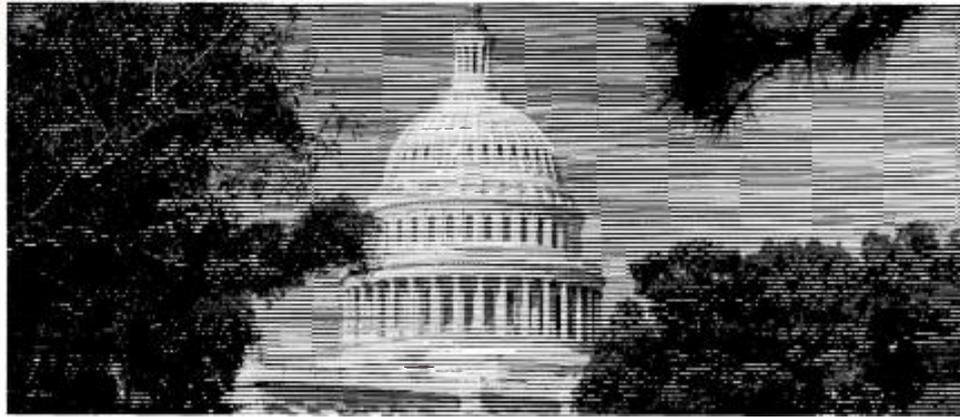


Teleprompter to take HBO's pay TV nationwide
A determined ABC wraps up affiliate meeting series

Broadcasting Jun 2

The newsw Weekly of broadcasting and allied arts Our 44th Year 1975

NEWSPAPER



THE STATION THAT DOMINATES THE CAPITAL
WMAL RADIO 63, WASHINGTON

★ ★ ★ JOINS ★ ★ ★
MAJOR MARKET RADIO

AND ITS SELECT LIST OF PERSONALITY/MOR STATIONS.

Stations that effectively deliver the
advertiser's message* to his best prospects.**
In one week WMAL Radio 63 reaches nearly one-half
of Washington's upper income, medium & heavy users of
airlines...new cars...dishwasher detergents...
coffee...aspirin...movie film...

FOR DETAILS CALL

MAJOR MARKET RADIO, INC.

REPRESENTING

KMPC Los Angeles • KSFO San Francisco • KEX Portland • KVI Seattle
WBEN Buffalo • WHAS Louisville • KOGO San Diego

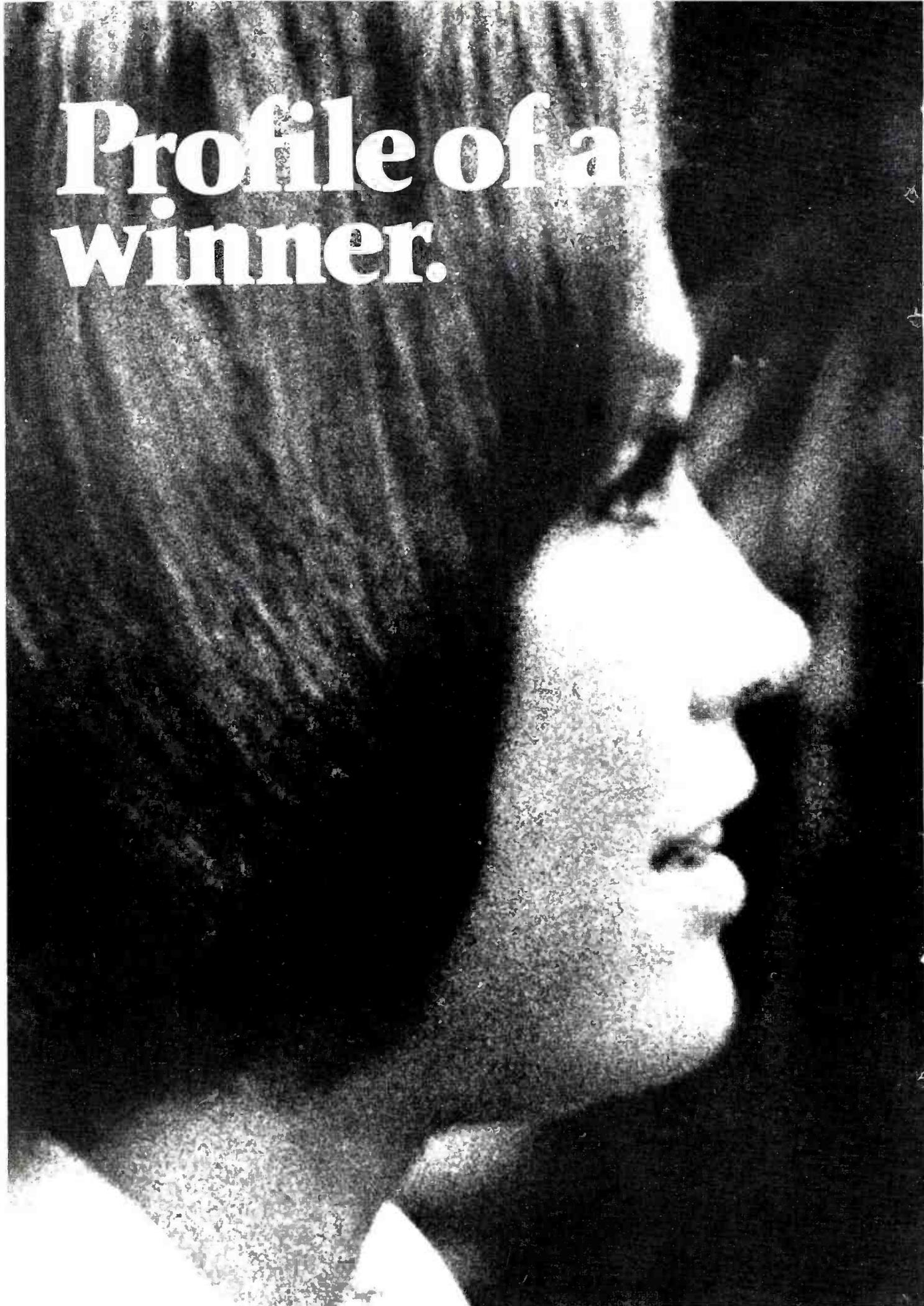
AND NOW...

**WMAL
RADIO 63
WHERE
ALL IS
SAID &
DONE**
Washington, D.C.

*Ranked first in brand recall—Commercial Impact Study, W.R. Simmons. **Market-Buy-Market

36112LIRRA H51R4R0K DEC/77
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMRY AL 36112

Profile of a winner.



**Congratulations,
MTM Enterprises Inc.,
for producing
"The Mary Tyler Moore Show,"
winner of twenty Emmys
in its first five years.
May your kitten
continue to take the
lion's share.**

1974-75

Outstanding Comedy Series:
THE MARY TYLER MOORE SHOW

Outstanding Continued Performance
by an Actress in a Supporting Role
in a Comedy Series:
BETTY WHITE

Outstanding Continued Performance
by an Actor in a Supporting Role
in a Comedy Series:
EDWARD ASNER

Outstanding Single Performance
by an Actress in a Comedy or
Drama Role
CLORIS LEACHMAN

Outstanding Writing Achievement
in Comedy (Single Episode):
ED WEINBERGER, STAN DANIELS

Outstanding Achievement in
Film Editing for Entertainment
Programming (Single Episode):
DOUGLAS HINES

1973-74

Outstanding Actress of the Year:
MARY TYLER MOORE

Outstanding Continued Performance
by an Actress in a Leading Role
in a Comedy Series:
MARY TYLER MOORE

Outstanding Continued Performance
by an Actress in a Supporting Role
in a Comedy Series:
CLORIS LEACHMAN

Outstanding Writing Achievement
in Comedy (Single Episode):
TREVA SILVERMAN

1972-73

Outstanding Continued Performance
by an Actress in a Leading Role
in a Comedy Series:
MARY TYLER MOORE

Outstanding Continued Performance
by an Actress in a Supporting Role
in a Comedy Series:
VALERIE HARPER

Outstanding Continued Performance
by an Actor in a Supporting Role
in a Comedy Series:
TED KNIGHT

Outstanding Directorial Achievement
in Comedy (Single Episode):
JAY SANDRICH

1971-72

Outstanding Continued Performance
by an Actress in a Supporting Role
in a Comedy Series:
VALERIE HARPER

Outstanding Continued Performance
by an Actor in a Supporting Role
in a Comedy Series:
EDWARD ASNER

1970-71

Outstanding Continued Performance
by an Actress in a Supporting Role
in a Comedy Series:
VALERIE HARPER

Outstanding Continued Performance
by an Actor in a Supporting Role
in a Comedy Series:
EDWARD ASNER

Outstanding Directorial Achievement
in Comedy (Single Episode):
JAY SANDRICH

Outstanding Writing Achievement
in Comedy (Single Episode):
JAMES L. BROOKS, ALLAN BURNS

Viacom



The best of Salt Lake City is on Bonneville's KSL-AM-FM-TV.

For 53 years the KSL call letters have meant total commitment to the community and quality programming.

The KSL stations have earned the trust and respect of the people they serve because they reflect what is best in Mountain America. And because they

speak out frankly when problems call for community action.

When you want to reach the Mountain West, you can be certain your messages on KSL AM and FM will be listened to, and your message on KSL-TV will be watched.

The Bonneville Group

| City Location | FM Radio | AM Radio | Television |
|----------------------------|-------------|-------------------|------------|
| New York, N.Y. | WRFM Stereo | | |
| Los Angeles/Avalon, Calif. | KBIG Stereo | KBRT 10,000 Watts | |
| Skokie/Chicago, Ill. | WCLR Stereo | | |
| Seattle, Washington | KIRO Stereo | KIRO 50,000 Watts | KIRO |
| Kansas City, Mo. | KMBR Stereo | KMBZ 5,000 Watts | |
| Salt Lake City, Utah | KSL Stereo | KSL 50,000 Watts | KSL |

and Bonneville Broadcast Consultants, Tenally, N.J.
Radio stations represented by AVCO, television stations by PGW



The stations built on service

Business Briefly

Record company tries TV spots

TV package Warner Brothers Records is buying this week to promote *Stars*, Cher's first album for label, may break new ground for industry long shy of broadcast advertising. Warner is banking on Cher's proved TV appeal to boost album sales, and is venturing away from print to spot buys in 10 markets, including Dallas, Houston, Cincinnati, and Indianapolis, to add exposure. Broadcast budget of \$50-\$60,000 may seem small to anyone outside record industry, but other labels considering similar campaigns will be watching Cher's sales in weeks to come. Agency, American Media Consultants of Los Angeles, is buying small amount of prime time and fringe, aiming at 18-34 group that makes up artist's following in large part. Campaign should also focus attention on Spector Records, Phil Spector-owned label distributed by Warner, whose first project is *Stars*.

Camera debut

Eastman Kodak Co., Rochester, N.Y., is backing introduction of its new Trimlite camera with spot TV in 15 to 20 markets starting June 9 and ending July 27. Through J. Walter Thompson Co., New York, Eastman is aiming for adult audiences interested in low-cost camera intended for use in family activities.

Second test

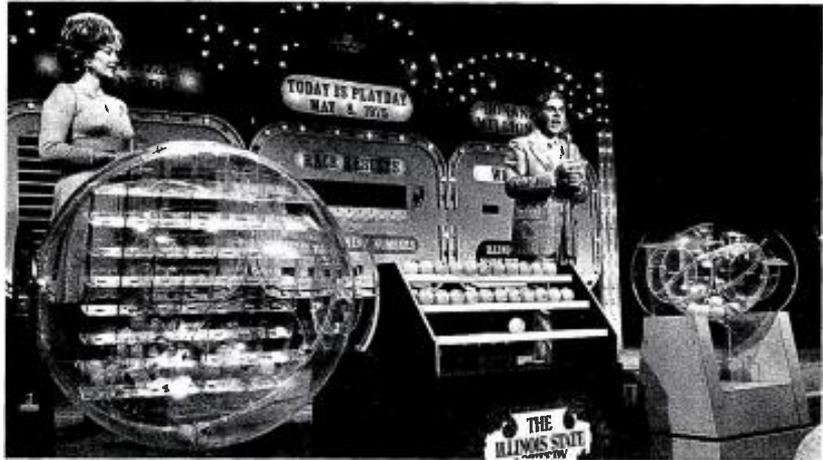
Life Savers Inc., New York, tested its new Mighty Mints on West Coast several months ago and has resumed testing in seven TV markets in same area to gather additional marketing data before deciding on expanded distribution. Agency: Dancer-Fitzgerald-Sample, New York.

For summer sippers

Welch Foods, Westfield, N.Y., is launching network TV daytime effort in June for Welchade fruit drinks (reformulated to 25% real juice content from 15%), supplemented by nighttime spot TV in major markets in Northeast. For its soda products, Welch will begin, at varying dates this month and next, spot TV and radio campaign in scattered markets throughout U.S., coinciding with approach of hot weather. Agency is Richard K. Manoff Advertising, New York.

Spot rides high

J. Walter Thompson has become first agency to "go into space," with direct satellite communication of spot radio and television buying data between its New York headquarters and its West Coast of-



It's camp. In preparation for six-week spot TV campaign to be carried in 13 Midwest markets, starting June 16, Arm & Hammer Co., New York, is producing group of commercials to advertise its Arm & Hammer Baking Soda as product needed by campers. Comedian Arnold Stang (r) is spotlighted in 30-second spots as director of boys' camp who demonstrates uses of baking soda for campers and for family outings. Kelly, Nason, New York, is placing schedule; creative work was done by agency's office in Los Angeles.

ices in Los Angeles and San Francisco. The agency uses Westar, Western Union satellite, to enter data into its data base and get instantaneous buy & management reports, in either hard copy or on video screens, from JWT's central purchasing operations in New York. Thompson spokesman said satellite reduces costs for transferral of information between New York and the West Coast, but terrestrial (land-based) telephone lines will continue to be used for data transmission to and from other offices in Chicago, Detroit, Atlanta and Washington.

Root beer on TV

United Brands, Boston, is lining up stations for spot TV campaign in upwards of 25 markets on behalf of two A&W root beer products. Through Humphrey Browning MacDougall, Boston, campaign will begin in mid-June for A&W regular root beer (three weeks) and in late June for sugar-free beverage (four weeks).

Burger stretches

Aimed at outdoor barbecue crowd during summer, General Mills, Minneapolis, is putting on six-week spot TV campaign for Hamburger Helper supplement. Target groups are housewives and adults generally. Campaign created and placed by Wells, Rich, Greene, New York.

Tourist attraction

To attract vacationers to Spain this summer, Spanish National Tourist Office last week began spot radio campaign in 14

markets covering 40 stations in Northeast, South and Midwest. Copy says Spain offers diversity in culture, cuisine and terrain. Campaign may be repeated in September to lure fall vacationers. Creative and media aspects were handled by tourist office's agency, Compton Advertising, New York.

Sales take off

American Kosher Provisions, Brooklyn, N.Y., conducted saturation radio campaign in New York for two weeks over WOR(AM), WMCA(AM) and WINS(AM) to promote its "rebite" campaign, offering each purchaser of one pound of its frankfurters a six-ounce package of American Kosher bologna free of charge. By end of two-week period (April 21-May 4), company said sales increased 485% over comparable two weeks last year. Spokesman said American Kosher is planning to extend "rebite" radio efforts in other parts of country and to expand its use of radio generally. Agency is Wolff/Whitehill, New York.

Reading matter from Blair and Katz

Blair Television and Blair Radio have published 11th annual edition of *Statistical Trends in Broadcasting*, 48-page publication on expenditures, revenue and growth-trend data for periods up to 15 years. Blair includes projections for 1975: television to rise by 7.8%, with national and regional spot TV up by 5.4%; local up 11% and network, 7.6%; radio to grow by 4.4%; national and regional spot up 5%,

**You're only
HALF COVERED
in Nebraska...**



without Lincoln-Hastings-Kearney

- Check retail sales.
- Check the top station dominance, total survey area*:
55% Total Day Share, 56% Prime Time,
79% Late News, 55% Early Evening
- Check with Avery-Knodel.

*Source: ARB Feb.-Mar., 1975



The Felzer Stations

RADIO: KALAMA 200 BUTTE CREEK
WYOM. GRAND RAPIDS KALAMAZOO
MICHIGAN (FM) CADILLAC
TELEVISION
WYOMING GRAND RAPIDS KALAMAZOO
WYOM. GRAND RAPIDS TRAVELER CITY
WYOMING SALT LAKE CITY UTAH
MICHIGAN LINCOLN NEBRASKA
NEBRASKA GRAND ISLAND NEB.
NEBRASKA SIOUX CITY IOWA

KOLN-TV/KGIN-TV

LINCOLN, NEBRASKA
1500 FT. TOWER

GRAND ISLAND, NEBRASKA
1000 FT. TOWER

Avery-Knodel, Inc., Exclusive National Representative

Datavision D-3000 Generates Characters...Smooth on the Curves!

Multi-font type styles of excellent quality, resolution and form. A professional production tool to simplify and speed your titling task. Before choosing a video titling system, investigate the Datavision D-3000. Get the facts. Phone (301)948-0460 or write: 15932 Shady Grove Road, Gaithersburg, MD 20760.



Datavision D-3000
Video Character Generator

Datavision Video Products **3M COMPANY**

MINCOM DIVISION

local up 4.5% and network about same. Copies may be obtained from Blair's 11 offices or headquarters of John Blair & Co., 717 Fifth Avenue, New York 10022.

The Katz Agency, New York, thinks numerous cities throughout country are flourishing during recession. Katz has sent to agency media executives descriptions of markets throughout U.S. that are enjoying prosperity and suggests agencies consider stations there served by Katz. Affluent areas pinpointed by Katz include Denver; Des Moines, Iowa; Greenville-Spartanburg-Asheville, N.C.; Las Vegas; Milwaukee; Mobile, Ala.; Oklahoma City; Shreveport, La., and Seattle.

Hot and cold

Mojave desert is setting for 30-second TV and radio spots in campaign for Dow-Guard's antifreeze coolant for cars, in six-week campaign beginning this week. New York, Los Angeles, San Francisco and San Diego are among 23 markets to be used. Agency: Norman, Craig and Kummel.

Barter show refloated

Water World Starring James Franciscus will be available to stations on barter basis with 13 new half-hour shows beginning in December. Series, now in its fourth season, is produced and distributed by Syndicast Services Inc. to 125 markets. Principal sponsors Champion spark plugs (J. Walter Thompson, New York) and Chrysler Marine (Ross Roy, Detroit) will renew sponsorship for new installments.

Accent's on K&E

William Underwood Co., Westwood, Mass., has named Kenyon & Eckhardt, Boston, to handle its \$3 million Accent (flavor enhancer) account, which bills approximately \$2.3 million in broadcast. K & E replaces Campbell-Mithun Inc., Chicago. K & E also handles Underwood's B & M Beans, and Meat Spreads.

