were involved, and there was additional soul-searching and discussion of the matter at CBS. At the end of December we submitted proposals to the NAB's television code review board." (An original text of Mr. Taylor's speech had read: "Unfortunately, we were unable to convince the other major broadcasters to join us in making our family viewing proposals to the industry. It was only after this became clear that we at CBS acted on our own and submitted the proposals to the NAB's television code review board." That language was amended in the address he delivered.)

Mr. Taylor gave credit to "the industry at large" for suggesting changes in CBS's original family hour concept that were eventually written into the code. CBS had proposed that only the first hour of network programing (8-9 p.m. New York time) be reserved for family-oriented programs. It was at the insistence of others, especially ABC, which was not mentioned in Mr. Taylor's speech, that the period was enlarged to two hours beginning at 7 p.m., to dissuade independents from counterprograming network



Involved. WTOP-TV correspondent Mike Buchanan was wrapping up the story of a man who lost his eye in a Washington Monument grounds mugging and claimed no one would answer his cries for help. Just then, Mr. Buchanan saw a man running nearby with what looked like a purse. He took up the chase, caught him, lost him, caught him again, was knocked down and stunned. The suspect then was captured by Larry Covington, a WTOP-TV intern. By that time, police were there with handcuffs. Cameraman Dave Mowbrey captured the whole episode for WTOP-TV news.



Taylor

affiliates with action-adventure.

"In the three and a half months between CBS's suggestion of family viewing and its final adoption last month by the NAB [BROADCASTING, April 14]," said Mr. Taylor. "there was a great deal of constructive discussion, suggestions and compromise. . . . There also were, as you know, attempts to belittle and defeat family viewing. Some were vicious and petty." He did not amplify.

"To those who have charged that, by forthrightly confronting this issue of self-regulation, we in broadcasting have opened ourselves to inevitable government control, I must answer that I subscribe to no such domino theory," said Mr. Taylor. "That's hogwash." As for those "who are convinced that we acted only because of government pressure, in the form of a 'lifted eyebrow' or 'jaw-boning,'" Mr. Taylor said, "I can only answer that all the facial contortions in the world could not have compelled us to act if we had not thought that it was the right thing to do. I find it simply ludicrous to suggest that a company such as CBS and an industry such as broadcasting, which have been built on individual artistic and intellectual enterprise, whose integrity has so recently been tested by unprecedented government coercion against their news operations, would bow to threats from federal regulators."

It is not important now, said Mr. Taylor, "to seek credit for family viewing." The important thing is to "make sure it works." He has confidence it will work, although he acknowledged that "there undoubtedly will be differences among broadcasters over just where to draw the line of acceptable family viewing." The ultimate responsibility, said Mr. Taylor, remains with parents for whom the broadcasters' standards for family viewing will serve as guides.

At the conclusion of his address Mr. Taylor received applause lasting about 20 seconds.

CBS-TV explains its battle plan for next season

Silverman emphasizes a need to unseat NBC on Friday night, plus his network's quest for stability, durability, versatility

Fred Silverman, CBS-TV vice president-programs, said last week that the network had four objectives in mind when it drew up its 1975-76 schedule: to rebuild Friday night, "our biggest problem this year"; to redistribute strong shows for reinforcements on other nights; to replace shows "with no long-term potential," and to create a "diversified mix of comedy, variety and drama." (For details of all three network schedules, see BROADCASTING, May 12.)

In a presentation to CBS-TV affiliates in Los Angeles last week Mr. Silverman started with the Friday schedule. NBC's 1974-75 line-up of *Sanford and Son*, *Chico and the Man*, *Rockford Files* and *Policewoman* "totally obliterated us," Mr. Silverman said. "It was obvious the whole night had to go, the movie included."

The CBS strategy was to meet NBC head-on by moving "most of our powerhouse Tuesday schedule, *M*A*S*H*, *Hawaii Five-O* and *Barnaby Jones*, all now dominating their time periods, to do battle with *Chico*, *Rockford* and *Policewoman*," Mr. Silverman said. Research indicated that all three NBC programs "can be taken" with the kind of strength that the new CBS competition represents, he said. At 8 CBS will go against *Sanford and Son* with the new *Big Eddie*, a comedy starring Sheldon Leonard, which Mr. Silverman said "by virtue of its concept and star can cause a lot of conversation and cut into the *Sanford* audience."

With Tuesday all but emptied for the Friday repairs, CBS-TV is introducing two-and-a-half hours of new shows, hoping to duplicate NBC's coup this season of introducing as much new programming, which became a string of hits. NBC's Friday schedule was based on *Sanford*. CBS is counting on *Good Times* at 8-8:30 to do as much for it on Tuesday nights. The new shows are *Joe and Sons* (8:30-9), *Switch!* (9-10) and *Beacon Hill* (10-11). (Pilots of those and all other new CBS programs were screened for the affiliates last week.)

The biggest news about Monday in the CBS schedule may be the cancellation of *Gunsmoke*. Mr. Silverman explained that for the past several seasons its share of audience had declined from a 35 to a 33 to a 31 in the season now ending. *Rhoda* was moved into the 8-8:30 period to get the night off to a strong start, followed by the new *Phyllis*, another spin-off from *Mary Tyler Moore*, and *All in the Family*, which is aimed at ABC's football and NBC's movie. *Maude* and *Medical Center*, which follow, "never had it so good," Mr. Silverman said.

On Saturdays, CBS is moving *The Jeffersons* to 8-8:30 on the theory it will

start the night big. It has averaged a 46 share following *All in the Family*, the biggest audience attracted by any predecessor in that period. The new show on Saturday is *Doc*, starring the Broadway actor, Barnard Hughes. "The competition should assure *Doc*'s success on Saturday," Mr. Silverman said. "NBC has renewed a very marginal *Emergency*, and ABC is scheduling a Howard Cosell variety show, if you can believe that."

Thursdays remain untouched on CBS, with *The Waltons* and the movie, the latter benefitting in CBS's plans by the elimination of other movie nights and reduced drain on inventory. Mr. Silverman announced several first-run titles for next season: "The French Connection," "The Getaway" with Steve McQueen and Ali MacGraw, "The Bible," "Supercops," John Wayne in "Cabill, U.S. Marshall," "Mr. Majestyk" and "Red Sun" with Charles Bronson, "Conrak" and "Pat Garrett and Billy the Kid."

On Wednesday, CBS is leaving *Tony Orlando and Dawn* and *Cannon* undisturbed at 8-10 and is bringing in the new *Kate McShane* with Anne Mears at 10. Among affiliates the *McShane* show drew more approval than most of the other pilots.

Sundays will be opened at 7-8 p.m. with *Three for the Road*, a story of a recently widowed father, who is a freelance photographer traveling to assignments in a camper with his two young sons. It is intended to meet FCC specifications that a children's show (or documentary) must play in that period. *Cher* and *Kojak* follow. At 10-11 is a new action show, *Bronk*, with Jack Palance, replacing *Mannix*, which Mr. Silverman said had been showing signs of fatigue and at times has lost as much as 20% of the *Kojak* lead-in. CBS thinks Mr. Palance will give the new show star value.

Wood suggests a lesson is to be learned from the long list of shows that failed to demonstrate staying power

The mortality rate of television programming was described last week by Robert D. Wood, president of the CBS Television Network, in explaining why CBS-TV next fall is introducing nine shows in prime time and rescheduling half of its 18 returning programs.

Mr. Wood said he had discovered "to my amazement" that next fall CBS-TV will be carrying only two shows, *Carol Burnett* and *Hawaii Five-O*, that were on the air seven years ago when he became president of the network.

In that same period, the production of nearly 200 pilots has been commissioned, 66 series have been introduced, old shows have been switched to new time periods 56 times.

Mr. Wood said that CBS next fall is making radical changes despite the audience lead it has commanded in the 1974-75 season. He told the affiliates that in the season as a whole—September through April—CBS averaged 1.5 million more viewers than NBC and 6 million more than ABC, minute by minute.

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success," said Mr. Wood, "it well could be argued that we should stand pat, let well enough alone. I could not disagree more. In my opinion, our popularity over so many years stems directly from our willingness to face up to the need for change even when everyone else may say we're riding high."

Katz says CBS-TV will have less, but make more prudent use of specials in coming season

CBS-TV intends to cut back its production of specials by perhaps 10% in the next television season, Oscar Katz, CBS-TV vice president, programs, New York, told CBS-TV affiliates last week. The purpose is to interrupt the regular schedule less often but with specials of better quality, Mr. Katz said.

The network will reduce by one-third the "pageant shows, salutes, parades, award shows and the like" that have proliferated, Mr. Katz said. It will rely heavily on personality specials with such stars as Carol Burnett, Perry Como, Doris Day, Don Rickles, Bing Crosby, Lucille Ball, Mary Tyler Moore and, new to CBS, Goldie Hawn, Steve Lawrence and Eydie Gorme, Dick Cavett and Flip Wilson who is ticketed for four shows.

Mr. Katz said there would be a continuation of "prestigious adult drama" and showed clips from the forthcoming "Fear on Trial," a dramatization of the successful libel suit won by John Henry Faulk, who was blacklisted in the 1950's as a performer on the CBS-owned WCBS(AM) New York. The show, now being edited, stars George C. Scott as Louis Nizer, the lawyer who represented Mr. Faulk, and has "already generated tremendous press interest," said Mr. Katz, because "CBS is the network which dared to make a show involving itself."

NBC daytime gains have CBS talking about counter strategy

CBS-TV affiliates were told last week that their network had seized the lead in audience for daytime programming but that NBC-TV has been making recent gains with a spate of program changes, including the expansion of two serials from the traditional half-hour to an hour. The hint was that CBS-TV may also lengthen some soap operas.

B. Donald Grant, vice president, daytime programs, said that NBC's expansion of *Another World* to an hour against CBS game shows last January "was a disaster." Two weeks ago NBC also expanded *Days of Our Lives*.

"We are very carefully watching this situation," said Mr. Grant. "We will do whatever is necessary to retain the leadership that we captured this past season."

Busy, busy. The 550 delegates to last week's CBS-TV affiliates convention were submitted to a grueling schedule. On both mornings, May 13-14, buses left the Century Plaza hotel in Los Angeles at 7 a.m. for the CBS Studio Center in the San Fernando valley where sessions began at 8 a.m. On the first day, the morn-

ing session ran until 12:30 p.m., without a break. On the next morning affiliates met by themselves for an hour, discussing mostly what to do about the FCC's relaxation of its cable duplication rules (see page 59), then returned for a general session lasting until 12:45 p.m. After lunches on both days, afternoon sessions lasted until about 5:30. Pilots of CBS-TV's nine new shows were shown in their entirety—seven hours of viewing, pieced out over the two days. Cocktails were served outdoors at the studio center on Tuesday with a buffet afterward at the Century Plaza. On Wednesday a cocktail party and banquet were held at the Century Plaza. Bob Newhart entertained. Tony Orlando and Dawn had been scheduled, but Mr. Orlando fell ill with laryngitis (as did John A. Schneider, president of the CBS/Broadcast Group [see page 50]). Cher, the network's new Sunday hit, filled in.

CBS-TV urges longer sweeps, stop on hypoing

Eliasberg says everyone would benefit by stability of books

CBS-TV affiliates were exhorted last week to support the extension of rating sweeps from four-week periods to eight and were told that their network would quit loading its schedules with special programming to hypo ratings during sweeps.

The subject was introduced by Jay Eliasberg, vice president, research, CBS/Broadcast Group, during a closed meeting of affiliates and network executives last Wednesday at the annual affiliates conference in Los Angeles. Mr. Eliasberg was said to have argued that national ratings were being distorted by the hypoing for sweeps, which produce the local rating books that are main tools of station selling. Mr. Eliasberg said everyone would benefit if the sweeps were long enough to defeat hypoing.

Recent polls of clients by A. C. Nielsen Co. and Arbitron (BROADCASTING, May 5) have turned up overwhelming station sentiment against the extension of the sweeps, though agencies in general favor the eight-week proposal. Stations not only object to the added cost but also fear the loss of weekly ratings. Present samples are considered too small to produce meaningful figures if stretched over eight weeks.

The CBS-TV attitude toward hypoing has changed. A year ago when the network was introducing its 1974-75 program schedule at its affiliates conference, officials made much of a plan to marry off the leading character in the then-new *Rhoda* during the November sweeps. Last week Robert D. Wood, CBS-TV president, was said to have told the affiliates there would be "no more Rhoda marriages" arranged for sweeps. Mr.

Wood was also reported to have warned his affiliates that they could expect other networks to go on heavying up their schedules during sweeps, until the sweeps are lengthened.



Crowd-pleaser. Robert D. Wood, CBS-TV president, got more applause than anyone else during his several appearances at business sessions of the CBS-TV affiliates annual conference last week. The applause reflected general affiliate approval of the ratings leads enjoyed by the network, even though some had hoped for compensation increases that did not materialize (see page 52).



Gavel-wielder. Charles B. Brakefield, president and general manager of WREG-TV Memphis, Tenn., and chairman of the CBS-TV Affiliates Association, presided over last week's round of meetings with network officials in Los Angeles.

NBC affiliates turn this week

Programing is the order of the day
as network's outlets gather in L.A.

It's network show-and-tell time again this week in Los Angeles, where some 600 representatives of NBC-TV's 219 affiliated stations, a record turnout, are expected to be on hand for their annual convention today and tomorrow (May 19-20).

Reports on plans for both regular and special programs dominate the agenda for the business meetings, which will be laced with showings of excerpts from new shows.

Herbert S. Schlosser, NBC president, will address the opening business session this morning. Julian Goodman, board chairman, will be featured speaker at the Tuesday luncheon.

This morning's session, after a welcome by Donald J. Mercer, station relations vice president, will hear Mr. Schlosser's address and then a series of presentations on a variety of program areas.

Making the presentations will be William Hogan, director, children's programs; Lin Bolen, vice president, daytime programs; Dick Ebersol, director, late-night programing (reporting on Saturday-night programing specifically); Richard C. Wald, president of NBC News, and Carl Lindemann Jr., vice president, sports.

Business meetings are slated to resume this afternoon following luncheon. Tom Snyder, host of NBC-TV's *Tomorrow* show, will be the luncheon speaker.

Tuesday morning's session will concentrate on the 1975-76 prime-time schedule with which NBC-TV hopes to overtake CBS in the ratings race. Robert T. Howard, president of NBC-TV, will conduct the presentation. Assisting will be Lawrence R. White, vice president, programs; Marvin Antonowsky, vice president, program operations and advertising; John J. McMahon, vice president, program operations, and William F. Storke, vice president, special programs.

A meeting between network executives and affiliates is scheduled to close the business sessions Tuesday afternoon.

The annual dinner will be held tonight at the Century Plaza hotel, which

Promised land. CBS-TV is giving Dick Cavett a hard act to follow: *Moses*. Starting his first series since signing an exclusive contract with CBS last January, Mr. Cavett will host a four-week summer-replacement talk/variety show in the Carol Burnett time slot (Saturday, 10-11 p.m., NYT) beginning Aug. 16. From June 21 through Aug. 2, *Moses—The Lawgiver*, a six-hour dramatization starring Burt Lancaster in the title role, which was co-produced by RAI Television of Italy and ATV Ltd. of London, will run in that time period.

was also to be the scene of an opening reception given last night (May 18) by Chairman Goodman and President Schlosser. The business meetings also will be held at the Century Plaza, except for the prime-time presentation at nearby Theater II Century City. The closing event will be a dinner given by Universal Studios at Universal City Tuesday night.

This week's will be the second of three network affiliate conventions at the Century Plaza in as many weeks: CBS-TV's was last week (stories pages 35 and 50). ABC-TV's will be next.

Brown queers WNET and PBS airing of 'Harlem' film

Panel set up to discuss and counter
bad light in which documentary casts
blacks is broken down by producer
of 'Black Journal'; show is canceled

Pressure from New York blacks has forced the postponement by WNET(TV) New York, the purchasing station, and by the entire Public Broadcasting network, of a documentary on Harlem scheduled for showing tonight (8-10 p.m., NYT).

The documentary, called *Harlem: Voices, Faces*, was produced three years ago by two Swedish filmmakers and, thematically, "it deals with Harlem as a summation of all the social ills in our country," according to Robert Kotlowitz, WNET's vice president for programs.

When WNET bought it for the PBS, Mr. Kotlowitz says, the station's programmers decided that it couldn't be aired without some framing device because of the negative image of blacks that saturates the 90-minute film. "We felt it our obligation," he continues, "to put on a panel discussion following the film" with prominent blacks from various fields to give some perspective to the images conveyed in the documentary.

But, according to Jerome Toobin, WNET's director of public affairs, two of the first four panelists who had tentatively agreed to appear—Joyce Ladner, a Hunter College sociologist, and James Turner, the head of African studies at Cornell University—were prevailed upon by Tony Brown, a WNET staff member and the producer of PBS's *Black Journal*, to turn down their invitations.

The rest of the panel "melted under the pressure," says Mr. Kotlowitz, adding that the same melting process dissolved a second panel the station tried to put together early last week. Station sources said that the pressure was "spear-headed" by Mr. Brown, but that "a good 85% of WNET's black employees" joined him in a petition distributed to the four top station executives calling the film racist and demanding that WNET cancel its showing.

Mr. Toobin said that this petition

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prodded the station's executives to invite a group of prominent blacks, including the borough president of Manhattan, Percy Sutton, to a screening of the film. The response of these blacks to the film, Mr. Toobin said, was "overwhelmingly negative."

Without the framing device of a panel of responsible blacks, and influenced by the negative vibes of the invitees, the station hierarchy decided last Tuesday (May 13) to postpone the film. Accompanying that decision was a pledge that the station would beat the bushes for enough money (\$50,000 was the first figure mentioned) to hire black filmmakers to do another documentary on Harlem and then run both films back-to-back, possibly as early as next fall.

But last Wednesday (May 14), Mr. Kotlowitz was holding out the possibility that a third panel might be formed from the blacks whose reaction to the controversy is anger at the station for *not* showing the film. Emphasizing that possibility, Mr. Toobin said he began getting calls after the story broke that seemed to be making one basic point, which was summed up in the question "Who gave Tony Brown the right to speak for the entire black community?" Formation of a third panel could persuade WNET-TV program executives to hustle the documentary onto the air in short order, Mr. Kotlowitz says.

One ironic footnote to the story: some months ago, CBS's *60 Minutes* showed a 12-minute segment from the film, a particularly graphic sequence shot in Harlem Hospital, without bringing down the wrath of the black community.

Armstrong winners are announced

Eight FM stations are honored for particular program efforts

Eight FM radio stations were chosen to share \$4,000 in first-place prize money for the 11th annual Armstrong Awards for excellence and originality in FM broadcasting.

Awards of \$500 and a bronze plaque in the commercial station category went to: WRFM(FM) New York for *The Medical Trap* (community service); Gamut Productions, Chicago, for *The Great Idea of Man* (education); WCCO-FM Minneapolis for *The Duke Ellington Legacy* (music); and WASH(FM) Washington for *Special Report: Freedom is My Woman—The D.C. Cellblock Takeover* (news).

First-place awards in the noncommercial station category: WBAI(FM) New York for *Coming Home There Was No Homecoming: Veterans After Vietnam* (community service); WOSU-FM Ohio State University for *Epilogue to a Revolution* (education); KANU(FM) University of Kansas at Lawrence for *Charles Ives: The Unanswered Question* (music); and KSJN(FM) St. Paul for *The Wounded Knee Epilogue* (news).

The awards are sponsored by the Armstrong Memorial Research Foundation and administered by Columbia Univer-

sity's Engineering School, New York. Presentations will be made during the annual convention of the National Association of FM Broadcasters, Sept. 17-20 in Atlanta.

FCC re-releases PTAR III to not-so-rave reviews

Effective date set by commission sends syndicators rushing to file appeal motions; public affairs exemption point of confusion

The FCC last week formally adopted and issued its revised version of the Prime Time Access Rule III. It follows the statement of intentions it issued two weeks ago (BROADCASTING, May 5). And its immediate effect was to pave the way for the filing of two motions in the U.S. Court of Appeals in New York seeking an extension of the rule's effective date.

The commission in its order affirms Sept. 8, 1975, as that date. And Sandy Frank Program Sales Inc. and the National Association of Independent Television Producers and Distributors promptly filed motions with the appeals court, urging it to assert the jurisdiction it has retained over the case and reverse the commission with respect to the effective date.

Frank, which wants the effective date postponed one year, contends that when the court referred to a "new" date in the decision essentially affirming the legality and constitutionality of PTAR III, it intended that the commission adopt a new effective date (BROADCASTING, April 28). NAITPD says the commission failed to explain why September 8, 1975, is the appropriate date.

Both also say that, in setting September as the starting time in the original PTAR III order adopted in January, the commission failed to allow independent producers and distributors sufficient time to adjust their plans, which were set before January, to changed market conditions. The subsequent litigation over the rule, Frank adds, extended the period of uncertainty. And NAITPD says that some of the programs independent producers and syndicators have prepared that probably would be denied access time under PTAR III are children's programs and documentaries, types the commission singled out as being in the public interest.

The new version of PTAR III was prepared in response to the court's order pointing out various defects in the original commission decision. Basically, the rule retains the form adopted in January. As under PTAR I, network affiliates in the top 50 markets will be barred from taking more than three hours of network programming in prime time. However, an amendment exempts various material from the rule—children's and pub-

lic affairs programs and documentaries—and it is that which disturbs the independent producers and distributors.

The commission, in response to one of the court's criticisms, provided a definition of public affairs programs. They "include talks, commentaries, discussions, speeches, editorials, political programs, documentaries, forums, panels, roundtables and similar programs primarily concerning local, national, and international public affairs."

The definition is the same as that used in the commission's logging rules, and has been criticized on the grounds that the definition includes the term "public affairs." However, the commission said it had not found that licensees had difficulty in distinguishing public affairs programs and that, in any event, it issued a notice of inquiry last month seeking a more precise definition. The commission said it was sticking with the definition used in its logging rules, at least temporarily, in the interest of consistency.

The new order was adopted unanimously. Commissioner Glen O. Robinson, who was the lone dissenter when the commission adopted PTAR III in January, concurred and issued a statement saying he was not taking back any of the hard things he had said about the rule in the past.

"I still cannot see any connection between the rule and the benefits it is supposed to produce, and I still think that the rule has had—will continue to have—unacceptable costs in terms of viewer welfare."

Commissioner Charlotte Reid, in a separate concurrence, indicated she remains cool toward the rule. "My concurrence is simply based on my oft-expressed belief that the totality of the rule may not be in the public interest," she said. "But, once again, I shall remain patient and concur with the majority although I am still wondering if this rule might not someday self-destruct."

UNDA's Gabriels go to 21 programs

Twenty-one radio and television programs aired during 1974 have been selected as winners of the 10th annual Gabriel awards by UNDA-USA, the Catholic fraternal association for broadcasters and allied communicators. The awards will be presented May 22 at Mercy College in Detroit.

Besides the program awards, WCVB-TV Boston will receive a Gabriel Award for over-all excellence in television programming; Paulist Productions will be presented a Gabriel for continuous outstanding achievement in syndicated religious television programming for its *Insight* series, and Frederick Wiseman, documentary film-maker and general manager of Ziporah Films, Boston, will be given the personal achievement Gabriel presented annually to an individual for notable contributions to broadcasting.

The television program winners:
CBS *Playhouse 90: The Migrants*, produced by

CBS-TV; *Competition*, produced by the Diocese of Youngstown and WFML-TV Youngstown, Ohio; *Drink, Drank, Drunk*, produced by noncommercial WOED-TV Pittsburgh and the Public Broadcasting Service; *CBS Reports: Caution: Drinking Water May Be Dangerous To Your Health*, produced by CBS News; *Montage: The Lingerin' Heart*, produced by WKYC-TV Cleveland; *Arizona Biography: Sierra*, produced by KOOL-TV Phoenix; *To Be Truly Human*, produced by the Canadian Broadcasting Corporation; *The Lady They Call The "B"*, produced by the Ontario Educational Communications Authority; *Celebrating Tomorrow's Hope*, produced by the Religious Broadcasting Commission, Seattle; *New Fire*, produced by the Archdiocese of Omaha for non-commercial KETV-TV Omaha; *The Cay*, produced by NBC-TV; *Cosmic Waves*, produced by WCVB-TV Boston; *Homefront III*, produced by Bonneville International Corp. for the Church of Jesus Christ of Latter-Day Saints.

The radio program winners:

The Beginning, produced by the Metro Detroit Council of Churches and WCAR(AM) Detroit; *Update: Vietnam Retrospective*, produced by ABC Radio; *Journey To Ararat*, produced by KFWD(AM) Hollywood; *Back To Bloody Harlan*, produced by WWVA(AM) Wheeling, W.Va.; *The Liberated Woman*, produced by NBC Radio and the United States Catholic Conference; *Lovenotes For Listeners*, produced by KCBS-FM San Francisco, for the Archdiocesan Communications Center there; *Homefront III*, produced by Bonneville International for the Church of Jesus Christ of Latter-Day Saints; *To Whom It May Concern*, produced by KSFO(AM) for the Archdiocesan Communications Center, San Francisco.

What's doing at the NAB children's TV conference

The National Association of Broadcasters is expecting about 300 registrants at its June 1-3 conference on children's television at the Washington Hilton.

The program features a long list of network and station executives, program producers and performers, educators and government officials. The complete conference agenda follows:

Sunday, June 1

3-6 p.m. Registration.

6-7:30 p.m. Cocktail reception.

8 p.m. Presentation of "Children, television, and broadcast self-regulation." *Moderator:* Robert Gordon, conference chairman, and vice president-general manager, WCPO-TV Cincinnati. *Host:* Burr Tillstrom, *Kukla, Fran and Ollie* TV show. *Speaker:* Roy Danish, director, Television Information Office, New York.

Monday, June 2

7-9 a.m. Continental breakfast.

7:30 a.m.-5 p.m. Registration.

9-9:45 a.m. Opening general session. Television and the child—the broadcasters' responsibility to the community, educator, parent and the child. *Moderator:* Roger Fransecky, director, University Media Service, University of Cincinnati, Cincinnati. *Participants:* Eliot Daley, president, Princeton Child Development Associates, Princeton, N.J.; Clare Lynch O'Brien, educational consultant, Alphaventure Productions, New York; Gerald Lesser, Bigelow professor of child development, Harvard University.

9:45-10:45 a.m. Discussion of current regulation in children's programming. *Moderator:* Donald P. Zeifang, vice president, Government Relations, NAB. *Participants:* Lawrence Secret, administrative assistant to FCC Chairman Richard Wiley; J. Thomas Rosch, director, Consumer Protection Bureau, Federal Trade Commission; John Summers, general counsel, NAB; Jerome Lansner, assistant director, NAB Code Authority.

10:45-11 a.m. Break.

11 a.m.-12:30 p.m. General session—a first look at new research. *Moderator:* John Dimling, vice president, research, NAB. *Participants:* Keith W. Mielke, professor, Indiana University, Bloomington; Rolland Johnson, assistant professor of telecommunications, Indiana University; Barry Cole, adjunct associate pro-

fessor of telecommunications, Indiana University; Joseph Klapper, director, office of social research, CBS; Langbourne Rust, Attribute Research Service, New York; Jerome Kernan, professor of behavioral analysis, University of Cincinnati. *Comments:* Mariann Winick, assistant professor of education, Lehman College, City University of New York.

12:30 p.m. Luncheon. *Moderator:* Mr. Gordon. *Remarks:* Vincent T. Wasilewski, NAB president. *Speaker:* Richard E. Wiley, FCC chairman.

2-3 p.m. How to test a children's program. *Participant:* Dr. Kernan.

3-3:15 p.m. Break.

3:15-4:30 p.m. General session. *Moderator:* Marvin Chauvin, president, National Association of Television Program Executives, WOTV Grand Rapids, Mich. Presentations of local children's programs.

4:30-6:30 p.m. Workshops. "Children's television personalities." *Participants:* Bob Keeshan (Captain Kangaroo); Squire D. Rushnell, vice president, children's programs, ABC. "Puppetry as a program element." *Participant:* Mr. Tillstrom. "Music and the child." *Moderator:* George Heinemann, vice president, children's programs, NBC. *Participants:* Tom Robertson, executive producer, Avco/Meredith Young Peoples Specials, Cincinnati; John Burstein, performer. "How to develop your own children's program." *Moderator:* Fred Schlipp, executive producer, WCVB-TV Boston. *Participants:* Gail Frank, executive producer, Group W Productions, New York; A. R. VanCantfort, program manager, WSB-TV Atlanta; Hedda Sharapan, associate producer, "Mister Rogers Neighborhood"; Mimi Cazana, specialist in children's programming, Butler University, Indianapolis; Waltie Rasulala, producer-hostess, "Magic Door" WMAL-TV Washington. "Scheduling local children's programs." *Moderator:* Mr. Dimling. *Participants:* Dixon C. Lovorn, vice president, broadcast services, Cosmos Broadcasting, Columbia, S.C.; Irwin Starr, program manager, WMAL-TV. "Children's news: a new dimension in programming." *Moderator:* Robert Behrens, president, The Behrens Co., Miami. *Participants:* Christina Metcalf, producer, KRON-TV San Francisco; David Beddow, program manager, KDKA-TV Pittsburgh; Paul Jensen, KOLN-TV Lincoln, Neb.; Paul Hughes, vice president/general manager, WTEN-TV Albany, N.Y.; Robert Guy, program manager, KING-TV Seattle.

Tuesday, June 3

8:30-9:30 a.m. Continental breakfast.

9:45-11 a.m. General session—continued screenings of local children's shows. *Moderator:* James Ferguson, immediate past president, National Association of Television Program Executives (WAGA-TV Atlanta).

11-11:15 a.m. Break.

11:15-12:30 p.m. General session—the condition of children's advertising. *Moderator:* Mr. Gordon. *Participants:* Seymour Banks, vice president, Leo Burnett Co., Chicago; Emilee Griffin, children's review unit, Council of Better Business Bureaus, New York; Archa O. Knowlton, director, media services, General Foods Corp., White Plains, N.Y.; Fletcher C. Waller Jr., General Mills Fun Group, Minneapolis; Edward Smardan, vice president, media, Ogilvy & Mather, New York.

12:45 p.m. Luncheon. *Moderator:* Mr. Gordon. *Speaker:* Mr. Keeshan.

2-4 p.m. Mini workshops (repeat of Monday workshops).

4 p.m. Break.

4:15-5:30 p.m. Closing general session. Summaries by key participants. "The future of children's programming." *Moderator:* Mr. Heinemann.

7-10 p.m. Continued screenings—Programs from broadcast groups and other special projects. *Moderator:* Ms. Cazana.

- *Rainbow Sunday*, ABC-O&O, New York
- *The Avco/Meredith Young Peoples Specials*, WLWT Cincinnati
- *Big Blue Marble*, Alphaventure Productions, New York
- *Dipsy Doodle*, Storer-Capital Cities-Metromedia, WJW Cleveland
- *Marshall Etrons Illustrated, Simplified & Painless Sunday School*, CBS-TV, New York
- *Max B. Nimble*, Taft Broadcasting, WKRC Cincinnati

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NBC, TVS plan to double team college basketball

Saturday doubleheaders next season plus NCAA playoffs will be result of contract to consolidate efforts

NBC-TV and the independent TVS Television Network announced an agreement last week under which college basketball games, carried by TVS on its own line-up of stations since 1968, will be weekly features on NBC-TV "for many, many years" to come.

The agreement calls for the presentation of college basketball doubleheaders on 10 Saturday afternoons from January through March, plus selected single games, beginning next January. The doubleheaders will occupy either the 2-6 or 1-5 p.m. NYT block, according to Carl Lindemann Jr., NBC vice president, sports, and will usually consist of a national game followed by one of six to eight regional games to be covered each weekend. Also, some games may be presented in other time periods, such as Saturday at 11:30 p.m. NYT.

The agreement between NBC and TVS was described as "a very, very complex arrangement," and both NBC officials and TVS President Eddie Einhorn refused to specify its length or the financial arrangements. They did say that TVS retains the basic TV rights it has obtained to the college games over the years, and that both TVS and NBC will participate in the presentations on NBC, with TVS producing the telecasts.

Mr. Einhorn said that "part of the consideration was financial" but that "the major part" was his satisfaction that "this will preserve the integrity of what I have set up—that will be my reward and will please me greatly." He said he felt that "I owe something to basketball to let [the TVS coverage arrangements] go on whether I'm here or not," and that this influenced him to initiate discussions with NBC looking to the current deal.

He said NBC was a natural choice since it has been carrying the National Collegiate Athletic Association basketball championships since 1969. In addition, he said, about 140 of TVS's 190 affiliates are NBC affiliates.

Mr. Einhorn said TVS had averaged 180 to 190 stations per game, whereas the line-ups on NBC would be 200 stations or more. Mr. Lindemann predicted that with an NBC line-up, backed by NBC promotion ratings on the games would rise from 7's and 8's on TVS to 10's on NBC. Both agreed that college basketball was "the last major sport" whose TV rights are not controlled by a major network.