Dancer keeps Hamm

Olympia Brewing, Olympia, Wash., which has been reviewing agency presentations for its Hamm beer account, has decided to reappoint Dancer-Fitzgerald-Sample, New York. Hamm bills about \$5 million, with estimated \$3.5 million in TV-radio.

Rep appointments

Kaiser Broadcasting Spot Sales, rep arm of Kaiser Broadcasting Co., has signed to represent independent KPLR-TV St. Louis (ch. 11)—its first non-Kaiser station. WUST(AM) Washington, appoints GCI Sales, New York. WWCT(FM) Peoria, Ill., and WDCS(FM) Portland, Me. name Gert Bunchez & Associates, New York. WKFD(AM) North Kingstown-Newport, R.I. appoints New England Spot Sales, Boston.

A promise to our children

We at the ABC Owned Television Stations promised Television programs for children that would entertain, educate and open their minds to new worlds.

We kept that promise.

And we are proud and honored to have the following programs selected for screening at the NAB CHILDREN'S CONFERENCE in Washington, D.C., June 1st through the 3rd:

| | |
|------------------------------|-------------------------------|
| The First Frontier | WABC-TV |
| The Clown Who Lost His Smile | WABC-TV |
| Hotel Gigglesnort | WLS-TV |
| Hot Fudge | WXYZ-TV |
| By George | KABC-TV |
| Rainbow Sundae's Over 7 | ABC Owned Television Stations |

When we make a promise to our children, we think it should be kept.

ABC Owned Television Stations  

WABC-TV, NEW YORK/WXYZ-TV, DETROIT/WLS-TV, CHICAGO/
KGO-TV, SAN FRANCISCO/KABC-TV, LOS ANGELES

Monday Memo

A broadcast advertising commentary from Arthur L. Hecht, president, Hecht, Vidmer Inc., New York

Broadcasters: shoemakers' children in advertising

One would think that broadcasters—who earn their living selling time to advertisers and transmitting advertising messages to the public—would have a better idea of how to get effective advertising for themselves.

One would think so. But unhappily, most of them don't. In the first place, they never seem to give their own advertising the attention it deserves. Yet they are competing for attention on their own stations with other advertisers—their own clients—who invest whatever is necessary to get the best advertising talent available.

Apparently many broadcasters are so enamored of their own programming that they think all they have to do is drop a hint to the public and they'll fall all over themselves getting to their TV sets.

It just isn't so. Except for the few universally popular shows, a viewer has to be sold before he'll watch. And that means, first, getting his attention, and, second, convincing him that it's worth spending his time on. It means doing a lot more than just sending a publicity still down to a kid in the so-called art department and having him drop in the title over a large logo and time period.

Stations don't even seem to know how to use their most valuable resources—their own air time. In spite of all the information that they use to sell their clients (ratings, demographics, attitudinal studies), when it comes to selling their own product, they settle for leftovers.

What a short-sighted approach. Broadcasters' bread and butter—the rate they charge for commercial time—is based on the number of viewers they attract. Wouldn't you think they'd go to any rational length to make those numbers as big as possible? Wrong again.

But while station managements are overly cautious when it comes to the valuable resources of time and money, they are more than generous when it comes to another commodity: advice. While they have learned little about how and where to get good advertising, their proximity to thousands of commercial messages has convinced them that they are qualified to create it themselves. The result is often that broadcasters talk to themselves.

Where do they go wrong?

First, broadcasters don't sufficiently comprehend that they have a product to sell—just like a bar of soap, a tube of toothpaste or an automobile. The only difference is that “purchasing” their product requires an expenditure of time rather than money. And who is to say that



Arthur L. Hecht has been president of Hecht, Vidmer Inc. for the past seven years. Previously, he was a vice president-account supervisor at DKG Advertising, director of creative services for WCBS-TV New York, director of special projects at CBS and director of advertising research, Mutual Broadcasting.

for most people time isn't just as valuable an asset?

Recognizing that a television program is a product makes available to the station all the knowledge and expertise that the advertising profession has built up over many decades.

Second, broadcasters don't understand that in order to create effective advertising they have to find a difference. Why is their product better than anyone else's? This point has been made again and again, by giants such as David Ogilvy, Rosser Reeves, and Bill Bernbach. And it is just as true for broadcast advertising as for any other kind.

For instance, there are an awful lot of animal shows around. So it's not enough just to cut together shots of zebras and wildebeests and what-have-you. A station has to make the point that the series is produced in a particularly exotic locale, or is hosted by an expert with a particular slant on nature or on some other feature that is unique or can be pre-empted by that station alone.

Third, they think of an ad or a spot as a one-shot deal, when they should be thinking of it as an element in a campaign. The times when people have reacted in great numbers to a single ad or commercial are

so rare as to be regarded as milestones in the industry. What moves people are repeated exposures to the same message (or variation on a single theme) repeated over and over again.

It has been said many times that an advertising message should never be expected to convey more than one thought. The same is true of a campaign. This is not to say that a broadcaster couldn't include more than one element in a campaign. But those elements should work to create one single thought that the reader or viewer can retain and act on.

A broadcaster should spend a day watching his own station and seeing how companies such as Pepsi, Volvo and Procter & Gamble do it. And then he should ask himself: “What are they doing right that I'm doing wrong?”

Fourth, broadcasters nearly always seem to approach an advertising problem from the point of view of “What do I want to say?” rather than “What do they want to hear?” The difference between those two questions is the difference between advertising that is effective and advertising that isn't. Because if a message doesn't touch an area in which a consumer has a genuine interest, one might as well be hollering up a wind tunnel.

Fifth. And last. And most important. Broadcasters usually don't know where to go for top advertising talent. The answer to this is simplicity itself. They should go to the “Standard Directory of Advertising Agencies.” Then pick out a few agencies, either in their area or away from it—they would be surprised how far good agencies will travel for business. Then they should ask to see their work. If they've done work in broadcasting, that's all to the good. But remember, TV programming is a product just like anything else, and if they've done good work for other consumer accounts, they'll do good work for a broadcaster.

(A studio is not the answer. Studios lay out an idea, take the money and a station really wouldn't be better off than if it had done it all by itself.)

Then get rid of the many layers of management that don't have the responsibility to say yes but do have the authority to say no.

Once an agency has been chosen the broadcaster should give it all the information he can. Everything about his own programming and his competitors', strong and weak points, ratings and the target audiences and specific viewers he is trying to attract.

Once a broadcaster has done that, it's time to do the hardest thing of all: Leave the agency alone. A broadcaster knows broadcasting. The advertising agency knows advertising.

Profitable programming begins with Automated Systems from SMC

You can make the most of your staff's time and talents when you automate with SMC. From the makers of the famous Carousel®, choose the system that works best for you and frees your air staff for other duties—like selling or production.

The SMC DP-1 system has 2,048 separate events and 20 audio sources, all completely computerized for any format.

The SMC 3060 Sequential system is especially designed to let you plug-in additional equipment as your program or commercial needs increase. The 60-event sequential programmer permits scheduling from as many as 10 or more different audio sources.

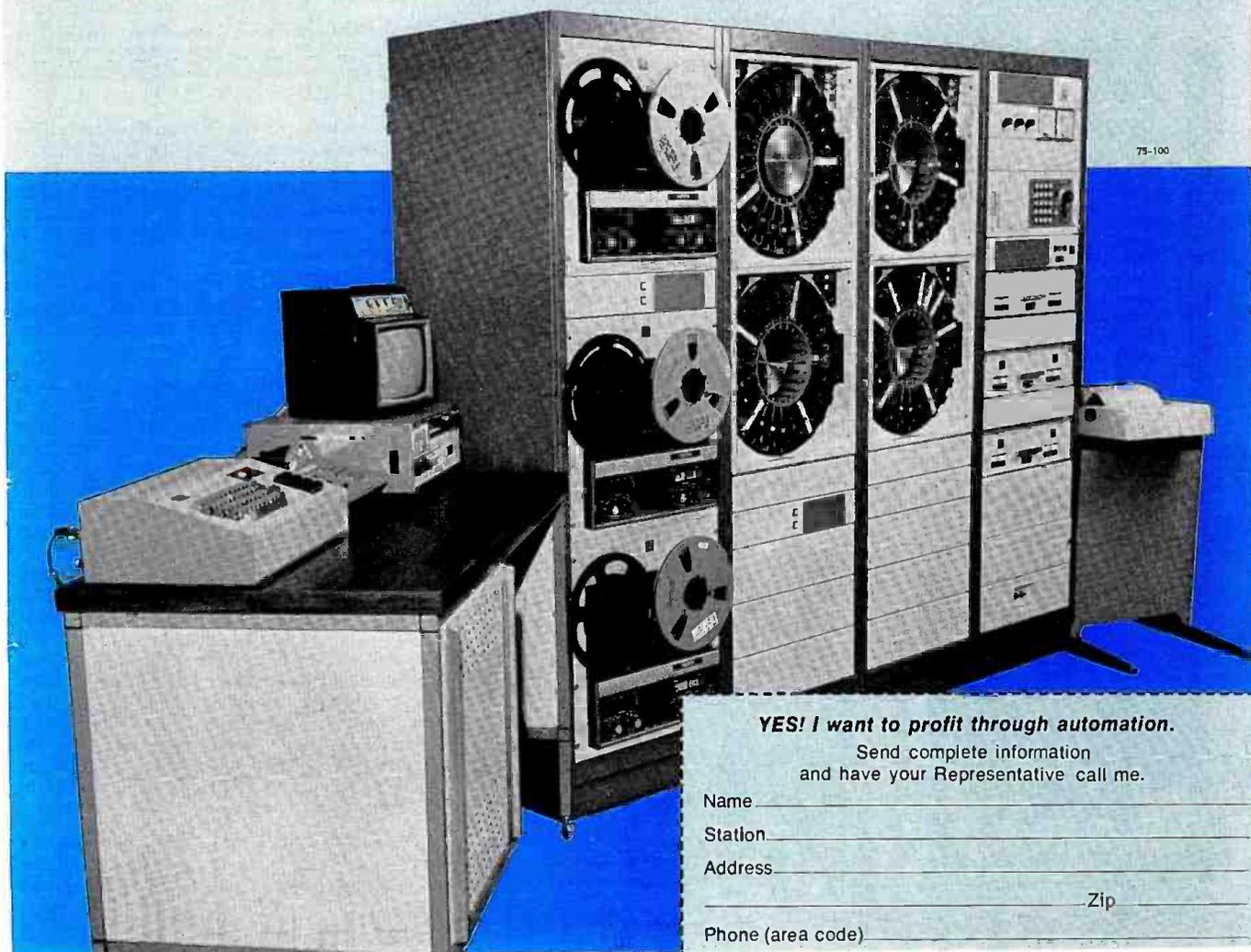
Automatic logging is available on both the DP-1 and the 3060.

There are SMC systems for *every* music format plus top-quality cartridge equipment—all designed to help you do a more profitable job. Why not let SMC help you plan or finance the system that can do the most for you. SMC also has information on every major music format. Phone us today—or return the coupon below—all replies are strictly confidential. It could be the most profitable event in your station's life!



Systems Marketing Corporation 1019 West Washington St.
Bloomington, Illinois 61701 (309) 829-6373

Broadcast Automation—our only business



YES! I want to profit through automation.

Send complete information
and have your Representative call me.

Name _____

Station _____

Address _____

Zip _____

Phone (area code) _____

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

AM allocations. FCC's proposed relaxation of AM allocation rules is scheduled for commission discussion on June 25.

■ **Antitrust/networks.** Justice Department antitrust suit charging networks with illegally monopolizing prime time, was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did. Network appeals contending Judge Kelleher should not have permitted refile of suits were dismissed by Supreme Court.

Broadcasting in Congress. Resolutions are pending before both houses to undertake one-year test of live, all-day coverage by radio and television of House and Senate floor proceed-

ings. Idea was to begin experiment this year, but rules committees, to which resolutions have been referred, are not anxious to hurry legislation along. Senate Rules Committee has scheduled no hearings or markup on S.Res.39 by Lee Metcalf (D-Mont.). House Rules Committee, on other hand, has held an afternoon of hearings on H.Res.269, by Jack Brooks (D-Tex.) but two times since has postponed further discussion or vote.

■ **Cable legislation.** FCC's proposed revisions in cable television legislation are scheduled for commission discussion on July 30.

■ **Cable rebuild deadline.** Comments were received in March at FCC on commission's rule ordering compliance with March 31, 1977, deadline for rebuilding CATV systems to new channel requirements. No further action has yet been scheduled.

■ **Children's TV.** FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974) has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television.

■ **Community ascertainment.** FCC has instituted rulemaking designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments are due June 23.

■ **Comparative renewals.** Proposed FCC policy on comparative proceedings involving renewal applicant and applicant seeking to displace him is scheduled for discussion by commission June 12.

■ **Consumer agency.** Senate passed bill to establish Agency for Consumer Advocacy after amending it to ensure agency may not involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. House has not acted on measure this year, but is expected to pass it, as it has in previous years. During debate in Senate, several members predicted President will veto measure, but commentators are saying votes are there for Congress to override.

■ **Copyright legislation.** Omnibus copyright television bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee will not conduct hearings on its bill (S.22), which is substantially same as bill that passed full Senate last year, but will proceed with mark-up session in June. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223, introduced by Subcommittee Chairman Robert Kastenmeier (D-Wis.). Grouping witnesses by issue, subcommittee has invited FCC, Office of Telecommunications Policy, National Cable Television Association, Community Antenna Television Association and Ad Hoc Committee

of Concerned Cable Television Operators for a Fair Copyright Law to appear June 11, and three major commercial networks, National Association of Broadcasters and Motion Picture Association of America for June 12. Copyright liability for public broadcasting will be subject of hearing July 10.

■ **Crossownership (newspaper-broadcast).** FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from the Fourth and Eighth circuits to one in Washington, where they have been consolidated. However, court has yet to designate circuit in which they will be argued. In addition, number of parties have petitioned commission to reconsider its order.

■ **Crossownership (television-cable television).** FCC has initiated rulemaking aimed at easing restrictions it had imposed on common ownership of cable system and television station in same market (BROADCASTING, April 17). Comments were due May 19; replies, May 30.

■ **Distant sports.** FCC's proposed rule governing cable television's importation of distant sports programming is scheduled for commission discussion on June 24.

■ **Domestic communications satellite authorizations.** FCC order setting forth policy to govern entry into domestic communications satellite field has been appealed to U.S. Court of Appeals in Washington by The Network Project. Oral argument was held Dec. 6, 1974; decision awaited.

■ **EEO guidelines.** FCC is scheduled to discuss staff draft of proposed equal employment opportunity guidelines on June 4 (BROADCASTING, May 26).

■ **Fairness doctrine bills.** Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal-time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S.1178 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

■ **FCC's fairness-doctrine report.** FCC's new fairness statement exempting product commercials from application of fairness

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

You shouldn't borrow a non-bureaucratic pencil or pen and send in your Memo of Orchestrated Concurrence today!



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

Here's why:

- The "Mumble Report" is free!
- You get 85 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—

Dr. Boren or Peter Gamble (Mutual Network News Correspondent)

MUMBLES LIMITED

908 National Press Building
Washington, D.C. 20045
(202) 347-2490

When in doubt, mumble.

doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (BROADCASTING, July 1) has been appealed to U.S. Court of Appeals in Washington. Appellants are National Citizens Committee for Broadcasting and Friends of the Earth.

■ **Fee schedule.** Various parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20); some 60 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal. Several parties seeking refunds have filed in U.S. Court of Claims.

■ **KRON-TV license renewal.** FCC's renewal of KRON-TV San Francisco has been appealed to U.S. Court of Appeals in Washington by Mrs. Virginia Kihn (widow of original complainant) and Blanche Streeter. Oral argument is scheduled for June 6.

■ **Leapfrogging.** FCC has initiated rulemaking aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments are due July 8, replies July 23.

■ **License renewal legislation.** At least 20 license renewal bills have been introduced so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on agenda of communications subcommittee in either house. And it may be awhile. Donald Zeifang, vice president for government relations of National Association of Broadcasters—which cites renewal legislation as number one Washington priority—says "we can't expect front burner treatment" from this "antibusiness" Democratic congress which is preoccupied with problems of economy. NAB has placed its stamp of approval on one renewal bill, that of Representative Louis Frey (R-Fla.), ranking Republican on House Communications Subcommittee. Mr. Frey has enlisted aide of Democratic subcommittee member, Goodloe Byron (Md.), in seeking co-sponsors for Frey bill (H.R. 5578).

■ **Network exclusivity on cable.** FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (BROADCASTING, April 21) in Washington by CBS Television Affiliates Association. Panel discussion on whether Rocky Mountain stations should continue to be given same-day nonduplication protection or whether protection should be limited to simultaneous-only afforded all other stations will be held before FCC on June 17.

■ **Nutritional advertising.** FTC has republished its proposed trade regulation rule on nutrition claims in food advertising in conformity with rulemaking procedures set out in Warranty-FTC Improvements Act. Comments on disputed issues must be filed by July 28; deadline for comments not proposing disputed issues to be announced.

■ **Obscenity.** FCC's declaratory ruling on indecent and obscene broadcasts (BROADCASTING, Feb. 17) is being appealed by object of ruling, Pacifica Foundation's WBAI(FM) New York. Specific ruling involved station's broad-

We Televis_e Public Affairs



COMMONWEALTH OF PENNSYLVANIA
OFFICE OF THE GOVERNOR
HARRISBURG

March 26, 1975

Paul Baker
Program Director
WTPA-TV
3235 Hoffman Street
Harrisburg, Pennsylvania

Dear Sir:

I want to compliment WTPA-TV on the production "Juvenile Terror: Is It Real?". Ms. Kaplan's investigatory reporting and incisive touch in dovetailing the agencies and officials charged with the problems of juvenile violence and vandalism was superb.

In a half-hour slot she was able to cram a lot of meaningful dialogue and pose many legitimate questions for the community to ponder into a clear and understandable presentation.

In the past TV networks have focused on these problems but they have seemed so abstract and far away. Your program brought these problems home to us. In fact, you brought into our living rooms those things that have been occurring in our own back yards.

One important point that I think it highlighted was that with all of the money, personnel and time expended on youth and their problems, not even the experts have solutions and some won't even search for them until they are spotlighted.

Keep up this type of public service information.

Sincerely,

James A. Conners
James A. Conners
Director of Research

WTPA
27 TV
HARRISBURG, PA.