The NBC-TV plan will cover about 90 games each season in the Big 10, Pac Eight, Eastern Collegiate Athletic Conference, Big Eight, Missouri Valley, Western Athletic and Southeastern conferences. Games of major independent schools such as Notre Dame, Marquette and



In league. Contract under which NBC-TV will carry college basketball games formerly presented by TVS Television network, with TVS now collaborating in their presentation, gets final going-over from (l to r) Eddie Einhorn, president of TVS; C. Wrede Petersmeyer, chairman of TVS's parent Corinthian Broadcasting Corp.; Chet Simmons, NBC-TV vice president, sports operations, and Alvin Rush, NBC-TV senior vice president, program and sports administration.

South Carolina will also be included. The first doubleheader, next Jan. 3, will present the NCAA defending champion, UCLA, against Notre Dame as the national game, plus a regional game.

TVS's contracts are with colleges and conferences individually. In contrast, the NCAA handles the football TV rights for its member colleges.

TVS, a division of Corinthian Broadcasting Corp., is active in coverage of football, boxing, track and field, horse racing and auto racing as well as basketball. In 1973 it also covered the first U.S. basketball tour of mainland China and presented the World University Games from Moscow.

Starger goes off on his own in programing

ABC Entertainment head forms own production firm with ABC as first customer; successor unnamed

Martin Starger will leave the presidency of ABC Entertainment on June 15 to form his own production company, with ABC-TV as his exclusive TV client at the outset.

The plans were announced by ABC and Mr. Starger last week. His successor as head of ABC Television's programing division was not immediately disclosed.

The announcement put an end to reports that have arisen intermittently for several months, particularly in the wake of ABC-TV's plunging ratings last fall, predicting Mr. Starger's imminent departure. He himself said last week he had independent production in mind as an ultimate goal as long as three years ago, and ABC-TV President Frederick S. Pierce said ABC had known "for some time" that this would be the eventual result.

Both Mr. Pierce and Mr. Starger emphasized that the television output of Mr. Starger's company will be "totally exclusive" to ABC. This is to include

prime-time series, the first of which is targeted for broadcast in the 1976-77 season, and entertainment specials and motion pictures for TV. Mr. Starger said ABC's exclusive rights to his TV production would continue for a minimum of three years. He also plans to produce theatrical movies, stage plays and other live presentations, to which ABC does not have exclusive rights.

Mr. Starger said ABC was helping to set up his company financially but that he would be its sole owner. He said he does not plan to take any other ABC employees with him. Lawyers are still checking out prospective names for the company, which he said will have offices in both Los Angeles and New York.

Mr. Starger joined ABC-TV in April 1966 as vice president in charge of programs, East Coast, after serving as vice president and associate director of TV for BBDO. He became vice president and national programing director of ABC-TV in 1968 and vice president in charge of programing in 1969. When ABC Entertainment was created in 1972, he was named its first president.

To be seen, but not heard

Unhappy writers and directors were mollified last week when the National Academy of Television Arts and Sciences approved their appearances on stage to accept Emmys during the awards ceremony today (May 19) on CBS.

Both the writers and the directors guilds had threatened to boycott the ceremony if the academy held to its plan to permit only performers and producers to come to the stage to receive their awards and to make acceptance speeches. Other Emmys were to be delivered to winners at their tables in the Hollywood Palladium where the telecast is to originate.

As part of the compromise, members of the crafts who win also will be permitted to pick up awards on stage, but without voicing their thank yous.

Program Briefs

Changing formats. WWDB(FM) Philadelphia has switched from jazz to 24-hour talk. ■ WHAS-FM Louisville, Ky., will drop its classical format this summer and go to 24-hour all-news featuring NBC's News and Information Service. ■ WLIZ(AM) Lake Worth, Fla., on May 11 changed its middle-of-road programing to "inspirational and talk." ■ WORL(AM) Orlando, Fla., has changed its big band format to "sophisticated black." ■ KQCR(FM) Cedar Rapids, Iowa, new station, is using Drake-Chenault's XT-40 automated top-40 package.

Reincarnation. *Championship Bridge*, series of 78 black-and-white half hours that ran on Sunday afternoons on ABC-TV in early sixties, is being given second lease on life by barter deal being offered TV stations by Reciprocal Trade Advertising Co., distribution group headed by Sam Reiner (also head of S. J. Reiner Co.). Series was produced by Walter Schwimmer, who also created

Championship Bowling, World Series of Golf, other shows that pioneered genre. **Bridge** features authority Charles Goren analyzing play, Alex Dreier as host-commentator. Barter price is two class C minute announcements or four half-minutes, or combination.

Judy sings. L&S Productions Ltd., Los Angeles, announces release of 10 Judy Garland TV programs from 1963-64 season, already sold to dozen TV stations. L&S also is offering new half-hour series, *Yesterdays*, utilizing Pathe News library newsreel footage and with Keenan Wynn and Howard Keel as hosts. 814 South Westgate Avenue, Los Angeles 90049.

Latin beat. Creative Broadcasting Services, Hollywood, is syndicating weekly, hour radio program of top-40 records with Tito Alvarez as host. Show is called *La Nave de la Juventud (The Spaceship of the Youth)*, and is being produced by Bill E. Brock at Latino Americano School of Broadcasting, also Hollywood.

Wheels reports. Associated Press Radio is offering clients two three-and-one-half-minute programs per week, *Motorsports-line*, news of auto and motorcycling racing. On Sunday morning, *Motorsports-line* summarizes Saturday's qualifying runs and previous Sunday schedules. On Monday, program gives highlights of weekend of racing, with emphasis on trackside reports.

Barter family series. Avco Broadcasting, Meredith Broadcasting and MGM-TV have announced new syndicated barter series of six half-hour family programs under umbrella title *America: The Young Experience*. National sponsors will be Standard Brands (Curtiss Candies division) and Quaker Oats (Fisher-Price division). First episode, "Sakajawea," about Lewis and Clark's Indian guide, kicks off next October, and subsequent entries will appear each month during following five months. Avco and Meredith produced series, and MGM will distribute. ABC-owned stations were among first to sign up for all six episodes.

'Brady' at 62. Paramount Television announced latest count of 62 markets for its 117 *Brady Bunch* off-network half-hours. Latest sales include WPLG-TV Miami, WBAL-TV Baltimore and WXIX-TV Cincinnati.

Down. TV residual payments to writers dipped in March, according to Writers Guild of America, West, with total residuals for first three months of year down 3.5% from same quarter in 1974. Figures for first quarter as reported by WGAW:

	1975	1974
Television	\$1,484,740	\$1,633,323
Films to TV	383,050	397,967
Supplemental markets	3,694	—
Grand total	\$1,871,485	\$2,030,390

Global glimpses. Time-Life Television, New York, is offering five new BBC-produced series for U.S. syndication: *Take Six Girls* (six hours on life styles of young women in Mexico, Israel, Japan, Java, India and Ghana), *Gates of Asia* (history of Turkey from biblical times to present, in six hours), *China*

Times Two (two hours on historic art treasures in China), *The Story Behind the Story* (modern scientific knowledge applied to ancient legends, in six half-hours) and *Blue Peter—Special Assignment* (four 40-minute films encompassing guided tours of London, Edinburgh, Dublin and Venice).

Aging anthology. Corporation for Public Broadcasting has made \$300,000 grant to WITF-TV Hershey, Pa., for production of eight one-hour programs on aging and the elderly. *Images of Aging* series will be distributed by Public Broadcasting Service this fall as interim project, with "major national TV series" on subject intended for future.

Group growth. National Association of Progressive Radio Announcers (NAPRA) has announced formation of five district committees (consisting of five members each) as organization moves to become broad-based rock radio trade association. First policy change is acceptance as member of any rock announcer professionally employed in radio; not limited to those working for stations with progressive or top 40 formats. Founded in 1972, NAPRA is headed by Jim Ladd, president, and Hilary Clay Hicks, executive director. Box 2021, Los Angeles 90051. (213) 464-1419.

On his own. Gallup Communications Inc. has been formed to syndicate sports, news and entertainment programs to TV and radio stations on barter or cash basis. It will be headed by George H. Gallup, who has resigned as vice president, special sales, NBC-TV, and will have offices at 1271 Avenue of the Americas, New York 10020. Telephone: (212) 265-4923.

Playing houses. Metromedia Productions Corp. has signed four more TV stations to carry *Vaudeville*, syndicated series of 13 specials, bringing total number to 57. New stations are KID-TV Idaho Falls; WRBL-TV Columbus, Ga.; WTAR-TV Norfolk, Va., and WCHS-TV Charleston, W. Va.

Moved. Vidistrib Inc., Los Angeles program sales and distribution firm, has moved to 6290 Sunset Boulevard (Suite 1803), Hollywood 90028; (213) 466-7273.

Sermonettes. *Let's Go to Church*, series of 60- to 90-second nondenominational sermonettes, is being offered by Hayden Huddleston Productions. Mr. Huddleston, veteran of 50 years in radio-TV, said series is offered at little more than cost. *Hayden Huddleston Productions, suite 305, Shenandoah building, Roanoke, Va. 24011; (703) 342-2170.*

PBS watch. Following 10th elimination round, Public Broadcasting Service reports 38 programs in Station Program Cooperative purchased with total of \$16.5 million committed. New programs represent 50% of fall schedule. Children's category drew largest total dollar amount, with \$5,474,165 for *Mr. Rogers Library, Sesame Street* and *Electric Company*.

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* Source:
ARB Feb./March, 1975

NAB by-laws group finalizes board restructuring

Joint board membership would be cut to 42; past chairman loses executive committee seat; seats on radio side increased to 20, but at-large posts are cut; definition of 'network' reworked

A package of recommendations for re-vamping the board structure of the National Association of Broadcasters was voted unanimously last week by the NAB by-laws committee. The recommendations produced no surprises, following closely the committee's preliminary recommendations to reduce the size of the radio board and take away the immediate past board chairman's vote on the board and executive committee.

If the recommendations are accepted the association's joint board membership currently consisting of all the directors of the radio and television boards, the NAB president, chairman and immediate past chairman, will be reduced from 48 to 42. Newly elected members will take office several months later than they do now, and the definition of network will change, although without jeopardizing the status of networks currently holding seats.

The only change the committee made in its original recommendations (BROADCASTING, March 17) involved who should be given the vote now exercised by the past chairman on the executive committee. The by-laws committee decided last week no one will get it, that the seat will be eliminated. Their original suggestion had been that the seat would be given to a member of the radio board six months of the year, then to a member of the TV board the other six.

In full, the by-laws committee's recommendations are the following:

- The district seats on the radio board would be increased from 17 to 20. The eight at-large seats would be eliminated. If approved, the radio board would be asked to appoint a committee to redraw the radio districts. Including the five appointive network seats, there would be 25 radio directors, five fewer than there are now.

- The by-laws would be rewritten to lock in the TV board membership at its present 15—12 elected and three network members. The by-laws currently would permit the expansion of the TV board to 18 members.

- The immediate past chairman of the joint board would no longer have a vote on either the joint board or the executive committee. The by-laws committee, however, suggests that the past chairman remain active in NAB affairs as an adviser, but that role would not be fixed in the by-laws.

- The immediate past chairman's seat on the executive committee would be eliminated. That would leave the chair-

man and vice chairman of the TV and radio boards, the joint board chairman and the president as the only voting members. A seventh seat on the executive committee would rotate among the networks, but that member would, as now, have no vote.

- The definition of network would change to confine it to a firm that is "electronically interconnected with a nationwide group of commercial broadcast stations for the simultaneous transmission of a variety of regularly scheduled commercial and program material on a daily basis." The key words are "regularly scheduled *commercial and program material*." By-laws committee chairman Donald Thurston of WMNB-AM-TV North Adams, Mass., said the committee members feared that under the current broader wording, "regularly scheduled *broadcast material*," almost any interconnected program supplier, such as AP Radio and UPI Audio, might qualify for a network seat.

- The terms of the newly elected members of the radio and TV boards would not begin until the first regularly scheduled meeting following the annual convention, as is currently the practice for the executive committee. Now, the board seats change at the convention, which means there can be someone on the executive committee from March or April until June who is no longer a member of the board. Furthermore, the boards do not elect their officers until the June meeting, meaning again that someone might still be chairman of either board even though he no longer holds a seat. That is the case with the current TV board chairman, Wilson Wearn of Multimedia Inc.

- Although there was concern among past and present board members that the networks would be over-represented on the NAB board if the over-all membership is reduced, the by-laws committee recommended leaving the network representation where it stands now. Mr. Thurston said the committee members believe the networks serve a "valuable and valid purpose," and decided to send the varied comments on network representation to the networks so they will know how past and present board members have appraised them.

- The effective date of the by-laws changes, if accepted, would be the first board meeting following the annual convention in 1977. That way the terms of the current elective board members would not be affected. But to insure that all elective terms will expire by the start of the new plan, the committee recommended another by-laws change providing that the new members elected in 1976 will only serve one year. Currently all elected board members serve two-year terms and half the seats are up for election each year.

The by-laws committee recommendations will be presented for the joint board's approval at its June meeting. Then they will have to be ratified by a majority vote of all NAB members. The committee recommends that be accomplished by September 1.

And, the committee formally approved

the idea of a manual to introduce new members to their duties. A rough draft has been prepared by George Brooks of KCUE-AM-FM Red Wing, Minn.

House Commerce clears CPB bill

Brown tacks on amendment designed to force larger allocations to educational programing

The House Commerce Committee voted out the five-year funding bill for the Corporation for Public Broadcasting last Tuesday, along with a last-minute amendment intended to force CPB to spend more money on instructional programing.

It took the committee less than 10 minutes to pass the amendment and the entire bill. There was no discussion at all save brief introductory remarks urging passage of the bill by Commerce Committee Chairman Harley Staggers (D-W.Va.) and Communications Subcommittee Chairman Torbert Macdonald (D-Mass.).

Under the amendment, authored by Representative Clarence Brown (R-Ohio), CPB is directed to spend a "significant portion" of the federal funds provided in the bill on developing and disseminating "instructional programing." Mr. Brown was given no time to comment on the amendment during the committee mark-up session, but in a news release distributed later he explained his thinking behind it: "Although the act which created CPB in 1967 emphasizes educational and instructional broadcasting throughout its statement of policies and objectives," he said, "education has been too peripheral a concern as broadcasts have tended to culture and public affairs."

That is a theme he has voiced often in recent years, most recently in a statement for the hearing record on the present bill (BROADCASTING, Apr. 14). In his release last week he spoke of "staggering educational problems" facing this country. "Consider the problem of financing a loan," he said. "We are spending about \$97 billion a year on education and that cost is rising at a cost of \$7 billion a year." He added, "Not only is financing

Omission. *Broadcasting's* May 12 item listing candidates for board offices for the National Association of Broadcasters omitted Edward D. Allen Jr., president and general manager of WDOR-AM-FM Sturgeon Bay, Wis., for vice chairmanship of the radio board. Two other announced candidates in that race are Virginia Pate Welter of WASA(AM)-WHDG(FM) Havre de Grace, Md., and V. Kay Mella, KLOE(AM) Goodland, Kan. Donald Thurston, WMNB-AM-FM North Adams, Mass., candidate for radio board chairmanship, is not the incumbent vice chairman, as item stated. That post is held by Charles R. Dickoff of WEAQ(AM) Eau Claire, Wis.



Live and expanded. Today (May 19) is the day for a double CBS Radio celebration in Alaska. This is when the network's affiliates in the northernmost state triples in number and it marks the beginning of satellite service that will give Alaskan CBS affiliates the entire schedule on a live basis. The combination of both events will bring CBS Radio to 90% of the state's population, according to the network.

In photo, A. G. Hiebert (l), president of Northern Television Inc., licensee of CBS-affiliated KBYR(AM) Anchorage and KFRB(AM) Fairbanks, examines the flag map with Sherril W. Taylor, vice president, CBS Radio Division, for affiliate relations, CBS Radio. The four new flags are KJNO(AM) Juneau, KICY(AM) Nome, KIFW(AM) Sitka and KLAM(AM) Cordova.

The new satellite service is via Canada's Anik II. In the past, most CBS Radio programming to Alaska was on a delayed basis.

Also in the offing this summer is the start of CBS Radio feeds to 18 special stations serving the 22,000-man work force in construction camps along the 800-mile Alaska pipeline.

a challenge, but our techniques of teaching basic skills are often a disaster."

One of the primary reasons for CPB's being, he indicated, was to further enrich the students' education, yet, he said, "it seems as if the decision makers in public broadcasting have not deemed education worthy enough for their attention."

But a committee aide for the majority side said the wording of the Brown amendment is "fuzzy," making it unclear how the bill should be implemented. How much, for example, is a "significant portion" of the federal funds, the aide asked. Is it 10%, 20%, 50%? A spokesman for Mr. Brown said the congressman intended for that to be decided by CPB.

The majority aide also was unsure of what Mr. Brown specifically intended as "instructional programming." The Brown spokesman said instructional programming encompasses both formal classroom-type instruction and less formally structured instructional programming such as "Misterogers Neighborhood" or "Sesame Street."

Henry Loomis, president of CPB, said the Brown amendment took CPB by surprise, but that it would not change CPB's plans for future programming. He said the amendment is only "telling us to do what we're doing." He said 30% to 40% of public broadcasting's budget, taking together local and national money, currently is spent on instructional programming. And, he said, the corporation, with its Advisory Council of National Organizations, is currently studying ways to improve and expand educational programming.

Long-range funding measures for CPB

have now cleared the Commerce Committees in both the House and Senate and are awaiting hearing and markup by the respective Appropriations Committees. Both bills (S. 893 in the Senate and H.R. 6461, previously H.R. 4563 in the House) would make identical amounts of federal money available to CPB over a five-year period under a scheme of matching grants—\$88 million in 1976, rising gradually to \$160 by 1980. Under the Senate Commerce Committee's bill, CPB would have to raise \$2.50 privately to qualify for every federal dollar allotted to it. That matching plan would be in effect all five years under the Senate plan, but under the provisions of the House Commerce Committee's bill, that ratio would only apply the first three years. For the fourth and fifth years under the House plan, the ratio would rise to 3:1, meaning that CPB would have to raise \$3 privately for every \$1 of government money.

The Senate bill does not have a provision like the Brown amendment, nor does it specify, as does the House Commerce Committee bill, that CPB can be

Unresponsive? The White House Office of Consumer Affairs will publish study in next several weeks that is expected to cause some embarrassment to the FCC, the Federal Trade Commission and 13 other government agencies. Subject is the manner in which agencies handle complaints and inquiries from the public. And none of those studied, reportedly, gets good marks. The report was due out about this time, but printing problems are causing delay.

called before Congress at any time to answer questions on any problem related to public broadcasting.

One out, one in at Carrollton, Ga.

FCC denies renewal to existing AM, while authorizing new daytimer

What the FCC construed as attempts by Faulkner Radio Inc. to block prospective competition in Carrollton, Ga., have cost Faulkner the renewal of its WLBB(AM) there. In the action, the FCC denied WLBB's renewal and granted Radio Carrollton permission to construct a new 5 kw daytime AM on 1330 khz in that city. WLBB is a 1 kw daytimer on 1100 khz.

The denial affirmed an initial decision last year by Administrative Law Judge David I. Kraushaar. Judge Kraushaar said denial was warranted because of Faulkner's lack of candor and misrepresentations during a hearing into Radio Carrollton's qualifications. The judge also concluded that Faulkner's petition to deny and eight supplements against Radio Carrollton were designed primarily to frustrate prospective competition.

Although the applications of Faulkner and Radio Carrollton were not mutually exclusive, Faulkner had petitioned the FCC to deny Radio Carrollton's application or set the hearing.

Faulkner has been ordered to cease operation of WLBB by Aug. 1. Faulkner also is the licensee of WBTR-FM Carrollton.

Virginia AM fined, but gets renewal

FCC affirms earlier action of judge in double-billing case

Violations of FCC rules against double billing have cost Blackstone Broadcasting Corp. \$8,000 but not the ultimate sanction of renewal denial. The FCC last week levied the fine but approved Blackstone's applications for renewal of WKLV(AM) Blackstone, Va., and for a construction permit for a new FM station there.

The commission, however, noted that a fine alone is not the proper solution in all double-billing violation cases.

The action affirmed an earlier ruling by Administrative Law Judge Chester F. Naumowicz who found that Blackstone had issued double invoices to two local merchant advertisers. One invoice had a discount price based on the merchant's total advertising on the station. The other, which was to be submitted by the advertiser to the manufacturer for credit, had a higher price based on the rate the manufacturer would have had to pay. Double billing enables the advertisers to obtain larger credits than they were entitled to under cooperative advertising agreements.

In filing exceptions to the judge's initial decision, Blackstone claimed that it had not intended to commit fraud, but only

give the two local advertisers a favored rate status based on their yearly advertising. The FCC's Broadcast Bureau also filed exceptions but it contended that the renewal of WKLV should be denied.

In its decision, the FCC said Blackstone had not issued any false affidavits concerning station advertising and did not attempt to extend the fraudulent billing to other advertisers. The commission also found that Blackstone did not appear to have received additional advertising as the result of the double billing and that the amounts of the additional co-op credits from the manufacturers were minimal.

The commission imposed the maximum fine permitted whereas Judge Naumowicz had proposed only a \$5,000 forfeiture. The commission also said that it will treat the WKLV renewal as short-term authorization. The renewal period ends Oct. 1.

Source of public funds. Total income for public broadcasting, as reported by the Corporation for Public Broadcasting for fiscal 1974, is \$290.6 million, a 14.1% increase over \$254.8 million year earlier. Division is \$259,209,574 for public TV, \$31,350,280 for radio. Subscribers contributed 8.1% and 5.1% for TV and radio, respectively; federal and local schools and government sources supplied 59.4% and 48.8%, respectively, and state colleges contributed 33.2% of public radio's funding.

Changing Hands

Announced

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

▪ **WYRE(AM)** Annapolis, Md.: Sold by Radio Chesapeake Inc. to Atlantic Broadcasting Corp. for \$950,000. Sellers—Erny Tannen, Marvin Mirvis and Kirby Confer—together own WAYV(FM) Atlantic City. In addition, Mr. Tannen has interest in WEEZ(AM) Chester, Pa. His interest in WHEX(AM) Columbia, Pa. was sold to group of Annapolis, Md., investors—H.E.X. Country Radio Inc.—for \$250,000, pending FCC approval (BROADCASTING, April 7). Mr. Confer has bought 50% interest in WLYC(AM)-WILQ(FM) Williamsport, Pa., from George Vajda, pending FCC approval (BROADCASTING, May 5). Buyer principals are Sydney Abel (51%) and Donald A. Brown, Joseph B. Gildenhorn and Benjamin R. Jacobs (equally 49%). Mr. Abel is vice president and general manager of WJMN(FM) Bethesda, Md. Messrs. Brown, Gildenhorn and Jacobs are Washington attorneys with no other broadcast interests. WYRE is on 810 khz daytime with 250 w. Broker: Blackburn & Co., Inc.

▪ **KMPX(FM)** San Francisco: Sold by National Science Network Inc. to Francis Ford Coppola Co. for \$900,000 on terms. Seller is part of estate of late Ludwig W. Frohlich; executors are Thomas R. and

Ingrid Lilly Burns. Mr. Coppola, motion picture screenwriter - director - producer ("The Godfather," "Patton"), owns buyer. Neither buyer nor seller has other broadcast interests. KMPX operates on 106.9 mhz with 40 kw and antenna 1,120 feet above average terrain. Broker: Hogan-Feldman Inc.

▪ **KEZL(FM)** San Diego: Sold by PSA Broadcasting Inc. to Pacific and Southern Co. Inc., a subsidiary of Combined Communications Corp., for \$850,000. Preliminary sales agreement had been reached earlier (BROADCASTING, March 10). PSA, principally owned by airline of same name, also owns KLVE(FM) Los Angeles and KEZR(FM) San Jose, Calif., and has sold KEZS(FM) Sacramento, Calif., to a subsidiary of ASI Communications for estimated \$700,000, pending FCC approval (BROADCASTING, Oct. 21, 1974). CCC, a Phoenix-based group broadcaster and outdoor advertising firm, owns KTAR(AM)-KBBC(FM) Phoenix; KTAR-TV Mesa-Phoenix; KARK-TV Little Rock, Ark.; KKDJ(FM) Los Angeles; KBTW(TV) Denver; WXIA-TV Atlanta; WPTA(TV) Roanoke-Fort Wayne, Ind.; WLKY-TV Louisville, Ky.; KOCO-TV Oklahoma City and WWNJ(FM) Hackensack, N.J. CCC is also buying KUIS(AM) Los Angeles from Eleven-Fifty Corp. for 15,000 shares of CCC stock (estimated then at \$250,000) plus assumption of liabilities estimated in millions of dollars. CCC also recently agreed to purchase the *Cincinnati Enquirer* from American Financial Corp. for \$55 million in cash, notes and stock (BROADCASTING, May 12). John J. Louis Jr. and Karl Eller families own about 40% of CCC outstanding stock. KEZL operates on 102.9 mhz with 50 kw horizontal and antenna 185 above average terrain.

▪ **WTID(AM)** Newport News, Va.-WQRK(FM) Norfolk, Va.: Sold by Musicradio Broadcasting Corp. to Bay Cities Communications Corp. for \$700,000. Dr. Norman Berger (general practitioner) and Hymen Tash (CPA and tax attorney) are principals in seller and have no other broadcast interests. Aubrey Eugene Loving Jr. and Martha J. Davis equally own buyer. Mr. Loving has interests in Alpha Recording Corp., a Richmond, Va., audio-visual recording firm, and in a Norfolk concert and theater production firm. Mrs. Davis also has interests in those firms, in addition to holdings in Virginia mortgage, investment and land development companies. WTID is daytimer on 1270 khz with 1 kw. WQRK operates on 104.5 mhz with 50 kw horizontal and 9.1 kw vertical and antenna 400 feet above average terrain horizontal and 350 feet vertical.

▪ **WKWK-AM-FM** Wheeling, W. Va.: Sold by Camptown Industries Inc. to Community Service Broadcasting Inc. for \$650,000. Seller, which also owns WONS(AM)-WBGM(FM) Tallahassee, Fla., is subsidiary of Pubco Corp., Washington-based printing and book publishing firm. Jerome Glassman and sons, Bill and Jim Glassman, are principals in buyer and also own WMCL(AM) McLeansboro, Ill., and WDXI(AM) Jackson, Tenn. WKWK

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operates on 1400 khz with 1 kw day and 250 w night. WKWK-FM operates on 97.3 mhz with 50 kw and antenna 460 feet above average terrain. Broker: Hamilton-Landis and Associates Inc.

▪ WCNL-AM-FM Newport, N.H.: Sold by Eastminster Broadcasting Corp. to Northeastern Broadcasting Sound Corp. for \$120,000. Herbert Miller and Samuel Bronstein are principals in seller and also own WDNH(FM) Dover and WOTW-AM-FM Nashua, both New Hampshire. Buyer is owned by Harry W. Livingston family, which has no other broadcast interests. Mr. Livingston is labor consultant for state of New York. WCNL is daytimer on 1010 khz with 250 w. WCNL-FM is permittee on 104.9 mhz with 2 kw and antenna height of minus 210 feet. Broker: The Keith W. Horton Co.

Approved

Sales approved by the FCC last week included WBUL(AM) Birmingham, Ala.; KGTQ-TV Fayetteville, Ark.; KNCR(AM) Fortuna-KFMI(FM) Eureka, Calif.; WTNE(AM) Trenton, Tenn., and KCTA(AM)-KOU(AM) Corpus Christi, Tex. See page 70 for details.

Sinatra wins one against the BBC

Singer Frank Sinatra has won a libel suit against Britain's BBC stemming from its broadcast of a news program in 1972 which suggested Mr. Sinatra had connections with the Mafia. A British high court judge awarded Mr. Sinatra "substantial" but undisclosed damages and a lawyer for the BBC defendants apologized "for the distress and damage to his reputation which they have caused."

The program at issue, *24 Hours*, suggested that Mr. Sinatra had gained the leading role in the 1953 film "From Here to Eternity" because of Mafia influence. Furthermore the program suggested that Mr. Sinatra had evaded congressional hearings on organized crime as a favor to the Mafia.

AMST: More time, please

The Association of Maximum Service Telecasters has asked the FCC for more time in which to file comments on a rulemaking looking towards short-spaced VHF drop-in assignments. AMST argued that the issues involved "go to the foundations of national television allocations policy" and requires more than the approximately three months allowed for formulating initial comments.

AMST wants the current July 11 deadline pushed back to Oct. 15. (Additional time will also be needed for reply comments, AMST said, noting the present Aug. 11 due date.) The rulemaking was initiated by the United Church of Christ, which cited an Office of Telecommunications Policy study that suggested that by relaxing mileage separation in the TV allocations table, 62 more VHF stations could be authorized in top 100 tele-

vision markets. The OTP study was later amended to propose 83 such short-spaced allocations (BROADCASTING, April 7).

AMST has contended that the re-examination is "unwarranted" and the proposals would "adversely" affect the public interest in UHF development.

Five stations on the carpet

Double-billing allegations will be probed at an FCC hearing on the license renewals of three Berlin, N.H., radio stations ("Closed Circuit," April 28). Involved are WBRL(AM) and commonly owned WMOU(AM) and WXLQ(FM). The commission said that forfeitures up to \$10,000 would be levied, if warranted, in the event the FCC decides not to renew the licenses.

The commission also indicated that licenses of KLAT(AM) and KSTU(FM) Centerville, Utah, could be on the line. A consolidated hearing has been ordered to consider renewal of the AM and the application to cover the expired permit of the FM. One of the issues will be to determine if there were unauthorized transfers of control.

Together: NAB-NAFMB

The FM committee of National Association of Broadcasters and representatives of the National Association of FM Broadcasters met in Washington to talk about ways to better coordinate activities of the two associations. NAB FM Commit-

tee Chairman Donald Thurston (WMNB-AM-FM North Adams, Mass.) said groups discussed the possibility of establishing a formal liaison to help correct the "serious communication problem" between the two associations. The groups also discussed an exchange of directors at meetings, which could mean, for example, that the NAFMB president would be invited to attend all NAB radio board meetings. And they talked about the possibility of a complete exchange of information and materials between the two. The two groups will present their thinking to their respective boards in June, then gather again. The NAFMB board meets June 16-17; the NAB radio board June 18.

WSIB in jeopardy

An FCC administrative law judge has revoked the license of WSIB(AM) Beaufort, S.C., for fraudulent billing and misrepresentation to the commission. Chester F. Naumowicz Jr. said the station had engaged in fraudulent billing practices from January 1971 to December 1973 and that the station's owner and president, Charles Bell Sr., had made a series of false statements to the commission, its staff and investigators in an effort to conceal violations of the fraudulent-billing rules. The misrepresentation issue alone requires revocation of license, said Judge Naumowicz. His initial decision becomes final in 50 days, unless appealed by the licensee or reviewed by the commission on its own motion.

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More power to the FOB

The FCC, in an effort to reduce the workload of routine cases at the commission level, has amended its rules to increase the authority of the chief of the Field Operations Bureau.

The amendments, effective April 18, allow all matters of a routine nature involving commercial radio operator license applications and petitions that do not present novel questions of law and policy to be processed at staff level.

The bureau chief now is authorized to designate commercial radio operator license applications for hearing. Other amendments eliminate rigid pre-scheduling of amateur and commercial radio license examinations and provide for examinations to be given at prescribed intervals set forth in an examination schedule.

Chapter 11 in Palm Springs

KPLM-TV Palm Springs, Calif., has filed a petition for reorganization under Chapter 11 of the federal bankruptcy laws. The petition asks for permission to reorganize ownership from the present eight partners to one, Edward L. McCoubrey, a local automobile dealer who is now 25% owner. The ch. 42 outlet began operations in October 1968 and is affiliated with ABC.

Media Briefs

Errors charged. Post-Newsweek Stations, Florida Inc., licensee of WJXT-TV Jacksonville, has asked FCC administrative law judge to dismiss competing application of St. John's Television Co. Post-Newsweek, subsidiary of The Washington Post Co., claimed that newly discovered facts show that original St. John's application was so defective that FCC would not have accepted application if facts were known. Post-Newsweek said it was revealed that application was not substantially complete when signed by applicant and that this is a violation of FCC rules. Post-Newsweek also claimed that parts of application ap-

Damnable expenses. The Washington Post Co., parent of Post-Newsweek Stations, reported at its annual stockholders' meeting that it spent \$1 million for legal fees in 1974, and over half that amount went to defending the licenses of its Florida stations—WJXT-TV Jacksonville and WPLG-TV Miami—against competing challengers. Currently, there is only one competitor against either of the stations—St. John's Television Co., a group of local businessmen, against WJXT. Two other contenders for the Jacksonville outlet, Florida Television Broadcasting Co. and Trans-Florida Television, have dropped out as did Tropical Florida Broadcasting Co., which filed against Post-Newsweek's Miami outlet.

pear to be back-dated to make them acceptable for FCC's filing cutoff date. Post-Newsweek said it based its new information on affidavits and depositions they took from St. John's attorneys.

Ailing new VHF. Although WSBW-TV Orlando, Fla., has been operating since only last year, Sun World Broadcasters is shopping around for buyer. Earl L. Boyles, chairman and president, would not say to whom he has been talking, but he mentioned that WSBW-TV would be sold under FCC hardship provisions. Mr. Bowles said nation's economy had hit the ch. 35 station.

Change of heart. FCC has rescinded \$1,000 forfeiture imposed on WDAF(AM) Kansas City, Mo., for violation of political editorializing rules. Commission said that Taft-owned station had technically erred in editorial on eve of 1972 Missouri gubernatorial election, but confusion arising from earlier similar case involving WLS(AM) Chicago mitigated case.

Donated. WHDH Corp., former licensee of WHDH-TV Boston has given two million feet of TV film and tape to Boston Public Library. Gift represents station's entire library of news and special programs broadcast from 1961 to 1972 when WHDH-TV lost its license to Boston Broadcasters (WCVB-TV). WHDH said that worth of film and tape is not known and that no tax write-off will be sought. WHDH Corp. still operates WHDH(AM)-WCOZ(FM) Boston.

Added. NBC Radio has announced affiliation with wxus(FM) Lafayette, Ind.

CPB move. Corporation for Public Broadcasting has relocated to 1111 16th Street, N.W., Washington 20036. Telephone remains (202) 293-6160.

Testing, one two. Associated Press reported crowds in electric appliance stores in Johannesburg, South Africa, to see first test TV broadcast. Government-controlled TV goes on-air Jan. 1, 1976, with single channel, broadcasting five hours daily in English and Afrikaans. Estimated 10,000 sets have been bought or rented despite price (\$1,400 for color). Test broadcast showed films from industrial and agricultural exhibition.

Truce. Petitioners to deny license renewal of WCOX(AM) Camden, Ala., and Black Belt Broadcasting Corp., licensee, have filed with FCC joint statement seeking dismissal of petition to deny. Statement outlines proposed agreement between Black Belt and petitioners who include representatives of Camden NAACP chapter and Wilcox County (Alabama) Progressive Civic League. In agreement, licensee makes commitment to improve representation of blacks in ascertainment, programming, employment and news and public affairs. Predominantly black local advisory council also is proposed. Council is to meet regularly with station management and public.

NAFMB's new home. National Association of FM Broadcasters has moved its New York headquarters to suite 1450, 500 Fifth Avenue, New York 10036.

CBS programing for children headed into nonprofit

Schneider tells affiliates Saturday and 'Captain Kangaroo' income has dropped 75% since 1972; blame is laid at feet of FCC

Profits from the sale of advertising in children's programs on CBS-TV have fallen 75% since the government began demanding changes in program and advertising content three years ago, John A. Schneider, president of the CBS/Broadcast Group, reported last week.

"In simplest terms," Mr. Schneider told the annual conference of CBS-TV affiliates in Los Angeles, "children's television has become a marginal undertaking for us." *Captain Kangaroo* has been losing money since 1972 and will lose "more than a million dollars this year," Mr. Schneider said. "Between 1972 and 1975, profits of our Saturday and Sunday morning children's television programming decreased by 69%. If *Captain Kangaroo* is added to the mix, the profit decline for the same period reaches 75%."

Mr. Schneider said he was "not pleading poverty, for the rest of our schedule is doing extremely well." But, he said, "children's television as a profit center for the CBS Television Network is rapidly fading into history."

The reasons are several. "We have gone from 16 minutes of nonprogram material to 10 minutes, and we soon will be down to nine and a half," said Mr. Schneider, referring to an amendment inserted in the National Association of Broadcasters television code last year at the urging of FCC Chairman Richard E. Wiley. "Certain products that formerly were advertised we no longer accept. More important, there has been a flight from the marketplace of some advertisers who feel that they do not wish to take the heat from various groups that oppose



Schneider

some, or all, advertising when children are watching."

Mr. Schneider reminded the affiliates that "not too long ago an FCC economist [Alan Pearce, now on the staff of the House Communications Subcommittee] claimed that revenues of network children's programs were generally not affected by changes in the amount of advertising carried" (BROADCASTING, Nov. 11, 1974). "He implied," said Mr. Schneider, "that profits would remain essentially unchanged with any cut in the number of commercial minutes. His thesis was gleefully accepted by some at the commission and by virtually all those who felt that any advertising was too much advertising."

The economist, said Mr. Schneider, "was wrong, terribly wrong" as the fall in profits has proved.

"But what really troubles me," said Mr. Schneider, "is that the FCC economist and some of our critics seem to feel that children's viewing time—an often emotional topic—is the proper battleground for a rewriting of the Communications Act. Broadcasting in this country was never meant to be a nonprofit venture, a goal that some are trying to reach through the continuing reduction and ultimate elimination of commercial content. . . . I have seen no evidence that would justify elimination of commercials on Saturday mornings, Sunday afternoons, Monday evenings—or any other daypart."

There is, said Mr. Schneider, "a tendency to expect and to demand too much from television, particularly for the young." Saturday morning television has undergone "tremendous change" in the past three years, he said, "but some of our most vocal critics apparently haven't been watching." Not only that, they misunderstand what TV is supposed to be.

"Saturday morning should not become a sixth day of school," said Mr. Schneider. . . . "The child is in the classroom because he has to be there; he is supposed to learn. His appearance before the television set is purely voluntary; he wants to be entertained. In the classroom, there is a pupil-teacher interpersonal relationship. On television, the host or hero was never meant to be a surrogate teacher."

Despite the decline in profitability, Mr. Schneider said he was both "proud and pleased with what we have done in recent years in our programing for the younger audience." He said efforts to inject prosocial values into children's shows are working. A study conducted last fall among 687 children between ages 7 and 11 who had watched *The Harlem Globetrotters* on CBS-TV's Saturday morning schedule turned up 87% who retained at least one constructive message from the episode they viewed. The central themes covered such values as honesty, kindness, safety and loyalty, Mr. Schneider said.

Gratuitous violence has been eliminated from children's shows, said Mr. Schneider. Animation, which was criticized for its profusion and use of unreal characters, has been radically reduced. For the first time, more than half of next

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season's Saturday children's schedule on CBS-TV will contain live action.

"We promised to improve Saturday morning television for children," said Mr. Schneider, "and we did just that." But, he added, "it cost us—and cost us dearly."

Mr. Schneider's address was delivered last Wednesday (May 14) at a luncheon of the CBS-TV affiliates, but not by him. Though Mr. Schneider was present, he had laryngitis. This speech was read by Gene P. Mater, vice president of the CBS/Broadcast Group and assistant to Mr. Schneider.

And affiliates get the word that they will be the bottom line as compensation for children's programing will be cut accordingly

The real-world effects of FCC-instigated cutbacks in the commercial loads permitted in children's television programing were made evident to CBS-TV affiliates last week. At their annual conference the affiliates were told that their network compensation for children's periods would be reduced in proportion to the reduction in commercial minutes.

The news on compensation came after John A. Schneider, president of the CBS/Broadcast Group, told the affiliates that weekend television programing for children is no longer the profit center it was before the National Association of Broadcasters, at the behest of FCC Chairman Richard E. Wiley, amended its television code to reduce commercial volume (see preceding story).

In announcing the cut in compensation in children's programs, Carl S. Ward, CBS-TV vice president, affiliate relations, offered what he said were offsetting payments for affiliates carrying late-night movies on CBS-TV. Affiliates are paid nothing for clearing the late movies now. Under the new plan they will be paid if they air the live feed for the program or, if in the mountain time zone, tape it for play at the same clock time of the New York origination. The total compensation could add up to about \$1.5 million, Mr. Ward reported to a closed meeting of the affiliates.

Mr. Ward also said that CBS was increasing compensation for a number of stations that have shown exceptional audience growth in markets where all three networks have approximately comparable outlets. He said that a maximum of 11 stations would benefit and that the total increase would come to about \$500,000.

The adjustments in compensation fell far short of increases requested by the network at a meeting of the CBS-TV Affiliates Advisory Board and network executives last November. At that time a special affiliates economic committee, headed by Charles Crutchfield of the Jefferson-Pilot stations, made a formal presentation arguing for higher rates. Recent reports of increases in network profits have been cited by affiliates as indications that CBS could afford to raise station payments.

CBS affiliates get upbeat sales report

Smith says FTC-pushed agreement for regional line-ups has not posed threat to spot television

An optimistic forecast of television sales in 1975 was given CBS-TV affiliates last week by Frank M. Smith Jr., the network's vice president, sales. Mr. Smith also assured the affiliates that regional advertising line-ups that the government had forced CBS-TV and the other two television networks to offer had, in practice, created no threat to spot television. He further reported on the success of CBS-TV's recently adopted system of assuring prompt collection of bills.

Mr. Smith said that his forecasts to affiliates at their conference a year ago had proved to be correct. He said then that 1974 "should be a hell of a year" and it was. CBS made sales records in every quarter.

In 1975, he said, CBS-TV is projecting growth in network, spot and local volume, "although this growth may not be as substantial as some of us might like." The economy is still in a recession, he pointed out, with prospects of an upturn by late summer. But, he said, the record so far indicates that "our business may be more immune from the current downswing of the economy than it has been in the past."

As for the CBS-TV 1975-76 season, Mr. Smith said that it had been "extremely well received." He said agencies were universally predicting that the network would be number one again next season.

The regional advertising plan was first disclosed to affiliates at their conference a year ago (BROADCASTING, May 20, 1974). It resulted from a consent agreement by all three networks with the Federal Trade Commission, which had for years been investigating charges that smaller advertisers had been forced out of network television. Mr. Smith said last week that CBS-TV had run the 12 advertisements and sent out the letters, about 2,000, that the government re-

New high for network. Network TV billings in March climbed 9.2% above year-ago levels and pushed the first-quarter total beyond \$600 million for first time, the Television Bureau of Advertising said in releasing figures compiled by Broadcast Advertisers Reports. The total for March was \$211,563,900 and for the first quarter \$600,966,900, up 9.5% from 1974's first quarter. Monday-Friday daytime showed the biggest gains, up 16.3% for March and 17.9% for quarter, but weekend daytime was up more than 6% in both periods and nighttime was up more than 7%. March billings brought CBS-TV's three-month total to \$215,126,000, NBC-TV's to \$202,574,200 and ABC-TV's to \$183,266,700.

quired to announce the availability of regional splits. On the basis of sales to date, Mr. Smith said, "I can see nothing to alter my position of a year ago—namely, that I do not envision any change in our respective markets."

Mr. Smith also reported that the system of advertiser-agency liability that the network recently introduced is paying off. Agencies that conform to CBS-TV's credit standards are made solely liable for each month's billing. If an agency becomes delinquent or falls below the credit rating, liability immediately passes to the advertiser.

This relieves CBS-TV of "any emotional hesitation" to notify a client that its agency is delinquent "because this is the action that we and the agency have agreed to take in such a situation," said Mr. Smith.

TV reps put up a solid front

They meet on common problems; they're also going to huddle with TVB to discuss grievances

Executives from more than a dozen TV station representation firms, both independent and group-owned, met last week to explore their common interests and to begin looking into the question of, as one put it, "what kind of a home we need."

What this question nets down to, according to several participants, is whether the Television Bureau of Advertising can be persuaded to adjust its goals and give spot TV the emphasis the reps think it must have, or whether, alternatively, the reps should form their own spot-TV trade association to do the job.

Roger R. Rice, president of TVB, said he welcomed the move. "We've invited them to come down and make a presentation on what they think our goals should be," he said, referring to the TVB board's scheduled June 12-13 meeting at Hilton Head, S.C. Mr. Rice said he considered it "a good positive thing that the reps are getting together. We need a unified industry."

The reps' meeting, held Tuesday (May 13), was unusual in that it brought together both independent rep firms and rep firms that are owned by group station owners. It was in fact called at the joint invitation of an independent rep—John F. Dickinson, president of Harrington, Righter & Parsons—and a group rep: Alfred M. Masini, president of Tele-Rep Inc., which is owned by Cox Broadcasting Corp.

Group reps have historically been excluded from membership in the Station Representatives Association, which in fact was organized by independents whose objective—ultimately attained as far as TV is concerned—was to have network-owned reps banned from representing affiliated stations. Perhaps ironically, group reps' failure to get SRA to change its policy and admit them as members—or at least their recognition that SRA wasn't likely to make that change—may

have led to last week's meeting.

Mr. Dickinson, one of that meeting's co-hosts, is president of SRA, but he emphasized that he was not acting in that capacity in sponsoring the meeting. Nor did he think that the organization of a separate TV rep association, if it should come to that, would weaken SRA. The latter, he indicated, would continue to represent independent reps in areas where their interests and those of group reps do not coincide. SRA would continue to represent independent radio reps.

Areas where the reps at last week's meeting found their interests do coincide were said to include research and sales development, opposition to the sale of regional networks by the major national networks, selling national spot television as a medium and selling it in competition with network.

Reps have expressed reservations about TVB's commitment to spot ever since the TVB board decided last spring, before Mr. Rice was brought in as president, that TV's primary emphasis should be shifted from selling national TV to selling regional and local TV. Four reps, including Harrington, Righter & Parsons and Tele-Rep, have since dropped out of TVB or have given protective cancellation notices. Apart from the realignment of emphasis, some reps feel that as long as networks are members of TVB, its obligation to serve them will automatically weaken the aggressiveness with which it sells spot.

Despite their reservations, many spot-

TV leaders appear to feel that TVB can adjust its goals and activities to meet spot's requirements—and hope it will do so. The outcome should be clearer, they feel, after the meeting with the TVB board next month.

Tele-Rep's Mr. Masini could not be reached for comment on Tuesday's meeting and Mr. Dickinson said he did not feel free to identify the participating companies or the makeup of a committee named to pursue the study of common problems and possible solutions. Mr. Dickinson did say about 14 companies sent representatives, and other sources said these included Peters, Griffin, Woodward; Petry Television; Katz Television; RKO Television Representatives; Westinghouse's Television Advertising Representatives (TVAR); Avery-Knodel and the Meeker Co., in addition to Tele-Rep and HRP.

A research study

The Advertising Research Foundation has formed a committee to study the current state of the art of TV copy research.

The chairman of the committee is Benjamin Lipstein, senior vice president and director of research at SSC&B Inc., New York. The committee will attempt to assemble all literature which has been published or which is available in files on this subject. It will review and classify these articles and studies with the help

of consultants. William J. McGuire, professor of psychology at Yale University, is the first person to be retained as a consultant.

The committee anticipates that more than a dozen interim reports on various aspects of TV copy testing will be prepared and evaluated and several seminars will be held to review the subject.

Business Briefs

Rep appointments. KRAV(AM) Lubbock, Tex.; KFNB(FM) Oklahoma City; WHBF-AM-FM Rock Island, Ill.; Avery-Knodel, New York. ■ KGBT-TV Harlingen, Tex.: Katz Television, New York.

Dripping away on TV. North American Philips Corp., New York, is boosting its television budget by 360% to about \$2 million this year for its Norelco drip coffee maker. Danny Thomas has been signed as company spokesman on TV commercials which have begun on network TV. Heavy advertising will start next fall with 13-week schedule on daytime programs on all three networks, plus spot TV in 47 markets during three weeks before Christmas. Agency is McCaffrey & McCall, New York.

Peachy. Hoefler, Dieterich & Brown, San Francisco, has been awarded \$2-million advertising account for Cling Peaches Advisory Board. Agency is evaluating marketing strategy for growers organization, and is expected to have

The 750 ...it speaks your language

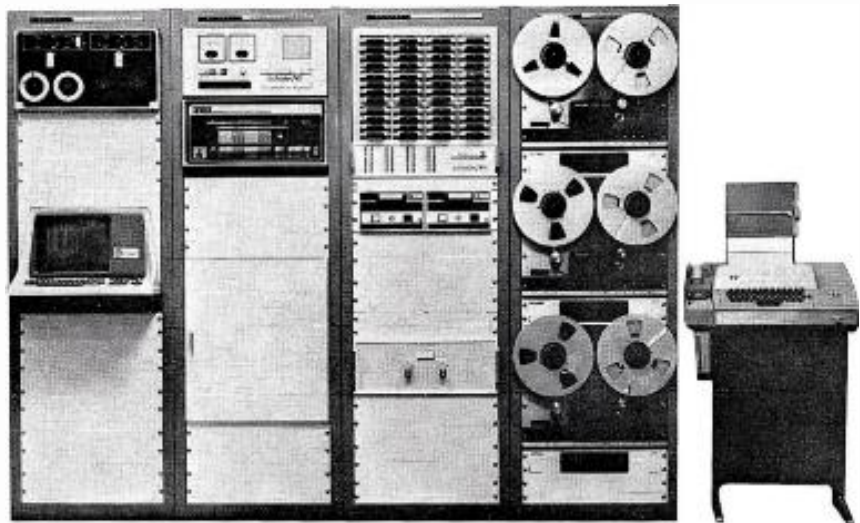
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details by time cling peaches are harvested and assessments levied on 1,500 grower members. Agency for past 28 years was BBDO, with TV spots dominant in last five years; heavy magazine advertising before that. Kent Bosworth is VP-group account supervisor for HD&B., which was selected from 40 agencies invited to shoot for account.

Three cheers. Three advertisers have signed for full sponsorship of two-hour Bicentennial programming to be carried on NBC-TV's *Today* each Friday for one year starting on July 4. Each program will be devoted to salute of one of 50 states plus Washington, Philadelphia and another city to be chosen. American Bankers Association, New York, through Leo Burnett Co., Chicago, has bought one-half sponsorship. Picking up one-quarter sponsorship are the Florida Citrus Commission, Lakeland, Fla. (through Benton & Bowles, New York), and Cotter & Co. (Home Products Marketing Association, Chicago), hardware supplier.

First time for Rolex. In its first spon-

sorship of TV programming, Rolex Watch U.S.A. Inc., New York, has bought into half-hour special, *Days of the Champions*, in 39 markets on barter basis during May and June. Through J. Walter Thompson Co., New York, Rolex will have two of five commercial minutes on special, which focuses on three sports celebrities (Arnold Palmer, Jean-Claude Killy and Jackie Stewart) and their families. On co-op basis, remaining commercial minutes are being bought by jewelry stores, with more than 75 retailers already signed.

Going west. Young & Rubicam International Inc., at New York, has signed letter of intent to acquire Frye-Sills Inc., Denver, which has billings of more than \$1.5 million. If consolidation is completed, Frye-Sills will become part of Y & R National Inc., consisting of regional agencies throughout country and raise total billings of that unit to about \$13 million.

For future reference. In move that indicates records of the Federal Trade Com-

mission henceforth will be more available, FTC last week granted request of American Association of Advertising Agencies for detailed information on commission undertaking. At issue was 1971 FTC staff study of relationship of drug advertising to drug abuse. AAAA asked commission for access to its records under Freedom of Information Act in March 1974. Chester LaRoche, vice president of AAAA, New York, commented on commission's compliance by saying that "time-consuming process" had only "historical significance," but may be used in future for background information on FTC's food trade and regulations and proposed nutritional rules.

Corrective ads ordered. Settlement of civil action brought against ITT subsidiary will net \$55,000 in advertising for black-oriented radio stations and publications before end of 1976. Suit, brought by National Association for the Advancement of Colored People, National Commission Against Discrimination in Housing, and others, against ITT's Community Development Corporation, involved alleged discriminatory advertising policies at firm's Palm Coast development in Florida. Settlement made by U.S. District Court in Washington commits ITT to spend \$55,000 of media advertising budget in next 18 months to reach black audience. No plans for implementing broadcast campaign have yet been devised.

BAR reports television-network sales as of April 27

ABC \$237,235,300 (30.2%); CBS \$283,521,200 (36.2%); NBC \$263,642,000 (33.6%)

Day parts	Total minutes week ended April 27	Total dollars week ended April 27	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday					
Sign-on-10 a.m.	129	\$ 672,500	1,820	\$ 10,540,600	\$ 7,261,400
Monday-Friday					
10 a.m.-6 p.m.	1,015	10,626,500	16,288	172,531,200	149,876,300
Saturday-Sunday					
Sign-on-6 p.m.	336	6,069,500	5,134	84,808,700	78,457,800
Monday-Saturday					
6 p.m.-7:30 p.m.	105	2,697,200	1,668	42,247,300	38,440,800
Sunday					
6 p.m.-7:30 p.m.	16	461,700	281	7,223,600	6,708,400
Monday-Sunday					
7:30 p.m.-11 p.m.	404	23,828,200	6,625	416,645,400	402,969,200
Monday-Sunday					
11 p.m.-Sign-off	185	3,254,200	2,948	50,401,700	44,388,100
Total	2,190	\$47,609,800	34,764	\$784,398,500	\$728,102,000

BAR reports television-network sales as of May 4

ABC \$250,824,800 (30.2%); CBS \$300,832,200 (36.2%); NBC \$279,300,000 (33.6%)

Day parts	Total minutes week ended May 4	Total dollars week ended May 4	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday					
Sign-on-10 a.m.	115	\$ 644,700	1,935	\$ 11,185,300	\$ 7,758,100
Monday-Friday					
10 a.m.-6 p.m.	1,011	10,515,200	17,299	183,046,400	158,929,100
Saturday-Sunday					
Sign-on-6 p.m.	317	5,591,800	5,451	90,400,500	83,609,600
Monday-Saturday					
6 p.m.-7:30 p.m.	100	2,413,300	1,768	44,660,600	40,481,800
Sunday					
6 p.m.-7:30 p.m.	15	349,700	296	7,573,300	7,038,100
Monday-Sunday					
7:30 p.m.-11 p.m.	400	24,003,800	7,025	440,649,200	424,616,600
Monday-Sunday					
11 p.m.-Sign-off	179	3,040,000	3,127	53,441,700	48,068,200
Total	2,137	\$46,558,500	36,901	\$830,957,000	\$770,501,500

Source: Broadcast Advertisers Reports

New radio network offers some different sales ideas

Formation of a new noninterconnected radio network by ASI Communications Inc. to compete for advertising with conventional wired networks has been announced by Robert A. Dwyer, president of Broadcast Marketing System, as the network will be called. He said it currently has about 150 affiliates including 80 in the top-100 markets—all of which he said are represented by the McGavren-Guild rep firm, another ASI division—and that he expects 1,000 affiliates within a few months.

Mr. Dwyer, who while at Blair Radio was a pioneer in the development of so-called "represented networks" of radio station representatives, said BMS would differ from those by imposing stiffer restrictions on itself both as to markets (the minimum BMS network will be 50 markets, with increments in groups of 25) and in protection of spot radio (a minimum 20% of BMS markets bought by an advertiser will carry no spot radio for the same product).

Mr. Dwyer envisions five network groupings—urban, or top-100 markets; suburban; rural or farm; state and combination of first four—from which advertisers may put together line-ups to suit their needs in terms of, for example, markets, target audience, start dates, commercial length and weight. The rates for the top-100 markets average out to \$1,200 to \$1,300 per 30-second announcement, depending on the demographic gross impressions delivered.

Engman wants more personnel, larger budget

FTC program explained on Hill; chairman spells out commission's area of responsibility in children's TV

Testifying May 14 before the House Subcommittee on State, Justice, Commerce, Judiciary and Related Agencies on FTC appropriations May 14, Federal Trade Commission Chairman Lewis Engman requested 1,634 permanent positions and \$45,649,000 for his agency. That would be an increase of 65 positions and \$7,751,000.

Whereas FTC activities have traditionally been described in terms of five "missions," this year the FTC has structured its appropriations request by "programs," or broad legal enforcement areas. Five missions translate into 62 programs purportedly allowing Congress and outsiders a better understanding of what the commission is doing.

Chairman Engman outlined the following "major work priorities" for fiscal 1976: Strengthening antitrust enforcement through a greater percentage of resources committed in that area; increasing the number of industrywide (as opposed to case-by-case) investigations; developing trade regulation rules under the recently enacted Magnuson-Moss Warranty FTC Improvement Act; and continuing collection and evaluation of "improved business data" to assist in economic analysis.

With regard to the emphasis on anti-competitive abuses, Mr. Engman's testimony noted the commission has begun to study the anticompetitive impact of state and federal economic regulation.

In the consumer protection area, the FTC requested increases of \$586,000 for a total of \$18,731,000 and 697 permanent positions for fiscal 1976.

As far as economic activities, the FTC's line of business program and quarterly financial report take priority, with the corporate patterns survey (analyzing sales by product class for the nation's 1,000 largest manufacturers) also furnishing information. An over-all program increase of \$351,000 for a total of \$3,865,000 with 138 permanent positions is requested.

Mr. Engman came under sharp questioning from the subcommittee under the acting chairman, Neal Smith (D-Iowa), with several members returning to the children's television advertising issue.

Yvonne B. Burke (D-Calif.) asked the status of regulation in that area and FCC/FTC cooperation. Mr. Engman said the FCC has sole jurisdiction over content, "such as violence," and the FTC over advertising. "We are generally aware of what each other are doing," he said, and in answer to a similar question from Mark Andrews (R-N.D.), said the FTC has not delegated authority to the Council of Better Business Bureaus, the National Advertising Review

Board or anyone else. "The private sector has become more active," he noted and said he would encourage voluntary action—"if they clean up their own house, it would save us all time and effort." The National Association of Broadcasters and "the broadcast industry" were cited by Mr. Engman as generally more active than advertisers in this direction. Mr. Engman refused to comment on the apparent family-hour discrepancy, whereby the central time zone would be regulated in earlier hours. That is the FCC's problem, he said, whereas "we consider the deceptive or unfair nature of advertisements." Asked whether the proposed nutritional trade regulation rule might make it harder to do good advertising, rather than to protect consumers, Chairman Engman replied he would have no comment until all comments were received on the staff recommendations (not commission-endorsed), currently "out on the table."

\$3.5 million blitz set for 'Breakout' film

On heels of announced \$1 million or more network campaign for 'Jaws' comes combined network and spot effort for new Bronson movie

Columbia Pictures is breaking out a massive, nine-day TV-radio campaign costing about \$3.5 million to introduce its new feature film, "Breakout," starring Charles Bronson.

The saturation effort began last Thursday (May 15) and continues through Friday (May 23). Columbia Pictures has bought participations on prime-time network TV, consisting of 16 programs on ABC-TV including the Ali-Lyle boxing bout Friday (May 16); 12 programs on CBS-TV, including the Emmy Awards telecast tonight and 13 on NBC-TV.

A spokesman for Grey Advertising, agency for the motion picture company, said spot TV and radio will be used in about 200 major markets. He said the campaign also will include some newspaper advertising, but the emphasis is on TV.

The network TV portion of the campaign for "Breakout" is estimated at \$2 million. Though there has been expanded use of television for movie advertising in recent years, the practice has been to invest heavily in local markets and less substantially in network TV. But only two weeks ago Universal Pictures disclosed it would support the introduction of its film, "Jaws," with a prime-time TV network effort for three days on ABC, CBS and NBC on June 18, 19 and 20. The cost is estimated at \$1 million (BROADCASTING, May 12). Last year Billy Jack Enterprises, Los Angeles, spent about \$2 million to promote the premiere of its film, "The Trial of Billy Jack," in more than 1,000 theaters across the country via an intensive campaign on ABC-TV, CBS-TV and in about 100 spot markets (BROADCASTING, Nov. 4, 1974).

Cablecasting

Hart hearings to review status of pay cable

Two days of witnesses are on tap with much of the focus to be alleged restraints on film programing

The National Cable Television Association, Viacom International, Home Box Office, Motion Picture Association of America and Warner Communications Inc. These are a few of the organizations that will testify in Washington hearings May 21-22 before Senator Hart's (D-Mich.) Antitrust Subcommittee. The question being studied, Senator Hart said last week, is: "Is pay-cable television hamstrung by unreasonable restraints on trade?"

In a written statement last week, Senator Hart said: "This industry (pay cable) was born 25 years ago, with bright promise, but it has not developed into either the alternative choice for consumers or the competitive contender many of us hoped to see."

"Special attention" will be devoted to the problems pay cable has obtaining feature films, which, Senator Hart said, "they need to get off the ground economically." He said the rights to many

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feature films are currently locked up by the networks for two reasons: because of restrictions on pay-cable access to feature films under contract to the networks and because of FCC restrictions.

Senator Hart said there are "serious questions" of how pay cable can compete against the economic power of the networks. "When one network can pay \$10 million to show a film just one time, those are stakes likely to make the game pretty exclusive," he said.

Following the two days scheduled this week, Senator Hart said there will be more hearings in June.

The witnesses for Wednesday, May 21 are: David Foster, president of the National Cable Television Association,

Washington; Monroe M. Rifkin, president of American Television & Communications Corp., Denver; Ralph M. Baruch, president of Viacom International Inc., New York; Miles L. Rubin, chairman of Optical Systems Corp., Los Angeles; Gerald M. Levin, president of Home Box Office Inc., New York and John Goberman, director of media development for the Lincoln Center for the Performing Arts, New York.

Witnesses for the following day are: Robert Weisberg, president of Telemation Program Services Inc., New York; Jack J. Valenti, president of Motion Picture Association of America, Washington (he will be accompanied by representatives of major motion picture companies);

Emmanuel Gerard, executive vice president of Warner Communications Inc., New York, and Dennis B. McAlpine, Tucker Anthony & R. L. Day, New York.

N.Y. bill would let cable systems' foot in apartment doors

Legislation provides enforcement teeth to 1973 law that restrains landlords from blocking wanted installations

A bill introduced in the New York state legislature could bring relief to New York City cable operators who have long battled with landlords over gaining access to multi-unit apartment buildings to make installations. The bill, which has been referred to the New York State Assembly's Committee on Government Operations, would give both tenants and cable companies the means to enforce an existing state law that now prohibits landlords from blocking cable development.

Under the 1973 "Kelly bill" which established the New York Cable Commission (headed by Robert Kelly), landlords were forbidden to interfere in cable development and could not charge cable companies a fee for wiring homes in their buildings, without approval of the state CATV commission. However the mechanics for enforcing the provision were not spelled out.

The new bill, by Assemblyman Richard N. Gottsried (D.-Manhattan), would give tenants and cable operators specific means of combatting landlord interference. The bill provides that if tenants so demand, the landlord must enter into an agreement with the cable company that has the franchise for his area, or a tenant can withhold a sum equal to the monthly charge for one CATV connection from each month's rent until cable service is installed. The bill also provides that either tenant or cable operator has the right to file suit against a landlord who does not comply with the already enacted Kelly bill prohibiting landlord interference in cable development.

Cable companies that operate in Manhattan—Teleprompter Manhattan CATV Corp. and Time Inc.'s Manhattan Cable TV Inc.—welcomed the bill.

Charlotte Jones, vice president of Manhattan Cable, said the access problem is "bad" and explained that the resistance of landlords who own corner buildings or even those in the middle of a block, has made it increasingly difficult to hook up adjacent apartments. Since the Kelly bill, Mrs. Jones claimed payments to landlords to wire their buildings have stopped, although she admitted that previously deals necessary to build out a cable plant were made.

William J. Bresnan, president of Teleprompter Manhattan, said his company has witnessed better cooperation from landlords in recent years, and also noted the practice of landlord payments has stopped.

Another solution to the access prob-

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We at ASI say, don't buy any EBS equipment; not even ours until the F.C.C. grants all equipment manufacturers Type Acceptance for their devices. Then you can more readily compare features, quality and price. We think our two tone EBS equipment scores highly in all three of these important areas. But we'd like you to find out for yourself. Send for complete information on our new two tone EBS Encoder and Decoder. We guarantee that they'll meet the final F.C.C. specifications, whatever they may be. We also think they'll take a lot of the confusion out of EBS.

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lem, aside from the Gottsried bill, Mrs. Jones pointed out, should come "momentarily" from an agreement being worked out between the state cable commission and the New York City Real Estate Board. The expected proposal would permit cable systems, on a voluntary basis, to pay landlords a certain percentage of their gross annual revenues when a certain penetration level is reached. Mrs. Jones supports such an arrangement and said it would not only allow further cable development, but also cement good relations with landlords.

Mr. Bresnan said last week that he did not favor participating in that kind of arrangement and termed the payment of any fee to a landlord "unwarranted."

CTIC's Cutter goes to 'Post' parent

He'll be assistant to president and former broadcaster Larry Israel; he'll be succeeded by center's general counsel, Sheila Mahony

W. Bowman Cutter, executive director of the Cable Television Information Center, has been named assistant to Washington Post Co. president Larry H. Israel.

Mr. Cutter was one of the original people behind the center when it was established in January 1972. He will be succeeded by Sheila Mahony, CTIC general counsel, who has been with the center since 1973.

Miss Mahony said last week that she could see no change in the direction of the center's activity, which is to provide "advice and assistance" to local franchising governments and perform "solid analysis" for the FCC. With respect to internal operations, Miss Mahony noted that funding was still uncertain but discussions with the center's two main supporters—the Ford Foundation and the Markle Foundation—should be concluded by mid-summer for some weeks. According to Miss Mahony, Mr. Cutter's leaving came as some surprise, although she explained that he had from the beginning expected to stay no longer than a four-year term.