"Maverick"

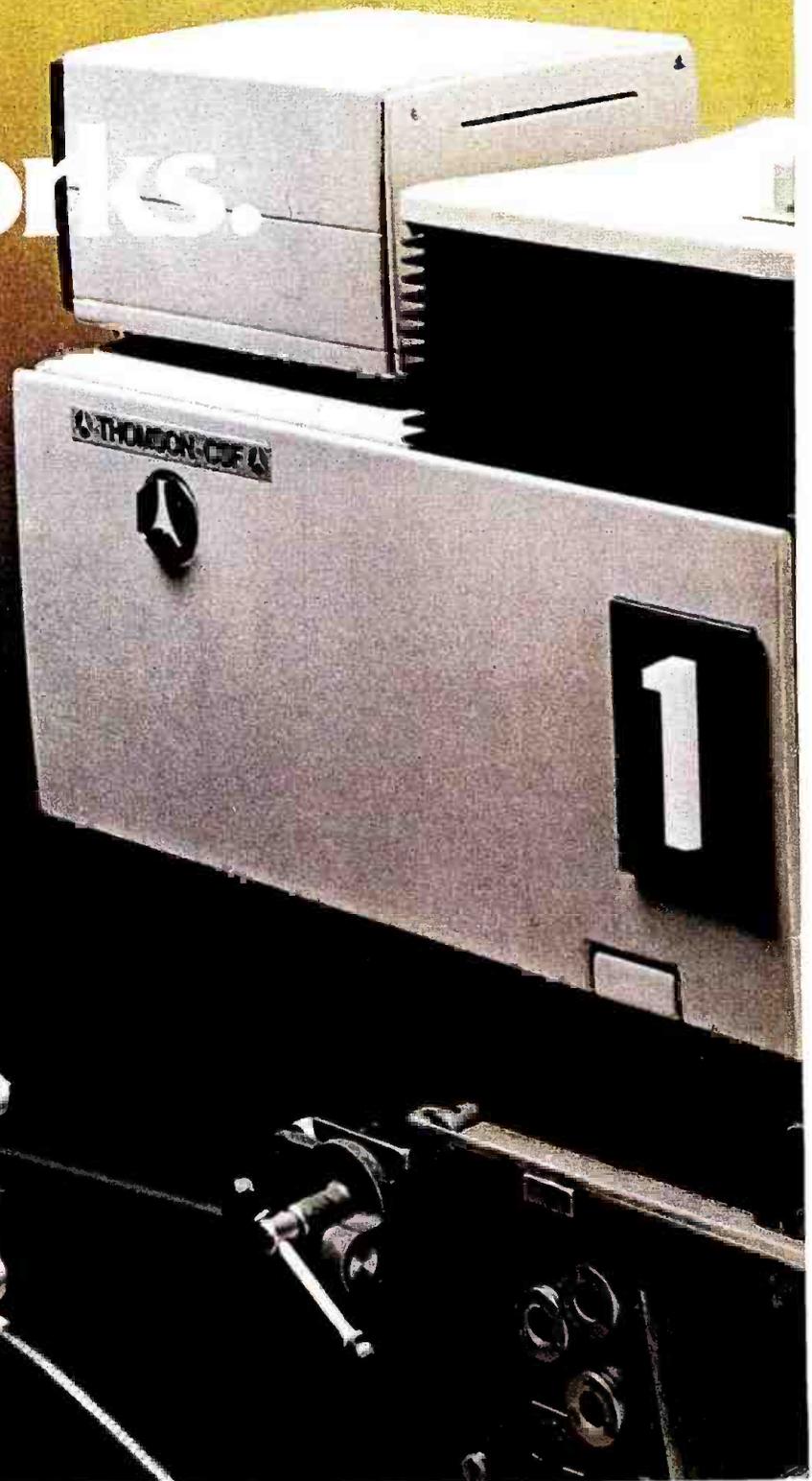
featuring more than
140 guest stars
is back!

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**Now, triax color
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difference:**

It works.



THOMSON-CSF TTV 1515. Now available in CBS modular units

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

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

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

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

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

Quietest picture yet

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

The thinking man's CCU

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

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

More unique features

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

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

Thomson-CSF: Leader in triax color

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

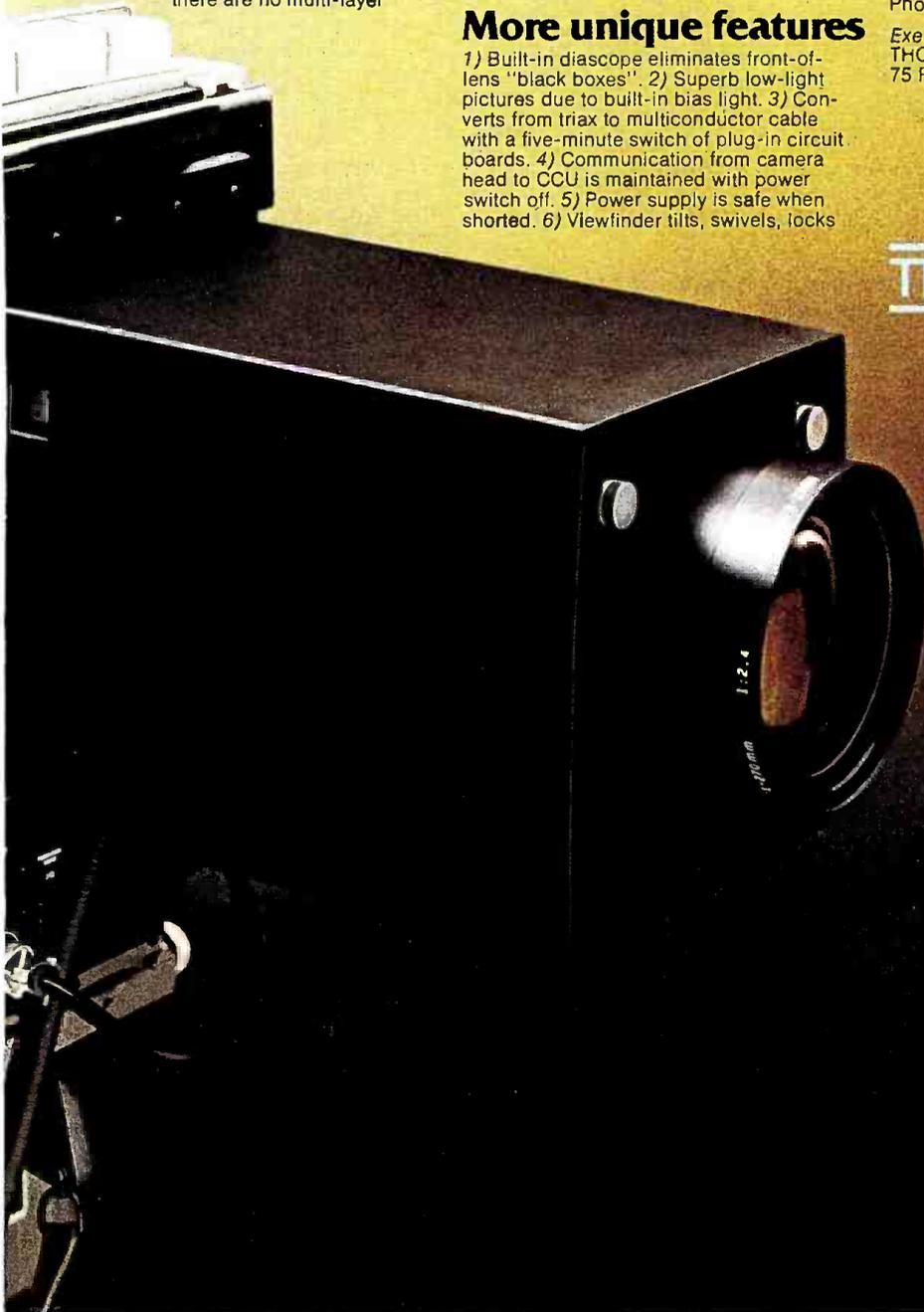
It all adds up to the most perfectly-developed camera in triax color TV. The field-proven one. The successful one. The one that works. TTV 1515 by Thomson-CSF.

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Phone (201) 779-0216

Executive Offices:
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75 Rockefeller Plaza, New York, N.Y. 10019



THOMSON-CSF



cast of George Carlin album cut that commission ruled indecent and obscene.

■ **Pay cable; pay TV.** FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC and NBC have petitioned commission for reconsideration. Meanwhile, Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held last month (BROADCASTING, May 26). A second round of hearings will be held June 24-25.

■ **'Pensions' case.** FCC decision holding that NBC violated fairness doctrine in connection with *Pensions: The Broken Promise* TV program, was reversed by U.S. Court of Appeals in Washington on Sept. 27, 1974. Full court granted petitioner, Accuracy in Media, rehearing, but later reinstated original decision and referred to original court panel the question of whether, as commission urged, the issue had become moot (BROADCASTING, March 24).

Performers' royalty. Senator Hugh Scott (R-Pa.) has attempted for some 30 years to push through legislation establishing performer's royalty to be paid by broadcasters. In last session of Congress, it was defeated as amendment to Senate's copyright bill. Senator Scott has subsequently introduced concept in separate bill, S. 1111. He has received promise of cooperation in hearings on measure from Copyright Subcommittee Chairman John McClellan (D-Ark.), but Mr. Scott has taken no further initiatives yet. Duplicate of Scott bill has been introduced in House (H.R. 5345) by Representative George Danielson (D-Calif.).

Danielson bill will be taken up concurrently with House hearings on copyright.

■ **Prime time access rule III.** FCC on May 14 modified rule in response to decision by U.S. Court of Appeals in New York which essentially affirmed rule's constitutionality (BROADCASTING, May 19). Two appellants—National Association of Independent Television Producers and Distributors and Sandy Frank Program Sales Inc.—have asked court to reverse commission on effective date—Sept. 8, 1975. They want date extended. FCC, CBS and NBC have opposed motions seeking reversal of effective date ruling.

Public broadcasting funding. Bills providing five-year authorization and appropriation for Corporation for Public Broadcasting have cleared Commerce Committee in both houses and await action by Appropriations committees. Senate bill (S.893) and House version (H.R. 6461) provide some amounts of funds be made available over five-year period, but House bill has tougher "matching formula" for fourth and fifth years than does Senate bill. And House bill provides that "significant portion" of government money should be used for instructional programing, language not in Senate bill. Subcommittee of Senate Appropriations Committee has held hearings on bill, but has not yet scheduled mark-up. House Appropriations Committee, whose Chairman, George Mahon (D-Tex.), is opposed to concept of five-year appropriation, had not yet received bill at midweek last week.

Section 315. Senate Communications Subcommittee Chairman John Pastore's (D-R.I.) bill to exempt presidential and vice presidential candidates from equal-time requirements in Section 315 of Communications Act (S.608) is being scrutinized during hearings on fair-

ness doctrine bills. There will be further hearings before subcommittee takes action on it. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has introduced measure (H.R. 5600) which echoes Mr. Pastore's bill, but also provides that programs like *Meet the Press* be exempted from equal-time requirement, and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. No action has been scheduled on Macdonald bill.

Star stations. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington.

■ **VHF drops-ins.** In April, FCC adopted inquiry into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Commission invited comments on economic and technical feasibility of drop-ins; they're due by July 11.

WNCN(FM) (now WQIV). Citizen groups have appealed commission action authorizing New York station to change its call letters before time for protest had expired and from denial of stay. They have also petitioned commission to deny station's renewal application. Principal issue is format change from classical to rock. Competing application for WQIV's frequency has been filed by Concert Radio Inc. GAF Corp. has offered to buy station for \$2.2 million, return it to classical format.

Datebook®

■ indicates new or revised listing

This week

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 Federal 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. Staller Hilton hotel, Washington.

June 1-3—*National Association of Broadcasters* two-day workshop on children's television. Full agenda in *Broadcasting*, May 19. 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 3-4**—*House Communications Subcommittee* hearing on pending authorization bill for educational broadcasting facilities (H.R. 4564). Rayburn House Office building, Washington.

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. Registration: Wisconsin Center, 702 Langdon Street, Madison 53706.

June 4-5—*Northeast Cable Television Technical Seminar*. Keynote speaker: David Kinley, FCC Cable Bureau chief. State University College, Oswego, N.Y.

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. Holiday Inn, 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.



A ~~CENSORED~~ Quiz
about a Smash-Hit Show.

Can you answer all questions on this page?

1. What new access half-hour ranked *No. 1* in its time period in *7 of the Top 10 markets* according to the February/ March *BLEEP* figures?
2. What week-day access program is the *highest-rated* of all new half-hour shows for 1974-75, in both *households* and *women 18-49*, in the *BLEEP* February/ March data for the Top 50 markets?
3. What show averaged *No. 2* among *all* week-day access half-hours in the *Top 50 markets*, in delivery of *women 18-49*, in the latest *BLEEP* reports?
4. In the *BLEEP* and *BLEEP* data, what program ranked *No. 4* among *all* access half-hours in the average Top 50 market ratings?
5. Between November '74 and February/ March, '75 the *BLEEP* and *BLEEP* numbers say that what program has *increased in share of audience, in market after market*?

(for Answers, please
turn to page 17)

Ala. Callaway Gardens, Pine Mountain.

June 8-10—Virginia Association of Broadcasters spring meeting. Writer Earl Hamner (*The Waltons*) to be honored as Virginian of the Year. Hilton hotel, 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.

Also in June

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

■ **June 10**—Hearing before House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice on sections of the pending copyright revision bill (H.R. 2223) relating to public broadcasting. Washington.

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.

June 10—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Raleigh, N.C.

June 10-11—California Community Television Association spring meeting. Senator hotel, Sacramento.

June 10-13—Canadian Radio Television Commis-

Major meeting dates in 1975-76

May 31-June 4—American Advertising Federation's 1975 convention and public affairs conference. Staller 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. 16-19—National Association of Educational Broadcasters 51st annual convention. Sheraton Park hotel, Washington.

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.

sion hearings in which major part of agenda will be devoted to position paper on pay TV for Canada. CRTC headquarters, Ottawa.

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Middle America

1—major size system potential 15,000 plus

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The case for long sweeps

EDITOR: I would like to comment on one aspect of your story on my report to the CBS-TV affiliates on eight-week sweeps (BROADCASTING, May 19). It related that "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."

Two points should be made about these statements. First, it is true that "Stations ... fear the loss of weekly ratings." Arbitron tells us, for example, that when it recently polled its clients on eight-week sweeps, 82% of the responding stations said that they opposed eight-week sweeps because weekly ratings are of "great importance" or of "some importance to them". What is not generally known is that among the responding stations were 125 who do not now get weekly ratings from either service, and that 91 of these 125 stations reported that weekly ratings were of "great importance" or of "some importance" to them.

Second and more important is that we are convinced that weekly ratings need not—indeed should not—be lost. Weekly

ratings are primarily used to factor out unusual programming, such as blockbuster movies, from the four-week average figures that are reported by the rating services. In other words, an attempt is made to determine the audiences to the "normal" programming of a series that may have been hyped during a sweep period. This assumes that the nonblockbuster weeks of the sweep period are "normal". But, of course, they are not. There is substantial evidence that even these weeks are hyped, and the audience figures inflated (albeit to a lesser degree than the blockbuster week). But putting that question aside, the principal number we are interested in is *not the weekly rating itself*, but the three-week rating (based on three-fourths of the sweep sample) which remains after the "extraordinary" week has been removed.

Now let us suppose we went to eight-week sweeps. If we removed one "extraordinary" week, we would have a seven-week average left (based on seven-eighths of the sweep sample and hence slightly more stable than the current three-week rating). In fact, we could even remove two "extraordinary" weeks. The resulting six-week rating would be pre-

cisely as stable as the current three-week rating. And no one can seriously dispute the fact that the six-week or seven-week average figures would be a better representation of the true audience levels.

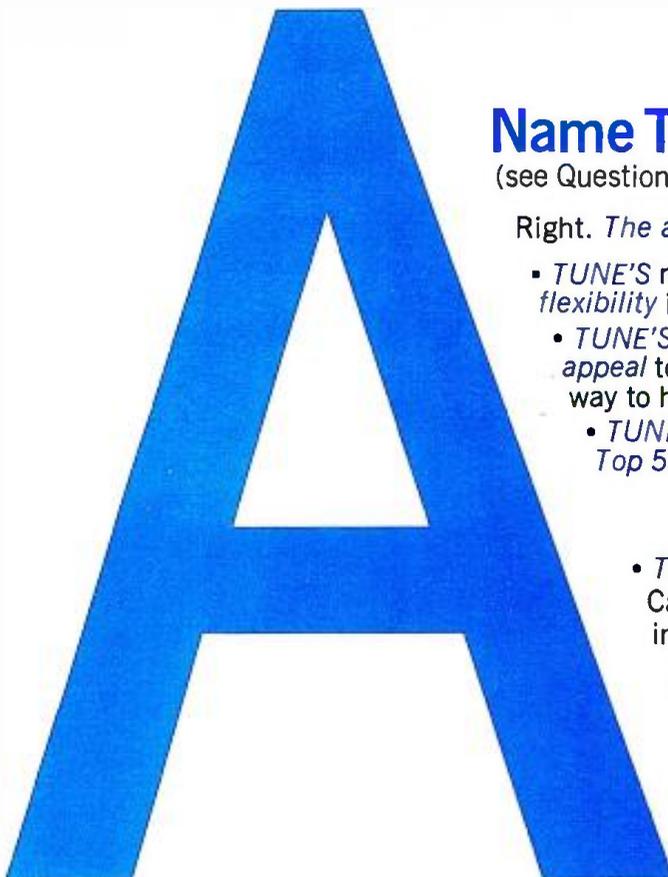
While it is true that the reliability of weekly ratings would decrease by a factor of "the square root of two" (in those markets where the eight-week sample would be the same size as the current four-week sample), the number of programs for which ratings would be available would *increase* by a factor of two. The gain in data clearly outweighs the small loss in reliability.—*Jay Eliasberg, vice president, CBS/Broadcast Group, N.Y.*

Format fans

EDITOR: Those new features are great. "Where Things Stand" saves considerable research in my office.—*Peter B. Kenney, vice president, NBC, Washington.*

EDITOR: "Where Things Stand" is, I believe, an important addition. As closely as I try to follow industry trends, and with widespread contacts, I do feel that it's impossible to retain in my poor memory the status on everything all of the time.

In fact, the "Week In Brief" feature and the entire issue warrants the claim you make for continuing commitment to product improvement and reader service. Congratulations and continued success.—*Donald P. Campbell, vice president and general manager, WMAR-TV Baltimore.*



Name That Tune is the answer!

(see Questions on page 15)

Right. *The answer.*

- TUNE'S music-game format offers great *scheduling flexibility* in the game-dominated access periods.
- TUNE'S ever-fresh *music-game format* has proven *appeal to all audience demographics* — the only way to have an *access smash hit*.
- TUNE has already been *renewed* in 39 of the *Top 50* markets, including:
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 - Avco Broadcasting • King Broadcasting
- TUNE is your answer, too!

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RAPE. IT HAPPENS 150 TIMES A DAY IN AMERICA.

Storer stations are concerned and are doing something about it.