CTIC will continue with the same policy goals, but if it receives the funding it has requested, it will be a smaller center than the one it was in 1973 and 1974. Once at a peak staff level of 16 professionals, the staff has since been reduced to 10 professionals—a level which CTIC hopes to maintain if its current budget request for about \$2.5 million is granted.

FCC wants to give small systems an out on exclusivity for syndicated programs

The FCC has proposed exempting cable television systems serving fewer than 1,000 subscribers from its syndicated program exclusivity rules. Those rules now

require cable systems to protect syndicated programs under contract to a local station, when the same programs are broadcast by distant stations that are also carried by the cable system.

On April 3, the commission adopted rules exempting cable systems with less than 1,000 subscribers from network nonduplication obligations on the ground that the burden of providing protection fell more heavily on such systems because of their small size. The commission also said the exemption would not likely have a significant adverse impact on broadcasters. Based on the same reasoning, the FCC said a similar exemption may also be relevant for syndicated program exclusivity. Comments are due July 3.

Ad-deletion policy will get attention in CRTC cable renewal hearings

Commercial deletion of U.S. television programming carried on Canadian cable systems is an issue that is currently being explored by the Canadian Radio Television Commission in CATV license renewal hearings. The hearings are not expected to yield any definitive policy position, however, says Norm Harvison, CRTC manager of cable development,

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since the commission is "reluctant" to act before the Canadian Supreme Court hears the case brought by three Buffalo, N.Y., broadcasters over the commercial deletion of their signals by Rogers Cablevision Ltd., Toronto (BROADCASTING, Feb. 3).

The heart of the current controversy goes back to CRTC's 1971 policy statement on cable television, in which it provided that commercials on non-Canadian programming be deleted and substituted with Canadian public service announcements. Part of that policy statement would also have Canadian cable systems returning a percentage of their revenues to local stations. Both "theoretical policies" were designed to buttress Canadian TV production and protect local ad revenues from competition from U.S. advertising sponsors.

But so far, implementation of those provisions has been spotty. Only one company in eastern Canada, Rogers Cablevision of Toronto, has deleted commercials. Other systems are in negotiations with local broadcasters to help bear the cost of such deletion.

Rogers Cablevision's practice of commercial deletion on a random basis prompted three Buffalo VHF operators (WBEN-TV; WGR-TV; and WKBW-TV) to take the company to Canadian court, which upheld Rogers' right to delete commercials. Eight days later the Buffalo broadcasters took their fight to the Canadian appeals court, where a simi-

lar decision was returned. On March 7, the Buffalo broadcasters appealed that decision to the Canadian Supreme Court, which has agreed to hear the case although no date has yet been set.

In the meantime, the first round of license renewals are coming up since the first five-year cable licenses for most systems were granted by CRTC in 1970. Hearings in Hamilton, Ont., and Vancouver, B.C., have already been concluded and hearings in Halifax, N.S., and Sherbrooke, Que., are scheduled for the end of this month. Although commercial deletion is by no means the basis of the renewal hearings, Mr. Harvison says, the renewal forum allows the CRTC to gain additional input from cable operators as to the problems with implementation of the policy.

In June, the CRTC is conducting hearings into various aspects of its 1971 cable policy statement, including pay cable development (BROADCASTING, April 28) and the issue of commercial deletion—while not specifically addressed by the upcoming hearings—could figure into the over-all discussion.

Pay cable: light at the end of the tunnel for Teleprompter?

Karp foresees \$3 million in added revenues from pay in 1975, while reporting loss—reduced from 1974—in first quarter; analyst firm still sees CATV's largest company as speculative risk

Teleprompter Corp. president Russell Karp, speaking last week to the New York Society of Security Analysts, reported that Teleprompter, in the first quarter of 1975, had shaved its first quarter losses from \$1,807,000 last year to \$1,697,000 this year. And he held out a hope that things would improve more rapidly because of pay cable.

Mr. Karp pointed out that in 1974, four Teleprompter systems offered pay cable to their subscribers and said "the results have been magnificent." He said in the company's largest system, Theta in Los Angeles, 25,508 pay TV subscribers have been signed for a 42% penetration of total cable homes, while in Islip and Babylon, on Long Island, an 85% penetration has been achieved. In Mount Vernon, N.Y., he continued, there is an 85% penetration.

"Today we have 33,600 pay cable subscribers who will contribute approximately \$3 million in pay cable revenues during 1975," he reported. "And we will be starting pay cable in Manhattan during 1975. We expect not only substantial pay penetration but increased basic penetration as well."

He said Teleprompter's revenues in the first quarter rose by 20% to more than \$23 million from \$19.2 million but explained that increased depreciation and

interest expenses have to date offset operating improvement that would lead to a profit.

In a separate development, an analysis circulated by the Wall Street firm of Tucker, Anthony & R. L. Day concluded that Teleprompter "did reach a positive operating cash flow position in the fourth quarter of 1974" and that its "operating profit did improve significantly versus 1973's fourth quarter."

The analysis, by Tucker, Anthony's Dennis B. McAlpine, a leading Wall Street specialist in cable TV and broadcasting issues, concluded that "At this point, it does appear that Teleprompter will survive the current year, in strong part through the graces of its lenders. Higher subscriber fees and lower interest rates should also help. We will not attempt to make an earnings projection for 1975 at this time due to a wide array of unanswered questions but will do so at a later date. . . ."

"In summary, at first glance it does seem that Teleprompter has improved its plight and might yet rise from the ashes. It is equally clear that there are a number of stumbling blocks yet to be cleared up in the company's path to recovery. At this point, we would continue to defer investment purchases of the stock and treat it solely as a high risk trading vehicle. For investment in CATV we would definitely prefer such issues as Cox Cable (\$14), American TV and Communications (\$14), UA-Columbia Cablevision (\$10) and Viacom (\$18)."

Cable Briefs

Management by Heritage. Multiple system operator, Heritage Communications Inc., has created division for managing cable-television systems for other operators. Heritage is publicly traded company, based in Des Moines, Iowa, and currently owns 20 CATV systems.

No exception. Cable systems may not take advantage of regularly carried network affiliate's broadcast of regional athletic contest to bring in unauthorized signal, says FCC. Commission has issued declaratory ruling in response to request by WTVW(TV) Evansville, Ind., for interpretation of rule that permits cable systems in markets 50 to 100 to carry any station broadcasting network program that is not being shown over affiliate that system normally carries. All Channel Cablevision Inc., Henderson, Ky. (86th market), on two occasions last year carried ABC affiliates WVKO(TV) Bowling Green, Ky., which was broadcasting regional games of University of Kentucky. WTVW was broadcasting Big Ten games on those days. Commission said rule was designed to assure cable subscribers of full network service, not for "additional or 'extra' network service in those situations where a network broadcasts regional sport events at the same time."

Pay on way. United Cable Television, multiple system operator, plans pay-cable service by mid-summer on its Tulsa, Okla. system. Decision as to program



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supplier is still weeks off, according to Gene Schneider, UCT president, who acknowledged talking with Home Box Office Inc., Optical Systems and Telemation Inc.

What's ahead. Stanford Research Institute, Menlo Park, Calif., is to publish revised forecast of cable television industry growth through 1985 in July. "Outlook for CATV, 1975-1985," 60-page report on developments and trends in industry, will also include forecasts concerning system sizes and numbers, subscriber penetration, system revenues and markets for equipment, programming and construction. Price will vary from \$1,000 to \$1,500 depending on whether purchaser was subscriber to previous studies and if order was submitted by May 15, and date of purchase.

Outside help. Marcom-Marketing Communications has been formed by J. B. (Jim) Emerson, former director of communications for Magnavox CATV, to help cable suppliers in marketing and services "without adding costs to their staffs." P.O. Box 263, Fayetteville, N.Y. 10366; (315) 637-8725.

Cable primer. Publi-Cable Inc. will publish "Cable Handbook, 1975-76: A Guide to Cable and New Communications Technologies" on May 20. Handbook covers such topics as funding, regulations, public service, local origination and public access. Copies are available at \$6.95 plus postage through *Communications Press Inc., 1346 Connecticut Avenue N.W., Washington 20036.*

CBS group appeals change in import rule

The FCC's decision to modify its rule designed to protect television stations against duplication of their network programming by cable-television-imported signals is being challenged in court.

Notice of appeal in the case was filed in U.S. Court of Appeals in Washington in behalf of CBS Television Network Affiliates. The brief notice did not indicate the basis for the appeal. But broadcasters are known to feel the new rule fails to provide adequate protection.

Under the old rule, protection is afforded stations on the basis of criteria geared to signal contours—stations putting a grade A signal over a system, for instance, are protected against stations putting a grade B signal over it. But under the new rule, top-100 market stations (including those in hyphenated markets) will simply be protected within 35 miles of a reference point of their community of license; smaller-market stations, within a zone of 55 miles.

The modified rule, in addition, will permit systems to carry protected programming on what would be the blacked-out channel, as well as on the local channel, and exempts from its provision systems with fewer than 1,000 subscribers, counted from the headend (instead of 500 within a particular community, as at present).

Equipment & Engineering

Equipment sales expected to nudge \$200-million mark in 1975

That's feeling of most executives of major manufacturers who cite buying interest in small cameras, new solid-state AM transmitters

It's been a long downturn for business generally, and even though unemployment continues to climb, there's one segment of American industry that is upbeat: the manufacture and sale of broadcast station equipment.

Two new items have given a fillip to the sales of broadcast equipment, so that marketing sales chiefs of equipment companies almost to a man are quietly jubilant at what they see—1975 as a year of up to, or even possibly surpassing, \$200 million in gross revenues. In 1973, the latest figures reported by the U.S. Bureau of the Census, gross broadcast electronics revenues are listed at \$493 million, but this category encompasses not only the broad categories of audio and video but also such other elements as closed-circuit TV, electronic kits and CATV. Industry leaders feel the \$200-million figure covers the hard core of broadcast equipment sales—transmitters, audio and video switching equipment, TV cameras and tape machines, etc. In fact, McGraw-Hill Publishing Co.'s *Electronics Magazine*, in its latest survey reported that station broadcast equipment sales totaled \$214 million in 1974, and that this year the numbers would be virtually the same.

The two new items that have energized the market are the small, hand-held TV camera, considered the new requisite for electronic news coverage, and the commercially available solid-state AM transmitter.

An illustration of the first is Akai America Ltd. Its 21½-pound, hand-held, \$8,000 job was introduced on a mass production basis only last June. From then until the end of last month, about 500 were sold, with 85% going to broadcasters. By the end of the year, according to Ward Brody, Akai's director of video marketing, there should be at least 500 of the camera-recorder systems in use by broadcasters alone. This represents \$4 million in sales to broadcasters.

Akai's market, Mr. Brody calculated, is between 800 and 900 TV stations that are prospects for the light, modestly priced TV camera-recorder.

The Akai camera is at the low end of the small, hand-held camera line; more sophisticated and more expensive versions are available from other manufacturers and they are selling well too.

The Akai camera, Mr. Brody observed, is a replacement item; it is replacing the film cameras that have been standard equipment for news operations at TV

stations.

It is the replacement market, also, that is seen as the principal outlet for the Harris Corp.'s new, solid-state, FCC-approved, 1-kw AM transmitter.

Eugene O. Edwards, Harris's vice president for sales, sees the market for the 1-kw transmitter encompassing at least 1,000 standard broadcast stations that need to replace existing transmitters.

And it's Harris, he emphasized, that has the new apparatus ready for delivery, as well as a 5-kw transmitter that is solid-state except for two vacuum tubes in the final stage.

Westinghouse Electric Co. also developed a solid-state AM transmitter. This one is a 5-kw job that is completely solid state. But the company, which went out of the broadcast transmitter business 20 years ago, has not yet decided whether it is going to build the gear or license other manufacturers to do so (BROADCASTING, April 14). Last week, the company reported that no decision has been reached yet, but it acknowledged it is having discussions on licensing with a number of manufacturers.

Mr. Edwards said that Harris already has sold 30 of its \$9,000 1-kw units. And he figured that by the end of this year, the firm will sell 100 more. This is the equivalent of over \$1 million in sales.

Those are the two parts of the broadcast-equipment market that looms this year, with TV, it's estimated, accounting for 75% of that \$200-million total.

One element in the existing replacement market are the big-ticket TV items, such as \$350,000 transmitters and \$100,000 studio color cameras.

Neil Vander Dussen, RCA's vice president-broadcast systems, estimates that there are 150 to 200 TV stations that need to replace transmitters. That, he emphasized, means maybe \$20 to \$70 million in orders (TV transmitters run from \$100,000 to \$350,000). Also building up, Mr. Vander Dussen commented, is a multidollar market for portable TV cameras and video-tape recorders.

Sales for the first and second quarters may be down slightly, Mr. Vander Dussen said, but the movement definitely will be on the upside in the third and fourth quarters, so that the year over-all will even up with 1974 (which was a good year, according to Mr. Vander Dussen) or even better.

The spirit of broadcasters who visited the RCA booth at the National Association of Broadcasters' convention in April was the kind that leads to buying decisions, Mr. Vander Dussen declared. And RCA should be attuned to such vibrations since it is without question the pre-eminent maker and seller of broadcast equipment.

Charles A. Steinberg, vice president and general manager of Ampex's Audio-Video Systems division, reported that he is "cautiously optimistic" about 1975 sales prospects. In fact, he added, if the economy generally remains stable or even moves upward, he might even consider himself bullish.

Ampex just last week completed its fiscal year, with gross sales topping \$100 million, although, Mr. Steinberg noted,

fully 60% was related to foreign sales.

Ampex's future is linked to a large degree, as its past has been, to the production and sale of video-tape machines. The need for tape machines is mounting at a rapid clip, Mr. Steinberg said, with a "tremendous surge" in the use of tape for news gathering and the increased use of automation at TV stations. Mr. Steinberg thinks that part of the increase in the use of tape comes from program studios and commercial production houses that have turned to tape as a means of reducing costs (as against film).

Ampex's big ticket is the AVR-2 tape machine introduced over a year ago that sells for between \$75,000 to \$100,000. More than 250 already have been sold, Mr. Steinberg noted; that equals a market that ranges from \$18.75 million up to \$25 million.

John Auld, president, broadcast equipment division, Philips Audio-Video Systems Corp., anticipates good broadcast business for the rest of this year. Last year, Mr. Auld said, was a very good year; this year should be perhaps 20% better. Mr. Auld sees much of this increase coming in Philips' line of new TV cameras—that start at \$43,500 for portables, and range from \$62,850 to \$109,000 for studio chains.

The only weak sales area, in Mr. Auld's estimation, is in connection with the small independent TV station; that is being hard hit with the softening of local advertising due to the difficulties the small merchant has. The networks and group owners seem to be weathering the economic problems well, he remarked.

Other marketers may call it a replacement market, but Mr. Auld referred to what he calls the innovative market as the spur to the sales of major equipment in 1975.

Michael A. Moscarello, president and chief executive officer of International Video Corp., is on the last quarter of his fiscal year and he candidly admitted that his broadcast sales are helping keep the firm up to its sales goals.

"The broadcast end," he said recently, "is booming. It's strong, healthy and viable." It is, he noted, offsetting sales softness in other areas, such as industrial, medical and educational equipment.

"In fact," he continued, "the broadcast market is becoming a larger and larger part of the company's business."

Over-all, he said, IVC's revenues will remain at about the same level they were in the last fiscal year. For the year ended July 31, 1974, IVC's total revenues were \$28.5 million.

Two major items that make IVC's broadcast sales good, according to Mr. Moscarello, are the IVC-9000, the professional, two-inch video tape recorder that sells for between \$65,000 and \$90,000, and the IVC-7000, the TV color camera that sells for between \$58,000 and \$67,800 including lenses. More than 60 of the IVC-9000's have been sold since delivery began 10 months ago, and more than 40 of the IVC-7000's since delivery began six months ago.

Dwight Herbert, sales promotion manager for Schafer Electronics, maker of automation equipment for radio stations,

sees a growing market for its wares, particularly since inflation makes it sensible to automate, thus saving salaries and expenses. Mr. Herbert said Schafer is looking forward to at least \$500,000 additional in gross revenues that are already running at between \$3.5 million and \$4 million annually.

One marketing executive was more cautious than his peers. He is Ken Lawson, vice president-marketing of Telemation Inc., who said that although he expects the remainder of this year to be pretty good, he has the impression that broadcasters are holding back slightly in making final decisions.

"People," Mr. Lawson said, "talk with caution."

Nevertheless, he added, TM has revised its forecast for the remainder of this year to a slightly higher level than originally. TM's gross revenues in 1974 were \$18 million.

TM this year, for the first time, has moved into what it considers the big-ticket line, like the TVS/TAS 1000 highly sophisticated distribution switcher which sells for up to \$300,000.

"It's a tough business period we're going through now," Mr. Lawson said, "but after the National Association of Broadcasters and National Cable Television Association conventions, I feel better."

Sight for sound

PBS continuing its experiments to help those with hearing problems

Twenty Public Broadcasting System licensees have begun weekly "closed captioned" broadcasts, a service for the deaf and those with hearing impairments, on 13 of the half-hour telecasts in the *Feeling Good* PTV series. Program host is Dick Cavett. Closed captioning, a process by which aural portions are inserted into a regular television signal and projected visibly after decoding, was developed by the Public Broadcasting System during a trial period begun two years ago. With temporary authority from the FCC, PBS transmitted 13 closed captioned programs nationally from March to September 1974. PBS will seek a rulemaking for full-time transmission at the end of its interim service to 20 areas. Through decoding devices given to member stations: KETC(TV) St. Louis; KOAP-TV Portland, Ore.; WGBX-TV Boston; KVIE(TV) Sacra-



Visual audio. Doris Caldwell, PBS research associate, displays captions she has inserted into the TV picture and which can only be viewed when a decoder is used at the station transmission site.

mento, Calif.; WETA-TV Washington; the Pennsylvania PTV Network (six stations) and the North Carolina PTV Network (eight stations), PBS estimates the system has the potential to reach more than four million hearing-impaired viewers.

The project is funded under a contract with the Bureau of Education for the Handicapped in the U.S. Office of Education. Decoders at the station sites are prototypes of those eventually to be produced for home sets. Estimated cost, after commercial production, would be "about the difference between black-and-white and color TV sets," or \$100 to \$150.

Technical Briefs

The British are coming. Penny and Giles Conductive Plastics Ltd., of South Wales, Great Britain, will visit New York and Los Angeles June 22-July 2 with respect to marketing its studio fader, designed to provide voltage variation at remix stage of music recording. Wiping process, provided by conductive plastics track, allows for multiple sound blending as smoothly as possible.

For character inserts. Moxon Inc. has introduced character generator system which produces 512 black-and-white characters in 16 lines of 32 characters each for TV programing applications. Designated model 72 Generator and model 71 Generator and keyboard system both have similar output capabilities that features preview output with full-page or single-line roll-down display. Generator also includes character insert/delete feature for editing. Price for model 72 is \$1,995. Model 71 costs \$900 for keyboard and \$1,450 for generator. 2222 Michelson Drive, Irvine, Calif. 92664. (714) 833-2000.

Shipping to Canada. Harris Corp., Quincy, Ill., has received \$200,000 order from Canadian Broadcasting Corp. for 10 FM transmitters. Order includes four 20-kw transmitters, four 2.5-kw models, one 1-kw transmitter and one 250 w model. CBC is planning to expand FM service across Canada.

Restraints sought. Twelve television set manufacturers named as defendants in suit filed by Consumers Union and Ralph Nader-backed Health Research Group have filed separate lawsuits asking the Consumer Products Safety Commission to withhold data on TV set accidents. Consumer groups are seeking accident, not technical data and not including names of victims, from CPSC regarding products of GTE Sylvania, RCA Corp., Magnavox Co., Zenith Radio Corp., Motorola, Warwick Electronics, Aeronutronic Ford Corp., Matsushita Electronics Corp. of America, Sharp Electronics Corp., Toshiba of America Inc., General Electric and Admiral Corp. CPSC has agreed to keep data secret for at least 60 days.

New mixer. Broadcast Electronics Inc. has introduced single channel audio mixer, model 4BEV-50 Versa console, for cable television, film studio, dubbing facility and remote broadcast use. Versa

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console has four mixers and accepts 10 inputs—seven being externally switchable for microphone or line level sources. All inputs are transformer coupled to IC preamplifiers. 8810 Brookville Road, Silver Spring, Md. 20910. (301) 588-4983.

Graphics help. J. A. Systems Inc., Philadelphia, has announced availability of Chromaton 14 video synthesizer for production of animated graphics. System will colorize black-and-white scenes in five discrete colors and can accept one or two monochrome TV signals. Unit connects to any existing studio system sync or can operate as separate unit using color sync generator.

Lighting kit. Cinema Products Corp., Los Angeles, announces availability of lightweight quartz location lighting kit that weighs only 17½ lbs including three nonfocusing fill lights, three 10-foot-long three-wire cables; three popup light aluminum light stands and carry case. Designated CAT-KIT unit operates at 120 volts AC or DC with 650 w double-ended lamps. Price is \$275.

Sound with color. Elmo Manufacturing Corp., Woodside, N.Y., has designed 8 mm and 16 mm sound projectors for use in conjunction with color vidicon television cameras. Designated model ST-1200TC and model F16-TC respectively, both projectors accommodate magnetic and optical sound, feature remote control for forward projection and are compact.

Progress in satellite talks

Public broadcasting's aspiration to set up a satellite distribution system seemed a step closer to reality after closed meetings May 8-9 in Reston, Va. Initial plans call for 150 earth stations with various commercial satellite systems still under consideration. The Satellite Working Group comprises Henry Loomis, president, Corporation for Public Broadcasting; Hartford Gunn, president, Public Broadcasting Service; Eamon Kelly, the Ford Foundation; Lee Frischknecht, president, National Public Radio (in an observer status), and Myron Curzan, of Arnold & Porter, Washington law firm, as staff director of SWG.

Balance of Magnavox sought

The board of North American Philips Corp., which owns 84% of Magnavox Co., has approved a proposal to acquire the remaining 16% at \$9 per share. The Magnavox board has authorized a study of the proposal, which would be subject to the approval by Magnavox shareholders. The projected \$9 purchase price is the same as that at which Philips acquired 84% in a tender offer. With approximately 18 million shares outstanding, 16% at \$9 would total almost \$26 million. Shortly before the Philips board acted, Magnavox shares were trading on the New York Stock Exchange at about \$8.50.

Music

Country's Fender has the formula for crossing over

And he's not alone: Jessi Colter, Tanya Tucker and other C&W artists with wide demographic appeal are making golden move to pop playlists

Country singles are crossing back to pop, after several months of inactivity in that area, and in the forefront is a major hit by a pop newcomer, ABC Dot's Freddy Fender. Country programers may well have reason to complain about the influx of pop material onto their charts (BROADCASTING, March 24), but the pop lists that seemed to take on an increasing country flavor in the last two years have seen little of the pedal steel since last fall. Mr. Fender, along with one or two other artists, may be changing that.

Before the Next Teardrop Falls, Mr. Fender's crossover success, now stands at 18 on the contemporary chart. Jessi Colter's *I'm Not Lisa*, which has been a top-charted item on both country and MOR stations, is relatively new and still rising (see "extras"). And Tanya Tucker, the 16-year-old sensation with a string of country hits to her credit, is making her first pop foray with *Lizzie and the Rainman*, also receiving substantial MOR and country airplay.

One of the principal advantages of a crossover is longevity: *Before the Next Teardrop Falls* was released Jan. 20, and hit its peak as a country hit some time in March, but is still rising on many pop charts and could receive airplay for

Joining the bandwagon. As the country goes country, so goes Broadcasting's "Playlist." Beginning in this issue, the top 40 report of most played songs in contemporary radio is joined by a new weekly top 25 report of the most played songs on country playlists. The new chart parallels its predecessor in both concept and methodology; its ranking of popularity is based entirely on station airplay, as opposed to record sales in retail stores, and is drawn from both mail and telephone ballots from a nationwide sample of leading radio stations that follow country formats. The chart is "weighted" by ratings of the reporting stations, according to The Pulse Inc.

Broadcasting began its "Playlist" reporting on Jan. 15, 1973. At the time, the editors remarked that "there will be more fine tuning in coming weeks—and, it is anticipated, further expansion into other areas of radio programs as experience is gained. The timetable for that expansion is not yet certain. The determination is." This week's keeping of that promise prompts its repetition.



Fender

another two months before fading. Having begun as a massive country single hit, with sales of 300,000 before it even began to cross (compared to an average of 100,000 for a number-one country hit), the record's pop attraction should add to the numbers of the industry's most endangered species, the gold single.

Mr. Fender is a Mexican-American, born Baldemar G. Huerta, who has been performing since the fifties. His early life was punctuated by the sort of events that make country legends: an impoverished childhood, a bout with the bottle, cross-country travel as an itinerant musician, imprisonment (three years, for marijuana possession), some Spanish-language hits, and finally the release of *Teardrop* on Crazy Cajun Records, picked up by ABC/Dot and made into a national hit.

Once its country appeal had been demonstrated, the crossover to pop began with adds at two closely watched medium-market top-40 outlets, WAKY(AM) Louisville, Ky., and WERC(AM) Birmingham, Ala. Both have the reputation of being good crossover test markets, with strong country competition and large blue-collar populations, although as crossovers waned in recent months some of their choices (Tom T. Hall's *Sneaky Snake*, for one) remained only regional hits.

Neither city has a large Spanish-speaking population, and the second verse of Mr. Fender's hit is sung in Spanish. Nonetheless, the unique character that the change of dialect gives the song seemed to add to its appeal to audiences and it was a major hit in both cities.

WERC Music Director Mike St. John is a student of the crossover and notes that, despite the record's being "very country sounding," it immediately displayed characteristics he looks for in a country-to-pop hit. The principal sign according to Mr. St. John, is an older demographic spread in requests for the song. He found "the over-25 female listener" requesting *Teardrop*, representing an audience that generally has little communication with radio stations. The lack of that sort of reaction, he thinks is a good sign that a given country single won't have the broad appeal a pop hit needs. *Teardrop*, as indicated by requests did, and within a few weeks Birmingham sales figures bore this out.

Once over this hurdle, *Teardrop* moved rapidly through a familiar pattern of success, gaining in the South and Midwest

The Broadcasting Playlist **May 19**

These are the top songs in air-play popularity in two categories of U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the station 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
Contemporary						
1	1	Philadelphia Freedom (5:38) Elton John Band—MCA	1	1	1	1
2	2	He Don't Love You (Like I Love You) (3:26) Tony Orlando & Dawn—Elektra	2	3	2	2
4	3	Jackie Blue (3:16) Ozark Mtn. Daredevils—A&M	3	2	3	3
3	4	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC	4	4	4	4
5	5	How Long (3:09) Ace—Anchor	6	6	5	6
6	6	Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	7	5	6	5
8	7	It's a Miracle (3:16) Barry Manilow—Arista	5	7	7	7
12	8	Only Yesterday (3:45) Carpenters—A&M	8	9	8	11
15	9	Killer Queen (3:00) Queen—Elektra	12	11	10	9
17	10	I Don't Like to Sleep Alone (3:14) Paul Anka—United Artists	9	8	12	14
22	11	Pinball Wizard (3:48) Elton John—Polydor	11	13	11	10
16	12	Thank God I'm a Country Boy (2:47) John Denver—RCA	13	10	9	13
9	13	Walking in Rhythm (2:54) Blackbyrds—Fantasy	10	12	14	12
13	14	Sister Golden Hair (3:16) America—Warner Bros.	17	14	13	16
14	15	Shining Star (2:50) Earth, Wind & Fire—Columbia	18	16	16	8
7	16	The No-No Song (2:30) Ringo Starr—Apple	14	20	17	15
10	17	Chevy Van (2:54) Sammy Johns—GRC	16	17	19	19
18	18	Before the Next Teardrop Falls (2:32) Freddy Fender—ABC	15	15	20	21
23	19	Old Days (3:30) Chicago—Columbia	20	18	15	18
20	20	Bad Time (2:55) Grand Funk—Capitol	21	19	18	17
19	21	Bad Luck (3:10) Harold Melvin & the Bluenotes—Philadelphia Int.	19	26	21	20
24	22	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	23	21	23	23
21	23	Hijack (5:32) Herbie Mann—Atlantic	22	23	22	22
11	24	Lovin' You (3:20) Minnie Riperton—Epic	25	27	24	25
27	25	Wildfire (4:47) Michael Murphy—Epic	27	25	25	26
28	26	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	26	24	27	28
—	27	Last Farewell (3:43) Roger Whittaker—RCA	24	22	29	36
26	28	Ease on Down the Road (3:02) Consumer Rapport—Wing and a Prayer	28	32	26	24
31	29	Only Women (3:29) Alice Cooper—Atlantic	29	28	30	32
25	30	Lady Marmalade (3:57) Labelle—Epic	35	30	28	27
34	31	Hustle (3:27) Van McCoy—Avco	30	40	32	29
—	32	Rainy Day People (2:43) Gordon Lightfoot—Reprise	33	29	35	35
30	33	Autobahn (3:27) Kraftwerk—Vertigo	32	35	31	34
—	34	Magic (3:30) Pilot—EMI	31	33	33	37
37	35	Take Me in Your Arms (Rock Me) (3:39) Doobie Brothers—Wamer Bros.	34	34	34	31
—	36	Remember What I Told You to Forget (3:19) Tavares	37	37	37	30
38	37	Emma (3:30) Hot Chocolate—Big Tree	38	31	36	33

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
33	38	Love Won't Let Me Wait (3:18) Major Harris—Atlantic	36	39	38	39
—	39	Don't Tell Me Goodnight (3:03) Lobo—Big Tree	40	38	41	41
39	40	My Eyes Adored You (3:28) Frankie Valli—Private Stock	39	49	39	47

Alphabetical list (with this week's over-all rank): Autobahn (33), Bad Time (20), Bad Luck (21), Before the Next Teardrop Falls (18), Chevy Van (17), Don't Tell Me Goodnight (39), Ease on Down the Road (28), Emma (37), Have You Never Been Mellow (22), He Don't Love You (Like I Love You) (2), Hey Won't You Play Another Somebody Done Somebody Wrong Song (4), Hijack (23), How Long (5), Hustle (31), I Don't Like to Sleep Alone (10), It's a Miracle (7), Jackie Blue (3), Killer Queen (9), Lady Marmalade (30), Last Farewell (27), Long Tall Glasses (6), Love Won't Let Me Wait (38), Lovin' You (24), Magic (34), My Eyes Adored You (40), The No-No Song (16), Old Days (19), Only Yesterday (8), Only Women (29), Philadelphia Freedom (1), Pinball Wizard (11), Rainy Day People (32), Remember What I Told You to Forget (36), Shining Star (15), Sister Golden Hair (14), Take Me in Your Arms (Rock Me) (35), Thank God I'm a Country Boy (12), Walking in Rhythm (13), When Will I Be Loved (26), Wildfire (25).

Country

1	Thank God I'm a Country Boy (2:47) John Denver—RCA	2	1	2	1
2	Misty (2:53) Ray Stevens—Barnaby	4	3	1	2
3	Roll on Big Mama (2:33) Joe Stampley—Epic	1	2	3	3
4	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC	4	2	7	4
5	Too Late to Worry, Too Blue to Cry (3:05) Ronnie Milsap—RCA	7	5	4	5
6	She's Acting Single (I'm Drinking Doubles) (2:46) Gary Stewart—RCA	5	7	5	6
7	Blanket on the Ground (3:31) Billie Jo Spears—United Artists	6	6	8	7
8	Always Wanting You Merle Haggard—Capitol	9	9	6	8
9	Before the Next Teardrop Falls (2:32) Freddy Fender—ABC	11	8	12	10
10	I'd Like to Sleep 'til I Get Over You Freddie Hart—Capitol	8	10	15	11
11	Still Thinking About You Billy "Crash" Craddock—ABC	10	11	10	9
12	You're My Best Friend Don Williams—ABC/Dot	15	17	9	13
13	Little Band of Gold (2:30) Sonny James—Columbia	13	15	14	12
14	Trying to Beat the Morning Home T. G. Shephard—Melodyland	14	16	11	18
15	Smoke Mountain Memories (3:00) Mel Street—GRT	23	14	13	14
16	(You Make Me Want to Be) a Mother Tammy Wynette—Epic	12	13	18	19
17	I'm Not Lisa (3:19) Jesse Colter—Capitol	20	12	22	22
18	Best Way I Know How Mel Tillis—MGM	17	18	19	22
19	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	18	20	21	16
20	Reconsider Me Narvel Felts—ABC/Dot	30	19	17	17
21	I Ain't All Bad (2:53) Charley Pride—RCA	22	22	20	20
22	Don't Anyone Make Love at Home Moe Bandy—GRC	38	21	16	27
23	Where He's Going (3:07) Hank Williams Jr.—MGM	19	26	24	24
24	It Takes a Whole Lotta Loving in a House David Rogers—United Artists	16	24	32	29
25	Brass Buckles (2:25) Barbie Benton—Playboy	21	29	27	30

Alphabetical list (with this week's over-all rank): Always Wanting You (8), Little Band of Gold (13), Before the Next Teardrop Falls (9), Best Way I Know How (18), Blanket on the Ground (7), Brass Buckles (25), Don't Anyone Make Love at Home (22), Hey Won't You Play Another Somebody Done Somebody Wrong Song (4), (You Make Me Want to Be) a Mother (16), I Ain't All Bad (21), I'd Like to Sleep 'til I Get Over You (10), I'm Not Lisa (17), It Takes a Whole Lotta Loving in a House (24), Misty (2), Reconsider Me (20), Roll on Big Mama (3), She's Acting Single (I'm Drinking Doubles) (6), Smokey Mountain Memories (15), Still Thinking about You (11), Thank God I'm a Country Boy (1), Too Late to Worry, Too Blue to Cry (5), Trying to Beat the Morning Home (14), When Will I Be Loved (19), Where He's Going (23), You're My Best Friend (12).

then spreading to both coasts. Areas with Latin populations have given the song an extra boost. With pop play still on the rise, Mr. Fender has joined Mercury's Johnny Rodriguez as a major new force in country music, and may return the country crossover to pop prominence for months to come.

Tracking the 'Playlists'

Philadelphia Freedom's sixth week atop the contemporary "Playlist" establishes a new mark for longevity in that position. The single, also still receiving R&B airplay, now serves as herald for a new Elton John album due to reach stores this week.

Three newer releases provide the only new action within the top 10: The Carpenters' *Only Yesterday* continues its rapid rise at 8; Queen's *Killer Queen* may well be the year's most novel-sounding hit, and is now at 9; and Paul Anka's *I Don't Like to Sleep Alone* makes another major gain to 10. Pop's most notable anomaly in several years may be Elton John's *Pinball Wizard*, which will not be released as a single but is now the nation's 11th most-heard song, and has pushed sales of Polydor's *Tommy* album near the top of national charts.

America's *Sister Golden Hair* and Chicago's *Old Days*, follow-up hits climbing at similarly rapid rates, make their first top 20 appearances at 14 and 19, respectively. Roger Whittaker's *Last Farewell* is still adding stations at 27, and, as a single that has built solely from an MOR base, is something of a pop rarity as well. Gordon Lightfoot's *Rainy Day People*, also gaining on MOR charts, makes another top 40 leap to 32.

Magic is giving Pilot, an English band, its first foothold on American pop lists. Tavares, a group with several R&B hits to its credit, makes its first pop incursion with *Remember What I Told You to Forget*, breaking in at 36. Lobo is returning to pop prominence after an absence with *Don't Tell Me Goodnight*, now at 39.

BROADCASTING's country airplay "Playlist" debuts with the crossover hits that have become fixtures on country stations dominating the top of the list. John Denver's *Thank God I'm a Country Boy* and Ray Stevens' rendition of *Misty* are both still adding stations in the first and sec-

ond positions, with B. J. Thomas also prominent at four. Freddie Fender's *Before the Next Teardrop Falls*, Linda Ronstadt's *When Will I Be Loved*, and Jessi Colter's *I'm Not Lisa* are receiving both country and pop attention. T. G. Shepard is bringing Motown's Melodyland subsidiary to chart prominence with *Trying to Beat the Morning Home*, at 14. Principal among new additions to many country lists is Barbi Benton's *Brass Buckles*, her second country single release, now at 25.

Breaking In



Steely Dan

Black Friday—*Steely Dan* (ABC) ■ Steely Dan, a group that is often touted as the best American rock band, has built a reputation on solid musical compositions and cryptic lyrics among a wide range of pop and progressive radio listeners. But it has been over a year since the group has toured, and two subsequent singles have failed to match the success of last summer's *Rikki Don't Lose That Number*. But now the group's latest album, *Kary Lied*, has jumped to the top 10 of national sales charts, and *Black Friday*, the single from the album, has been added in its first week at several key stations. *Black Friday* deals in a general way with the 1929 Wall Street crash and its relation to present economic woes, but more importantly for the pop listener, features a highly danceable rhythm and tightly arranged vocal harmonies. It has been added by WRC(AM) Washington and WKTQ(AM) Pittsburgh.

Why Can't We Be Friends?—*War* (United Artists) ■ War pioneered the move of progressive R&B onto pop lists



War

in the early seventies (*Spill the Wine*, *Cisco Kid*, *Slipping into Darkness*), and with this single bids to return to pop lists that are now populated with the progressive black sounds of the Blackbyrds and Earth, Wind and Fire, among others. *Why Can't We Be Friends* is a happy, loose sing-along composition with reggae touches, and writing credits have appropriately been shared among the entire group. Early pop additions have come at KAFY(AM) Bakersfield, Calif., KIMN(AM) Denver, WBZ-FM Boston, WCOG(AM) Greensboro, N.C., and WRAW(AM) Reading, Pa.

Extras

The following new releases, listed alphabetically by title, are making a mark in BROADCASTING's contemporary "Playlist" reporting below the first 40:

- ANYTIME I'LL BE THERE, Frank Sinatra (Reprise).
- ATTITUDE DANCING, Carly Simon (Elektra).
- BLOODY WELL RIGHT, Supertramp (A&M).
- DYNAMITE, Tony Camillo's Bazuka (A&M).
- EXPRESS, B. T. Express (Roadshow).
- GET DOWN GET DOWN (GET DOWN ON THE FLOOR), Joe Simon (Spring).
- HEY YOU, Bachman-Turner Overdrive (Mercury).
- I'LL PLAY FOR YOU, Seals & Crofts (Warner Bros.).
- I'M NOT LISA, Jessi Colter (Capitol).
- I WANT TO BE FREE, Ohio Players (Mercury).
- JUDY MAE, Boomer Castleman (Mums).
- (JUST LIKE) ROMEO & JULIET, Sha-Na-Na (Kama Sutra).
- LIZZIE AND THE RAIN MAN, Tanya Tucker (MCA).
- LOVE WILL KEEP US TOGETHER, Captain & Tennille (A&M).
- PENALTY BOX, Dave Schultz.
- SADIE, Spinners (Atlantic).
- SHOESHINE BOY, Eddie Kendricks (Tamla).
- SWEARING TO GOD, Frankie Valli (Private Stock).
- TRAMPLED UNDERFOOT, Led Zeppelin (Swan Song).
- T-R-O-U-B-L-E, Elvis Presley (RCA).

The following new releases, listed alphabetically by title, are making a mark in

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BROADCASTING's country "Playlist" reporting below the first 25:

- BEYOND YOU, Crystal Gayle (United Artists).
- CLASSIFIED, C. W. McCall (MGM).
- DREAMING MY DREAMS WITH YOU, Waylon Jennings (RCA).
- FIREBALL ROLLED A SEVEN, Dave Dudley (United Artists).
- FORGIVE AND FORGET, Eddie Rabbitt (Elektra).
- FREDA COMES FRED A GOES, Bobby G.

- Rice (GRT).
- HE'S MY ROCK, Brenda Lee (MCA).
- HURT, Connie Cato (Capitol).
- I JUST CAN'T GET HER OUT OF MY MIND, Johnnie Rodriguez.
- I WANT TO HOLD YOU IN MY DREAMS TONIGHT, Stella Parton (Country Soul).
- IT'S ALL OVER NOW, Charlie Rich (Epic).
- LIZZIE & THE RAINMAN, Tanya Tucker (MCA).
- MISSISSIPPI YOU'RE ON MY MIND,

- Stoney Edwards (Capitol).
- SHE TALKED A LOT ABOUT TEXAS, Cal Smith (MCA).
- THESE DAYS I BARELY GET BY, George Jones (Epic).
- THE TIPS OF MY FINGERS, Jean Shepard (United Artists).
- WHY DON'T YOU LOVE ME, Connie Smith (Columbia).
- WINDOW UP ABOVE, Mickey Gilley (Playboy).

Broadcasting's index of 133 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. May 14	Closing Wed. May 7	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	A8C	N	19 7/8	19 1/2	+ 3/8	+ 1.92	28 3/8	12 3/8	7	17,171	341,273
CAPITAL CITIES	CC8	N	41 3/4	41 1/2	+ 1/4	+ .60	41 3/4	19 1/2	15	7,164	299,097
CBS	C8S	N	49 1/8	49 5/8	- 1/2	- 1.00	49 5/8	20 1/8	13	28,092	1,380,019
CONCERT NETWORK***	D		1/8	1/8		.00	7/8	1/8		2,200	275
CDX	CDX	N	25 1/4	21 1/2	+ 3 3/4	+ 17.44	25 1/4	9 3/8	13	5,831	147,232
GRSS TELECASTING	GGG	A	10 1/2	10 1/2		.00	13 5/8	6 3/8	7	800	8,400
LIN	LINB	D	6 1/8	6 5/8	- 1/2	- 7.54	7	2	6	2,348	14,381
MOONEY*	MODN	D	2 3/8	2 3/8		.00	3 5/8	1	6	385	914
RAHALL	RAHL	D	5 1/4	4 3/4	+ 1/2	+ 10.52	6	1 3/4	11	1,297	6,809
SCRIPPS-HOWARD	SCRP	D	19 3/4	18 1/2	+ 1 1/4	+ 6.75	19 3/4	13 1/2	7	2,589	51,132
STARR	S8G	M	5 1/4	3 3/4	+ 1 1/2	+ 40.00	9	3 1/4	4	1,091	5,727
STDRER	S8K	N	19 7/8	16 1/4	+ 3 5/8	+ 22.30	19 7/8	10 7/8	10	4,717	93,750
TAFT	TF8	N	25 1/8	23 1/2	+ 1 5/8	+ 6.91	25 1/8	10 3/4	9	4,011	100,776
WOODS COMM.***	O		1/2	1/2		.00	1 1/4	1/4	4	292	146
TOTAL									77,988	2,449,931	
Broadcasting with other major interests											
AVCO	AV	N	1 7/8	1 5/8	+ 1/4	+ 15.38	2 1/2	3/4	11	1,265	2,371
BARTELL MEDIA	8MC	A	1 1/4	1 3/8	- 1/8	- 9.09	2 3/8	5/8	2	2,257	2,821
JOHN BLAIR	8J	N	4 5/8	4 3/8	+ 1/4	+ 5.71	7 1/2	3 1/2	15	2,403	11,113
CAMPTOWN IND.***	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5	5 1/4	- 1/4	- 4.76	5 1/4	1 1/2	10	4,162	20,810
COMBINED COMM.	CCA	N	15	15 1/4	- 1/4	- 1.63	16 1/8	5 1/8	9	4,604	69,060
COWLES	CWL	N	7 3/8	7 1/4	+ 1/8	+ 1.72	7 3/8	3 7/8	7	3,969	29,271
DUN & BRADSTREET	DNB	N	27 3/4	25 1/4	+ 2 1/2	+ 9.90	36	14 5/8	19	26,509	735,624
FAIRCHILD IND.	FEN	N	7 1/2	7 1/8	+ 3/8	+ 5.26	7 1/2	3 3/4	6	4,550	34,125
FUQUA	FOA	N	6	5 5/8	+ 3/8	+ 6.66	10 3/4	3 1/8	6	7,273	43,638
GANNETT CO.	GCI	N	35 5/8	35 1/2	+ 1/8	+ .35	38 1/4	20 1/2	23	21,080	750,975
GENERAL TIRE	GY	N	13 1/2	13 3/4	- 1/4	- 1.81	18 1/4	10 1/4	4	21,953	296,365
GLOBETROTTER	GL8TA	D	2	2		.00	4 3/4	7/8	4	2,731	5,462
GRAY COMMUN.*	O		6 1/4	6	+ 1/4	+ 4.16	8 1/2	5	5	475	2,968
HARTE-HANKS	HHN	N	17 1/4	16	+ 1 1/4	+ 7.81	17 1/4	6	12	4,340	74,865
JEFFERSON-PILOT	JP	N	32 7/8	30	+ 2 7/8	+ 9.58	38 1/4	20 1/2	14	24,188	795,180
KAISER INDUSTRIES*	KI	A	10 3/8	8 1/4	+ 2 1/8	+ 25.75	10 3/8	4 1/4	10	27,486	285,167
KANSAS STATE NET.*	KSN	D	3 3/8	3 1/2	- 1/8	- 3.57	3 7/8	2 3/4	6	1,741	5,875
KINGSTIP	KTP	A	4 3/8	3 3/4	+ 5/8	+ 16.66	6 3/4	1 1/2	11	1,154	5,048
KNIGHT-RIDDER	RPI	N	30	28 1/4	+ 1 3/4	+ 6.19	30	9 1/4	19	8,305	249,150
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	19 1/4	18 1/2	+ 3/4	+ 4.05	19 1/4	10 3/4	11	3,352	64,526
LIBERTY	LC	N	11 1/4	10 1/8	+ 1 1/8	+ 11.11	15 5/8	7 1/8	5	6,598	74,227
MCGRAW-HILL	MHP	N	13 1/2	12 1/4	+ 1 1/4	+ 10.20	13 1/2	5 1/2	11	23,291	314,428
MEDIA GENERAL	MEG	A	30 3/8	28 3/4	+ 1 5/8	+ 5.65	30 3/8	15 1/2	12	3,552	107,892
MEREDITH	MOP	N	11 1/4	10 3/8	+ 7/8	+ 8.43	11 1/2	8	4	2,984	33,570
METROMEDIA	MET	N	12 3/8	11 5/8	+ 3/4	+ 6.45	12 3/8	4 1/2	12	6,539	80,920
MULTIMEDIA	MMED	O	13 1/2	13	+ 1/2	+ 3.84	14 1/4	8 3/4	9	4,390	59,265
NEW YORK TIMES CO.	NYKA	A	11 3/8	12	- 5/8	- 5.20	13 3/4	6 7/8	7	10,231	116,377
OUTLET CO.	OTU	N	13 7/8	11 7/8	+ 2	+ 16.84	13 7/8	7	5	1,379	19,133
POST CORP.	POST	D	6 1/2	6	+ 1/2	+ 8.33	16 1/2	4 3/4	5	882	5,733
PSA	PSA	N	1 1/2	4 5/8	- 3 1/8	- 67.56	10	1 1/2	3	3,181	4,771
REEVES TELECOM	R8T	A	1 1/2	1 3/8	+ 1/8	+ 9.09	1 3/4	5/8	25	2,387	3,580
RDLLINS	ROL	N	18 3/4	17 3/4	+ 1	+ 5.63	19 3/4	6 1/2	14	13,341	250,143
RUST CRAFT	RUS	A	9	6 1/2	+ 2 1/2	+ 38.46	10 1/4	5 1/8	7	2,341	21,069
SAN JUAN RACING	SJR	N	7 1/2	7 1/4	+ 1/4	+ 3.44	13 3/8	5 1/2	6	2,509	18,817
SCHERING-PLOUGH	SGP	N	65 7/8	61 3/4	+ 4 1/8	+ 6.68	74 3/8	44 3/4	29	53,823	3,545,590
SONDERLING	SDB	A	7 1/8	6 1/2	+ 5/8	+ 9.61	10	3 1/2	5	731	5,208
TECHNICAL OPERATIONS	TD	A	5 3/8	4 1/8	+ 1 1/4	+ 30.30	6 3/4	2 3/8	5	1,344	7,224
TIMES MIRROR CO.	TMC	N	19 1/2	19 1/4	+ 1/4	+ 1.29	19 1/2	9 1/4	11	31,385	612,007
WASHINGTON POST CO.	WPO	A	28 1/8	28 1/2	- 3/8	- 1.31	28 1/2	14 3/4	9	4,751	133,621
WOMETCO	WOM	N	13 3/8	13 5/8	- 1/4	- 1.83	13 5/8	6 1/4	9	5,947	79,541
TOTAL									368,477	9,032,799	

Stock symbol	Exch.	Closing Wed. May 14	Closing Wed. May 7	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
VARIAN ASSOCIATES	VAR	N 11 1/4	10 3/8	+ 7/8	+ 8.43	13 1/4	6	10	6,838	76,927
WESTINGHOUSE	WX	N 17	15 5/8	+ 1 3/8	+ 8.80	26	8 1/2	55	87,770	1,492,090
ZENITH	ZE	N 23 3/8	20 1/8	+ 3 1/4	+ 16.14	31 5/8	10	18	18,797	439,379
TOTAL									935,455	41,877,233
GRAND TOTAL									1,686,487	58,845,372
Standard & Poor's Industrial Average		103.8	99.9	+3.9						

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



Cooper



Henley



Knautz

Sheldon Cooper, station manager, WGN-TV Chicago, and member of board, WGN Continental Broadcasting Co., elected VP-general manager for television for parent company. **Robert E. Henley**, station manager, WGN(AM) Chicago, elected VP-

general manager for radio, WGN Continental Broadcasting. **Donald H. Knautz**, assistant to executive VP and general manager, WGN Continental Broadcasting and VP of WGN Continental Productions Co., elected VP-assistant to president and director of broadcast operations, WGN Continental Broadcasting Co.

Nick Anthony, president of Anthony Productions, radio program consultancy, named VP-general manager, WIXY(AM)-WDOK(FM) Cleveland, supervisor of operations at WDEE(AM) Detroit and assistant to president in radio broadcast division, Globetrotter Communications Inc., licensee of stations.

Patrick Burke, director of financial reports and controls, NBC-TV, named director, special financial projects, NBC-TV.

C. G. Gardner, VP-marketing and

corporate development, Snider Corp., Little Rock, Ark., elected group VP. **Marie Underwood**, executive assistant to VP of Arkansas Radio Network, subsidiary of Snider Corp., named assistant to group VP. **John Reeder**, news director, KARK-TV Little Rock, named manager of programing and station relations, Arkansas Radio Network. **Hi Mayo**, manager of Business Music of Arkansas, Snider division, elected corporate VP.

Steve Clark, promotion manager, KWYR-AM-FM Winner, S.D., named station manager of outlets and elected VP of parent Midwest Radio Corp.

Helen Manasian, associate editor in public relations department of ABC and formerly assistant editor, BROADCASTING magazine, appointed trade news editor, NBC.

Ruth Ann Meyer, program director, WNEW(AM) New York, named operations manager of WMCA(AM) New York, where she was program manager and originated widely acclaimed "Good Guys" campaign in 1960's.

Dave Polson, operations manager, KHKS(FM) Lincoln, Neb., named station manager.

William L. Lauer, general manager, WMNI-AM-FM Columbus, Ohio, named general manager, WNCR(FM) Cleveland.

G. W. (Jerry) Carr, regional salesman, KTVH(TV) Hutchinson, Kan., named VP-station manager.

Charles H. Acton, sales manager, WSOL(AM) Tampa, Fla., named general manager, succeeding **Albert B. Gale**, who retires after 15 years in post.

Alan R. Bishop, station manager, WCOD-FM Hyannis, Mass., named general manager, WGIG(AM) Brunswick, Ga.

Ray Chumley, general manager, WSTV-TV Steubenville, Ohio, and **George Stevens**, general manager, WRCB-TV Chattanooga, elected VP's. Both are Rust Craft Broadcasting stations.

Allan Chlowitz, general manager, KRTH(FM) Los Angeles, elected to additional post of VP of RKO General Radio, Los Angeles.

Vivian Hunt, manager of advertising and press information, KMOX-TV St. Louis, named director of information services.

Newly elected officers, Catholic Television Network, division of Instructional

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Television Association: **Pierre Du Maine**, San Francisco, president; **David Moore**, Los Angeles, VP; **M. Irene Fugazy**, New York, treasurer, and **Charles E. Hinds**, Chicago, secretary.

Clifford W. Smith, VP-account supervisor, Duncan-Brooks Advertising, Garden City, N.Y., named development director, noncommercial WLIW(TV) Garden City.

Broadcast Advertising

Robert Roganti, Eastern sales manager, Kaiser Broadcasting Spot Sales, Oakland, Calif., named national sales manager. He is succeeded by **Les Fine**, general sales manager of Kaiser's WKBF-TV Cleveland.

Charles Mootry, local sales manager, WVON(AM) Cicero, Ill., named general sales manager.

Paul Wachsmith, general sales manager, WQIV(FM) New York, appointed assistant general sales manager of Bernard Howard & Co., New York, radio representative firm.

Gary Gochal, station manager, WAAL-(FM) Binghamton, N.Y., named general sales manager, WMEX(AM) Boston.

Mitch N. Turner, with NBC Spot Sales, New York, named national sales manager of NBC-owned WKYC-TV Cleveland.

Phillip J. Keller, national sales manager, WTUV(TV) Miami, named to same post at WFAA-TV Dallas-Fort Worth.

Shel Stuart, executive producer of TV and commercial development, Atkins/Gilbert Inc. Productions, Beverly Hills, Calif., named manager of broadcast development on West Coast for Compton Advertising, Los Angeles.

Warren Bahr, who was president of Y & R Ventures, New York, which has financial interest in *Everyday* magazine that Mr. Bahr proposes to launch, named executive VP and chief operating officer of Isidore Lefkowitz Elgort Inc., New York agency. Mr. Bahr will retain interest in seeking financing and launching of *Everyday*.

Sherman C. Wildman, account executive, WCBS-TV New York, named retail/developmental sales manager, WCBS-TV.

Gloria De Maria, account executive, KJEO-TV Fresno, Calif., named division manager, ABC-FM Spot Sales, San Francisco. She replaces **Marbeth Richmond**, named general sales manager, ABC-owned KSFJ(FM) San Francisco.

William C. Aiston, senior VP and general manager, Clinton E. Frank, Chicago; **John E. Mitchell Jr.**, VP-secretary-treasurer, CEF, Chicago, and **Warren Pera**, general manager, CEF, San Francisco, elected to board of directors.

Michael W. Maxwell, media director, Cargill, Wilson & Acree, Richmond, Va., named media director, Mil-Mor Advertising, Richmond.

Howard Kester, director of sales and marketing, Broadcast Marketing Inc., San Francisco consultants, named retail marketing director, Northern California Broadcast Association, San Francisco.

Jack Gowdy, media director, Chiat/Day Inc. Advertising, Los Angeles, elected VP-media and marketing services.

Robert D. Willis, promotion manager, wowk-TV Charleston-Huntington, W.Va., additionally named director of advertising for parent Gateway Communications Inc., Cherry Hill, N.J.

Bill Evans, president, Evans, Mathis, Burden & Charles, Baltimore ad agency, named creative director, Richardson, Myers & Donofrio Inc., Baltimore.

David B. Shepard, former VP, Maxwell Sroge Co., New York, named VP, Throckmorton/Satin Associates, New York.

Alice Goldberg, VP, associate director of research, Benton & Bowles, New York, named VP, manager of research, succeeding **Ruth Ziff** who left to become VP, director of research and marketing services, Doyle Dane Bernbach, New York.

Barbara S. Carpenter, copywriter, WGOV(AM)-WYNQ(FM) Chattanooga, named to same post, Lindsey, Bradley and Johnston Advertising, Chattanooga.

Dennis Silverman, account executive, Avco Television Sales, New York, named group sales manager.

Programing

Allan Schwartz, director of programing, live tape, 20th Century-Fox, Los Angeles, named director of special programing, movies for TV, ABC. He also will handle specials for three TV networks. **Nancy Malone**, director of programing development, 20th Century-Fox, in addition will be in charge of movies for TV, CBS and NBC.

Jack Rhodes, president of Rhodes Productions, syndications sales arm of Hanna-Barbera Productions, Hollywood, resigns. Both firms are subsidiaries of Taft Productions and Rhodes will be renamed Taft, H-B Program Sales.

Adrian Samish, supervisor of production, Quinn Martin Productions, Los Angeles, has resigned. No future plans announced.

Christopher E. Benjamin, studio supervisor and producer-director, WMBD-TV Peoria, Ill., named program director.

Paul J. Toth, news announcer, WOSH(AM)-WYTL(FM) Oshkosh, Wis., named program director, WYTL.

Art Stark, program director, WPEC(TV) West Palm Beach, Fla., named executive producer. **Norma Amick**, assistant program director, succeeds Mr. Stark.

Joe Martelle, announcer, WMT-AM-FM Cedar Rapids, Iowa, named program manager.

Phil Hahn, head writer for former *Sonny and Cher Comedy Hour* and *Andy Williams Show*, named VP-development, Donald I. Davis Productions Inc., Los Angeles.

Orion C. Samuelson, farm services director, WGN-AM-TV Chicago, elected VP of parent WGN Continental Broadcasting Co. and named agricultural services director.

Denny King, general manager, Editel,

Los Angeles, named national sales executive for Vidtronics Co., Los Angeles, to be headquartered in New York.

John Carlson, announcer, WNAC-TV Boston, named sports director, WEEI-AM-FM Boston.

Loring d'Usseau, executive producer, programing, KNBC(TV) Los Angeles, named senior program executive, non-commercial KCET(TV) same city.

Dave Sholin, music director, KFRC(AM) San Francisco, named to same post, KFRC-AM-FM there.

Paul M. Stevens, president, Southern Baptist Radio & Television Commission, Fort Worth, received honorary doctor of literature degree from Mississippi College, Clinton, for "creative use of radio and television in religious broadcasting."

Broadcast Journalism



Rhodes

Clarence E. (Dusty) Rhodes, officer-director, Panex Corp., East Lansing, Mich., elected president of UPITN, New York.

Kenneth A. Coyte, UPITN vice president, named executive vice president in charge of operations. **John McGoff**, president of Panex, is owner of Sacramento Union Corp., which has increased its holdings in UPITN to 50% (BROADCASTING, May 12).

Dick Goldberg, executive producer,

NIS anchors. NBC Radio has named 15 anchorpersons for its News and Information Service, which will begin June 18 after dry run that starts next Monday ("Closed Circuit," May 5). Those already chosen (reportedly from over 600 recorded auditions) are **Bill Lynch**, assistant director of news operations and programs, all-news WCBS(AM) New York; **Ed Brown**, news commentator, WNEW-AM-FM New York; **Charles McCord**, NBC Radio news anchorman; **Ray Rice**, editorial supervisor and anchorman, WNEW-AM-FM New York; **Frank Gorin**, NBC Radio News correspondent; **Rosemary Frisino**, newscaster, WHDH(AM) Boston; **Cliff Barrett**, program director and news director, WMCA(AM) New York; **Barbara Hottor**, anchorwoman, WFAS(AM) White Plains, N.Y.; **David Henderson**, newscaster, all-news WINS(AM) New York; **Doris McMillon**, general assignment reporter, WJR(AM) Detroit; **Sue O'Brien**, newscaster, KOA-AM-TV Denver; **Gary Alexander**, free-lance reporter, WNEW-AM-FM and WINS(AM), both New York; **Bob Schmidt**, managing editor and morning anchorman, WCAU(AM) Philadelphia; **Gordon Graham**, NBC News Washington correspondent, and **Ann Taylor**, anchorwoman, NBC Radio News.

WBBM-TV Chicago, named news producer, WMAQ-TV Chicago.

David Fitzpatrick, writer, CBS News, Radio, named producer, special events, CBS News, Radio.

Lawrence E. Spivak, moderator and creator of NBC News's *Meet the Press*, will retire from series Nov. 9, 28th anniversary of series. **Bill Monroe**, Washington editor, NBC News's *Today*, will become executive producer and moderator of *Meet the Press* in mid-November, with **Betty Dukert**, associate producer of *Meet the Press*, becoming producer at that time. **Douglas Kiker**, NBC News correspondent, named to replace Mr. Monroe as *Today* Washington correspondent.

Scott Goodfellow, reporter, WPLG-TV Miami, named news producer, WSB-TV Atlanta.

Lloyd H. Patton, news operations manager, KPX(TV) San Francisco, named news director, WRZ(TV) Baton Rouge.

Robert L. White, director of news and special events, KMGH-TV Denver, named executive producer, *Eyewitness News*, KIRO-TV Seattle.

Richard Stapleton, news director, WNEW-AM-FM New York, named news manager, WNBC-AM-FM New York. **Meredith Hollaus**, reporter, WNBC-AM-FM, named city hall bureau chief.

Jack Hicks, news director, KAKE-TV Wichita, Kan., elected VP, KAKE-AM-TV.

Liz Trotta, global correspondent, NBC News, New York, named investigative reporter at NBC's WNBC-TV New York.

Carol Preston, reporter, KDKA-AM-FM Pittsburgh, named general assignment reporter, WMAL-AM-FM Washington.

Sharon Summers, co-anchorwoman, WDEF-AM-FM-TV Chattanooga, named general assignment reporter, WAGA-TV Atlanta.

Joe Giardina, general assignment reporter, WVUE(TV) New Orleans, named anchorman, KATC(TV) Lafayette, La.

Doug Curlee, with KRON-TV San Francisco, named to news staff, KCST(TV) San Diego.

Joan Konner, NBC News documentary producer and writer, will receive 1975 Columbia Journalism Award from Alumni Association of Columbia Graduate School of Journalism.

Cable

Kenneth L. Tryggestad, assistant VP-public services, Western Union, Upper Saddle River, N.J., named system manager, Warner Cable Corp.'s Kern County, Calif. cable TV complex, with headquarters in Bakersfield.

Edwin A. Hopper, VP-finance, United Cable Television Corp., Tulsa, Okla., elected executive VP-administration and member of board. **Mark Savage**, treasurer, elected VP-finance/treasurer and chief financial officer.

Ira Opper, director of Innovision, Santa Barbara, Calif., named program director, Cox Cable's Santa Barbara system.

Clifford J. Durr, a member of the FCC from 1941 until 1948 and a prominent civil liberties attorney, died May 12 of a coronary thrombosis in Wetumpka, Ala. He was 76.

Mr. Durr was considered the power behind the FCC's controversial "Blue Book," the commission's first attempt to define the term "public interest." The book, officially titled "Public Service Responsibility of Broadcast Licensees", set down factors to be considered in the renewal of broadcast licenses and was attacked by many as an infringement on freedom of speech.

While on the commission, Mr. Durr also played an important part in establishing the principle of reserving frequencies for noncommercial educational use. He urged broadcasters to loosen their dependence on advertisers and insisted that radio provide for conflict of ideas.

Claiming that he was unable to administer the government's loyalty program in good conscience, Mr. Durr turned down reappointment to the commission in 1948. He practiced law in Washington for two years and served as president of the National Lawyers Guild.

In 1951, he set up private practice in his native Montgomery, Ala., and handled civil rights and civil liberties cases. Among his clients was the late Martin Luther King Jr. In 1964, he took up farming in Wetumpka.

He is survived by his wife, Virginia, sister-in-law of the late Supreme Court Justice Hugo L. Black; four daughters, Virginia Parker of Baltimore, Lulah Colon of Birmingham, Ann Lyon of Camp Hill, Pa., and Lucy Hackney of Princeton, N.J.; a sister, two brothers and nine grandchildren.



Durr—1941 photo

Doug Wilson, director of cablecasting, Storer Cable TV's Fairfield, Calif., system, named resident manager, succeeding **Rick Mardock**, named resident manager, Storer's Laguna Beach, Calif., system.

James E. Barger, chief engineer, Continental Cablevision of Ohio, Findlay, named regional engineer.

Equipment & Engineering

Bert H. Dann, VP and technical adviser to president, International Video Corp., Sunnyvale, Calif., elected VP-engineering. **Robert G. Marmioli**, Eastern region distributor sales manager, named national distributor sales manager, IVC's White Plains, N.Y., office. **Hugh F. Gillogly**, sales manager, Hitachi Shibaden Corp. of America, named direct regional manager, IVC, Glenview, Ill.

Allied Fields

Paul P. Baard, VP, Nielsen Station Index, New York, named eastern regional sales and service manager, heading sales staff dealing with broadcasters, agencies and advertisers in East.

V. Orville Wright, VP-business development group, Xerox Corp., New York, named senior VP, MCI Communications Corp., Washington.

Francisco J. Lewels, chairman of department of journalism, University of Texas, El Paso, named chairman of newly merged departments of journalism

DeLaney fellowship. Muscular Dystrophy Association has established \$13,500 research fellowship in honor of late Glover DeLaney, former president and general manager, WHEC-TV Rochester, N.Y. and first president of New York State Broadcasters Association. Mr. DeLaney was instrumental in developing local participation in MDA Telethon, now carried by nearly 180 TV stations.

and radio-television.

Marjorie S. Reed, Washington attorney with Fletcher, Heald, Rowell, Kenehan & Hildreth, named legal assistant in office of FCC Commissioner Robert E. Lee in Washington. She replaces **Sidney Goldman**, named acting assistant chief of international, FCC Common Carrier Bureau.

Walter H. Morse, attorney-adviser, research division, FCC Cable Bureau, named hearing officer, Department of Labor, Washington.

Robert C. Glazier, executive director, St. Louis Educational Television Commission and noncommercial KETC(TV) St. Louis, elected to lifetime honorary membership, board of governors, St. Louis Chapter of National Academy of Television Arts and Sciences.

Deaths

George H. Vaught, 46, former ABC News producer who won 1972 Emmy for coverage of President Nixon's China trip, died May 12 in Greenwich, Conn. Mr. Vaught was news editor and later network news director for NBC News; and was owner and general manager of KWEL-AM Midland, Tex. from 1959 to 1965.

Kenneth E. Schneider, 42, on sales staff, WCCO-AM-FM Minneapolis, died May 8 at his Burnsville, Minn., home. He is survived by his wife, Mary, one son and two daughters.