Forcible rapes reported to the FBI in 1974 soared to 55,600—up 226% over 1960.

And rape is no exception. In the same period, murder jumped 127%; robbery 306%; auto theft 194%; crimes of violence 237%.

Serious crimes in fact soared to 10.1 million, a 17% jump over 1973 (biggest since the FBI began collecting nationwide crime data)!

Unpleasant as this may be, ignoring it won't make crime go away, Storer feels. So more and more programs and editorials by Storer Stations are alerting their communities to the problems—and discussing ways to lick them.

In Toledo, for example, WSPD-TV brought together guests

from "Toledo United Against Rape" and "Rape Crisis Center" to air local efforts to step up the fight against this frightening problem. Another program advised women how to avoid rape situations without endangering themselves.

WSPD-TV also roasted the state parole authority for turning loose dangerous criminals before serving their minimum sentence. And in a 30-minute program, they discussed crime, courts and punishment. A 5-part series also revealed in detail the effects of Ohio's new criminal code after six months of trial.

WHN in New York broadcast a radio special centered around the Sex Crimes Analysis Unit of the New York Police Department. Covered was the profile of a rapist and his victim, techniques for avoiding rape, and information

about a mobile education unit.

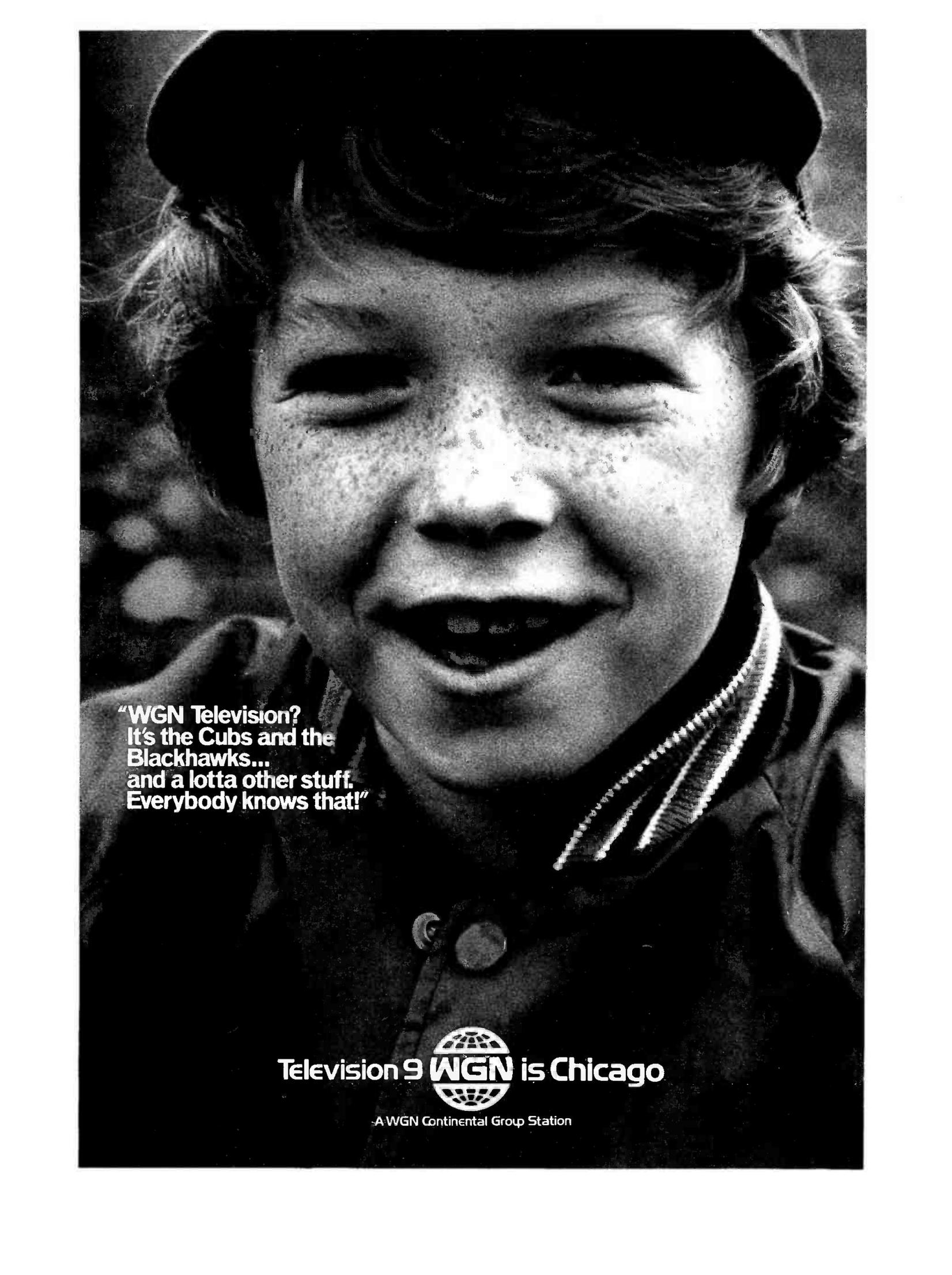
In Los Angeles, radio station KGBS brought together a psychiatrist, a woman police sergeant and a judge to deal with rape in L.A., considered by a former police chief to be "the rape capital of the world."

Getting deeply involved in the affairs of the communities they serve is typical of all Storer Stations.

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

Broadcasting that serves.

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It's the Cubs and the
Blackhawks...
and a lotta other stuff.
Everybody knows that!"**

Television 9  is Chicago

A WGN Continental Group Station

Closed Circuit.

Insider report: behind the scene, before the fact

Big-ticket V

Hobby family which owns KPRC-AM-TV Houston and *Houston Post* has agreed in principle to buy WLAC-TV Nashville. No price is being announced until final papers are negotiated, but it's reliably said to be about \$18 million. WLAC-TV is owned 50% by American General Insurance Co., 25% by T.B. Baker Jr., president, and 25% by A.G. Beaman. Buying family is headed by Oveta Culp Hobby, head of WACS in World War II and later secretary of health, education and welfare. WLAC-TV is CBS-TV affiliate on channel 5 with 100 kw visual, 10 kw aural and antenna 1,370 feet above average terrain.

Seven-year hitch

FCC Commissioner Abbott Washburn's reappointment to full, seven-year term is all but assured and expected to be announced soon, probably within next two weeks. Indications were it would take major, and totally unforeseen, upheaval to derail appointment at this point. Commissioner Washburn, who was appointed last year to fill remainder of former Commissioner H. Rex Lee's term, which ends June 30, never was in serious doubt as to his reappointment. But he carefully cultivated old friends in Congress and elsewhere in government to guard against problems that might arise.

Action

It may not happen overnight, but odds favor recognition of broadcasters as eligible for membership on corporate board of Associated Press, now confined to newspaper executives. Prospect developed after Arthur Taylor, CBS president, in ad lib remarks preceding keynote address at AP Broadcaster convention in San Antonio, Tex., last Friday (see story page 54), complained that broadcasters were relegated to second-class citizenship. Since AP corporate board has number of publisher executives with broadcast connections, favorable vote is foreseen.

Busy boards

Proposed revamping of National Association of Broadcasters joint board may encounter resistance at board meetings in Washington week of June 16. Some major-market radio operators fear revisions in radio board (reduction of seats from 30 to 25, election of all directors by districts) would lead to disproportionate representation from small markets, which in most districts could outvote bigs. Other parts of plan

adopted by NAB bylaws committee (BROADCASTING, May 19) have aroused less controversy, including elimination of seat on joint board now occupied by immediate past chairman.

Stickiest question likely to go before NAB television board in its sessions during June 16 week is proposed reversal of position on mandatory code subscription for NAB television members, now scheduled to become effective April 1, 1976. Board is to hear arguments on both sides, including Earl Hickerson (WCEE-TV Rockford, Ill.) favoring mandate and William Duhamel (KOTA-TV Rapid City, S.D.) and Earl Morgenroth (Dale Moore Stations of Montana and Idaho) opposing it. Betting is that board will vote to withdraw mandate, which it adopted in January 1974 and affirmed last January.

Political instruments

To be announced soon: three-day conference on use of radio and television in political campaigns, co-sponsored by Post-Newsweek Stations, League of Women Voters and Aspen Program on Communications and Society. Idea for conference—which will include invited broadcasters, scholars and political figures—was advanced last year by Larry H. Israel, president of Washington Post Co., parent of Post-Newsweek group, in speech criticizing profusion of spot commercials in political broadcasting (BROADCASTING, Dec. 2, 1974).

Conference is scheduled at Reston, Va., near Washington's Dulles airport, Oct. 26-28. Mr. Israel's thesis was that new and better ways must be found to involve broadcasting, especially television, in election campaigns.

Travel plans

Choice of sites for 1978, 1979 and 1980 conventions of National Association of Broadcasters has been narrowed to five by site committee, headed by Richard Chapin of Stuart Stations, Lincoln, Neb.: Las Vegas (which made hit with delegates to first convention there last April), Atlanta, Dallas, New Orleans and St. Louis. Las Vegas is conceded to have best facilities. None of others, all with facilities in various stages of construction, is considered ideal. Ultimate selections are up to NAB joint board at forthcoming meeting.

Convention next year is set for Chicago and year after that for Washington, both of which present problems. In Chicago exhibits and main meetings will be in McCormick Place, bus or cab ride from big hotels. When Washington was picked,

there were plans for new and bigger Sheraton-Park hotel, now aborted.

Falling 'Star'?

Race may be in making for survival of *Washington Star*, awaiting FCC action on petition for waiver of crossownership rules to permit transfer of control of paper and its associated broadcast properties to Joe L. Allbritton, Texas banker. *Star* losses have reportedly mounted above \$10 million. Paper was still in red during first quarter despite spruced-up editorial content.

Petition, pending since last November, asserts profits from co-owned WMAL-AM-FM-TV Washington are vital to continued operation of *Star*. (WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C., are also in group). Allbritton transfer is opposed by citizen groups and John P. McGoff, Midwest publisher, who made offer for newspaper alone but met rejection by stockholders.

Hard to dislodge

Starr Broadcasting and GAF Corp. are engaged in delicate negotiations with three groups blocking Starr's sale of WQIV(FM) New York to GAF. Two groups have filed petition to deny station's renewal; third, headed by Charles Benton, of Chicago, filed competing application for station's frequency. Troubles stem from Starr's changing station's format from classical to rock at same time it switched call letters from WNCN. GAF has promised to return station to classical music format, but groups want assurances that promise will be kept.

Starr is faced with demands that may prove to be sticking points. Citizen groups protesting renewal want pledge list Starr compiled when it was seeking contributions to "save WNCN." And all three groups want to be reimbursed for expenses they incurred in filing against Starr. Even if these matters can be resolved, Starr faces possibility FCC, on own motion, will designate renewal for hearing.

In reserve

Station inquiries regarding availability in syndication of *The Odd Couple* and *Mannix*, recently taken off ABC-TV and CBS-TV, respectively, have prompted this response from Paramount Television: Wait 'til next year. Paramount TV reportedly wants to concentrate in 1975 on syndication of *The Brady Bunch* and *Love American Style*, and hold off on long-running *Couple* and *Mannix* until 1976.

The Week in Brief

PAY-CABLE BREAKTHROUGH □ *Teleprompter Corp. and Home Box Office agree to coordinate pay-cable service to 81 systems, 800,000 subscribers around nation. Microwave distribution starts soon, satellite service next fall.* **PAGE 25.**

ABC AFFILIATES' ROUND □ *President Elton Rule details the mechanics behind decision to adopt family-viewing concept (PAGE 26). Chairman of ABC Inc., Leonard Goldenison, makes unexpected appearance to elicit support for new goal: beyond parity to number one (PAGE 26). ABC Television president, Fred Pierce, says time is ripe to achieve full potential in prime time and daytime, with promise of special consideration to affiliates' marketing needs (PAGE 27). Record programming hours and advertising investment for ABC Sports are outlined by president, Roone Arledge (PAGE 27). And Bicentennial spirit, common thread for much of ABC-TV news, sports and entertainment programming, is detailed by Elmer Lower, head of ABC Bicentennial committee (PAGE 28).*

CLOSING THE LOOPHOLES □ *Hypoing, fraudulent billing and the broadcast of contests judged "false" or "misleading" got the rub last week in three notices of proposed FCC rulemaking.* **PAGE 30.**

FCC ON GROUP AGREEMENTS □ *Statement stresses that broadcasters may not delegate their responsibilities for operating stations, but it recognizes that dialogue it encourages between broadcasters and citizen groups will often lead to agreements. Chairman Richard E. Wiley says agreements may be answer to holding down number of petitions to deny that are now clogging commission's license renewal machinery.* **PAGE 30.**

ON SECOND THOUGHT □ *Rumored as President's pick for director of the Office of Telecommunications Policy, Albert Horley is suddenly put on ice—and maybe down the drain. The choice swings back toward Robert Wells, ex-FCC commissioner.* **PAGE 31.**

PROMISE FOR CROSSOWNERSHIP RULES □ *Expressing approval of FCC's proposed relaxation of divestiture requirements, cable and TV station owners file comments, countered by Justice Department and citizen groups.* **PAGE 32.**

FIVE-YEAR RENEWAL BILL □ *Back to business following spring recess, Congress will be handed another license renewal bill, this one by Senator Paul Fannin (R-Ariz.), more in line with broadcasters's preferences.* **PAGE 33.**

STICKING TO THEIR GUNS □ *Cable and programming interests charge relaxation of FCC rules are not enough—pay cable and pay TV restrictions should be dropped*

altogether. Broadcasters reaffirm their belief that relaxing the rules will only increase danger of program siphoning. Comments on both sides arrive at the FCC. **PAGE 34.**

COMING OF AGE □ *Citizen groups are taking a more sophisticated tack, as witnessed in New York and New Jersey license renewal challenges.* **PAGE 36.**

GOOD ADVERTISING YEAR FOR NETWORK TV □ *Figures from Television Bureau of Advertising show record 516 advertisers spent record \$2.3 billion in 1974.* **PAGE 44.**

STILL FIGHTING 'ADFLATION' □ *Radio Advertising Bureau's board wants to continue on-air campaign espousing radio's virtues and values.* **PAGE 46.**

SMALL-MARKET RADIO CONCERNS □ *NAB's committee goes on record opposing Arbitron Radio's ADI listening survey; hears Army and Postal Service plans for radio advertising.* **PAGE 46.**

LOTTERY SHOWS THE TICKET □ *Ohio and Illinois stations are winning record local ratings with televised weekly state lottery drawings.* **PAGE 48.**

NBC'S MIKE WEINBLATT □ *Picking up his executive vice presidential stripes, NBC-TV's sales VP becomes supervisor of programming too.* **PAGE 49.**

AND AT CBS, CURRLIN □ *A "Man in the News" feature takes a look at the new programming executive everyone else is out to beat.* **PAGE 50.**

NCTA ON COPYRIGHT □ *Still short of unified support for its statement on copyright, National Cable Television Association has come to its—slightly altered—decision. The disenchanted will keep trying.* **PAGE 52.**

FIRST AMENDMENT FUND □ *Reporters Committee for Freedom of the Press has established fund, elected CBS President Arthur Taylor to the chair, with goal of \$2 million for journalists' defense.* **PAGE 54.**

BLACK VIBES □ *Progressive R&B music is taking hold, with newly defined styles and growing audience.* **PAGE 55.**

QUAINT PRIORITIES IN THE BIG TIME □ *Dwight Case, president of RKO Radio, got there by sharpening his retail sales skills. He's still watching community retail sales as head of a 12-station group.* **PAGE 75.**

Index to departments on back cover

SINCE THIS IS THE SEASON OF GLOBES,
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WTTV, WJZ, WLCY, WHNB, KMBC-TV, WXIX-TV, WITI, KXTV, KPTV,
WJAR, WKBW, KWGN, WNGE, WBNS, WMC, XETV, WBTW, WDSU,
WHAS, KPHO, WOTV, WKY, WLOS, WLWD, WTEN, WCHS, WNEP,
WGAL, WAVY, WBMG, KCPX, KSAT, WJRT, WGHP, KARD, WSPD,
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WBAY, WQAD, WJKS, KFSN, WGAN, WDEF, KXLY, WNCT, KHGI,
WJTV, WYTV, WCYB, KOB, WSBT, WANE, WEHT, WEEK, KELO,
WJIM, WTVQ, WDAY, KGUN, WHNT, WRBT, WTRF, WCEE, WTVM,
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Kuralt brings a warm eye to the small event, and a good ear to the small talk of Main Street and country lanes. While earthquakes, bombings, and daily crises command the big headlines, Kuralt reports on sugaring-off time in the maple country, sponge-fishing in Florida, a ghost town in California, and a one-room schoolhouse in Louisiana. To prepare his report for the "CBS Evening News with Walter Cronkite," he leads a nomadic camera crew on an annual trek of some 40,000 miles.

Kuralt explores an integrity secured in lasting values. He finds half-full the glass that others find half-empty. Flag-waving is not his style; but his images of America may excite more good feeling about the country than a parade of fife and drum corps.

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**HOW
CAN HE BE
SO FAMOUS
WHEN HE NEVER
MAKES THE
FRONT PAGE?**



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Top of the Week

Pay cable's horizons expand even farther

This time it's an agreement between HBO and Teleprompter for regional service this summer, but with plans for eventual national feeds via satellite

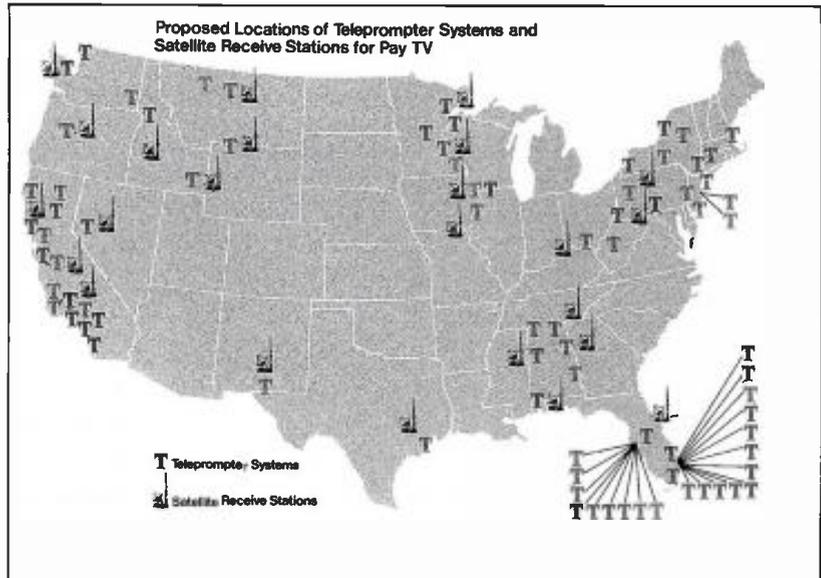
Portending giant strides for pay-cable television, Teleprompter Corp., and Home Box Office Inc. last Thursday (May 29) announced an agreement in principle for HBO to supply about 800,000 cable subscribers nationally with pay-cable programming.