Albert W. Frey, 60, manager, traffic and teletype operations of NBC, died on May 9 after suffering heart attack. He had been with NBC since 1931. Mr. Frey is survived by his wife, Harriet and two daughters, Mrs. Leslie Wertman and Mrs. Claudia McCoid.

John M. Keane, 61, engineer with WOR-AM New York for past 32 years, died May 8 at his home in Tarrytown, N.Y., of apparent heart attack. Survivors include his wife, Dolores; two sons, John Jr. and Michiel, and daughter, Mrs. Connie Musicaro.

For the Record®

As compiled by BROADCASTING, May 5 through May 9 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

AM start

■ WIAF Clarksville, Ga.—Authorized program operation on 1500 khz, 5 kw-D. Action April 25.

FM applications

■ *Ketchikan, Alaska—Rainbird Community Broadcasting Corp. seeks 105.9 mhz, 10 w., P.O. address: Box 17, Ketchikan, Alaska 99901. Estimated construction cost \$18,890; first-year operating cost \$18,200. Principal: Rainbird Community Broadcasting Corp., Thomas M. Shackie, president, is non-profit corporation under Alaska Educational Broadcasting Commission. Ann. May 5.

■ Bullhead City, Ariz.—Holiday Broadcasting Co. seeks 102.3 mhz, 3 kw., HAAT 601 ft. P.O. address: Box 1604, Bullhead City, Ariz. 86430. Estimated construction cost \$4,550; first-year operating cost \$9,015; revenue \$22,000. Format: MOR, C&W, Easy Istng. Principals: Albert and Mildred Freeman (25% each) are electronic technician and employe of McDonald-Douglas, respectively. Charles and Mildred Pfeiffer (25% each) are involved in real estate and homemaking, respectively. Ann. May 8.

■ Chillicothe, Ill.—Central Illinois Broadcasting Corp. seeks 94.3 mhz, 3 kw., HAAT 222 ft. P.O. address: 910 N. Hushaw, Chillicothe, Ill. 61523. Estimated construction cost \$45,514; first-year operating cost \$39,120; revenue \$65,000. Format: C&W, standard pop. Principal: Jerome Weistart (96%) owns bank and insurance agency. Ann. May 7.

■ Springfield, Ill.—Springfield Advertising Co. seeks 98.7 mhz, 50 kw., HAAT 462 ft. P.O. address: Eastern Broadcasting Corp., 1601 Connecticut Ave., N.W., Washington 20009. Estimated construction cost \$117,541; first-year operating cost \$49,500; revenue \$150,000. Format: MOR. Principal: Eastern Broadcasting, Roger A. Neuhoft (77%), president, is licensee of

WCVS(AM) Springfield, Ill. and WHUT(AM)-WLHN(FM) Anderson, Ind. and through subsidiaries, owns majority of WBOW(AM)-WBOQ(FM) Terre Haute, Ind. and WRSC(AM)-WQWK(FM) State College, Pa. Ann. May 5.

■ New York.—Concert Radio seeks 104.3 mhz, 5 kw., HAAT 1220 ft. P.O. address: 440 Park Ave. S., 7th Floor, New York 10016. Estimated construction cost \$259,490; first-year operating cost \$680,000; revenue \$780,000. Format: Fine Arts, classical. Principal: Charles Benton (100%) owns film distributing company and interest in Encyclopaedia Britannica. Ann. May 8.

■ *Flandreau, S.D.—Flandreau Indian School seeks 89.1 mhz, 10 w., P.O. address: Flandreau Indian School, Flandreau, S.D. 57028. Estimated construction cost \$9,892; first-year operating cost \$1,900. Principal: Richard C. Whitesell, superintendent. Ann. May 8.

■ Marshall, Tex.—Singleton & King Broadcasting seeks 103.9 mhz, 3 kw., HAAT 135 ft. P.O. address: c/o Kelly B. King, Box 1491, Marshall, Tex. 75670. Estimated construction cost \$34,782; revenue \$16,800. Format: Easy Istng, soul. Principal: Kelly B. King (50%) has banking, ranching and newspaper interests in Texas. Dean Singleton (50%) owns newspapers in Azle, Clarendon and Saginaw, all Texas and has interest in printing company and investment company. Ann. April 30.

FM actions

■ Greeley, Colo.—Colorado RG Inc. Broadcast Bureau granted 96.1 mhz, 100 kw., HAAT 660 ft. P.O. address: 1025 Ninth St., Greeley, Colo. 80631. Estimated construction cost \$106,891; first-year operating cost \$36,000; revenue \$30,000. Format: Easy Istng. Principals: Joseph Tennessen (12%) Peter Macdonald (10%) Robert Wells (10%) and Harris Enterprises. Mr. Macdonald and Mr. Wells have interest in KIUL(AM) Garden City, Kan. Harris Enterprises is licensee of WJOL(AM)-WLLI(FM) Joliet, Ill., KFKA(AM) Greeley, Colo. and KTOP-AM-FM Topeka, Kan. (BPH-9189). Action May 1.

■ Victoria, Tex.—Pioneer Broadcasting Co. Broadcast Bureau granted 95.1 mhz, 56 kw., HAAT 446 ft. P.O. address: 3613 N. Main St., Victoria, Tex. 77901. Estimated construction cost \$77,866; first-year operating cost \$40,000; revenue \$30,000. Format: Popular. Principal: Wendell Mayes Jr. (95%), et al. Mr. Mayes has interest in several cable systems and licensees of several Texas stations including KCRS(AM) Midland, KNOW(AM) Austin, KVIC(AM) Victoria and KSNY(AM) Snyder. Action April 20.

FM starts

■ *WZZE Hockessin, Del.—Authorized program operation on 88.7 mhz, TPO 10 w. Action April 23.

■ KQCR Cedar Rapids, Iowa—Authorized program operation on 102.9 mhz, ERP 100 kw, HAAT 390 ft. Action April 25.

■ KYEZ Salina, Kan.—Authorized program operation on 93.7 mhz, ERP 100 kw, HAAT 510 ft. Action April 25.

■ KCRV-FM Caruthersville, Mo.—Authorized program operation on 103.1 mhz, ERP 3 kw, HAAT 195 ft. Action April 24.

■ *WVMH-FM Mars Hill, N.C.—Authorized program operation on 90.5 mhz, TPO 10 w. Action April 24.

Ownership changes

Applications

■ KEZL(FM) San Diego, Calif. (102.9 mhz, 50 kw)—Seeks assignment of license from PSA Broadcasting to Pacific and Southern Co. for \$850,000. Seller: PSA Broadcasting, George M. Shortley, assistant treasurer, is licensee of KEZR(FM) San Jose, Calif. KLVE(FM) Los Angeles and KEZS(FM) Sacramento, which is in the process of being sold to Cleveland Broadcasting. Buyer: Pacific and Southern is subsidiary of Combined Communications Corp., publicly traded corporation, which has extensive broadcast interests including KBTB(TV) Denver, KOCO-TV Oklahoma City and WKLY-TV Louisville, Ky. Ann. May 7.

■ WKKO(AM) Cocoa, Fla. (860 khz, 1 kw-D)—Seeks assignment of license from Cocoa One Inc. to Emcom Associates Ltd. for \$340,000. Seller: Theodore A. Eiland, principal stockholder, wishes to curtail ownership activities due to health reasons. Buyers: Howard and Jane Maschmeier (32% each), et al. Mr. Maschmeier is broadcast consultant and former manager of WNHC-TV New Haven, Conn. Ann. May 7.

■ WBLM(FM) Lewiston, Me. (107.5 mhz, 30 kw)—Seeks transfer of control of Stereo Corp. from Edward F. Bock (99% before; none after) to Robert F. Fuller and Joseph Jeffrey Jr. (none before; 100% after). Consideration: \$4,950. Principals: Mr. Bock, who lives in Council Bluffs, Iowa, feels station could be more conveniently run by residents of Maine. Mr. Fuller (50%) is broadcasting consultant and has past experience in broadcasting. Mr. Jeffrey is radio personality for WLS(AM) Chicago. Ann. May 9.

■ WCNL-AM-FM Newport, N.H. (AM: 1010 khz, 250 w-D FM: 104.9 mhz, 2 kw)—Seeks assignment of license from Eastminster Broadcasting Corp. to North-eastern Broadcasting Sound Corp. for \$120,000. Seller: Eastminster Broadcasting Corp., Samuel P. Bronstein, treasurer, also operates WOTW-AM-FM Nashua, and WDNH(FM) Dover, both New Hampshire. Buyers: Gary L. (35%) and H. W. Livingston II (35%), et al. Gary Livingston is former station manager of WMJS(FM) Prince Frederick, Md. H. W. Livingston is business agent for Textile Workers Union. Ann. May 7.

■ WEDG(AM) Soddy-Daisy, Tenn. (1240 khz, 1 kw-D)—Seeks assignment of license from RA-AD of Soddy to Southeast Community Media Co. for \$131,500. Seller: Lee Cooper is applicant for FM in Soddy-Daisy. Buyers: Hudson Printing and Lithographing Co. (51%) and George C. Hudson III (49%). Mr. Hudson is former radio announcer for stations in Tennessee. Ann. May 9.

■ KDOX(AM) Marshall, Tex. (1410 khz, 500 w-D)—Seeks assignment of license from KDOX Inc. to Singleton and King Broadcasting for \$155,000. Seller: Tolbert Foster, W. E. Dyche Jr. and Edgar Younger also own KDET(AM) Center, KNET(AM) Palestine, and KVUE-TV Austin, all Texas. Buyers: Dean Singleton (50%) and Kelly King (50%) are applicants for CP for FM in Marshall. Ann. April 29.

■ KMOL-TV San Antonio, Tex. (Ch. 4)—Seeks assignment of license from Avco Broadcasting Corp. to United Television Inc. for \$9,300,000. Seller: Avco Broadcasting owns several TV and radio stations in

SOUTHEAST

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Ohio, Indiana and California. Buyer: United Television is subsidiary of Twentieth Century Fox and licensee of KMSP-TV Minneapolis. Ann. April 30.

Actions

■ **WBUL(AM)** Birmingham, Ala. (1220 khz, 1 kw-D) Broadcast Bureau granted transfer of control of Radio Broadcasting Co. of Birmingham from William Sellers, Jr. (50% before; none after) to Tom Gloor (50% before; 100% after). Consideration: \$47,543. (BTC-7732). Action April 29.

■ **KGTO-TV** Fayetteville, Ark. Broadcast Bureau granted transfer of control of Noark Investment Co. from Paul W. Milam Sr., Paul W. Milam Jr. and Jane R. Horne (as group, 100% before, none after) to George T. Herreich (none before, 100% after). Consideration, \$215,000. Principal: Mr. Herreich is licensee of KFPW(AM) Fort Smith, KZNG(AM) Hot Springs, and KAIT-TV Jonesboro, all Arkansas. He is permittee of KFPW-TV Fort Smith. FCC conditioned grant on outcome of proceeding involving renewal of license for KAIT-TV and license for KFPW-TV. Action April 30.

■ **KLRB(FM)** Carmel, Calif.—Application for assignment of license from Monterey Bay Area Media to Walton Radio dismissed at request of attorney (BALH-2035). Ann. May 1.

■ **KNCR(AM)-KFMI(FM)** Fortuna and Eureka, Calif. (AM: 1090 khz, 10 kw-D FM: 96.3 mhz, 30 kw) Broadcast Bureau granted acquisition of positive control of C & M Broadcasting by Roger J. Roche through purchase of stock from corporation. Consideration: \$15,000. (BTC-7743). Action April 25.

■ **KFIG(FM)** Fresno, Calif.—Application for assignment of license from Universal Broadcasting Co. to Pacific Western Broadcasting Corp. dismissed at request of attorney (BALH-2077). Ann. May 1.

■ **KVEG-AM-FM** Las Vegas (AM: 970 khz, 500 w-D FM: 92.3 mhz, 27 kw) Broadcast Bureau granted acquisition of positive control of Specialty Premium by Robert A. Bernstein through transfer of stock from corporation (BTC-7734). Action April 25.

■ **WCJW(AM)** Warsaw, N.Y. (1140 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from John B. Weeks to WCJW Radio (BAL-838). Action April 25.

■ **WTNE(AM)** Trenton, Tenn. (1500 khz, 250 w-D) Broadcast Bureau granted acquisition of positive control of Trentone Inc. by Billy Elliott (48% before; 51% after). Consideration \$1,857. (BTC-7711). Action April 25.

■ **KCTA(AM)-KOUL(FM)** Corpus Christi, Tex. (AM: 1030 khz, 50 kw FM: 103.3 mhz, 100 kw) Broadcast Bureau granted acquisition of positive control of Broadcasting Corp. of the Southwest by W. D. York (47% before; 75% after). Consideration: \$200,000. (BTC-7733). Action April 25.

Facilities changes

AM application

■ **KBES** Bellevue, Wash.—Seeks mod. of CP to make changes in MEOV's. Ann. May 5.

AM action

■ **WDAT** Ormond Beach, Fla.—Broadcast Bureau granted CP to install new aux. trans. (BP-19912). Action April 30.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WLCY** St. Petersburg, Fla. (BP-19,755) April 28 and **WLRC** Whitehall, Mich. (BP-19,565) April 24.

FM applications

■ **KFNV-FM** Ferriday, La.—Data filed in accordance with commission's first report and order to change frequency to 107.1 mhz (Doc. 19,690). Ann. May 6.

■ **WSMD-FM** LaPlata, Md.—Seeks CP to change trans. and studio location to Post Office Rd., .5 miles south of County Rd. a5, Waldorf, Md.; operate by remote control from proposed studio site; install new trans.; install new ant.; make changes in ant. system; change TPO; ERP 28 kw and HAAT: 631 ft. Ann. May 5.

FM actions

■ **WPGW-FM** Portland, Ind.—Broadcast Bureau

granted mod. of CP to change trans. and ant.; ERP 3 kw (H&V); ant. height 180 ft. (H&V); condition (BMPH-14412). Action May 11.

■ **WDCX** Buffalo, N.Y.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 110 kw (H & V); ant. height 640 ft. (H & V); remote control permitted (BPH-9384). Action April 30.

■ **WGAY-FM** Washington—Broadcast Bureau granted mod. of CP to make changes in transmission line and change ant.; ERP 17 kw (H & V); ant. height 770 ft. (H & V); remote control permitted (BMPH-14450). Action April 30.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WMCU** Miami (BPED-1907) April 24 and **WRAL** Raleigh, N.C. (BPH-8040) April 29.

In contest

Designated for hearing

■ **Alexander City, Ala., AM proceeding:** Alexander City Broadcasting and Kowaliga Broadcasting, competing for 1590 khz (Doc. 20464-5)—Broadcast Bureau designated for hearing mutually exclusive applications of Alexander City Broadcasting and Kowaliga Broadcasting for new AM. Hearing issues include ascertainment efforts made by Alexander City and which proposal will best serve public interest. Action May 6.

■ **Twin Falls, Idaho, FM proceeding:** Inland Radio and Sawtooth Radio Corp., competing for 95.7 mhz (Doc. 20439-40)—Broadcast Bureau designated for hearing mutually exclusive applications of Inland Radio and Sawtooth Radio Corp. for new FM. Hearing issues include ascertainment efforts made by Inland and Sawtooth, whether Sawtooth is financially qualified to construct and operate its proposed station and which proposal will best serve public interest. Action April 29.

■ **Crowley, La., FM proceeding:** KSIG Broadcasting Co., Rice Capital Broadcasting Co. and Southwest Louisiana Radio Broadcasting Co., competing for 102.9 mhz (Doc. 20441-3)—Broadcast Bureau designated for hearing mutually exclusive applications of KSIG Broadcasting Co., Rice Capital Broadcasting Co. and Southwest Louisiana Radio Broadcasting Co. for new FM. Hearing issues include whether Rice and Southwest are financially qualified to construct and operate as proposed. Action April 29.

■ **WHAM(AM)-WHFM(FM)** Rochester, N.Y., **renewal proceeding:** Rust Communications Group (Doc. 20477)—FCC designated for hearing applications of Rust Communications Group for renewal of licenses. FCC also granted petition to deny applications filed by Action for a Better Community, group of individuals and organizations in Rochester area. Issues to be determined include ascertainment efforts made by Rust; whether Rust made good faith efforts to carry out public affairs programming proposals of 1969 renewal application; whether WHAM's nonentertainment programming was reasonably responsive to community problems, needs and interests and whether Rust met requirements of equal employment opportunity rules. Action May 8.

■ **Austin, Tex., FM proceeding:** Pioneer Broadcasting Co., Allandale Baptist Church of Austin and Dynamic Communications of Austin, competing for 102.3 mhz (Doc. 20445-7)—Broadcast Bureau designated for hearing mutually exclusive applications of Pioneer Broadcasting Co., Allandale Baptist Church of Austin and Dynamic Communications of Austin for new FM. Pioneer proposes to broadcast currently popular music of general market nature, while Dynamic proposes to broadcast entirely in Spanish and Allandale proposes predominantly religious format. Issues include whether Allandale is financially qualified to construct and operate its proposed station, and ascertainment efforts made by Allandale and Dynamic. Action April 29.

■ **KLAT(AM) and KSTU(FM)** Centerville, Utah., **combined proceeding:** Davis Broadcasting Co. and Lois I. Pingree (Doc. 20458-60)—FCC designated for consolidated hearing applications for renewal of license for KLAT and for license to cover changes in KLAT's ant.-trans. and main studio location and for CP to replace expired permit for KSTU. Issues to be determined include whether licensee and permittee attempted to conceal from FCC actual ownership or control of KLAT or KSTU or made misrepresentations of

fact to FCC or have been lacking in candor, whether contracts relating to ownership of KLAT and KSTU were filed with FCC as required and whether timely ownership reports were filed. Action April 23.

Case assignments

■ Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:

■ **Lakewood, Wash., AM proceeding:** Dale A. Owens and Clay Frank Huntington, competing for 1480 khz (Doc. 20454-5)—Designated ALJ Chester F. Naumowicz Jr. to serve as presiding judge, scheduled hearing for July 14. Action May 6.

Procedural rulings

■ **WJAM(AM)** Marion, Ala., **renewal proceeding:** Radio Marion (Doc. 20383)—ALJ Reuben Lozner canceled hearing now scheduled for June 16. Action May 2.

■ **South Lake Tahoe, Calif., FM proceeding:** KOWL Inc., New World Broadcasting Co. and Entertainment Enterprises, competing for 100.1 mhz at South Lake Tahoe (Docs. 19978-80)—ALJ Chester F. Naumowicz Jr. scheduled hearing for May 28. Action May 6.

■ **Sardis and Batesville, Miss., FM proceeding:** Tallahatchie Broadcasting and Panola Broadcasting Co., competing for 95.9 mhz (Doc. 20378-9)—ALJ Lenore G. Ehrig scheduled hearing for July 8. Action May 1.

■ **Southport, N.C., FM proceeding:** Thoms Broadcasting Cos., Clarence S. Mowery Jr. and Brunswick Broadcasting Co., competing for 107.1 mhz (Docs. 20192-3)—ALJ Walter C. Miller denied joint motion for approval of agreement, dismissal of Thoms application and grant of Brunswick application as not being in public interest since both parties must meet hearing obligations on character issues against each other. Action May 1.

■ **Kilgore, Tex., FM proceeding:** Kilgore Broadcasting Co. and Radio Kilgore, competing for 95.9 mhz (Docs. 20341-2)—ALJ John H. Conlin scheduled hearing for July 1. Action May 6.

Dismissed

■ **Parkersburg, W.Va., FM Proceeding:** Triplett Broadcasting Co. and Electrocom Inc., competing for 95.1 mhz (Docs. 20294-5)—ALJ Joseph Stirmer dismissed with prejudice application of Triplett Broadcasting Co. Action April 28.

Initial decisions

■ **WLCY-TV** Largo, Fla., **facilities change proceeding:** WLCY-TV Inc. (Doc. 9627)—ALJ Byron E. Harrison granted WLCY-TV Inc. in initial decision authority to increase ant. height from 500 to 1,495 ft. Increased height of ant. radiation center will substantially enlarge station's service area. Judge ruled that increase will not impair ability of existing and prospective local UHF stations to compete effectively in Sarasota, St. Petersburg and Tampa areas. Action May 7.

■ **Brookhaven, Miss., FM proceeding:** Brookhaven Broadcasting Co. and 21st Century Broadcasters, competing for 92.1 mhz (Docs. 20145-6)—ALJ Byron E. Harrison granted application of 21st Century Broadcasters for CP for new FM station at Brookhaven in initial decision. Judge Harrison ruled that Century had demonstrated financial qualifications and had ascertained and programed for needs and interests of its proposed service area. Action May 8.

FCC decisions

■ **Carrollton, Ga., AM proceeding:** Radio Carrollton, seeking 1330 khz and Faulkner Radio (WLBB Carrollton [1100 khz]), competing for AM (Docs. 19636-7)—FCC denied application of Faulkner Radio for renewal of WLBB and granted application of Radio Carrollton. Action affirms conclusions reached by ALJ David I. Kraushaar in initial decision. FCC granted 1330 khz, 500 w-D. P.O. address: c/o Johnson & Johnson, Peoples Bank Building, Carrollton, Ga. 30117. Estimated construction cost \$24,600; first-year operating cost \$32,825; revenue \$48,000. Format: Contemporary pop. Principals: William P. (50%) and Hollis B. Johnson (50%) are attorneys and William Johnson has interest in retail clothing business. Action April 30.

■ **WBTW** Charlotte, N.C., **TV proceeding:** Jefferson-Pilot Broadcasting Co. (Doc. 18880)—FCC affirmed Review Board decision denying application for authority to change trans. site and increase ant. height. Review Board affirmed and adopted initial deci-

Summary of broadcasting

FCC tabulations as of March 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,410	3	23	4,436	47	4,483
Commercial FM	2,619	0	46	2,665	154	2,819
Educational FM	705	0	35	740	90	830
Total radio	7,734	3	104	7,841	291	8,132
Commercial TV	698	1	10	709	50	759
VHF	507	1	4	512	8	520
UHF	191	0	6	197	42	239
Educational TV	221	9	12	242	11	253
VHF	89	3	3	95	4	99
UHF	132	6	9	147	7	154
Total TV	919	10	22	951	61	1,012

* Special temporary authorization

** Includes off-air licenses

sion, which concluded that application must be denied since it would have substantial adverse effect on existing and prospective UHF stations in Winston-Salem-Greensboro-High Point, N.C., area. Commission said that Review Board was correct in ruling that WBTV failed to meet its burden of proof under UHF impact issue, and public interest would best be served by denying WBTV's application. Action April 30.

■ **WKLW(AM)** Blackstone, Va., **renewal and FM proceedings:** Blackstone Broadcasting, seeking 93.5 mhz (Docs. 19774-5)—FCC affirmed ruling by administrative law judge and granted applications of Blackstone Broadcasting Corp. for renewal of license for WKLW and for CP for new FM station. Licensee was ordered to forfeit \$8,000 for willful and repeated violations of rules that prohibit double billing. Action April 23.

Fines

■ **KGUY(AM)** Palm Desert, Calif.—Broadcast Bureau notified Bear Broadcasting Corp. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failing to maintain operating power within limits of 90 and 105 percent of authorized power. Action April 30.

■ **WDYX(AM)** WGO(FM) Buford, Ga.—Broadcast Bureau notified Buford Broadcasting that it had incurred apparent liability for forfeiture of \$2000 for repeated or willful failure to observe rules by operating in excess of maximum ant. input power authorized, failing to sign operating log when entering on and going off duty and failing to log time when station ceases to supply power to antenna with respect to AM and FM stations. Action May 1.

■ **WIBR** Baton Rouge—Broadcast Bureau notified Community Broadcasting Company that it incurred apparent liability for forfeiture of \$2000 for willful or repeated failure to observe rules by broadcasting conversations without first obtaining permission from person called to broadcast conversation. Action May 1.

■ **WTOW(AM)** Towson, Md.—Broadcast Bureau notified Sudbrink Broadcasters that it incurred apparent liability for forfeiture of \$1500 for willful or repeated failure to comply with rules by failing to operate by pre-sunrise. Action May 1.

■ **WDAF(AM)** Kansas City Mo.—FCC admonished Taft Broadcasting Co., licensee of WDAF, for violating political editorial rule on eve of 1972 Missouri Democratic gubernatorial primary election. While it said Taft's conduct violated political editorial rule, commission said it would set aside forfeiture. Findings and conclusions set forth in case should obviate any possible future doubt as to meaning of rule. Action May 6.

■ **WCBX(AM)** Eden, N.C.—Broadcast Bureau notified Radio Eden of apparent liability for \$500 forfeiture for willful or repeated violation of rules by operating earlier than times authorized in presunrise service authority. Action May 2.

■ **WCSM(AM)** Celina, Ohio—Broadcast Bureau notified Johnston Broadcasting that it incurred apparent liability for forfeiture of \$1000 for rules by failing to maintain operating power within limits of 90 and 105 percent of authorized power. Action April 30.

■ **WELX(AM)** Xenia, Ohio—Broadcast Bureau notified West Central Ohio Broadcasters that it incurred apparent liability for forfeiture of \$500 for willful or repeated failure to comply with rules concerning

various operating log regulations. Action May 1.

■ **WHBM(FM)** Xenia, Ohio—Broadcast Bureau notified Harry B. Miller that he incurred apparent liability for forfeiture of \$250 for willful or repeated failure to comply with rules concerning various operating log regulations. Action May 1.

Other actions

■ **WFEC(AM)** Harrisburg, Pa.—FCC deferred application of Scott Broadcasting Corp., for license renewal pending receipt of additional equal employment opportunity program information from licensee. FCC said WFEC's EEO program appeared to be more conducive to maintaining station employment profiles as they are than to assuring compliance with FCC's rules. Action April 30.

■ **WKBO(AM)** Harrisburg, Pa.—FCC granted application by Harrea Broadcasters for renewal of license. Application was opposed by David Lawson as Chairman of Ad-Hoc Coalition on Broadcasting of Harrisburg, Pa. Coalition generally alleged that Harrea Broadcasters failed in ascertainment efforts. FCC said Coalition's petition to deny would be consecutively dismissed and denied because it was both procedurally and substantively defective. Action April 30.

■ **Philadelphia**—FCC declined to institute market-wide inquiry into alleged violations of equal employment opportunity rules by stations in Philadelphia market. Communications Coalition, Council of Chairmen of African People, Black Affairs Council and several individuals filed petition to halt what they charged were continued EEO violations by 28 of the 36 stations in Philadelphia market. FCC said while it had authority to institute market-wide investigation, it rarely committed substantial FCC resources needed for such inquiry. Without specific factual allegations, appropriately supported, regarding instances of overt discrimination by licensees, market-wide hearing would provide no additional information than renewal applications, commission said. Action April 30.

■ **KMOL-TV** San Antonio, Tex.—FCC granted application of Avco Broadcasting Corp. for renewal of license. FCC dismissed petition of Bi Lingual Bi Cultural Coalition on Mass Media to deny renewal. Coalition charged Avco with discriminating against Mexican-Americans in employment and with broadcasting programs containing what Coalition called "ethnic slurs," as well as other deficiencies in programming. FCC found petition to deny procedurally defective in that it did not contain affidavits to support the allegations. Action May 8.

Allocations

Actions

■ FCC took following actions on **FM allocations:**

■ **Batesville, Ind.**—FCC approved assignment of ch. 280A at Batesville, as community's first local FM assignment. Proceeding resulted from petition by Batesville Broadcasting Co. Action April 23.

■ **Green Bay, Wis.**—Broadcast Bureau proposed substituting ch. 253 for ch. 252A, as rulemaking procedure. Action was in response to petition by WDUZ-AM-FM Green Bay. WDUZ said change from Class A, ch. 252A to Class C, ch. 253, would enable it to provide new FM service to larger area due to wider coverage by Class C channels. Action April 29.

Translators

Applications

■ **Kayenta TV Assn.,** Kayenta, Az.—seeks ch. 4, rebroadcasting KGGM-TV, Albuquerque, N.M. and CP for a new station: ch. 3, rebroadcasting KOAI-TV, Flagstaff, Ariz. (BPTT-TV-5291-2). Ann. May 6.

■ **Humboldt County Television Maintenance Board** Paradise Valley, Nev.—seeks ch. 9, rebroadcasting KBCI-TV, Boise, Idaho and ch. 11, rebroadcasting KTVB, Boise, Idaho (BPTT-TV-5295-6). Ann. May 6.

■ **Board of Cooperative Educational Services of Broome-Delaware-Tioga counties,** Kattellville and East Binghamton, N.Y.—Seeks to change output channel from ch. 59 to ch.-69 and from ch-8 to ch-63 (BPTT-2752,2754). Ann. May 1.

■ **Board of Cooperative Educational Services of Second Supervisory District of Greene, Delaware, Schoharie and Otsego counties,** Margaretville, Arkville and Fleischmanns, N.Y.—Seeks to change output channel from 61 to ch.-69 (BPTT-2721). Ann. May 2.

Action

■ **Alpena, Mich.**—FCC approved new translator, rebroadcasting WGTU-TV Traverse City, Mich. Application was opposed by Thunder Bay Broadcasting Corp., permittee of unbuilt WTIS-TV Alpena. Finding that Thunder Bay had raised no substantial or material questions of fact, commission said WGTU-TV was qualified to construct, own and operate proposed translator. Action April 23.

Cable

Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ **Huachuca City Cable TV** Co, Box 4947, Huachuca City, Ariz., for Huachuca, Ariz. (CAC-2147) Add: KZAZ, Nogales and KPHO-TV Phoenix, both Arizona.

■ **Delaware City Trans-Video Corp.,** 3703 Old Court Rd., Baltimore, Md. 21208, for Delaware City, Del. (CAC-4995): WHYU-TV Wilmington, Del.; KYW-TV, WPVI-TV, WCAU-TV WPHL-TV, WTAF-TV Philadelphia; WGAL-TV Lancaster, Pa.; WKBS-TV Burlington, N.J.; WMAR-TV, WBAL-TV, WJZ-TV WBFF, WMPB Baltimore; WUHY-TV Philadelphia; WNJS Camden, N.J.; WTTG, WDCA-TV Washington.

■ **Chattahoochee Cable Communications,** 102 Lawyers Bldg., Marietta, Ga. 30060, for Cobb county, Ga. (CAC-4994): WSB-TV, WXIA-TV, WTGC, WAGA-TV, WETV, WXAT-TV Atlanta; WGTU-TV Athens, Ga.

■ **Sammons Communications,** 403 S. Akard St., Dallas 75202, for Dwight, Ill. (CAC-5005): Requests certification of existing operations.

■ **River City Cable TV,** 9614 Walnutwood Way, Jeffersonton, Ky. 40299, for Louisville, Ky. Delete (CAC-3444): WXIX-TV, Cincinnati and add WGN-TV Chicago.

■ **Cable TV of Acadiana, Inc.** Box 1047, Eunice La. 70535, for Eunice, La. (CAC-4997): KATC, KLFY-TV, KLNI-TV Lafayette; KALB-TV Alexandria; KPLC-TV Lake Charles, WBRZ, WAFB-TV, WLBB-TV, Baton Rouge; all Louisiana; KVRL, Houston; WYES New Orleans.

■ **Cablevision Inc.** Box 3423, Tulsa, Okla. 74101, for Sedalia, Mo. (CAC-4998): Requests certification of existing operations.

■ **South Jersey Television Cable Co.,** 6820 Ventnor Ave., Ventnor City, N.J. 08406, for Ventnor City. (CAC-5002), Margate City (CAC-5003) and Longport (CAC-5004), all New Jersey: Requests certification of existing operation.

■ **Teleprompter County Cable TV Corp.,** 581 Grammtam Ave., Mount Vernon, N.Y. 10552, for Mount Vernon, N.Y. (CAC-5007): Add WSNL-TV Patchogue, N.Y.

■ **Towner Cable TV,** Box 21, Towner, N.D. 58788, for Towner, N.D. (CAC-4996): KGFE-TV Grand Forks; KXJB-TV Valley City; KMOT, KXMC Minot; KTHI-TV Fargo, all North Dakota; CKX-TV Bran-

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don, Manitoba, Canada.

■ Armstrong Utilities, 214 S. McKean St., Butler, Pa. 16001, for Boardman township (CAC-5008), Poland township (CAC-5009) and Canfield township (CAC-5010), all Ohio: Add WPGH-TV Pittsburgh and delete WKBF-TV Cleveland.

■ Warner Cable of Sidney, 75 Rockefeller Plaza, New York 10019, for Sidney, Ohio: Add (CAC-5006) WXIX-TV Newport, Ky.

■ Warner Cable of Union City, 75 Rockefeller Plaza, New York 10019, for Union City, Ohio (CAC-4999) and Union City, Ind. (CAC-5000): Add WOET-TV Kettering, Ohio.

■ Warner Cable of Pottsville, 75 Rockefeller Plaza, New York 10019, for Minersville borough (CAC-4882): Delete WHYY-TV Wilmington, Del.