Teleprompter, the nation's largest cable TV operator with 141 systems and 1,060,000 subscribers, said the proposed agreement covers 81 systems in 21 states. The first service under this agreement will begin in the summer of 1975 to Teleprompter systems in northern Manhattan; the four New Jersey systems of Ventnor, Ocean City, Vineland and Wildwood, and in Danbury, Conn., and Elmira and Jamestown, N.Y.

Initially, these systems will be served by HBO's current terrestrial microwave system but the agreement contemplates that, for the most part, pay programming will be transmitted to Teleprompter's cable systems via satellite. Gerald M. Levin, president of HBO, New York, said his company is proceeding with plans to launch domestic satellite service this fall, as announced last April (BROADCASTING, April 14). Russell Karp, president of Teleprompter, said preliminary studies show that 24 earth stations will be required to serve the systems expected to receive the HBO network service.

He noted that during the past year, four Teleprompter systems with 76,000 subscribers have been offering pay cable to subscribers and said a total of 870,000 would have such service when the new HBO facility is fully operative. Mr. Karp added that other Teleprompter systems may be added as the progress of pay cable is further evaluated.

Both parties expect to sign a definitive agreement within the next few weeks. Mr.



New pay cable alliance. Heralding an agreement in principle under which Home Box Office Inc. will supply pay programming to 81 cable systems serving 800,000 subscribers of Teleprompter Corp. are (l to r) William J. Bresnan, president of Teleprompter's cable division; J. Richard Munro, vice president of Time Inc., HBO's parent company; Gerald M. Levin, president of HBO, and Russell Karp, president of Teleprompter. At top: the nationwide aspect of Teleprompter's plan.

Karp said the service probably would be implemented nationally sometime in 1976, subject to receiving FCC approvals.

HBO, which is owned by Time Inc., supplies about 70 hours a week of current motion pictures, live sports and special interest programs, all without commercials. It has 120,000 subscribers on more than 50 systems, including three owned by Teleprompter. (The other Teleprompter system in Los Angeles is programming its pay service independently). Monthly charges for the HBO service are set by the system and range from \$6 to \$9 monthly.

The first cable MSO (multiple system

operator) to sign on for HBO's satellite service was UA-Columbia Cablevision, which plans earth stations in seven markets from the Northeast to the Northwest. The application for its first—in Fort Pierce, Fla.—is pending at the FCC. It hopes to have that system operational by Oct. 1 this year.

The second to sign was American Television and Communications, which plans an earth station in Orlando, Fla., to serve several of its systems in that state.

Jack Kent Cooke, chairman of Teleprompter said that at the four systems with pay cable, more than 44% of subscri-

bers are taking the service.

Mr. Karp said Teleprompter expects the new pay service to make "a significant contribution" to its revenues and income. The company has been making a comeback from drastic financial losses in 1973 through a program of cost-cutting and by increasing rates and subscriptions. It has added more than 100,000 connections since January 1974.

Teleprompter's stock, which plunged to 1-1/4 last December, last week was being traded on the New York Stock Exchange at 7-7/8. Mr. Karp attributed the rise not to reports of a possible HBO agreement but to the company's improving financial picture.

During the New Orleans convention of the National Cable Television Association this spring—at which HBO's satellite pay TV plans were the headline event (BROADCASTING, April 21)—Teleprompter's Mr. Karp participated in a panel session that concluded there might be a million pay cable subscribers within the next two years. His company's action last week may go a long way toward fulfilling that prophecy.

It's blood, sweat toil etc. for ABC in network race

Chairman Goldenson makes rare appearance to rally affiliates with demands for team spirit and hard work; over-all picture leaves members less than excited, hiring of Silverman an encouraging note

Leonard H. Goldenson, chairman of ABC Inc., made a rare and unexpected formal appearance before the ABC-TV affiliates at their convention in Los Angeles last Thursday to exhort them to join ABC in quest of a new goal: Winning the three-network race.

ABC-TV, he told them, finally fought its way to parity with CBS-TV and NBC-TV a couple of years ago and, though it has lost as well as gained some ground since then, it has on the whole "maintained that hard-won parity."

"Now," he said, "it is time to set our sights higher than they have been set before. It is time to enter a new phase of ABC Television history. It is time we set out to win."

Mr. Goldenson assured the affiliates that ABC-TV has "a winning team," developed by ABC Inc. President Elton H. Rule and led by ABC Television President Fred Pierce and ABC-TV Network President Jim Duffy, soon to be joined by Fred Silverman, hired away from CBS-TV to be president of ABC Entertainment.

Mr. Goldenson wanted to leave no doubt that he and Mr. Rule support the TV management team 100%. "And," he added, "we believe that the short-term and long-term plans which that team has brought to Elton and me for approval can

and will move us forward to a position of leadership."

To Mr. Goldenson, the present opportunities represent a turning point in ABC's 22-year history. He concluded fervently:

"We want ABC to grow. We want ABC to lead. We want ABC to win. We are going to have to overcome some adversity to do these things. But we have been challenged by adversity before, and we have all rolled up our sleeves and gone to work, and we have met those challenges. With our outstanding team and with your help, we will do it again."

Mr. Goldenson's call, only three or four minutes in length, came at the end of a morning-long presentation on 1975-76 prime-time plans and brought an ovation from a room full of affiliates who had seemed only moderately enthusiastic about much of what they had seen.

Of three new pilots screened in full during the convention, Mel Brooks's *When Things Were Rotten* seemed unquestionably a success with the station executives, though there was a recurrent question about whether its antic pace could be sustained.

Of the two others screened in full, an informal, random and limited sampling of affiliates found little support for the chances of *Welcome Back, Kotter* (Tuesday, 8:30-9), a comedy about a teacher and his delinquent students, and not a great deal more for *On the Rocks* (Thursday, 8:30-9), a comedy about four robbers in a minimum-security prison.

Yet even those who professed reservations about the new schedule often seemed to be of two minds about it, saying they thought it weak or spotty or uneven but that they nevertheless felt they would be able to maintain or improve their competitive positions in their home markets.

Some liked the schedule, or most of it, and some—though a distinct minority in that informal random sampling—thought it strong enough to take ABC to second place in the network race.

It seemed clear that the affiliates were impressed by ABC's hiring of CBS's Mr. Silverman. He was not present but he sent greetings through Mr. Pierce from his vacation place on Cape Cod, and his name



Goldenson

was invoked often by ABC officials.

Those officials also seemed confident enough in their own right. They tended not to make specific rating claims for 1975-76 other than that the momentum is "moving in the right direction. Or, as Edwin T. Vane, senior vice president and national program director, put it after he and Prime-Time Vice President Michael D. Eisen had run through the nighttime schedule, the new lineup "will make us fully competitive next season," giving ABC and its affiliates "a banner year all year long."

Family-viewing decision was hard but necessary step—ABC's Rule

Affiliates told effort has to be industrywide and that it does not represent a giveaway of freedom

ABC supported the proposal to write the family-viewing concept into the television code because it seemed a calculated risk worth taking, but it did so only in awareness that the policy must be "practical" and "workable" rather than "a sweeping statement of principle," Elton H. Rule, president of ABC Inc., told the ABC-TV affiliates convention in Los Angeles Thursday (May 29).

This meant, he said, that the policy would have to be industrywide, without exception; that it had to be "realistic" in applying not only to the first hour of network prime time but to the preceding hour as well; that it had to be adopted voluntarily without compromising broadcasting's First Amendment rights, and that "there had to be some way to translate the broad concept of 'family viewing' into reality."

Mr. Rule told the affiliates that he realized inclusion of the 7-8 p.m. NYT hour in the family-viewing concept "has made some of your scheduling problems somewhat more complex than they already were." And he said that "I sincerely hope our industry will find a way of easing those problems." Meanwhile, he said, "all I can tell you is that Dick O'Leary, president of our owned [TV] stations division, is scratching his head just as hard as you are."

But, he said, if that first hour had not been written into the family-viewing period, conscientious parents would have been "summoning their children back and forth, to and from the television set, as the evening wore on," and "we would have deserved the charges of cynicism they would have leveled against us."

Similarly, he said, "nothing could be more irresponsible" than for some to follow a policy such as this while others did not, adding that since a "certain amount of sacrifice is necessary to make the policy work, everyone should bear at

least a little of the sacrifice.”

Mr. Rule told the affiliates that in adopting the family-viewing concept “we have not given our freedom away—that we will not do.” And while a definition of what is “appropriate” for family viewing is “tough to pin down,” he said, ABC’s decision to move the high-rated *The Rookies* out of family time shows what ABC thinks the definition should be.

Not, he said, that ABC wanted to move *The Rookies*. “But we were even less excited about asking the show’s producers to change any of the elements that made it so popular,” he explained, and *The Rookies* thus “has become a benchmark for family viewing.”

“CBS gave us a second yardstick,” Mr. Rule said, “by moving *All in the Family* to a later hour on a new night.” (CBS officials have denied that the family-hour concept had anything to do with that move, despite widespread speculation to the contrary [BROADCASTING, May 5]. Mr. Rule noted that *Family* “is one of the most successful comedies in television history” and said that “to the extent that family viewing played a role in their decision [to move it], I’m not ashamed to applaud CBS for the example it set.”

Mr. Rule said it should be recognized that the family concept is “a means to an end,” is “not set in concrete,” and “if we discover a better way to fulfill our responsibility, we will give it the consideration it deserves.”

But there are still big questions to be answered, he said, including whether advisories for mature programs will be used to titillate the audience to “stay tuned for the hot stuff, folks.” His answer: “To make sure that never happens at ABC, no one from sales, programing, promotion or affiliate relations has ever made—or will ever make—the decision to use an advisory. That responsibility rests exclusively with the standards and practices department.”

He also assured the affiliates that “we choose the programs that end our evening schedule just as carefully as we choose the ones that begin it—we aren’t going to try



Rule

to corrupt the children who stay up late at night.”

More than that, he said, “family viewing, if it’s going to work at all, has to be a two-way street. We are going to do everything we can to make it work, but parents are going to have to keep doing their part too.”

Another question he anticipated: If family viewing succeeds, “will we set in motion a chain of events that won’t end until every moment in the broadcast day has been set aside for some special purpose or some special group?” The answer, he said, is negative. “We intend to listen and be responsive to every legitimate expression of audience preference, but we do not intend to be the servant of any one of them.”

Pierce sees momentum swinging ABC-TV’s way

Affiliates briefed on how network is tailoring programing to meet individual marketing needs; priority is placed on improved prime-time and daytime performance

ABC-TV affiliates were assured last week by Frederick S. Pierce, president of ABC Television, that their network is going to keep “hammering away to win in every part of the day.”

“I can say to you that we have reversed that momentum” from last fall’s plunge in the ratings and “have the momentum moving our way again,” he asserted. “And the momentum is going to continue.”

He said ABC had also complied with affiliates’ requests to “give special consideration to your marketing needs in the spring months.”

For instance, he said, “in response to those needs, we used a higher than usual proportion of original series episodes, theatrical and made-for-television movies during the critical spring months. We made particular efforts to place our most important specials, such as the Ali-Lyle heavyweight championship fight and the rebroadcast of ‘QB VII,’ during this period. I hope these efforts, too, will bear fruit in your May rating books.”

Mr. Pierce said ABC has not cut back on program development and in fact, after building “a solidly commercial schedule for 1975,” has “four or five series left” for future use.

Beyond that, he said, ABC now has “the best [management] team in television,” including ABC-TV Network President James Duffy, ABC Sports President Roone Arledge, O&O chief Richard O’Leary—plus the most recent addition of Fred Silverman, hired away from CBS-TV to be president of ABC Entertainment (BROADCASTING, May 26).

Mr. Pierce saw “a clear immediate priority” on ABC-TV: “Prime time and



Pierce

Monday-to-Friday daytime series programming is the lifeblood of network television. We haven’t realized our full potential in prime time yet. We are going to. We have been number one in daytime, but now the competition has caught and passed us. We are confident we will regain our leadership here.”

Over-all, he said, “the momentum is swinging our way again. With your help we are not going to lose it.”

On this point he had the clear support of Elton H. Rule, president of ABC Inc. In a keynote speech (see opposite page) Mr. Rule said of ABC’s new prime-time schedule: “It’s the kind of schedule we do best, the kind that will pick up the ground we lost last fall . . . Throughout ABC Television, 1976 is going to be the year to show what we can do. It will be a year of real opportunity, and I think it’s going to be an exciting one.”

ABC Sports shoots for new highs in ’76

Arledge tells affiliates programing and sales will set network records; ’75 football schedule announced

Sports will fill more than 500 hours of ABC-TV programming in 1976 and represent more than \$215 million in advertiser investments, ABC Sports President Roone Arledge told the ABC-TV affiliates convention last week. He said he was confident no other network had ever matched those totals, which also set a record for ABC.

Mr. Arledge also sketched a partial schedule of “very strong” 1975 college football games, including two on Monday nights (Missouri at Alabama on Sept. 8 and Notre Dame at Boston College Sept. 15), promised a strong line-up of Monday-night baseball games and said this fall’s National Football League schedule will be “the best we’ve maybe ever had” and especially strong during the local rat-



All smiles. The head of the network, his chief liaison with affiliates and their principal officer met in this social moment at last week's ABC affiliates meeting in Los Angeles. L to r: Richard L. Beesemyer, VP for affiliate relations; Thomas Goodgame, VP-general manager of KTLV-TV Tulsa, Okla., and chairman of the affiliates' board of governors, and James E. Duffy, president of ABC-TV.

ings sweep periods. Among other major 1976 events will be the winter and summer Olympic games.

Mr. Arledge also told the affiliates that of 17 sports events that were on network TV during the first quarter of 1975, the bottom nine in the ratings were shared by CBS (six) and NBC (three) while ABC swept all of the top eight, with *Sunday Wide World of Sports* number one.

In addition to the two opening Monday night games, Mr. Arledge listed the following college football schedule for this year: Sept. 20 and 27, regional games; Oct. 4, Ohio State at UCLA; Oct. 11, Michigan at Michigan State; Oct. 18, to be announced; Oct. 25, University of Southern California at Notre Dame; Nov. 1, 8 and 15, to be announced; Nov. 22 Ohio State at Michigan (doubleheader date); Nov. 27 (Thanksgiving night), Georgia at Georgia Tech; Nov. 28, UCLA at USC (night game of doubleheader); Nov. 29, Army-Navy and Alabama at Auburn (doubleheader); Dec. 6, Texas A&M at Arkansas plus a Division II championship semifinals game or Division III championship, and Dec. 13, Division II championship.

New daytime drama, three games, 'Monty Python' on tap for ABC

ABC-TV affiliates were told last week of new programs for both the daytime and late-night segments of the ABC schedule.

The network will introduce a new daytime drama and three new game shows this summer in an effort to rescue its weekday daytime ratings from third place in the three-network race. Michael Brockman, daytime programming vice president, told ABC-TV affiliates convention that the changes were the boldest ABC had ever made and should put it "back on the top rung very shortly."

Ryan's Hope, a drama dealing with the lives of three families, starts July 7 in the 1-1:30 p.m. NYT period. On the same date, *Rhyme and Reason*, a game with Bob Eubanks as star, will move into the 2:30-3 p.m. slot, and *You Don't Say*, a new

version of a 1960's game show, will go into the 4-4:30 period with Tom Kennedy again as host. The third new game, Goodson-Todman's *Showoffs*, featuring Larry Blyden, will start June 30 at 12-12:30 p.m.

Being dropped are *Password*, *Split Second*, *Big Showdown* and *Money Maze*. After the changes, the ABC schedule will be: 11:30, *Blankety Blanks*; 12 noon, *Showoffs*; 12:30, *All My Children*; 1 p.m., *Ryan's Hope*; 1:30, *Let's Make a Deal*; 2, *\$10,000 Pyramid*; 2:30, *Rhyme and Reason*; 3, *General Hospital*; 3:30, *One Life to Live*, and 4, *You Don't Say*.

For the late-night period, the British comedy hit, *Monty Python's Flying Circus*, has been set to join the *ABC Wide World of Entertainment*, and multipart suspense concepts with continuing characters, as in "The Quiller Memorandum" and "Our Man Flint," are also being planned for fall, according to Bob Shanks, ABC Entertainment vice president, late-night programs.

Sheehan, Westin, Pfister explain ABC's strategy to fine-tune news, special events

ABC Evening News will go to six nights a week on July 5 with introduction of a Saturday-night report with ABC News Diplomatic Correspondent Ted Koppel at 6:30-7 p.m. NYT, replacing the departing *Reasoner Report*.

William Sheehan, ABC News president, announced plans for *ABC Evening News With Ted Koppel* in reporting to the ABC-TV affiliates convention in Los Angeles on changes being introduced to "catapult" *ABC Evening News* upward in the ratings from its present "plateau." Another change, announced earlier, will split up the Smith-Reasoner dual anchorman format, with Harry Reasoner taking over as sole anchorman and Howard K. Smith concentrating on commentary (BROADCASTING, May 19).

Av Westin, ABC News vice president, reviewing past and projected changes in the presentation of the nightly news, said ABC News correspondents would be seen

increasingly in live, two-way conversations with Mr. Reasoner as the news warrants, with the correspondents speaking more and more not only from studios but from other places around the country and eventually, as events justify it, from around the world. "The era of live portable cameras is here," Mr. Westin said.

News Vice President Walter Pfister Jr. outlined plans for coverage of special events such as the U.S.-Russian space flight in July and President Ford's trip to China this fall.

ABC has the spirit and plans to spread it

Affiliates get a run-down of Bicentennial programs planned

A two-hour prime-time special combining the forces of ABC's Entertainment, News and Sports Divisions will be presented on ABC-TV in September to open the "major thrust" of a company-wide Bicentennial celebration by ABC extending through 1976.