■ Lebanon Valley Cable TV Co., 118 N. Eighth St., Lebanon, Pa. 17042, for Wolmersdorf, (CAC-5001): WHP-TV, WTPA Harrisburg; WLYH-TV, WGAL-TV Lancaster; WTF-TV Hershey; WSBA-TV York; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAJ-TV Philadelphia, all Pennsylvania; WKBS-TV Burlington, N.J.; WBFF Baltimore.

■ Diversified Communications Investors, 911 Austin St. Levelland, Tex. 79336, for Morton, Tex. (CAC-4993): Add WFAA-TV, KXTX-TV Dallas; KTVT Fort Worth.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Knob Noster Cable TV, Whiteman Air Force Base, Mo. (CAC-2178); Warner Cable of Bellows Falls, Bellows Falls (CAC-3680) and Westminster (CAC-3681), both Vermont; Clear Vision Cable Co. of Martin, Sharon (CAC-4535) and Greenfield (CAC-4536), both Tennessee; Cablevision of Soperton, Soperton, Ga. (CAC-4555); Clear Vision Cable Co. of Southwest Alabama, Linden, Ala. (CAC-4599); Community Cable Television, Paw Paw (CAC-4793) and Lawton (CAC-4794), both Michigan; Lebanon Valley Cable TV Co., Jonestown borough, Pa. (CAC-4799); Cody-Powell Cable TV, Cody, Wyo. (CAC-4826); DeKalb Cable Co., Auburn, Ind. (CAC-4833); Blue Ridge Cable Television, Windham township, Pa. (CAC-4836); Cable Video, Sprague (CAC-4844), Lisbon (CAC-4845), Franklin (CAC-4846), Bozrah (CAC-4847) and Norwich (CAC-4848), all Connecticut; Rockwood TV Cable Co., Rockwood, Tenn. (CAC-4852); Aurovideo Inc., Caruthersville (CAC-4866) and Hayti (CAC-4867), both Missouri; DeKalb Cable Co., Garrett (CAC-4874) and Waterloo (CAC-4873), both Indiana.

■ Swifton, Ark.—FCC granted United Cable TV certificate of compliance to add KATV Little Rock, Ark., and WHBQ-TV, Memphis to existing system. United proposed to carry two distant network stations in place of independent signal to which it is entitled. Should circumstances change making addition of independent signal on system practicable, FCC said it may require United to cease carriage of additional network stations to fully comply with rules (CSR-624). Action April 30.

■ San Joaquin county, Calif.—Cable Bureau granted application by Storer Cable TV for certificate of compliance to carry KCRA-TV, *KVIE, KXTV, KTXL, KMUV-TV Sacramento, Calif.; KLOC-TV Modesto, Calif.; KOVR Stockton, Calif.; KTVU Oakland, Calif.; KBHK-TV and KEMO-TV San Francisco (CAC-3962). Action April 29.

■ Madeira Beach, Fla.—Application by Peninsula Cablevision Corp. for certificate of compliance dismissed at request of applicant (CAC-3503). Action May 7.

■ Leavenworth and Kansas City, Kan.—Cable Bureau granted application by Community TCI of Kansas for certificate of compliance to carry WDAF-TV, KCMO-TV, KMBC-TV, *KCPT, KBMA Kansas City, Mo.; KQTV St. Joseph, Mo.; KPLR-TV St. Louis; WIBW-TV, KTSB, *KTWU Topeka, Kan. and KWGN-TV Denver (CAC-4610-11). Action April 29.

■ Slater, Mo.—Cable Bureau granted application by Slater Cable for certificate of compliance to carry KQTV St. Joseph, Mo.; WDAF-TV, KCMO-TV Kansas City, Mo.; KMOS-TV Sedalia, Mo.; KOMU-TV Columbia, Mo.; KMBC-TV Kansas City, Mo.; KRCC Jefferson City, Mo.; KCBJ-TV Columbia, Mo.; *KCPT, KBMA-TV Kansas City, Mo. and KTVO Kirksville, Mo. (CAC-4465). Action April 29.

■ Groveton, N.J.—Application by North County TV Cable for certificate of compliance dismissed at request

Call letters

Applications

Call	Sought by
	New AM's
KERR	KBMR Radio Inc., Polson, Mont.
WCLN	Sampson Broadcasting Co., Clinton, N.C.
	New FM's
KBAZ	WRYE Associates, Bisbee, Ariz.
*WARG	Community High School District No. 217, Summit, Ill.
KRMQ	Equivox Inc., Provo, Utah
KDSE	Norman Broadcasting Corp., Alice, Tex.
	Existing TV
WOWT	WOW-TV Omaha
	Existing AM
KBCQ	KSWs Roswell, N.M.
	Existing FM's
WNIS-FM	WJOI Chicago
KRGI-FM	KMEZ Grand Island, Neb.
WKTU	WHOM-FM New York
WJFD-FM	WGCV New Bedford, Mass.
WYYX	WBAY-FM Green Bay, Wis.
KICG	KXIC-FM Iowa City

Grants

Call	Assigned to
	New TV's
*KETG	Arkansas Educational Television Comm., Arkadelphia, Ark.
KMXN-TV	Spanish Television of New Mexico, Albuquerque, N.M.
	New AM
WLVC	Melvoc Inc., Fort Kent, Me.
	New FM's
WURD	Brown County Radio, Georgetown, Ohio
WXLS	Windham Broadcasting Group, Williamantic, Conn.
KCII-FM	Washington Radio, Washington, Iowa
*WMTF	Stowe School, Stowe, Vt.
	Existing TV
KVVU-TV	KVVU Henderson, Nev.
	Existing AM's
KZAM	KBES Bellevue, Wash.
KSOH	KMYO Little Rock, Ark.
	Existing FM's
KFAT	KSND Gilroy, Cal.
WXID	WNGO-FM Mayfield, Ky.
KXGR	KOGR Grand Rapids, Minn.
WSEC	WIAM-FM Williamston, N.C.
KRSJ	KIUP-FM Durango, Col.
WSAQ	WHLS-FM Port Huron, Mich.
WREZ	WEBR-FM Buffalo, N.Y.

of applicant (CAC-3834). Action May 5.

■ Williamston, N.C.—Cable Bureau granted application by Windsor Cablevision for certificate of compliance to carry WITN-TV Washington, N.C.; WNCT-TV Greenville, N.C.; WCTI-TV New Bern, N.C.; WYAH-TV Portsmouth, Va.; WRAL-TV Raleigh, N.C.; WRDU-TV Durham, N.C. and *WUND-TV Columbia, N.C. (CAC-4178). Action April 29.

■ Dover borough and Dover township, Pa.—FCC granted applications for certificates of compliance for new systems to be operated by Cable TV of York. Company proposed carrying WGAL-TV and WLYH, both Lancaster, Pa.; WHP-TV and WTPA, both Harrisburg, Pa.; WSBA-TV York, Pa.; *WITF Hershey, Pa.; WMAR-TV, WBAL-TV, WJZ-TV and WBFF, all Baltimore and WPHL-TV Philadelphia. FCC granted waiver to carry WPHL-TV, saying waiver was consistent with past commission action that permitted systems in or near state capital to carry signals of distant independent stations in state's largest city when alternative was out-of-stage signal. Action April 17.

■ Bishop and Kingsville, Tex.—Cable Bureau granted application by Kingsville Cable Television Corp. for certificate of compliance to carry KHJ, KRIS-TV, KZTV, *KEDT Corpus Christi, Tex.; KHCC Houston; KWEX-TV San Antonio, Tex.; XEFB-TV Monterrey, Mex.; XERV Reynosa, Mex. and XET Monterrey, Mex. (CAC-4714-5). Action April 29.

Other actions

■ In declaratory ruling, FCC held that cable carriage rules did not contemplate addition of unauthorized signals whenever system's regularly carried network affiliate was broadcasting only one of several simultaneous regional athletic contests. Ruling was requested by WTVW-TV Evansville, Ind., which sought interpretation of cable signal carriage rules. Action April 30.

■ Lake San Marcos, Calif.—FCC granted Citizens Development Corp. temporary waiver of network program nonduplication rules and denied Citizens' request for waiver of rules that define cable system and signal carriage and program exclusivity rules with respect to KCST-TV San Diego. Citizens is real estate development company that provides cable service to 700 homes in privately owned development at Lake San Marcos, located in San Diego major TV market. Commission rejected Citizens' arguments that its facilities should be considered master antenna system rather than cable television system and said petitioner was insufficient to justify waiver of signal carriage rules. Community lies in KCST's specified zone and carriage of that station's signal on request of licensee is required by rules. Action April 30.

■ Louisa, Ky.—FCC directed Edwards Cable TV to show cause why it should not be ordered to cease and desist from its current, apparently unauthorized, cable operations. Edwards applied for certificate of compliance to carry WSAZ-TV, WHTN-TV, *WMUL-TV Huntington, W. Va., WHCH-TV Charleston, W. Va. and *WKMR Morehead, Ky. System is located in Charleston-Huntington, W. Va., major TV market and proposed signal carriage is consistent with rules, FCC noted. However, Edwards was notified by FCC staff that certification application was subject to dismissal since no annual report had been filed, it did not include statement of plans for availability and administration of access channels and other nonbroadcast cable services, there was no affidavit of service or statement that copy had been served on franchising authority and would be made available for public inspection and did not contain equal employment opportunity program or statement. Edwards failed to correct any deficiencies in application despite numerous requests from staff. Action April 20.

■ Gardner, Mass.—FCC denied request of Montachusett Cable Television for waiver of network program exclusivity rules. Montachusett had sought waiver of rules to exempt system from providing exclusivity protection to WRLP Greenfield, Mass., vis vis WBZ-TV Boston. FCC said WRLP is station with higher priority than WBZ-TV and is therefore entitled to network program exclusivity from duplication to lower priority stations, which WBZ-TV is. Action April 30.

■ Meadville, Pa.—FCC denied request of Meadville Master Antenna to review Review Board decision that denied waiver of program exclusivity rules. Review Board decision affirmed initial decision of ALJ Herbe Sharfman denying request that rules be waived to permit carriage of NBC outlet, WFJM-TV Youngstown, Ohio. Ruling provided station WICU-TV of Erie, Pa. also NBC outlet, with protection against duplication of network programming on system. FCC conclude WICU-TV's average signal over Meadville was adequate and produced good quality picture and the waiver was not warranted. Action April 17.

■ Burlington, Vt.—FCC denied request by WEZI-TV that six systems be required to assign its signal to cable ch. 4. International's request was directed at 5 Johnsbury Community TV Corp. and Upper Valley Cable Co., both serving St. Johnsbury, Vt., Newport Cablevision, serving Newport, Vt., Twin State Cable TV, serving Lebanon and Hanover, N.H., and White River Junction, Vt., Young's Community TV Corp., Woodstock, Vt., and Rutland Cable TV, Rutland, Vt. International said because of WEZF-TV's high channel number it has been unable to secure on-channel carriage, to which VHF stations generally are entitled. FCC said that given difficulty of imposing kind of relief requested, need to displace other stations from long standing cable channel assignments, and tenuous nature of International's claim of need, International request must be denied. Action April 23.

In contest

■ Johnstown, Pa.—FCC denied certification of system operated in Johnstown by Teleprompter Cable Systems. Commission ruled that TV broadcast sign was not "lawfully" carried by system when cable franchise had been procured by bribes. Action May

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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Help Wanted Sales Continued

Third person on staff but know you have what it takes to be sales manager? Prove it and share the gross in this medium small market in Missouri. Box E-156, BROADCASTING.

Supersalesperson-Sales Manager, for Albany and Cordele. References requested. Opening for Newperson. No phone calls. Send resume and photo, WMJM, Cordele, GA.

We'll deliver if you do. WMJW (Wilkes-Barre/Scranton Pennsylvania Market) is growing. Opportunity for experienced sales representative. Good list. Good money. EOE. Frank Stanley, GM, WMJW, Nanticoke, PA 18634.

Experienced Salesperson for 5000 Watt, full time Modern Country Station. Send information to Ronald Eubanks, WWUN, P.O. Box "E" Delta Station, Jackson, MS 39213.

Wanted: 100,000 watt public radio station seeks development director to work in station promotion and income generation; broad shift likely. Qualifications: B.A., development and/or sales experience, FCC 3rd with endorsement. Deadline May 23, 1975, starting \$7,500 per year. Contact: Dr. George E. Lott, Director of Learning Resources, Northern Michigan University, Marquette, MI 49855. No phone calls. An Equal Opportunity Employer.

Colorado sales opportunity. Contemporary with excellent acceptance. Beautiful climate and recreational opportunities. Must have successful sales background, be sober and stable. Call Dick Elliott 303-243-1230. EOE/MF.

Midwest-based advertising agency seeks experienced radio salesperson for exciting new syndicated advertising package. Salary plus commission, expenses paid. Willing to travel. Midwesterner need not relocate. Send resume, letter and recent photo to Sperry-Boom Inc., 250 Duck Creek Plaza Office Bldg., Bettendorf, IA 52722.

Group owned Chicago radio station has immediate opening for ambitious, account executive ready to move to a larger market. Income range 30 to 35K depending on performance. Send resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted Announcers

Midwest consultant seeks creative, thinking air people with production skills for present and future openings. Full particulars first letter to Box E-99, BROADCASTING.

Experienced Announcer-Music Director. Northeast Top 50 market. Rock format. Must have good ideas. Box E-105, BROADCASTING.

Announcer, Also salesperson or combo announcer-sales. Small market. Opportunity move into management for responsible people. Box E-135, BROADCASTING.

Experienced "Beautiful" Music announcer needed for major western market. Resume. Please, mature voices only! Box E-148, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Morning Drive Personality for southeast Texas Top 100 market. Modern Country. We are looking for maturity, good voice, strong production, community orientation and sense of team work. We are a successful station. Tapes and resumes to Gary Powers, KTRM, Box 5425, Beaumont, TX 77702.

Help Wanted Announcers Continued

KOSI AM-FM, The Denver areas good music stations need an experienced announcer. Plus experience in board operation and outstanding production techniques. We offer a fine opportunity; good pay and working conditions. Excellent equipment and a chance to work with a great staff at a stable and well-respected station located in one of the great family living areas of the country. No beginners please. Please send tape and resume to Lee Stewart, PD, KOSI, P.O. Box 98, Aurora, CO 80010. An Equal Opportunity Employer M/F.

Mature, Up-Tempo, community oriented progressive MOR personality. Send non returnable tape to Ed Marks, KRDO, Box 1457, Colorado Springs, 80901. E.O.E. No calls please.

Experienced Pro who wants to be part of a winning team. Must be willing to learn progressive format. Super station. Bob Sherman, WCLG, Box 885, Morgantown, W.Va. 26505.

Florida Coastal station has opening for experienced MOR announcer. Prefer person who will also act as Traffic Director and make up program logs, however not essential. Send tape, resume and salary requirements Bob Haa, WIRA, Fort Pierce, Equal Opportunity Employer.

Bright, young Maine coastal station wants to add announcer for air-production-copy. Send samples of each. 7-8K/yr. Contemporary MOR. WKXA-AM-FM, Brunswick.

WLOF, Orlando, Fla.-Looking for mature radio entertainer to join our contemporary/personality station "Family" and do afternoons Monday through Saturday. Light production. Tape, resume, personal and professional references, and letter describing the real you to: Bill Dennis, Box 15746, Orlando, FL 32808. No calls. Equal Opportunity Employer.

Medium Market Live adult contemporary-MOR, 2 openings. Tape, photo, salary, resume: Bob Bitner, PD; WVOR, 333 Midtown, Rochester, NY 14604.

1 Pulse-ARB well-established, fulltime station in Trenton metro area needs experienced morning person who can communicate on adult level. EOE. Rush tape and resume to Bob Locke, Nassau Broadcasting Company, Box 1350, Princeton, NJ 08540.

Wanted: 100,000 Watt radio station seeks Producer-Director for cultural and arts programming; regular broad shift. Qualifications: B.A., two years professional broadcasting experience, knowledge of classical music, FCC 3rd with endorsement. Deadline May 23, 1975, starting \$7,500 per year. Contact Dr. George E. Lott, Director of Learning Resources, Northern Michigan University, Marquette, MI 49855. No phone calls. An Equal Opportunity Employer.

Experienced MOR announcer for NBC affiliate in beautiful Rocky Mountain area. Stability and sobriety are essential. Call Mike Fisher, 208-733-3381. EOE/MF.

Central Florida full-timer needs a contemporary MOR jock who can move an afternoon show and do production. Must have experience. 904-629-8008 with tape and resume.

Help Wanted Technical

Ready to advance? The opportunity and challenge are here at this Missouri AM-FM Stereo. Experience as assistant chief or better desired. Station and equipment top flight. All replies confidential. E.O.E. Send resume to Box E-137, BROADCASTING.

Need experienced First Ticket to divide time between two Florida stations, send resume to Box E-141, BROADCASTING.

Help Wanted Technical Continued

Virginia AM-FM offers permanent position to qualified engineer. New equipment, excellent working conditions with full company benefits, insurance and retirement plan. Duties may or may not include some announcing. Send resume and salary requirements to Box E-167, BROADCASTING.

Chief for 5 kw DA-D (2 tower) for heavy maintenance and renovation. Metro Atlanta location. Resume to WIIN, 1365 Peachtree NE, Atlanta, GA 30309.

WJPS, Evansville, Indiana seeks qualified chief engineer. Must be up on rules, have directional experience. Good pay, benefits. Call 812-425-2221. OEO.

Help Wanted News

News Director, 50,000 watt station, top 10 market. Must be capable of building solid news dept. and on air. An Equal Opportunity Employer. M/F. Send resume and letter to Box E-134, BROADCASTING.

New Jersey, newperson/announcer \$150 WHTG, 1129 Hope Road, Asbury Park, NJ 07712.

Intelligent, ambitious, but inexperienced reporter for Maine's best radio news operation. Station owned and operated by national award winning newsmen. Progressive, coastal towns. Convince us first letter; include tape and resume. WKXA-AM-FM, Brunswick.

Exciting resort area of Laconia, N.H. Experienced News Director for 5,000 watt AM professional operation. Resume and tape to WLNH, Parade Road, Laconia, NH 03246.

Help Wanted Programing, Production, Others

MOR AM/FM automated. 3rd endorsed required. Good salary/benefits. Located in midwest. Equal Opportunity Employer. If you're experienced in all phases of production and willing to work nights and some weekends, write Box E-80, BROADCASTING.

Midwest consultant seeks creative programmers for present and future openings. Must be heavily production oriented. Full particulars first letter to Box E-99, BROADCASTING.

50,000 Watt Stereo FM has an opening for an experienced Traffic/Continuity Director. Position includes full responsibility for preparing copy and logs, also production scheduling. Send full resume and samples of work first letter, also expected salary. Box E-144, BROADCASTING.

Group Owner, with one TV and 3 AM outlets in Ala. and Fla., is looking for a regional PD. Must be creative in the field of commercials and innovative in area of programing, commercials, promotions, and contests. We consider the unusual approach to all the most vital parts of this position. You will work out of a central production office with limited air work. Salary open. Send tapes and resume to Smith Broadcasting Inc., P.O. Box 551, Huntsville, AL 35804.

Situations Wanted Management

Wanted: Station that can be converted to Christian format. Experience includes: Management, sales, programing. Permanent position desired. Box E-101, BROADCASTING.

Station Manager-Sales Manager. Age 39 with proven track record in management from small to large markets. Strong sales ability. Top references. Box E-102, BROADCASTING.

Sales Manager, medium market, seeking East or Midwest GM position. Seven years experience: Sales, programing, administration, first phone. 29, family. Box E-109, BROADCASTING.

San Diego County FM station executive looking for change. Long-standing personal billing, excess of annual \$100,000 K. Replies in strictest confidence. Box E-112, BROADCASTING.

Im manage, sell, promote, collect, create, PR, and I'm worth calling! 503-292-9715.

Situations Wanted Sales

Experienced Salesman/Announcer. Desires position in Southwest or Western third of country. Small or medium market preferred. Dick Holiday, 442 Melanie Lane, Ripon, WI 54971. 414-748-7261.

Young, progressive veteran record retailer, moving to Miami area. Over a 4 year period, increased retail (gross) in midwestern market by 40%. Seeks either full or part-time position. Send all replies to: David Justin, P.O. Box 011723, Miami, FL 33101.

Situations Wanted Announcers

Stable programmer wants advancement. 1st phone. College. 11 years as jock/MD/PD. Track record and super references, ratings. Box E-36, BROADCASTING.

Is anybody going to San Antonio or any other southwestern medium market? 1st phone mod. C&W DJ looking to get back to Texas or the Southwest! Tape, resume on request. Hurry, I can't remember what Coors tastes like! Box E-63, BROADCASTING.

First Phone Announcer seeks contemporary MOR format. Prefer Southeast. Tape & resume at Box E-79, BROADCASTING.

16 year pro, 40, programing/announcing/production. Highly reliable, settled, no drifter. 3rd phone. Want stable small/medium operation in rural area. No rock. Box E-88, BROADCASTING.

D.J. limited experience, tight board, good news and production. Will relocate. Box E-103, BROADCASTING.

8-5 nights wanted. Different hours negotiable. Country DJ. First phone. 5000 watt experience. Box E-126, BROADCASTING.

Creative, Personable young DJ looking for small market station anywhere. Puts on good, entertaining program. 3rd endorsed. Top 40-MOR. Box E-131, BROADCASTING.

Announcer, DJ 4 years experience small & med. markets. Have done MOR, C&W, Easy Listening. Looking to continue in any adult format an any market. Creative production. Hard working, dedicated to radio as a career. 27, single. 1st phone, no maintenance. Decent wage to relocate. Box E-136, BROADCASTING.

Looking for small or medium market where I can advance to upper management. Cable-TV, Radio & management experience. 30, family, 3rd studying for 1st. Box E-145, BROADCASTING.

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Ready, willing, able. Radio/TV graduate capable of all duties, DJ, news, sports, copy, camera, direct. Have live experience. Contact Austin Vo-Tech, Austin, MN 55912. 507-437-6681.

Voice: Capable of multi-syllabic pronunciation, unoffensive. Experience: Single page, double spaced, beginning recently dated. Location: NYC Metro area. Speaks through: Robert Mitchel, 201-944-5000.

Experienced Announcer/Salesman. MOR or Country. Desires position in Southwest or western third of country. Small or medium market preferred. Dick Holiday, 442 Melanie Lane, Ripon, WI 54971. 414-748-7261.

Announcer, newscaster, disc jockey, control board operator, sportscaster, college graduate. Graduate of New York School of Announcing and Speech. Please contact: Frank David, 3560 Rochambeau Avenue, Bronx, NY 10467, Telephone Number: 212-881-8455.

Dedicated, capable young man, 3 years experience at East coast Pacifica station, seeking first commercial D.J. position. Experience with MOR, Contemporary, Progressive formats; production, news. 3rd endorsed. Prefer general eastern location, but welcome offers from almost anywhere. Phillip Sahadi. 212-238-2849.

Announcer, 28, 3rd endorsed, B.A., veteran. Desire station to grow in. Prefer Progressive or Rock. Mike—717-489-8919.

Situations Wanted Announcers Continued

Young woman, lost in world of broadcasting I can make money for you! Cornell grad., class of '74. 3rd endorsed, heavy news, traffic experience, tight board announcer, production too. Best references, Karen Liebhaber, 58-50 213th St., Bayside, NY 11364. 212-631-0530.

3rd Phone with experience looking for announcing, production at C&W or Rock in southeast. 602-265-1361. Chapman Graham, 4629 N. 10th Street, Phoenix, AZ 85014.

Beautiful Music Stations' sophisticated host. First phone. Broadcasting 25 years. Age 52. Glenn Martin, 811 Tennessee Ave., Fort Wayne, IN. 219-436-8781.

First Phone. Two years experience. Married. Looking to settle, west coast or east of Mississippi only. Dedicated, enthusiastic, bright, efficient, neat, currently working, and can write. PBP, News, DJ wants Contemporary sound. Top small or medium market. Call before 8 am PST. Bob Brill, 213-361-7052. Available June. \$600.00 month minimum.

D.J. first phone, seeks career in broadcasting. Excellent voice, good personality. Needs break, in South Florida area. Glenn Larsen, 1336 N.E. 14th Avenue, Fort Lauderdale, FL 33304. 305-763-2295.

Interviewer: Welfare recipients to penthouse pet. DJ, actor. Will relocate. Herb Otter, 301-823-7848 after 4. 1009 Hart Road, Towson, MD 21204.

Recent Specs Howard Broadcasting graduate seeking position as air personality. FCC 3rd endorsed Good delivery. Good board and production. Hard worker. Prefer MOR or Top 40. Will relocate. David Beningo, 7390 Rosemont, Detroit, MI 48228 313-271-2142.

You need me and I need you, together we can make music and ratings. For your Rock station. 3rd phone married, 4 years experience, good voice, great production, currently employed. Chris, 717-457-0366.

Situations Wanted Technical

Engineer, EE, 1st, 14 years. Seek responsible position with progressive company in south. Box E-111 BROADCASTING.

Experienced Chief Engineer, over 25 years AM FM-DA. Western states. Reasonable. Box E-154 BROADCASTING.

Immediately available. Competent, experienced chief engineer. AM, FM, DA, SCA, RPU, STL, Sterec Automation, Remote Control. Believe in excellence know how to work within budgets. James Beebe 216-725-6245.

Situations Wanted News

Talk Show Host. Experienced Major Market talk host has fallen victim to recession. Strong demographics Contact soon these ads are getting expensive. Box E-68, BROADCASTING.

Anchorwoman, reporter, skilled newsgatherer and feature writer. Major market experience. Box E-86 BROADCASTING.

Experienced Sports Director: Nine years of radio television and newspaper experience. PBP of major college baseball, football and basketball. Tapes and references to prove ability and performance. B.S degree in communications. Third class endorsed Relocate immediately. Call 601-323-7976 or Box E-96, BROADCASTING.

Strong Anchor Reporter. Going crazy in Detroit because of limited airwork. 4 years solid experience Available now. Box E-104, BROADCASTING.

Sports Director. Currently employed in medium market. Play-By-Play all sports. Looking for opportunity to move up. News and jock too. Box E-150 BROADCASTING.

Super News/Sports Pro eager to move into large market. Five years experience; powerful PBP; News expertise: A loyal organization man! I welcome you challenge! Box E-152, BROADCASTING.

Situations Wanted News Continued

Young, male, single. Two years college, 3 years sports reporting, 2 years play-by-play. Some news experience. 3rd class-endorsed. Currently in a top 30 market. Work in news-sports desired. Will locate anywhere. Box E-157, BROADCASTING.

Skilled Newsmen desires to be news director of medium market station. Am presently college instructor in Radio-TV. Desire return to commercial broadcasting. Excellent voice, community minded. B.A. Box E-165, BROADCASTING.

Experienced newsmen wants news reporting position. Great delivery, writing skills. Degreed. Married. Call 207-532-6782.

Experienced, Dedicated, Independent, Hard-hitting. Journalism B.A. 15½ West 15th, Hutchinson, KS 316-663-7997.

Experienced Radio-TV newsmen looking to move up. Have degree in journalism and Radio-TV. Resume and tape available upon request. Contact Ray Bowman, Rt 6, Benton, KY 42025.

Dedicated female ND. 3 years experience, 3rd phone, BA, seeks stable position. Carol, 219-838-1825.

Atlanta area news-sports director looking for change. Strong play-by-play. Steve Turner, 10694 Ladue Road, Creve Coeur, MO. 314-432-2742.

Sportscaster: Positive attitude, persevering, enthusiastic, dedicated, hard worker desires career start. 3 years college PBP: football, basketball, hockey, baseball. Also talk shows, news, DJ, sales. 3rd endorsed. College grad, B.S. Sociology, 24 yrs. old, single. Presently teaching and coaching. Will relocate. Available now. Peter Cooney, Tanager Road, Attleboro, MA, 617-222-4796.

Radio Newsmen, currently producer host of top 10 market radio public affairs program. Former play-by-play announcer for college basketball and host of sports talk show. Recent B.A. Journalism/Communications. Available immediately. Resume, tapes and references available. Jeff Golden, 149 Summit Ct, Westfield, NJ 07090. 201-233-2957.

Situations Wanted Programing, Production, Others

Mature family man, 27, with six years experience, including MOR PD, seeks employment at MOR station on West coast. Possess talk show experience, network quality news delivery with specialties in commercial and documentary production and automated programing. Box E-60, BROADCASTING.

Skilled Contemporary Programmer for small/medium market. Box E-89, BROADCASTING.

Production Pro. Awards. Broad Radio-TV experience. Seeks to expand career. Box E-97, BROADCASTING.

Stable programmer seeks new challenge. 11 years jock/PD/MD. 1st, super references, track record. Box E-138, BROADCASTING.

5 years experience in Air, Production, Sales, Traffic. Billing, Music and more. I seek an MOR, Contemporary programing position, No screamers. Call Pete, 503-648-5580.

KKDJ/KLIF, WMOE, WKBW, KBOX, Franke Jolle seeking a Program Director job. 213-462-7301, P.O. Box 3087, Hollywood, CA 90028.

Experienced P-D announcer 5 years; stable, married, hardworking; college education; Top 40/MOR-east; Mile Salter 501-751-3966/after May 18 302-239-5965.

TELEVISION

Help Wanted Management

Sales Manager. Group owned Independent TV Station in Top 25 markets (midwest) is seeking an aggressive, career oriented Sales manager with local and/or National Sales Manager. Experience. Prefer Independent experience. An Equal Opportunity Employer. Send resume to: Box E-140, BROADCASTING.

Operations Manager: Experienced in all phases of TV Production and working with other department heads. Strong in human relations management, self-motivation, and ability to get things done. Excellent opportunity for advancement. Medium Southeast market. Send resume, photo and references to Box E-159, BROADCASTING.

Sales Manager. Rare opportunity for bright, young account executive ready for management. Advancement possibility with expanding major market television group. Rush resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted Sales

Account Executive. Large midwest market. List earned \$30,000 in 1974. Submit resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted Technical

Wanted immediately, Engineer Supervisor. VHF top ten northeast market. Must be strong technically and a strong administrator. An Equal Opportunity Employer M/F. Box E-128, BROADCASTING.

Engineer-Director. Immediate opening. 1st Phone required. Mostly board operation and directing, but must have knowledge to maintain equipment. Equal Opportunity Employer. Ken Renfrow, Chief Engineer, KOAA-TV, Box 876, Pueblo, CO 81002.

KUAM-AM/FM/TV Guam needs Chief Engineer and Assistant Chief Engineer. Send resume to W.B. Nielsen, P.O. Box 17892, Tucson, AZ 85731.

Assistant Chief Engineer capable of studio and transmitter maintenance with first phone, send resume including salary requirements to Chief Engineer, WATU, Box 6847, No. Augusta, SC 29841.

Help Wanted News

New England junior college needs broadcast journalist to teach news reporting and news production. Radio-TV news, film and portable VTR experience. B.A. required. M.A. desirable. \$9000. Also seeking mass communications specialist to teach and coordinate theory courses. Requires M.A. \$9000. Box E-153, BROADCASTING.

Reporter/cinematographer with solid experience producing, anchoring TV newscasts. Field reporting/film qualifications essential. Excellent salary, fringe benefits. Send VTR audition, resume and sample of film work to: Len Sassenrath, News Manager, WOI AM-FM-TV, Ames, IA 50010. An Equal Opportunity Employer.

One year vacancy teaching Broadcast Journalism, documentary/film. Three to five years experience, M.A. required. Send resume, transcripts and references to Director, School of Journalism, Bowling Green State University, Bowling Green, OH 43403. Equal Opportunity/Affirmative Employer.

Help Wanted Programing, Production, Others

Director of Film Services at large northeastern public television station. Must have at least five years experience as a film-maker. Prior administrative experience is also required. Must be knowledgeable in all areas of television film production. Will be responsible for creative aspects of photographic and film making activities. Minimum starting salary \$16,500. We are an equal opportunity employer. Box E-85, BROADCASTING.

Producer-Director, take charge individual, experienced in news, children's and public affairs programing. Top 30 midwest network affiliate. Degree, experienced. EOE. Box E-94, BROADCASTING.

Continuity Director to produce, write, direct commercials midwest Top 30 network affiliate. Directing experience desirable, but not mandatory. Applicant must know NAB Code. Experienced degree. EOE. Box E-95, BROADCASTING.

Promotion Director needed for challenging job. Medium midwest market, Radio and TV. Experience and drive important. Send resume and salary requirements. An Equal Opportunity Employer. Contact Box E-142, BROADCASTING.

Television Programing Consultant with film-buying experience for San Francisco Bay area station. Box E-151, BROADCASTING.

Independent producer seeks creative, experienced director, production assist., production manager, and writer. Experienced top pros only. Box E-155, BROADCASTING.

Traffic personnel familiar with BIAS for top 25 midwest market. Reply Box E-160, BROADCASTING.

Director of Art Department, university television station. includes TV art, magazine design and layout, scene design. Prefer major market experience. Box E-166, BROADCASTING.