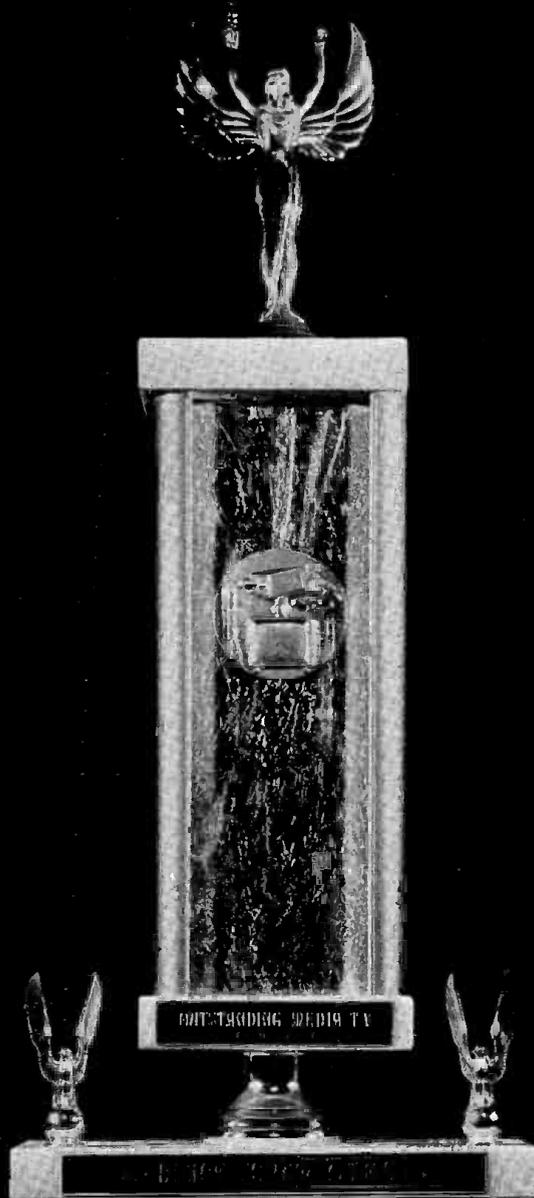
Plans for the celebration were presented to ABC-TV affiliates at the outset of their convention last week by Elmer W. Lower, ABC Inc. vice president for corporate affairs, and James E. Duffy, president of the ABC-TV network.

Mr. Lower, chairman of a special ABC Bicentennial committee, said the company's 278 motion-picture theaters and its record and tape divisions, scenic attractions and publications would all present special features keyed to the "American Spirit" theme that ABC has adopted for its Bicentennial observances.

He said the four ABC Radio networks were creating "special programming of historical vignettes, a number of half-hour public affairs shows and features done by such personalities as Paul Harvey, Geraldo Rivera, Harry Reasoner and Howard K. Smith.

But "the major impact," Mr. Lower said, will be in network television. Among the highlights in preparation, according to Mr. Duffy, are a one-hour special, *200 Years in Science*, being produced by ABC News in cooperation with *Scientific American* magazine; a recreation of key events of 1760-1775 in a special called *Suddenly an Eagle*, also by ABC News, and a two-hour special to be produced by Roone Arledge, president of ABC Sports, covering sports from "the bear-baiting of colonial times" to the present day.

The plans announced by Mr. Duffy also covered Bicentennial programming for children and extensive entertainment specials including such *ABC Theater* presentations as "Eleanor and Franklin; a recreation of the Truman-MacArthur confrontation on Wake Island in "Collision Course" and dramatizations of William Manchester's "The Glory and The Dream," Gore Vidal's "Burr" and James Michener's "Hawaii" and other features that had been announced earlier (BROADCASTING, March 3, et seq.).



Congratulations, Garnelle Jenkins.

Garnelle is host and producer of WTOG-TV's *Black Forum*. This series was recently given an "Outstanding Media-TV" award for 1975 by the Florida Association of Health and Social Services.

We would like to publicly recognize Garnelle and all the other WTOG-TV people who worked on this public information programming. We're also proud to be part of the Hubbard Broadcasting 50-year tradition of award-winning service to the public.

Somehow, when the independent station in a four station market, and not the largest market in the state at that, wins statewide acclaim, the award takes on a little added significance.

WTOG-TV

TAMPA-ST. PETERSBURG

FCC legitimizes citizen group-broadcaster agreements, sees them as way out of petitions-to-deny backlog

The approach was cautious and restrained, but the FCC last week recognized citizen group-broadcaster agreements as a fact of life. And while he did not endorse them specifically, FCC Chairman Richard E. Wiley said such agreements—"properly reached by the parties at the local level within the principles of the commission's policy statement"—may provide an answer to the question of how the spigot can be turned off on the torrent of petitions to deny now flooding the commission.

The FCC expressed its views on citizen-station agreements in a proposed policy statement and notice of proposed rulemaking that invites comments, by July 26, on the guidelines contained in the statement. But the commission said that the principles enunciated will be applied immediately.

At the heart of the document is the commission's concern that broadcasters—who are accountable to the public at large—may delegate some of their responsibility for operating their stations to citizen groups with which they deal. This must not happen, the commission says: "The ultimate responsibility with respect to programing and station operation rests upon the individual licensee. This duty cannot be delegated."

The document cited, as an example of an agreement that would be improper, one that binds a licensee to broadcast a fixed amount of programing directed to a particular segment of the community or a particular number of citizen-initiated or

issue-oriented messages at stated periods of time.

The proposed statement reflects the commission's view that agreements should, as much as possible, be local undertakings, without government involvement. The commission says it will generally review only those agreements that are filed with it as an amendment to a renewal or other broadcast license application. The commission will regard such amendments as representations on which it can rely.

The only other agreements the commission would review are those on which rulings are requested as to whether they conform with the law or commission policy.

Although the commission is not inclined to review all agreements, it feels they should be made available for public inspection. Accordingly, it has proposed that all agreements be deposited in stations' public files.

The commission states that it is not expressing either "favor or disfavor for broadcaster-citizen agreements, as such. And, it adds, no broadcaster need feel, as a result of the proposed policy statement, "any greater need to conclude agreements on matters of citizen interest."

However, the commission does reaffirm its support for "local discussion and dialogue" as a more effective means of improving service than the imposition of strict FCC guidelines. And it recognizes that such dialogue leads to informal and even formal understandings.

Chairman Wiley, who discussed the proposed policy statement in a speech on Thursday to the National Conference of Black Lawyers, noted that the commission's renewal branch faces a backlog of 250 petitions to deny, and added that "This represents, in its very essence, a failure by someone to come to grips with the kind of broadcast service that we have in this country and the kind of service it should provide." There must be, he said, "a better, more affirmative way" to resolve differences between citizen groups and broadcasters.

The possibility of an agreement properly reached, he said, "may be that better way."

Stations face house-cleaning order in three areas

FCC proposes rulemaking to stop hypoing, fraudulent billings, deceptive promotion contests; It'll get some help from FTC

The FCC, in a burst of energy on Thursday afternoon (May 29), ground out three notices of proposed rulemaking designed to enable the commission to crack down on stations that engage in hypoing, fraudulent billing and the broadcast of false or misleading contests.

What's more, commission officials were encouraged by word from the Federal Trade Commission that it may be an ally in the war against fraudulent activities in broadcasting. Commission officials had been discouraged by an apparent lack of interest on the part of the FTC in such matters ("Closed Circuit," April 28).

But FTC Chairman Lewis Engman last week was said to be preparing a letter to FCC Chairman Richard E. Wiley indicating that FTC would be helpful in the fields of hypoing and double billing—the latter as a result of two investigations of newspapers suspected of the practice.

The commission's proposed rule against hypoing, which involves the attempt to boost ratings by special promotions or advertising during periods when ratings are being taken, would ban such practices before a rating survey if they are not part of a regular campaign. It would also ban contests or promotions within three months of a rating survey that are designed to cause viewers or listeners to report to a rating service that they tune to a particular station with greater frequency than they actually do.

The proposal, in addition, would prohibit a broadcaster from making claims as to audience size or coverage area without providing the name of the firm conducting the survey, and the area involved and the date on which it was conducted.

The commission has had rules banning double billing. But the new rulemaking dealing with fraudulent billing covers a host of billing practices the commission considers fraudulent—a score of examples are cited in the notice. One among of the proposals is designed to close a loophole in a rule that now prohibits clipping of network commercials. Under the proposal, a broadcaster would be in violation if he cut into noncommercial material provided by a network and then certified to the network that the program was aired as delivered. And a broadcaster would be liable for a fine if he did not exercise the "reasonable diligence" needed to prevent employes from issuing false certifications.

The proposed rule aimed at false or misleading contests is the product of a number of abuses that have come to the commission's attention over the years. One involves a contest in which listeners

Headliner



Weinblatt



Blackmore

Mike Weinblatt, vice president for sales for NBC Television Network, has been named executive vice president. He reports to Robert T. Howard, president. Reporting to Mr. Weinblatt will be Lawrence R. White, NBC's vice president for programing. Sales also will remain under Mr. Weinblatt's wing. New VP in charge of that area is **Robert C. Blackmore**, who has been Eastern sales chief. (See story page 49.)

Roy Steinfort, general executive of Associated Press, becomes assistant general manager for broadcasting, succeeding late Robert Eunson (BROADCASTING, May 26). Mr. Steinfort, 53, has 20-year record with press association, headquarters in New York.

are invited to compete for the "keys to a new car." The winner, after solving the clues offered by the station, won the keys but no car.

The notices state that broadcasters must disclose "fully and accurately" the material terms of the contests they broadcast and conduct them substantially as announced.

Wells spurts to the front for OTP job as Horley is shot at

Appointment that looked certain two weeks ago is now in "freeze" as broadcaster opposition makes itself felt at White House

Two weeks ago, the word around Washington was that Dr. Albert Horley was the President's tentative choice to be the new director of the Office of Telecommunications Policy (BROADCASTING, May 26). Last week, the word was that the President might change his mind and look elsewhere.

The White House was said to have the Horley nomination in a "freeze," and there was a report that President Ford would, on his return from Europe this week, review the decision to nominate Mr. Horley. There was even a report that the White House had withdrawn Mr. Horley's name from the political clearance process.

The candidate now said to be most likely to get the job is ex-FCC Commissioner Robert Wells, of Garden City, Kan., who is general manager of Harris Enterprises' radio properties and who is a principal in a company that last week purchased WROE (FM) Neenah-Menasha, Wis., subject to FCC approval (see page 38). Mr. Wells has also been under consideration for the job of executive vice president of the National Association of Broadcasters. Word that he is "the front runner" for OTP was heard from industry sources as well as on Capitol Hill.

Sources on Capitol Hill and in the administration felt it was too early to count Dr. Horley out of contention. One official said that the White House ordered the "freeze"—a term which indicates that doubts had arisen among the White House staff and that the President might decide to change his mind—to allow the White House time to sound out members of Congress on the matter after their return today (Monday) from a spring recess.

The reason for the second thoughts about Dr. Horley, who now heads the Department of Health, Education and Welfare's Office of Telecommunications Policy, apparently stems from opposition

from Capitol Hill—either from members of Congress or their staffs. Some of that opposition, at least, was stimulated by broadcaster constituents.

But the principal source of opposition appears to be Senator Robert Dole (R-Kan.), who is pressing Mr. Wells' candidacy. Senator Dole supported Mr. Wells in his bid for the commission, and Mr. Wells has aided Senator Dole in his political campaigns.

Dr. Horley, a native of Pittsburgh, has received the support of Senator Hugh Scott (R-Pa.), as well as Senator Ted Stevens (R-Alaska). Beyond Congress, his greatest source of backing appears to be public broadcasting.

Somewhat ironically, word of the uncertainties settling over Dr. Horley's nomination began circulating as he was making progress in persuading three National Association of Broadcasters officials he was not as fearsome as broadcasters generally had pictured him. Donald Zeifang and William Carlisle, vice presidents for government relations, and George Bartlett, vice president for engineering, conferred with him at NAB headquarters on Tuesday in a meeting suggested by a White House aide after Mr. Zeifang expressed some concern about Dr. Horley's possible appointment. Later, Mr. Zeifang said: "Overall, he didn't turn out to be the scary guy some feared he would be. But he's not the kind of guy that makes me altogether comfortable."

Contours will tighten under new FCC guides

But to protect UHF from loss of cable pick-up, commission proposes fixed mileage as determinant for required carriage by CATV systems

The FCC last week adopted new procedures for predicting television signal contours, and at the same time issued a notice of proposed rulemaking aimed at assuring UHF stations that the new method would not cost them the carriage of cable television that they now enjoy.

The new procedures for predicting contours are said to be more accurate than those now in use, among other things they take greater account of terrain roughness factors between the second and 10th mile from the television transmitter.

However, one effect is to shrink predicted contours, particularly in the case of UHF. Thus the proposed rule would provide for a fixed-mileage contour instead of a station's grade B contour as the basis for determining whether a cable television system must carry a station's programming. The commission does not suggest what fixed-mileage contour would be appropriate, but notes that in the case of non-duplication protection it has substituted 55-mile circles for signal contours in determining the area within which it requires cable systems to afford non-duplication protection to stations in markets below the top 100.

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WOMEN 18-49
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*Source: ARB Feb./March, 1975.

Station-cable combines support easing rules on crossownership

Opposition to changes comes mainly from Justice, citizen groups; NCCB files FOI request for release of FCC's background information

Close to 20 owners of cable systems and television stations affected by the FCC's crossownership rules have filed comments in favor of a proposed relaxation of divestiture requirements. The crossownership interests of many who commented would be protected by the changes. The commission in 1973 received some 70 petitions seeking waivers of the present rules.

At issue is a rule change that would ban television stations from owning cable systems within their grade-A contour. Current rules ban crossownership in the grade-B contour. The rulemaking would also require divestiture only where the sole station placing a city grade contour over the cable community is that of a crossowned station. Pending the outcome of the rulemaking, the Aug. 10 divestiture date would be suspended for all crossownerships (except of cable and TV networks) existing on or before July 1, 1970.

Cox Broadcasting Corp., Cox Cable Communications Inc., Georgia Cablevision Corp., Midcontinent Broadcasting Co., New Channels Corp. and Ontario Cable Television sounded a theme expressed by many owners when they called the

Seal of approval. A bipartisan letter seeking cosponsors for a license renewal bill offered by Representative Louis Frey (R-Fla.), the ranking Republican on the House Communications Subcommittee, has been sent to all members of the House. The letter went out over the signatures of Mr. Frey and Representative Goodloe Byron (D-Md.), also a member of the subcommittee. "We feel that the FCC needs to establish a policy which offers an incumbent licensee who does a good programming job a reasonable expectation of renewal," the letter reads. "Our bill does just that, without abridging citizens' opportunities to challenge a broadcaster who performs poorly." The Frey bill (H.R. 5578) is the only bill introduced thus far to have the National Association of Broadcasters stamp of approval. It authorizes the FCC to extend the license term from three to five years, authorizes the FCC to institute "short form" renewal procedures, especially for "smaller" broadcast stations, directs the commission to establish ascertainment procedures and permits renewal appeals in courts outside Washington.



Goodbyes. David Foster, outgoing president of the National Cable Television Association, chats with FCC Chairman Richard E. Wiley at a Washington reception NCTA held for Mr. Foster on Thursday. Members of the commission, officials of the National Association of Broadcasters and industry representatives attended the gathering. Mr. Foster has not yet announced his future plans, beyond saying he expects to practice law.

In Brief

CBS-TV won Nielsen April 24-May 21 sweeps with 17.5 cumulative rating, trailed closely by NBC-TV's 17.3 and ABC-TV's 14.9. NBC, however, based on Nielsen overnights, beat out its rivals in both New York and Los Angeles during sweep period . . . FCC has affirmed its newspaper-broadcast crossownership rule, denying various petitions for reconsideration. Rule prohibits creation of new crossownerships of newspapers and broadcast properties in same market, requires breakup of 16 existing crossownerships FCC considers serious media-monopoly situations. Action clears way for court action on number of appeals already filed . . . Broadcast coverage of Congress was given testimonial Friday in remarks by Representative Barbara Jordan (D-Tex.) to AP Broadcasters convention in San Antonio. Speaking of her experience as member of House Judiciary Committee during televised impeachment hearings, she said that instead of turning event into "circus," it transformed committee members into statesmen . . . Ringing declaration of broadcasting's status today was made to APB meeting by John B. Connally, former secretary of treasury and three times Texas governor. "It is not an overstatement to say that television today wields power and influence in this country second only to that of the President. Mr. Connally added that "a John Chancellor, a Walter Cronkite, a Harry Reasoner, a Howard K. Smith are regularly heard — and heard with the great advantage of being presumed objective — by millions of people. Any one of them has more direct impact and potential influence on the public than the Speaker of the House, the majority leaders and the minority leaders of both houses of Congress combined." At another point he remarked that, "For our political system to accept a privately owned, profit oriented entity as powerful as our broadcast media is a novel and great experiment in human history. I believe it to be a hugely successful one" . . . At same San Antonio meeting, CBS Inc. President Arthur Taylor, who made keynote address (see page 54), showed up on crutch — third time he's been so afflicted in CBS career. Earlier instances involved injury to ankles suffered aboard private boat. This time he was recuperating from surgery (May 27) for removal of nonmalignant growth on foot . . . Cox Broadcasting Washington vice president Thomas Frawley assumed presidency of APB last Saturday, taking over from Frank Balch, WJOY(AM) Burlington, Vt. Walter Rubens, KOBE(AM) Las Cruces, N.M., was elected first VP and president-elect . . . Sale of KLVE(FM) Los Angeles by PSA Broadcasting to K-LOVE Radio Broadcasting Inc., reportedly for \$2 million in cash and notes, was announced last week. Buying group is Lieberman family (Elias, Julio, Adolpho and Jose). Jose Lieberman, Mexican national, is part owner of XEGM(AM) Tijuana, Mexico. Sales are pending on two other PSA stations — KEZL(FM) San Diego to Combined Communications Corp. and KEZS(FM) Sacramento, Calif., to Cleveland Broadcasting Co., subsidiary of ASI Broadcasting. PSA still owns KEZR(FM) San Jose, Calif.

changes "a significant improvement over the rules presently in effect." But, like others, they challenged the commission's rights to order any divestiture, claiming that "precise limits of [FCC] authority over cable have not been established." They also charged that any crossownership restriction is unwise and unnecessary, that the extent of crossownership is minimal and that no abuses stemming from crossownership have been shown. The group also maintained that forced divestiture would increase the financial problems already facing the cable industry.

Financial worries were also expressed by Rust Craft Broadcasting Co., licensee of WSTV-TV Steubenville, Ohio, and owner of cable systems in Ohio and West Virginia. Rust Craft said it stands to suffer "an adverse economic impact" exceeding \$8.5 million through stock transactions if present divestiture requirements are kept.

Chronicle Publishing Co., Western Communications Inc., Gill Industries and Gill Cable Inc. supported the modifications with the claim that the commission should not impose a stricter divestiture standard on newspaper-television combinations. Newspaper-television crossownership rules involve grade A and city contours (BROADCASTING, Feb. 3).

The Department of Justice, however, held that the present rule is a "prudent response to clear anticompetitive potential." The department said that the changes would require divestiture only in small markets and not in the larger, highly concentrated ones. Neither economic circumstances nor the commission's action concerning newspaper-broadcast crossownership compel the changes, the department said.

KAYS-TV Hays, Kan., and Hays Cable Television Co. maintained that the change from grade-B to grade-A contour does not help co-owned cable systems and television stations in rural areas. Economics usually force both cable and television operations to be located in the same town, they said. KAYS-TV and Hays Cable proposed that systems located in towns outside of metropolitan areas and with populations of less than 35,000 be exempt from divestiture.

Lawton Cablevision Inc., licensee of KSWO-TV Lawton, Okla., and a cable owner, supported the postponement of divestiture but asked that break-ups not be mandatory when the market involved has a locally published daily newspaper with separate ownership and control.

Nevada Cablevision backed the changes but urged the commission to clarify its concept of the July 1, 1970, "grandfather" date. It asked the commission to allow grandfathering when a system received approval from local authorities empowered to issue franchises on or before July 1, 1970. Currently ownership interests for the purpose of grandfathering depend on when the commission issued a certificate.

The Public Interest Research Group and the New Jersey and Massachusetts

PIRG chapters jointly opposed the rulemaking. "No new circumstances justify maintaining media concentration at the expense of economic competition and diversity," they contended. They also charged that grandfathering certain crossownerships before the divestiture deadline discriminates against those who already have divested or plan to do so.

The National Citizens Committee for Broadcasting, also objecting to the changes, said the modifications would "create an arbitrary and ineffective regulation, ineffective to achieve its diversity goals."

NCCB also filed a Freedom of Information Act request for release and publication of staff reports and memoranda concerning the proposed rule change. NCCB said it learned that the cable bureau was preparing reports on the effect of the changes on crossowned markets. It said that the cable bureau, while agreeing that the information was necessary for a practical understanding of the changes, has refused to make the information available to the public. If the information has not been compiled, NCCB said that its absence "renders the rulemaking an arbitrary and capricious action."

NCCB said that city grade contours are not delineated in standard research books and that according to the Broadcast Bureau, an engineer's assistance is required to decipher the city grade contour from technical maps.

NCCB also requested an extension of time in which to file reply comments on the proposal from May 30 to June 30.

Five-year renewal cast in Fannin bill

Other relief for broadcasters contained in measure expected to be introduced after recess

Another license-renewal bill is to be dropped into the congressional hopper, this one by Senator Paul Fannin (R-Ariz.) The bill is similar to one introduced in the House in March by Representative Louis Frey (R-Fla.), but would cure a defect the National Association of Broadcasters saw in that measure by prescribing a five-year license term, instead of merely authorizing the FCC to extend the term from three to five years.

The bill would also offer broadcasters a measure of protection against competing applicants at renewal time by requiring the commission to renew a license if the licensee "has been responsive in its program service to the needs and interests of its service area and has conducted the operation of its station in a manner not characterized by serious technical or other deficiencies."

Senator Fannin's measure would in addition, require the commission to establish procedures for ascertaining community needs and to determine whether the broadcaster had followed them.

And, like a number of other renewal

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bills now pending, it would provide for appeals in licensing cases to be taken to the nearest court of appeals rather than to the appeals court in Washington, as now required by the Communications Act.

The bill, which would be added to the score now pending in both houses of Congress, was being circulated among members of the Senate last week in an effort to obtain co-sponsors, and will be introduced shortly after Congress returns today (Monday) from its spring recess.

The Hatfields and McCoys of pay blast away in new filings

FCC's ideas on easing rules on paycasting of series draw miles-apart reactions from cable and programers on one side and broadcasters on the other

The FCC's proposal to relax its regulations on paycasting of series-type programming has brought charges from cable and Hollywood groups that only the total elimination of all such restrictions would do, while broadcasters held firm to their often stated belief that the relaxations would only increase the danger of program siphoning.

The present rules permit the showing of series on pay television or pay cable if the series has not been shown previously on conventional television. Four FCC proposals now under consideration would relax that requirement to this extent: Series which have never been purchased for broadcasting over conventional TV would be made available; series under contract to a station in any given market must also be available to paycasting in the same market; series that have not been exhibited in a given market over conventional TV for three years would be available for pay use, and if a series has 50 or fewer episodes it would be available to pay systems.

Last week, comments on those proposals arrived at the commission.

The National Cable Television Association urged the commission to rescind all restrictions on pay cable, saying siphoning charges are unrealistic since it would be "economic suicide" for program suppliers to eliminate the networks and independents as their major customers. "Pure dollar power" would prohibit any successful series from being shifted from the networks to pay cable, added NCTA.

Absent total repeal, NCTA recommended several changes in the FCC proposals. It would allow pay use of series which have never been purchased instead of those which have never been shown by conventional TV. NCTA would also change the three-year wait period before pay use of a series to 12 months and only

if 26 episodes or 50% of the existing episodes (which ever is less) have been exhibited by conventional TV. And NCTA would change the 50-episode cutoff to 100.

Warner Cable Corp. echoed NCTA's suggestion that the restrictions be abandoned all together. The rules as they are or as they are proposed, said Warner, represent "administrative overkill that is arbitrary and capricious and without evidentiary support."

The Motion Picture Association of America joined the cable operators in their call for complete elimination of all pay cable programming restrictions. With about 130,000 pay cable subscribers out of 66 million TV homes, said MPAA, anti-siphoning regulations are "akin to protecting an elephant's feeding rights against interference from a mouse."

Columbia Pictures Industries Inc., MCA Inc., Paramount Picture Corp., 20th Century-Fox Film Corp., and Warner Brothers Inc. in a joint petition claimed since only one in three series make it from story idea to pilot and only one or two out of 10 pilots becomes a successful series, the "casualties" are clearly not in danger of being siphoned. Those series that are successful, said the five Hollywood groups, will not be transferred to pay cable use since economic dictates favor the networks. They also pointed out that the current practice for network contracts provides an option to extend a network's rights to a series to five seasons, thus effectively barring paycasting in the interim.

Home Box Office Inc., a pay cable program supplier, noted that about 20% of its offerings were neither movies or sports and hoped the commission would eliminate any restrictions so that it could continue to provide these different forms of programming.

But if cable and film producers saw no truth to antisiphoning arguments, NBC said there was "ample material" to support the need for such restrictions. NBC estimated that only 1,250,000 pay homes at a rate of 18¢ per home would be required for pay systems to bear the approximate \$200,000 cost of an hour of prime-time programming.

ABC opposed the FCC proposals and

Marino moves. Joseph A. Marino, who as an associate general counsel has headed the FCC general counsel's litigation division, will be named deputy chief of the Common Carrier Bureau. The commission last week approved his appointment as successor to Kelley E. Griffith, who is now on sick leave and will retire later this summer. Mr. Manno, whose appointment is also subject to Civil Service Commission approval, which is considered routine, assumes his new duties on an acting basis today (June 2). Daniel M. Armstrong III, a member of the litigation division staff, is being considered as Mr. Marino's replacement as litigation division chief.

also suggested a few of its own: Retain a paycasting ban on all off-network programming as well as prohibit paycasting of nonnetwork series programming that had been broadcast on a regular basis on conventional TV during the last five years. ABC would allow for the paycasting however, of any "original innovative" programming, unless there is evidence of "talent siphoning."

Twenty individual television licensees in a joint comment and the National Association of Broadcasters endorsed ABC's plan.

CBS, also opposed to the rulemaking, said the definition of series type programming should be broadened to include series spinoffs. Programs with essentially the same casts or characters or derived from an existing episode should not be open to pay use, CBS said.

Media Briefs

Time to compete. FCC has extended from April 1 to Aug. 1 deadline for filing applications for nine channels Alabama Educational Television Commission had previously been authorized to operate. Extension was requested by Alabama Citizens for Responsive Public Television which claimed AETC would be only applicant if more time was not given. Although stripping AETC of its licenses last winter (BROADCASTING, Jan. 13) on discrimination charges, FCC said AETC could reaply because of "positive steps" taken after 1967-1970 license period. FCC also gave AETC interim operating authority. AETC opposed extension, maintaining that further delay in resolving issue would hinder public interest and AETC's long-range planning and fund-raising ability.

New to BIAS. Data Communications Corp., Memphis, has signed 13 additional radio and TV stations to its 125-client broadcast computer firm, BIAS (Broadcast Industry Automation System). Three Corinthian Television stations, KXTV(TV) Sacramento, Calif., KOTV(TV) Tulsa, Okla., and WANE-TV Ft. Wayne, Ind., join that group's other two stations that already are BIAS subscribers. Other newcomers: WSPD(AM) Toledo, Ohio; WGBS(AM) Miami, and WJW(AM) Cleveland, all Storer stations; WCSC-AM-TV Charleston, S.C.; WXT(FM) Charleston; WLW(AM) Cincinnati; KMTV(TV) Omaha and WICS(TV) Springfield, Ill.

Grant in Richmond. FCC granted Continental Communications Inc.'s renewal of WRGM(AM) Richmond, Va., for term ending Oct. 1, 1975, on condition that station provide list of community organizations it will maintain links with to fill job vacancies. Citizens group led by Reverend Dwight Jones charged employment discrimination against 17 Richmond stations (including WRGM), but FCC acted on WRGM case first to pave way for license assignment from Continental to Dales Broadcasting (David Pollard, Lester and Luella Zins and others) now pending (BROADCASTING, Jan. 27).

NAB Show-stopper:



The ENG (Electronic News Gathering) sessions stood them in the aisles. And Sony stood them on their ears with the complete ENG System.

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Changing Hands

Announced

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

■ **WROE(FM) Neenah-Menasha, Wis.:** Sold by Midwest Communications to RNM Inc. for \$245,000. Midwest is owned by D.E. Wright who also owns WRIG(AM)-WDEZ(FM) Wausau, Wis., and has bought WBAY-AM-FM Green Bay, Wis from Norbertine Fathers of the Roman Catholic Church for \$700,000 subject to FCC approval (BROADCASTING, Dec. 16, 1974). Mr. Wright has sold WROE to avoid violation of FCC duopoly rules, if purchase of nearby WBAY-FM is approved. Principals in buyer are former FCC Commissioner Robert Wells, William Hansen and Harry D. Jacobs Jr. Mr. Wells, VP and director of broadcast division of Harris Enterprises, group owner of radio stations and newspapers, has personal interests in KIUL(AM) Garden City, Kan. KBUR-AM-FM Burlington, Iowa, and KFKA(AM) Greeley, Colo. Mr. Hansen, manager of Harris-owned WJOL(AM)-WLLI(FM) Joliet, Ill., also has interests in KBUR-AM-FM and KFKA. Mr. Jacobs is Chicago stockbroker. WROE operates on 94.3 mhz with 2.6 kw and antenna 320 feet above average terrain. Broker: John D. Stebbins Co.

■ **KPEP(AM) San Angelo, Tex.:** Sold by Western Broadcasting Co. to Simstone Broadcasting Corp. of Houston for

\$163,680. Seller, David P. Pinkstone, owns KZIP(AM) Amarillo, Tex., and KPIK-AM-FM Colorado Springs and has 50% interest in KDAV(AM) Lubbock, Tex. Buyer principals are Richards Sims, operations manager, KBUK(AM) Baytown, Tex., and Robert Stonestreet, Houston engineer. KPEP is daytimer on 1420 khz with 1 kw. Broker: Chapman Associates.

Approved

Sales approved by the FCC last week include:

■ **Wow-TV Omaha:** Sold by Meredith Corp. to Chronicle Broadcasting Co. for \$9,158,500. Seller, publicly traded corporation, will retain WOW(AM) and KEZO(FM) Omaha and its other properties which include KCMO-AM-TV and KCEZ(FM) Kansas City, Mo.; WNEM-TV Bay City-Flint-Saginaw, Mich.; KPHO-TV Phoenix; WGST(AM) Atlanta; WHEN-AM-TV Syracuse, N.Y.; *Better Homes and Gardens, Successful Farming* and consumer book publishing and printing plants. Buyer (N.H. de Young family trust) owns KRON-TV San Francisco and is subsidiary of Chronicle Publishing Co. which owns *San Francisco Chronicle*. It has sold KRON-FM San Francisco to a subsidiary of Bonnevill International Corp. for \$2.8 million, pending FCC approval (BROADCASTING, May 12). WOW-TV is CBS affiliate on channel 6 with 100 kw visual, 20 kw aural and antenna 1,380 feet above terrain.

Citizen groups make presence felt in N.Y., N.J. renewals in new ways

Estimate is that half of potential petitions to deny were not filed as result of pre-renewal agreements

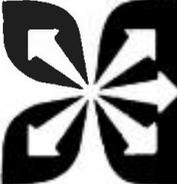
With the citizen-group movement in broadcasting now approaching its first decade of existence, there is no sign that interest on the part of groups is lagging. Indeed, the lessons of the New York and New Jersey license renewal period indicate that some groups are showing an increased sophistication and knowledge as they involve themselves in the renewal process.

In all, some 17 petitions to deny were filed against stations in the two states. In addition, the governor of New Jersey and the Greater Newark Chamber of Commerce petitioned the commission to "hold in abeyance" the renewal applications of WABC-TV, WCBS-TV, WNBC-TV, WOR-TV, WPIX(TV) and WNET(TV) until it concludes its rulemaking on the need for "adequate" VHF service in New Jersey, which now has none (BROADCASTING, May 5).

But, in addition, groups are following the FCC's advice and are engaging in pre-renewal talks with stations which frequently lead to agreements that head off petitions to deny. At least 10 agreements were reached between groups in the two states and New York City stations. Frank Lloyd, director of the Citizens Communications Center of Washington, which aided a number of groups in their dealings with New York and New Jersey broadcasters, feels the "potential renewal challenges in New York City were cut by about half" as a result of citizen group-station dialogues.

The agreements underline Mr. Lloyd's concern about the policy the commission is developing to govern citizen group-station agreements. A commission policy banning such agreements, he says, would force groups to rely solely on petitions to deny "as their only recourse." However, the commission is expected to issue a notice of proposed rulemaking on the subject (see "Top of the Week") which would indicate that it is not opposed to agreements—except to those in which broadcasters indicate their responsibility—but that it would concern itself generally only with those that are filed as amendments to renewal applications (BROADCASTING, May 19).

What's more, a Puerto Rican group that was not able to reach agreements with three stations proposed something new in the petitions to deny it filed, principally on the ground of alleged discrimination in employment: that the commission grant

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citizen groups the right to conduct discovery in order to obtain from broadcasters the evidence needed to prove discrimination.

Three groups were involved in the 10 agreements that were reached:

The New Jersey Coalition for Fair Broadcasting, concerned about service for its state, obtained promises regarding news and public affairs programs of interest to New Jersey from the three network-owned stations in New York, as well as from Metromedia's WNEW-TV. (The group, in a separate pleading, however, urged the commission to issue a ruling that noncommercial WNET is not living up to its commitment to serve Newark).

Black Citizens For Fair Media not only reached an agreement with WCBS-TV that led to the withdrawal of a petition to deny that had been filed against the station's 1972 renewal application, it renewed agreements it reached then with WABC-TV and WNBC-TV. Each agreement assures a continuing dialogue between the station and BCFM and black groups generally, of seeking to improve the employment of blacks and other minorities, and of being responsive in its programming to the needs of the black community.

And the National Organization for Women's New York chapter reached understandings with WCBS-TV, WNBC-TV and WNEW-TV regarding employment of women and programing aimed at serving women's interests.

The agreements involving the New Jersey group and BCFM were filed with the commission as amendments to the stations' renewal applications. But NOW was able to reach its understandings with WCBS-TV and WNBC-TV sufficiently in advance of the renewal filing deadline for the stations to include in their applications commitments that satisfied NOW. These included the establishment of "women's advisory councils" to serve as a continuing aid in ascertainment of community needs.

The agreement with WNEW-TV was reached only after talks had broken down once, and NOW, with the aid of Citizens Communications Center, had drafted a petition to deny. The agreement is not in the form of a direct commitment to NOW but in a statement amending the ascertainment exhibit that is associated with the station's renewal application.

An agreement with one group, however, does not necessarily mean that a station will escape a petition to deny, as a number of the New York City stations learned—WNEW-TV and WNBC-TV, among them. Along with WNET, they were targets of petitions filed by the Puerto Rican Media Action and Education Council, which broached the idea of granting citizen groups pre-hearing discovery rights.

The council's principal complaint is that the stations deny equal employment opportunities to Puerto Ricans and other Latinos. WNET, in addition, is charged with failure to produce programing responsive to the needs of the Latino community in New York—an alleged fail-

ing the council traces to the station's lack of Latino employees, especially in decision-making roles. (The commission in February rejected an earlier complaint the council filed against WNET on similar grounds.)

The suggestion that the commission grant citizen groups discovery rights grows out of the council's view that citizen groups now face "an impossible" situation in filing discrimination complaints. The commission does not generally accept statistics alone as prima facie evidence of discrimination, even though, the council says, courts have held that "discrimination does not require intent."

The council, whose petitions were prepared by Jose Rivera, a professor at Rutgers Law School, notes that the U.S. Court of Appeals in Washington, in a case involving the Bi Lingual Bi Cultural Coalition last year, held that the commission "must consider how best to provide a fair and reasonable opportunity for those challenging license renewals to seek explanations for the underemployment of minority groups." The commission, the council adds, has not yet provided such an opportunity.

Accordingly, the council suggests that "strong disparities in employment statistics" should be enough to trigger the right of discovery now available in federal court in EEO cases. And it says such a strong disparity exists with respect to the stations whose renewals it is opposing

(although New York City's population is 10.6% Latino, Latinos account for less than 4% of the employees at each of the stations); what's more, the council submits affidavits of Latinos who claim to have suffered discrimination at each of the stations—eight affidavits were filed with the WNET petition—although some individuals signed affidavits in connection with more than one station.

The information the council would seek to develop if given the right of discovery includes the job titles and job description of minority employees; specific names and dates of minority employment and complete lists of station promotions, wage and salary information, data on applicants hired over the last four years, in terms of experience, qualifications and the duties of the position for which they were hired.

Once the information is "digested," the council says, the commission should institute a preliminary hearing to determine whether a prima facie case warranting a full hearing has been made. It also suggests that the procedure could be made part of the commission's new "petition-to-deny day," with those petitions making the threshold showing of discrimination leading to a hearing and those that do not being dismissed. (Citizens' Communications attorney Ellen Agress, in a letter to FCC Chairman Richard E. Wiley, has urged the commission to assure that the petition-to-deny day operate "in an even-

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- 3** RALPH NADER advises listeners on how to get citizen action on consumer problems. 2 minutes.