Production MGR. Wanted. Small-market CBS affiliate. If you can train people, handle administrative duties; produce ideas for clients, become part of our management team, your future is here. Send full details, resume, picture to Harry Abbott, KCTV, P.O. Box 1941, San Angelo, TX 76901.

Senior Producer/Director. Public & instructional TV & film. BA required, min. 3 yrs. professional experience. \$11-13,000 depending on qualifications. Applicants to WBGU-TV since Sept. 74 need not re-apply. Equal Opportunity Employer. Call Larry Reid, WBGU, 419-372-0121.

Program Director/Film Buyer for C.A.T.V. Send resume to TeleMation Program Services, 50 East 42nd Street, New York, N.Y. 10017. 212-687-0180.

Media Graphics Coordinator, Responsible for the administration of a graphics facility. Plan, schedule, create, produce and supervise graphics of excellent quality. Two years experience producing audio-visual and TV graphics plus Masters Degree or equivalent. \$11,000+ to start. Send detailed resume before June 10, 1975 to: Instructional Media Laboratory, University of Wisconsin-Milwaukee, Milwaukee, WI 53201. An Equal Opportunity/Affirmative Action Employer.

Situations Wanted Management

High Energy person. Four years agency A.E. Two years client P.R. Recent broadcast degree. Seek position in promotion. Robert Carr, Box 518, N. Kingstown, RI 02852.

Situations Wanted Technical

Chief Engineer, desires challenging position. Prefer West Coast will relocate. Box E-59, BROADCASTING.

Engineer-Operations/Management. 25 yrs TV. 16 yrs TV/AM. 11 yrs TV/AM/FM. Seeking TV Engineering Operations or Management Commercial or Educational, Box E-35, Broadcasting.

Situations Wanted Technicians Continued

Project Engineer, age 40, 16 years broadcasting, 10 years Supervisory and Chief Engineer, seeks challenging Chief Engineer position with a future. Box E-130, BROADCASTING.

1st Phone Engineer seeks a position in Michigan, would like a heavy maintenance shift. Box E-132, BROADCASTING.

TV-Radio Chief. Experienced all phases. Will consider supervisory position. C.L. Sweet, Box 87, Ensign, KS 67841. 316-865-4868.

Situations Wanted News

News Director. Top ten market, wants smaller market news Directorship where he can roll his sleeves up and participate more directly in daily operation, have the experience and know-how to make your station number one. Salary not important. Write Box E-62, BROADCASTING.

News Director: Aggressive, young, major market experience. Seek position with progressive operation that wants to win. Box E-163, BROADCASTING.

Skilled newsmen desires to be News Director of medium market station. Am presently college instructor in Radio-TV. Desire return to commercial broadcasting. B.A. Community minded. Box E-164, BROADCASTING.

Do your bit to boost the economy, add a colorful young reporter to your news team. Andrew Armstrong, 34 Susquehanna Avenue, Cooperstown, NY 13326.

Cinematographer/editor for spot news and/or features. Tony DiFiore, 315 Carriage Hill, Athens, OH 45701.

Seek semi-metro, major metro market as newsmen/talk host in TV or radio. 11 years experience, 3rd phone, tight board, good production, excellent editor, investigative background. B.A. degree. Tape, resume, photo available, Paul Mann, 126 Fall Street, apt. 4, Seneca Falls, NY 13148. Call collect 315-568-5417.

Situations Wanted Programing, Production, Others

Creative producer with medium market talk show and special events experience, looking for challenge. Interested in minicam program uses. Box E-143, BROADCASTING.

Producer/Director. Production, programing, administration, sales, and film experience. Medium, small market commercial or public television station. Looking for job satisfaction. Anywhere. Box E-161, BROADCASTING.

East European college graduate 27, would appreciate an opportunity in his new country! 4 years TV experience. Able to direct/produce. Looking for associate director/stage mgr. position, but all offers considered, will relocate anywhere. H. Czuczor, 15 Miles Standish Dr., Marlboro, MA 01752. 617-481-3439/ mornings.

CABLE

Help Wanted Management

CATV Executive. Management opportunity available in large metropolitan area for proven, capable executive familiar with all aspects of construction, engineering, financing and administration. Resume held in confidence. Salary commensurate with experience and ability. Reply Box E-74, BROADCASTING.

General Manager needed immediately for Cable system in Chicago area. Prefer candidates looking for their first management position. \$20,000 salary plus percentage of profits. Mail resume to Fred Harms, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted Management Continued

Experienced Film Buyer/Program Director. Send resume to TeleMation Program Services, 50 E. 42nd Street, New York, NY 10017. 212-687-0180.

Help Wanted Technical

Chief Engineer. Full technical responsibility for 450 mile, dual cable, fully activated, bi-directional cable communications system. Must be thoroughly prepared in cable electronics (R.F. and video), BSEE and FCC first class license preferred but not required. Requires good people management, budget preparation and performance. Send resume and salary requirements to: R.E. Joslin, Executive Vice-President, Big Valley Cablevision, Inc., 4955 West Lane, Stockton, CA 95207.

BUY-SELL-TRADE

WANTED TO BUY EQUIPMENT

Wanted: 3000W class A FM transmitter, cir. polarized antenna, and other related transmission equip. Such as Volumax, stereo, gen. etc. In good cond. Preferably near Northeast so we may inspect. Building new FM station. Box E-91, BROADCASTING.

500 FT tower, at least 36 to 41 inches face, on ground. WPWR, Box 903-904, St. George, SC 29477.

4 1/2" I.O.s in fair condition. Please call 312-784-5000 mornings.

Wanted: Quad Recorders HI band, switcher, special effect, chroma key, Norelco 70's. Call 212-369-2552. B. Grodin.

FOR SALE EQUIPMENT

Marti tube type 161.73 remote pickup. Transmitter, receiver, both antennas. \$750. KOZE, Box 936, Lewiston, ID 83501.

Automation System. SMC 3060, two random select carousels, lacks two Revox's, almost new, easily expandable. \$7890. KWYT, Box 2138, Salinas, CA 93901, 408-424-1428.

Complete Gates-ATC Automation system with 3, r to r stereo record-playbacks plus 3, single cart machines and 1, 55 cart machine. \$7,500 see in operation. Available July. Radio Station KXIC-FM, Iowa City, IA 52240, 319-354-1181.

TV Transmitters: best offer takes either, as is, with purchaser to assume crating and shipping expenses; VHF Channel 4, both including VSBF filter and diplexer; (1) RCA 25 kw TT25AL with air cooled TT-5A driver, excellent characteristics; (2) RCA TT-2AL, 2 kw. Test loads and spare parts available. Call WCCO-TV Transmitter Supervisor 612-484-5539 or write WCCO-TV, Engineering, 50 South 9th Street, Minneapolis, MN 55402.

For Sale: Gates Solidstatesman AGC and Solidstatesman AM Limiter. Used about 4 years. Excellent Condition. Also available: CBS Audimax and Volumax III. Excellent. Factory checked. \$700 or best offer for each set. Contact R.T. Odeneal, WCFR, Box 800, Springfield, VT 05156, Telephone 802-885-4555.

For immediate Sale Cortez Mini Mobile unit complete with 7.5 KW Onan generator, 2 GE PE250 color cameras and dual CCU's for studio/remote use. Last used on 4-26-75. For further information contact Jack Cowart, WCIX-TV, Miami, 305-377-0811.

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.

Amplex 7950 1" Multi Band Console Broadcast Helical Recorder with Time Base Corrector and Drop-out Compensator. 305-587-9477.

Amplex 1200B 2" Quad Broadcast Recorder with Video Head. Full color playback with VelComp, VHO and Minicom Color Doc. 305-587-9477.

For Sale Equipment Continued

RCA Highband Color Recorder TR22-B with less than 1,000 hrs. use. Call 202-244-2345.

Amplex HS 100B Slo-Mo Disk Recorder complete with disks and heads and Auto-Chroma. 305-587-9477.

SMC Automation computer memory DP-1 Switcher 9 carousels, 2 reel-to-reel, 2 single play units, 1 time announcer, large 5 rack system in like new condition 2 years old. Original price \$32,000. contact Bill Brown, 912-265-5980.

Best Offer. DELTA 44 TBC. Window + 2.2 Microseconds. Resolution: monochrome + 25 Nanoseconds; color +3 Nanoseconds. Standalone TBC heliscan and quad VTR's withhead servo systems reference external sync in playback. DELTA 7 Head Velocity Error Corrector processor accessory to DELTA 44 used as standalone signal processor. Reduces hue shift effects to +3 Nanoseconds with respect to color burst. 612-941-6596, VCI Inc.

IGM Music, 10 1/2" reels, 2 track stereo, 7 1/2 ips. Large selection of orchestra, vocal, dance and smooth band categories. Reasonable. Jack Hackman, 715-384-2191.

Amplex 601-\$275, Andrew 6 bay multivee 92il-MC-2 bays damaged \$350, Audimax I-S350, Bauer 920 Limiter \$350, IVC Model 800 1" VTR \$1,350. All good condition. Call Scott, 202-244-2345.

Amplex Capstan Motors. Factory replacement for Model 300 or 3200 duplicators 1800/3600 RPM \$140.00 xchange. Tellet Communications, 8831 Sunset Blvd., W. Hollywood, CA 90069. 213-652-8100.

CCA FM-1000D transmitter, 7 years old. GEL Exciter and Stereo generator. Both in operation, good, clean condition. Best sound around. Available about August 1. Charlie Stratton, 502-247-5122.

Save Money! New and reconditioned Automation and Consoles. Call Joe Terry 214-424-8585 or write Autogram, P.O. Box 456, Plano, TX 75074.

FM Amplifier, 10 KW Collins grounded grid 2650.00. Requires 1 KW Driver. Other good buys ir FM transmitters. Communication Systems, Inc., 1001 Perry, Cape Girardeau, MO 63701. 314-334-6097.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Sick of "Reader's Digest" humor? Smart jocks (all 3 of them) are turning on to new sophisticated comedy. 12 monthly issues, \$10.00, including sample. Sample only, \$1.00. All funny enough for a Carson monologue. Dave Spector, WIBA, Suite 2800, 75 E. Wacker Dr., Chicago 60601.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"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.

"Let's Go To Church" (R)-60 to 90 second non-denominational sermonettes. Easy to sell. It's almost free. Demo-information, Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, VA 24011. 703-342-2170.

INSTRUCTION

Learn broadcasting in LA at KiiS Radio (NBC), ir the famous KiiS Broadcasting Workshop. Write or call for literature. 8560 Sunset, LA 90069.

Instructions Continued

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j., 1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

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: June 9, July 14, August 25. 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!

Get your FCC license in Chicago! Biggest school in the Midwest. Results guaranteed. Veterans approved. Financing. Omega Services, Inc., 333 East Ontario, Chicago, IL 60611. Call today: 312-649-0927.

San Francisco. FCC License, 6 weeks, 6/23/75. 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

Director of Marketing

Director of Marketing for expanding broadcasting company. Ability to plan and implement marketing strategy essential. Recent college graduate with MBA degree considered. Send qualifications to Group Vice President, Box E-121, BROADCASTING.

Situations Wanted Programing, Production, Other

EXPERIENCED, TOP RATED PROGRAM DIRECTOR, CURRENTLY WORKING DRIVETIME IN MAJOR MARKET, SEEKS PROGRAMMING POSITION WITH FM ROCK STATION IN MAJOR OR MEDIUM MARKET. FIRST PHONE.

BOX E-133, BROADCASTING.

BROADCASTING's Classified works for YOU!

Situations Wanted Programing Production Others Continued

PROGRAM DIRECTOR: Anybody can come in, do a "complete sociological psychographic study" and tell you to play Elton John and give out \$100,000. I think there are other ways. After 6 years in Top 10 Markets, I've learned my lessons well. My references will attest to that. I want to give something back to a business that's been good to me. All I ask is the tools with which to work and the security of a stable organization. Call 301-926-5086.

TELEVISION Help Wanted Management

DIRECTOR OF MARKETING

Group broadcaster needs marketing oriented Radio/TV graduate to fill newly created position at our television station. Station sales experience desirable. Candidate selected will be in charge of all marketing services at the station and be groomed for top level management positions. Send resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted Programing, Production, Others

FINANCIAL CONTROLLER

New England based group seeks mature executive with broad experience in financial and business affairs to assume responsibilities of controller for 4 television and 3 radio stations. Send detailed resume to: David E. Henderson, President, Outlet Broadcasting, 176 Weybosset Street, Providence, RI 02903. An Equal Opportunity Employer M/F

Situations Wanted Sales

1972 College Grad., with 3+ years major market programing, production, and engineering experience; seeking challenging sales position, with management potential, at right station.

John McCurdy, Jr.
(215) 256-9001

Groff's Mill Road, Harleysville, Penna. 19438
Box E-125, BROADCASTING

Situations Wanted News

NEWS DIRECTOR/ANCHOR

Solid, professional family man with 23 years experience in all phases of radio and TV news. Seven years in New York City, six in Houston. Seeking news management and/or anchor position with major market station. Reply:

Box E-129, BROADCASTING.

This good-working announcer at major market no. 1 FMer is seeking the opportunity to move into TV newscasting and writing. References will confirm that my diversified educational and professional background has made for quick and competent adaptability. The opportunity you offer will be met with thorough dedication. Bob Bradley, 600 N. McClurg Ct., Chgo, Ill. 60611. 312-787-4894.

Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:



Box 61, Lincolndale, N.Y. 10540
Number "One" in Weekly, Nationwide
Employment Listings for Radio, TV, DJ's,
PD's, Announcers, News,
Sales and Engineers
 \$12.00 3 months (12 issues)
 \$25.00 12 months (50 issues)
(Check Appropriate Box)

NAME

ADDRESS

Enclose Check or Money Order

WHO ARE OUR CLIENTS?

We have a rapidly growing list of individual and group owners who call on us for assistance when they need personnel. As management consultants, we are continually searching for the very best people in radio and television to fill some exceptional positions. If you think you have what it takes then let one of our personnel professionals analyze your resume today. We promise an immediate reply.

WILLIAM J. ELLIOTT, JR. & COMPANY, INC.

50 S.W. 3rd. Avenue
Suite 110F
Boca Raton, Florida 33432
305-392-4210

For Sale Equipment

ONE PE-245 GATES COLOR FILM CAMERA WITH CBS IMAGE ENHANCER, ONE PE-12 MULTIPLEXER (4 IN, 2 OUT), ONE SARKES TARZIAN DSP-80 SLIDE MACHINE AND TWO B&H JAN614 PROJECTORS. THIS COMPLETE ISLAND JUST TAKEN OUT OF SERVICE; IN LIKE NEW CONDITION. CALL 209-733-2600, KMPH TV, HARRY PAPPAS.

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you:

RCA Microphone Repair and Reconditioning Service

Restore your RCA Broadcast Microphones to original performance specifications. Complete rebuilding service to like-new condition. For details and pricing, write Technical Services, RCA, Bldg. 2-8, Camden, N.J. 08102.

Business Opportunity

MULTI-PROGRAMMING AID SERVICE GEARED FOR ALL MUSIC FORMAT RADIO STATIONS. PROVEN MONEYMAKER. EXPANDING & REWARDING BUSINESS. SUBMIT ALL REQUESTS TO BOX E-146, BROADCASTING.

**Business Opportunity
Continued**

SYSTEMS WANTED TO MANAGE

Medium-sized MSO looking for cable systems to manage. If you are a tax-shelter investor without cable operating expertise, an owner-operator wanting to retire but not wanting to sell until system prices improve, or an owner seeking to professionalize the management of your system or group, contact us. Fees negotiable. Option to purchase not required. Will consider purchase of minority position if desired.

Write or call Jim Hoak, President, Heritage Communications, Inc., 8811 Hickman Road, Des Moines, Iowa 50322. 515-278-5281.



PUBLIC NOTICE

The City of Columbia, Missouri hereby gives notice of request for applications to construct and operate a cable television system to serve the City.

Applications must be received by 5:00 p.m. CDT, August 15, 1975.

Applications will be accepted only if they follow the form specified in the application package. Application packages, which include a copy of the application form, the regulatory ordinance, pertinent charter sections, the feasibility study and the selection criteria, may be obtained from the City Counselor, Municipal Building, Sixth and Broadway, Columbia, Missouri 65201.

All applications will be publicly opened on August 18, 1975. Communications should be addressed only to the City Counselor and should be limited to those of a contractual nature. Public hearings will be held subsequent to August 18, 1975 at which time applicants will be given an opportunity to make a public presentation.

**Wanted To Buy
Stations**

FLORIDA—SOUTHEAST

Small to Medium Market Fulltime AM-FM or Both Principles Only

Box E-149, BROADCASTING.

For Sales 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

Florida—AM Daytimer,

1000 Watts. Needs management to be a success. No brokers, Please.

Principals Only!

Reply to Box E-147, BROADCASTING.

**For Sale Stations
Continued**

Southeast
City of 25,000

Highly Successful Class IV AM
and Class B FM
Valuable studio and transmitter
property included.
Asking \$400,000 Cash...
In reply, indicate source of
funding.

Box E-158, BROADCASTING.



SOVRAN ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY.
DALLAS, TEXAS 75231 (214) 369-8545

AT YOUR SERVICE WITH
20 YEARS EXPERIENCE.

RICHARD A. SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



**For Sale Stations
Continued**

S	Metro	Daytime	230K	SOLD
S	Small	CATV	285K	25%
W	Metro	FM	350K	29%
S	Metro	Daytime	385K	29%
MW	Metro	Daytime	525K	29%



Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341



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 & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1533

**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

Al Rush: His influence is seen on the screen

Al Rush is a behind-the-scenes executive at NBC-TV who enacts a crucial role in determining which series, feature films and sports events land a time slot on the network.

Unlike the programming and sales chieftains who are highly visible at industry events, Mr. Rush, as senior vice president, program and sports administration, does his work away from the spotlight. He is responsible for program and talent acquisition for entertainment, news and sports programs at NBC-TV. He is the man who negotiates with such giant studios as Universal, Paramount Pictures and Twentieth Century-Fox, for example, and with the various sports organizations to nail down rights for NBC-TV to coveted programming. "And I screen practically everything that is being considered for scheduling by NBC-TV, and my input does go into the final decision," Mr. Rush adds.

Mr. Rush, a tall, trimly built man of 48, is an amalgam of business and show business. He is a lawyer who worked at that profession for a number of years. And he mastered show business in perhaps the sternest school of all, the talent agency, with service at MCA and Creative Management Associates.

He acknowledges he had no idea of which career to pursue while he was an undergraduate at Columbia College in New York after World War II. "At the time, professors at the college recommended to students who had good grades but no specific plans—to study law," he says. "And I decided to go to law school."

Following graduation from Columbia Law School in 1952, Mr. Rush joined the Wall Street firm of Davies, Hardy & Schenck. His interest was deflected to the communications field when his law firm suggested he take evening courses in copyright law at the New York University Graduate School of Law. These studies stimulated his interest in television and radio. A guest lecturer one evening was the late Joseph McDonald, then treasurer of NBC, with whom he became acquainted. This led to a post with the NBC Law Department in 1954.

He went with MCA from 1956 to 1967, when he aligned himself with Creative Management Associates, working in both New York and Hollywood. As executive vice president at CMA, he was responsible for the packaging and sales of television series and specials.

Mr. Rush returned to New York in late 1972 after working in Hollywood for CMA for five years. He decided that New York, where he had his roots, was the place he



Alvin Rush—senior VP, program and sports administration, NBC-TV; b. New York City, June 24, 1926; U.S. Navy, ensign, 1944-46; BA, Columbia College, 1949; U.S. Navy in Korea, released as lieutenant, senior grade, 1949-50; LLB, Columbia Law School, 1952; attorney with Davies, Hardy & Schenck, New York, 1952-54; attorney with NBC law department, 1954-56; VP, television department, MCA Inc., 1956-67; executive VP of Creative Management Associates, Hollywood and New York, 1967-73; VP, program and talent acquisition, NBC-TV, 1973-75; senior VP, program and sports administration, NBC-TV, since January 1975; m. Betty Moyer of Boyertown, Pa., 1951; children—Bruce, 23; Robert, 20; Jeffrey, 18.

and his family preferred to live. But he recognized that the areas in which he had expertise—packaging and sales of TV programming—were concentrated in Hollywood. He decided that in New York a television network was the milieu in which he could make the maximum contribution of his talent and background.

He rejoined NBC-TV, as vice president, program and talent acquisitions, in April 1973. Last January, he was elevated to his present post. In his promotion, Mr. Rush assumed responsibility over NBC-TV Sports, a sector he enjoys since he is a sports buff.

His job keeps him hopping between New York and Hollywood and points in between. Sports assignments send him to various parts of the country and the world and, he says, "I really miss some of the events I must pass up, because I'm busy with other responsibilities."

As an executive who was involved for many years on the other side of the table, Mr. Rush is sensitive to the cost crunch faced by production firms today. But as a friendly, outgoing, but not overpowering representative of a buyer's interests today, he tries to make an equitable deal. "We

were probably the first network to recognize the problems the program producers faced," Mr. Rush says. "We were the first to close many major deals. We know we need the suppliers and they need us. Negotiations often are tough, but I think everybody is satisfied."

One production firm executive who has known Mr. Rush for many years says he's "a tough but fair negotiator." He credited Mr. Rush with putting together some "imaginative" motion picture agreements, including the rights to "Gone With The Wind," to be shown as part of the Bicentennial celebration, and "The Godfather," which calls for deferred payment by NBC-TV to Paramount Pictures of \$10 million.

Mr. Rush has been involved in negotiations with scores of major television performers, including Johnny Carson, Bob Hope and Dean Martin. He doesn't find confrontations with personalities and their agents a burdensome task at all.

"They're comparatively easy to deal with because you're involved mainly with the interest of one person," he says. "It's the major feature films and the major sports events that prove the hardest to nail down. There are so many considerations involved in those discussions."

Though Mr. Rush is careful not to derogate the role ABC is playing in the television sports arena, he considers NBC's approach in this area as a sound one both from an audience and business viewpoint.

"Our thrust always has been to the major sports events," he says. "The Rose Bowl, the Orange Bowl, the World Series and the All-Star Game—all big events that we cover live. After 1975 the World Series will be on NBC and ABC on an alternate-year basis."

Though NBC-TV's 1975-76 schedule has been assembled, there are still details in the various program elements that will occupy the attention of Mr. Rush and his staff of more than 100 on both coasts in the coming months. And he's already immersed in planning for 1976-77.

"One programming form we haven't had much success with recently is the music-variety," he says. "We tried with the Smothers Brothers and Mac Davis. We have a couple of pilots in mind, one which would star McLean Stevenson as host. But we think we are pretty well balanced with our schedule and we will have a number of variety specials throughout next season."

When he can find time, Mr. Rush, who was a history major at Columbia, likes to read books of historical interest and biographies of persons who shaped world events. Friends say he is a physical fitness aficionado, and he stays trim by skiing and playing tennis.

Editorials

Assignment for historians

Broadcast coverage of the Indochina war by American networks, groups and individual licensees so far has run up a bill of about \$50 million, according to unaudited industry estimates.

The cost in human terms—of correspondents and cameramen killed, missing or maimed—cannot be calculated. An accounting of the coverage is published in this week's issue, while the domino effect still makes news.

In the weeks since the surrender of South Vietnamese forces, after perhaps the ugliest conflict in which our nation has become embroiled, the public has been eyewitness to a remarkable journalistic feat, never before accomplished in war reportage. Feature length reviews on each major television network, supplemented by footage of the groups and from foreign sources, documented the events from the primitive black-and-white film clips at the onset to the heart-rending air and sea escapes of bedraggled women and children from besieged areas.

The history written by the TV and radio coverage soon will become textbook material. Through use of audio-visual devices the invaluable film and tape reservoirs of the networks and other special programs will be edited to indoctrinate new generations.

But there is more to the history that deserves telling for posterity. This was the first war fully documented by broadcast coverage without censorship.

It is in keeping with the broadcasting tradition to cover the news wherever it breaks. Networks, and group owners as free news media, jumped into action. With little regard for the costs, top correspondents and camera crews were dispatched to the war theatres for the long ordeal. It happened spontaneously. There was no goading from an FCC or committees of Congress or citizen groups or coalitions. It was voluntary action in the truest sense.

Consider this: Would this have been even remotely possible under government or state control of broadcasting? Would Congress, even with the matching-funds treatment, have appropriated the multimillions needed for coverage? Indeed, would good citizens have subscribed their dollars or big name corporations or foundations been willing to provide funding in return for "trademark" credits for underwriting coverage of an unpopular war?

The history of the Indochina war cannot be written without the documented fact of American free enterprise broadcasting in action.

Room enough for all

The massive TV advertising campaign that Universal Pictures has planned for the showing of "Jaws" next month (BROADCASTING, May 12), and an even larger one that Columbia Pictures has begun for "Breakout" (page 55), underscore a trend that in the last couple of years has become a, well, a blockbuster: Budgets devoted to motion-picture promotion on television approached \$78 million last year, up 80% in a single year, 250% in five.

Stations will be quick to suggest that the "Jaws" campaign contains certain defects that should not be perpetuated, for it is essentially a network campaign, containing no basic spot-TV allocation. Worse yet, exhibitors apparently are being required to pony up part of the network campaign's costs, presumably from funds they normally might spend on local TV promotion. But it must be conceded that the campaign is a whopper, aimed at obtaining at least one 30-second announcement in every network prime-time show for three days leading into the movie's June 20

opening in more than 500 theaters—another departure from conventional movie marketing.

These innovative campaigns exemplify the enthusiasm with which—as a lengthy report in this magazine pointed out last fall (BROADCASTING, Nov. 4)—movie exhibitors and producers are turning to TV to promote their wares. By their success they are demonstrating that their one-time fears of being put out of business by television were groundless and, on a broader scale, that no established medium of mass entertainment and information has yet been destroyed by a new one.

Cautious applause

Prudence suggests not too much be made of broadcasters' victory in turning back an attempt to inject the proposed Agency for Consumer Advocacy into the license renewal process (BROADCASTING, May 12). Even the author of the amendment that put renewals beyond reach—Senator Warren Magnuson (D-Wash.), chairman of the Commerce Committee—included among his arguments the proposition that there are better ways for such an agency to work its will on broadcasters. Moreover, as any successful bill would face almost certain Presidential veto, broadcasters may find they cashed their chips in a hollow cause.

Those exceptions noted, one must then assign credit where it is due: to the National Association of Broadcasters government affairs team that coordinated this show of persuasion. The decisive 69-21 vote was a reassuring warm-up for the larger congressional contest ahead: license renewal legislation itself.

Prophet with honor

In 1939 David Sarnoff said:

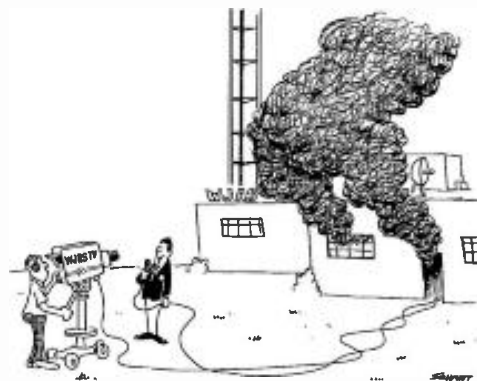
"The richest man in the world cannot buy for himself what the poorest man gets free by radio."

In 1975, Nelson Rockefeller, Vice President of the United States and one of the richest men in the world, said:

"I'm crazy about *Mannix*" (the long-running, hard-punching prime-time series being canceled next season by CBS-TV).

Mr. Rockefeller also disclosed that he habitually watches *Mannix* with his two very young sons. Other favorites, he volunteered, are *Columbo*, a high-rated detective whodunit series on NBC-TV, and *Cher*, who brandishes the most famous belly-button in America on her new series on CBS-TV.

Are you folks in Congress, at the FCC and in New York and Hollywood tuned in?



Drawn for BROADCASTING by Jack Schmidt

"Once again, WJAS-TV is on the scene even before the fire department!"

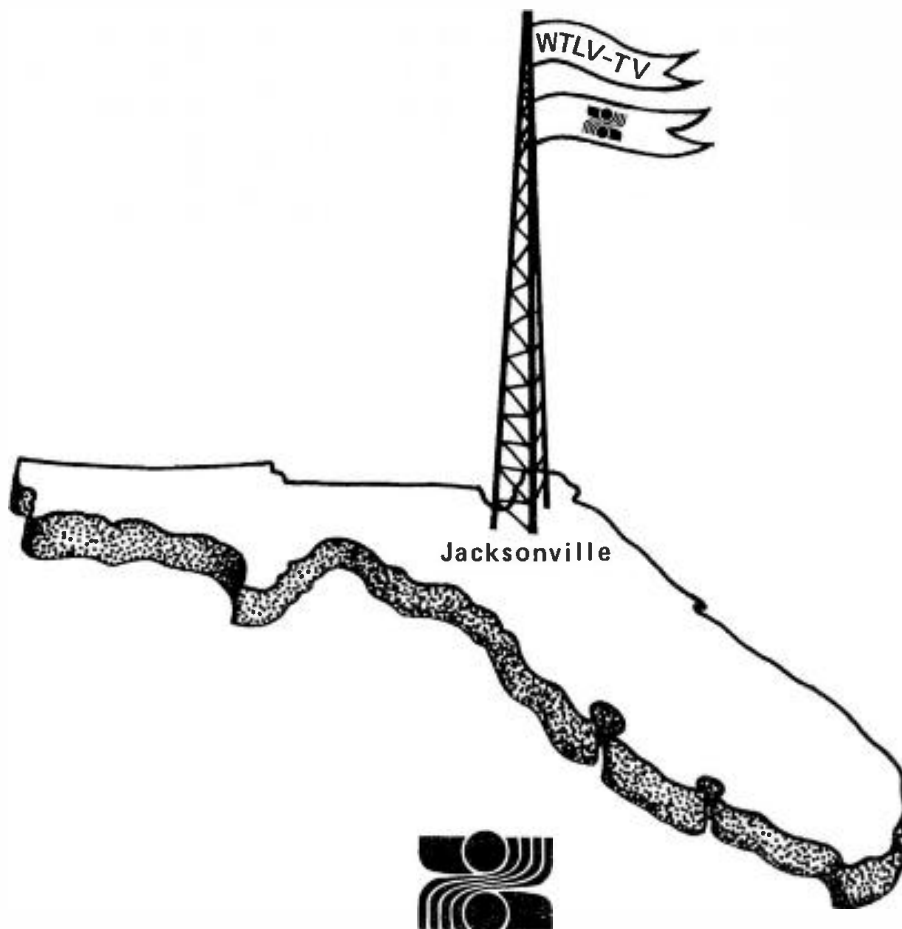
Harte-Hanks Newspapers, Inc. is up in the air in Jacksonville, Fla.

Although we've just doubled the size of Harte-Hanks Broadcast Group,
you couldn't rank us big in broadcast.

Excited, yes. And delighted with FCC's approval
completing our acquisition of TeLeVision 12 in Jacksonville, Florida.

Since 1957, WTLV-TV has served Jacksonville as the NBC network affiliate.
Harte-Hanks is proud to join forces with TeLeVision 12's management and staff —
continuing to expand television communications
in one of America's most exciting markets.

Harte-Hanks also owns and operates KENS-TV, the CBS affiliate
in San Antonio, Texas. Now that the H-H flag is up in Jacksonville,
we're looking forward to number three.



THE HARTE-HANKS BROADCASTING GROUP
AN OPERATING DIVISION OF HARTE-HANKS NEWSPAPERS, INC.
P.O. Box 269, SAN ANTONIO, TEXAS 78291

HAPPY ANNIVERSARY

28 YEARS OF DEDICATED SERVICE

BROADCASTING THAT SERVES ... AND SERVICE THAT COUNTS!

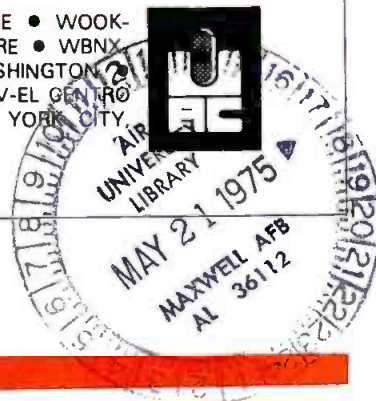


Richard Eaton, President

- The First Black Format Station
- The First Station to Employ a Black Disc Jockey
- The Largest Chain of Spanish Language Stations in the U.S.
- A pioneer in UHF-TV Broadcasting

UNITED BROADCASTING CO.

KALI-LOS ANGELES • WJMO-CLEVELAND • WSID-BALTIMORE • WOOK-WASHINGTON • WINX-ROCKVILLE, MD • WLPL-FM-BALTIMORE • WBNX-NEW YORK • KSOL-FM-SAN FRANCISCO • WFAN-FM-WASHINGTON • WMUR-TV-MANCHESTER, NH • KIKU-TV-HONOLULU • KECC-TV-EL CENTRO • WFAB-MIAMI • WLYT-FM-CLEVELAND. UBC SALES: NEW YORK CITY, ATLANTA, CHICAGO, SAN FRANCISCO, LOS ANGELES.



Broadcasting May 19

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