- 4** WATCH ON WASHINGTON Pulitzer Prize winner Clark Mollenhoff digs into the scandal and controversy of the capital. 3½ minutes.
- 5** FOR WOMEN TODAY The editors of Vogue, Mademoiselle, Glamour, Brides and House & Garden report on what's new in fashion, make-up, health and decorating. 2½ minutes. **(Special Sponsorship potential: quality department stores and boutiques.)**
- 6** SPORTS—THE BACK ROOM No-nonsense commentator Guy Le Bow offers year 'round insight on pros and colleges. He's got the best contacts in the business. 90 seconds. **(Special Sponsorship Potential: men's stores, sporting goods dealers, etc.)**
- 7** THE READER'S DIGEST A household name comes alive in sound as Peter Thomas reports on the background of important stories and interviews Digest editors and writers. 3½ minutes.
- 8** AGRIBUSINESS An unusual and incisive report on the business of farming and what it means to the consumer. **(Special Sponsorship Potential: farm equipment dealers, feed stores, etc.)**
- 9** MAN ALIVE! From the editors of "Executive Fitness Newsletter" this 90-second program is designed for morning drive time when your male audience is highest. Host is Guy Le Bow.
- 10** JIM LOWE'S NEW YORK A list of the nation's best broadcasters always includes Jim Lowe, and his new program featuring conversations with the greats of the entertainment world shows why. It's flawless, fun and saleable to sponsors. 3½ minutes.
- 11** THE HOUSE DOCTOR A weekend program for the home handyman, prepared by fix-it expert Herman Baum and narrated by John Bartholemew Tucker. 60 seconds. **(Special Sponsorship Potential: hardware stores, lumber yards, department stores, etc.)**

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12 KNOW YOUR ANTIQUES Emmy winners Ralph and Terry Kovel are featured in a new program about old things. 3½ minutes.

13 THE WELCH MEDICAL REPORT Foremost physician William J. Welch conducts his own house call for listeners on subjects ranging from sex to aging to drugs. 3½ minutes.

14 SEW SIMPLE/NOW! Sewing expert Eunice Farmer joins fashion writer Gene Loyd to create this up-to-date feature on fashions listeners can make at home. Connie Towers is hostess. 2 minutes. (Special Sponsorship Potential: sewing centers, fabric houses.)

15 GOOD IDEAS Broadcaster and humorist Jerry Verbel provides a tip a day on finance, health and fun living. 60 seconds.

16 OUR RELIGIONS A non-sectarian feature answering any religious questions your listeners suggest, from heaven to hell. With Peter Thomas. 2 minutes.

17 ATLAS WORLD PRESS REVIEW A fast-paced, entertaining program on what the international press is saying, compiled by the editors of Atlas World Press Review. 3½ minutes.

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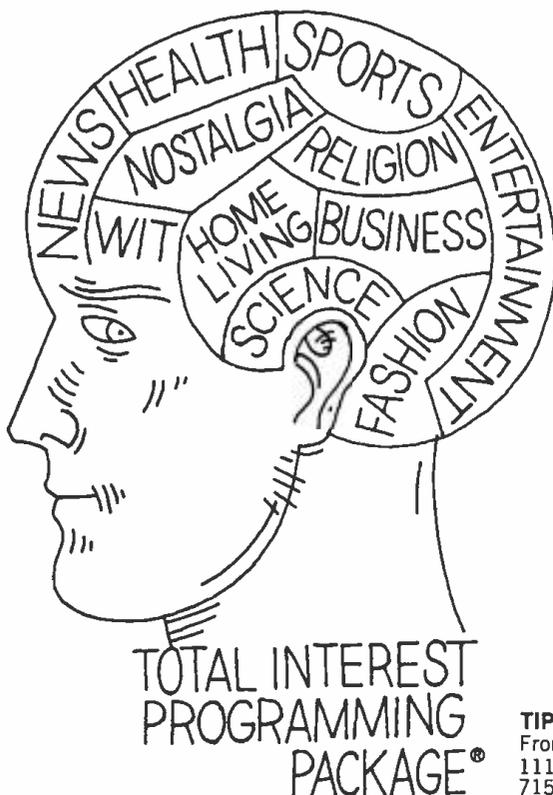
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handed manner" by permitting citizen groups to obtain, through discovery, information they need to make discrimination cases that go beyond statistical showings. She also suggested that the commission hold "brief" oral arguments to focus on the issues and that it strengthen its renewal branch staff.)

The council is not relying solely on the FCC in efforts to obtain relief, at least with respect to WNET and WNEW-TV. It has filed civil rights suits against those stations, charging them with violating the plaintiffs' civil rights by denying Latinos equal employment opportunities. And the council is taking advantage of the right of discovery available from the court.

The petitions are filed at a time when the commission is showing a willingness to get tough on the discrimination issue. Acting on petitions by citizen groups, the commission over the past month has:

- Deferred renewal of a number of stations pending the receipt and approval of information concerning their affirmative action employment program.

- Conditioned the renewal of KPLR-TV St. Louis on its submitting within 30 days details of its efforts to recruit and hire minority employees and a statement on the procedures for hiring them it will follow (BROADCASTING, May 26).

- Made it clear it felt the minority-employment record of WHEC-TV Rochester, N.Y., was unsatisfactory and said that, but for the pendency of the station's new license period, on June 1,

it would consider its renewal of the station a short-term renewal.

- Designated the renewal applications of Rust Communications Group's WHAM-AM-FM Rochester for hearing on, among other issues, discrimination in employment.

Cottone alleges he was set up

And beyond that, he says FCC lacks authority to try him

Communications attorney Benedict Cottone has charged that FCC Administrative Law Judge Ernest Nash promised to "get Cottone" in the hearing that led to the proceeding in which the attorney now faces possible suspension, censure or disbarment from practice before the commission. The charge was made in a petition urging the commission to dismiss the proceeding and expunge from its records all orders relating to the case. The petition was filed in Mr. Cottone's behalf by his attorney, Eugene F. Mullin.

The charge against Judge Nash was based on information Mr. Mullin said was given him and a commission attorney, Daniel M. Armstrong, in an interview with an FCC assistant general counsel, William A. Kehoe. The petition said Mr. Kehoe related that Judge Nash had urged him to have himself assigned to the case—a renewal hearing involving KAYEAM

Puyallup, Wash.—so that they, acting together, could "get Cottone" and "take care of Cottone." Mr. Kehoe did not participate in the case.

Judge Nash denied the charge. He said in an interview last week he "never had such a conversation with Kehoe or anyone else. That is absolutely untrue." Mr. Armstrong said he had not yet seen the petition and did not want to comment on it until he did.

A bitter hearing-room dispute between Judge Nash and Mr. Cottone led Judge Nash to expel the lawyer from the case, an action the commission later upheld. The present proceeding was initiated as a result of what the commission said was Mr. Cottone's "unbecoming, unprofessional and unethical conduct."

Mr. Mullin contends that Judge Nash's alleged promise to "get Cottone" disqualified him from judging Mr. Cottone's conduct, and made the expulsion from the hearing unlawful. Furthermore, Mr. Mullin said, the hearing itself amounts to "double jeopardy," since, the petition said, the commission had already found Mr. Cottone guilty of misconduct, had imposed the sanction of excluding him from further participation in the KAYE case—and had done that "without any semblance of due process."

The case has also attracted the interest of the Federal Communications Bar Association. The association's executive committee has urged the commission to refer to the D.C. Court of Appeals and the U.S. Civil Service Commission the discipline matters involving, respectively, Mr. Cottone and Judge Nash. The commission, in its show-cause order involving Mr. Cottone, said, that it would determine on the basis of the KAYE hearing transcript and the material developed in the Cottone proceeding what action would be appropriate in Mr. Nash's case.

Judge Nash, in a letter written to the commission by his attorney, Kenneth A. Cox, also has maintained that the commission lacked authority to deal with disciplinary matters relating to administrative law judges. That authority belongs to the Civil Service Commission, Mr. Cox said. The letter, written in January, has not yet been answered by the commission.

Number of TV stations average home receives continues to climb

The average U.S. television household can receive programs from 7.6 TV stations, up from 7.2 stations in September 1972, the Television Information Office reported on the basis of a special tabulation by A.C. Nielsen Co.

The study showed that 63% of the nation's 68.5 million TV homes can receive at least seven stations, a gain of three percentage points since 1972 and six points since 1970. It also showed that 19 out of 20 TV homes (94.9%) can view four or more stations, and almost all TV homes

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'74 network TV buying up 15%

It was a \$2.3-billion year as big clients get even bigger

A record total of 516 advertisers invested a record sum of \$2.3 billion in network television in 1974, according to a Television Bureau of Advertising report based on estimates by Broadcast Advertisers Reports.

The figures represent a gain of 6% in advertisers and 15% in money as compared with 1973, when 487 advertisers spent \$2 billion.

The advertisers included 70 who, TVB said, had never been in network television before. Their network spending totaled \$43,489,800. Among them: The U.S. Government, which spent an estimated \$2.2 million on behalf of its postal service.

Nine of the top-10 network advertisers spent more in 1974 than in 1973. Fifth-ranked Sterling Drug was the exception. Its \$60,977,500 network TV investment represented a 2.6% drop from the year before.

Procter & Gamble remained number one in network spending, reaching \$145.7 million on a 12.7% increase. The top 10 were as follows:

| Advertiser | Expenditure | Change |
|-------------------------------------|---------------|--------|
| 1. Procter & Gamble | \$145,743,300 | +12.7% |
| 2. American Home Products | 79,323,000 | +12.4 |
| 3. Bristol-Myers | 77,005,700 | + 9.3 |
| 4. General Foods | 76,519,600 | +19.6 |
| 5. Sterling Drug | 60,977,500 | - 2.6 |
| 6. General Motors | 57,541,400 | +19.6 |
| 7. Warner-Lambert Pharmaceutical | 48,760,200 | +18.9 |
| 8. Gillette Co. | 45,389,100 | + 4.7 |
| 9. Lever Brothers | 44,973,300 | +26.8 |
| 10. Colgate-Palmolive | 43,547,500 | + 2.0 |

Among the newcomers to network TV the biggest spenders were identified by TVB as National Star World News Corp. (newspaper) with outlays totaling \$2.96 million; Texas Instruments (calculators) \$2.8 million; Mitsubishi International (Quasar color TV) 8 million; Pizza Hut Inc. (Pizza Huts) \$2.5 million; U.S. Government (postal service) \$2.2 million; Institute of Life Insurance \$1.5 million; Control Data Corp. (Commercial Credit Co.) \$1.4 million; National Can Corp. (Skipper dog food) \$1.4 million; Atlas Supply Co. (tires) \$1.4 million, and Billy Jack Productions (motion pictures) \$1.3 million.

TVB's list covered all 516 network advertisers with BAR estimates for their expenditures down to the smallest: \$1,600 spent by Crazy Glue Inc. Those with expenditures above \$1 million follow.

| Rank | Parent company | Expenditure |
|------|------------------------------|--------------|
| 94 | Abbott Laboratories | \$ 5,355,100 |
| 189 | Aetna Life & Casualty Co. | 1,867,200 |
| 53 | Alberto Culver Co. | 10,274,200 |
| 248 | Allied Van Lines, Inc. | 1,044,700 |
| 194 | American Bankers Association | 1,713,400 |
| 101 | American Brands, Inc. | 5,007,000 |
| 121 | American Can Co. | 3,573,200 |
| 42 | American Cyanamid Co. | 13,350,500 |
| 109 | American Express Co. | 4,486,200 |

Epistle to the FCC, CPB. Letters from James L. Buckley (C-R-N.Y.) to Richard E. Wiley chairman of the FCC, and Henry Loomis, president of Corporation for Public Broadcasting, urge investigations by both "to discover whether the \$2,500 from 'discretionary funds' was taken from CPB's annual authorization to WNET(TV New York" as payment for the station's interview with fugitive former Yippie leader Abbie Hoffman (BROADCASTING, May 26). The senator deplored the payment and the availability of air time to "an indicted cocaine pusher," and said "that the television station did so under the guise of 'journalism' is totally beside the point."

(98.5) have a choice of at least three. At the other extreme, one out of four homes (25.5%) can view 10 or more stations, almost one out of 10 (9%) can tune 12 and 1.7% can bring in 14.

"The continuing and steady increase in the number of stations available to the nation's television homes and the capability of 86% of homes to receive UHF as well as VHF signals," TIO Director Roy Danish said in releasing the figures, "add to the medium's potential to serve its viewers. There are now 951 television stations (709 commercial and 242 public television stations), offering a widening choice of program services."

The Nielsen figures below include households that subscribe to cable TV but do not count channels that originate cable programming:

| Stations receivable | Fall 1968 | Fall 1970 | Fall 1972 | Fall 1974 |
|---------------------|-----------|-----------|-----------|-----------|
| 14 or more | N.A. | N.A. | N.A. | 1.7% |
| 13 or more | N.A. | N.A. | 3% | 2.4% |
| 12 or more | N.A. | N.A. | 8% | 9.0% |
| 11 or more | N.A. | N.A. | 14% | 17.6% |
| 10 or more | N.A. | 17% | 20% | 25.5% |
| 9 or more | 24% | 26% | 31% | 34.7% |
| 8 or more | 34% | 37% | 42% | 44.0% |
| 7 or more | 53% | 57% | 60% | 63.1% |
| 6 or more | 65% | 66% | 70% | 76.3% |
| 5 or more | 79% | 79% | 82% | 86.6% |
| 4 or more | 90% | 90% | 93% | 94.9% |
| 3 or more | 97% | 97% | 98% | 98.5% |
| 2 or more | N.A. | N.A. | N.A. | 99.6% |

FCC amends sponsor ID requirements

Political broadcasts must identify candidate being endorsed; change is to cope with court case

The FCC has amended its sponsorship identification rules to make it clear that in political broadcasts the name of the candidate being supported must be included in the identification announcement.

The amendment, designed to eliminate a problem created by a court decision involving WHAS-TV Louisville nine years ago, was one of two the commission announced last week. The other relaxes the rule requiring stations to maintain a public list of the names of chief executive officers or directors of entities sponsoring noncommercial broadcasts.

The WHAS-TV case involved a political

broadcast in which the party sponsoring it was disclosed but not the gubernatorial candidate it was intended to promote. The commission held that the station was liable for forfeiture for violating the sponsorship identification rule, but the station refused to pay, and asserted its right to a trial in district court.

WHAS-TV won in court, and its position was affirmed on appeal to the U.S. Court of Appeals for the Sixth Circuit. One provision of the rule does require disclosure of the identity of the person on whose behalf the broadcast is made. But the court held another section—one simply requiring the name of the sponsor—was more applicable.

However, the court also held that it did not intend to prevent the commission from adopting a rule to require stations to make a reasonable effort to go beyond an identified sponsor to disclose the real party in interest. Accordingly, the commission, in 1972, initiated its rulemaking aimed at deleting from the rule the language relied on by the court.

The second rule change announced by the commission restricts the requirement for public lists of officers and directors of sponsoring entities to material dealing with political broadcasts or controversial issues of public importance.

The commission said the existing requirement was too broad and unduly burdensome.

A burn over Byrne

N.Y. TV outlets say proposal of New Jersey governor for hold on renewals is ploy to force FCC stance on pending rulemaking

New York City television stations have charged New Jersey Governor Brendan Byrne with attempting to have the FCC "prejudge" the current rulemaking looking into the VHF needs of New Jersey by holding up New York City stations' renewals until the rulemaking is concluded.

Governor Byrne, along with the Newark Chamber of Commerce and the New Jersey Coalition for Fair Broadcasting, had petitioned the FCC to hold in abeyance the New York stations' renewals, but according to WNBC-TV New York, such a delay on renewal action has no legal precedent. WABC-TV and WCBS-TV, both New York, also opposed the hold-up, suggesting the rulemaking could drag on past the 1978 renewal expirations.

WPIX(TV) and WOR-TV—which have both been in comparative hearings for several years, claimed the FCC has never delayed "adjudicatory hearings" in deference to resolving a general rulemaking.

And noncommercial WNET(TV) New York claimed the focus of the petitions against its renewal are misplaced, since the rulemaking contemplates a look into "additional commercial VHF service" only.

| Rank | Parent company | Expenditure | Rank | Parent company | Expenditure |
|------|---------------------------------------|--------------|------|---|--------------|
| 153 | American Gas Association, Inc. | 2,496,500 | 35 | International Telephone & Telegraph Corp. | 14,657,900 |
| 2 | American Home Products Corp. | 79,323,000 | | | 81,800 |
| 81 | American Motors Corp. | 8,622,800 | *463 | Janex Co. | 24,868,800 |
| 27 | American Telephone & Telegraph Co. | 18,628,200 | 17 | Johnson & Johnson | 30,800,700 |
| 198 | AMF, Inc. | 1,693,500 | 15 | S.C. Johnson & Son, Inc. | 1,696,000 |
| 149 | Anderson Clayton & Co. | 2,561,800 | 197 | Kawasaki Motor Corp. | 1,494,300 |
| 70 | Anheuser Busch, Inc. | 7,281,500 | 210 | Kaysor-Roth Corp. | 1,550,500 |
| 157 | Armstrong Cork Co. | 2,384,800 | 205 | Keebler Co. | 22,718,400 |
| *216 | Atlas Supply Co. | 1,378,500 | 20 | Kellogg Co. | 8,286,000 |
| 89 | Avon Products, Inc. | 5,664,000 | 64 | Kimberly-Clark Corp. | 2,146,200 |
| 148 | Bankamerica Corp. | 2,564,900 | 171 | Kirk Laboratories | 23,251,500 |
| 173 | Beatrice Foods Co. | 2,134,100 | 19 | Kraftco Corp. | 1,239,700 |
| 219 | Bendix Corp. | 1,334,000 | 226 | Kresge Co. | 44,973,300 |
| 225 | Beneficial Corp. | 1,253,400 | 9 | Lever Brothers Co. | 2,255,700 |
| *221 | Billy Jack Productions | 1,328,400 | 163 | Lewis-Howe Co. | 7,177,300 |
| 104 | Black & Decker Mfg. Co. | 4,642,600 | 73 | Liggett & Myers Tobacco Co. | 2,922,000 |
| 33 | Block Drug Co., Inc. | 16,859,100 | 136 | The Magnavox Co. | 1,119,400 |
| 69 | Borden, Inc. | 7,335,100 | 239 | P.R. Mallory & Co., Inc. | 1,862,800 |
| 142 | Millton Bradley Co. | 2,822,800 | 190 | Maremont Corp. | 5,920,800 |
| 3 | Bristol-Myers Co. | 77,005,700 | 86 | Mars, Inc. | 8,485,300 |
| 99 | British Leyland Motors, Inc. | 5,156,800 | 62 | Mattel, Inc. | 6,696,500 |
| 154 | British-American Tobacco Co., Ltd. | 2,486,500 | 79 | Oscar Mayer & Co., Inc. | 1,553,800 |
| 144 | Bulova Watch Co., Inc. | 2,738,400 | 204 | Maytag Co. | 1,080,900 |
| 188 | Burlington Industries, Inc. | 1,879,200 | 245 | McCulloch Corp. | 18,276,800 |
| 220 | California Raisin Advisory Board | 1,331,800 | 29 | McDonald's Corp. | 1,167,200 |
| 49 | Campbell Soup Co. | 11,216,000 | 232 | Mem Co., Inc. | 5,833,400 |
| 28 | Carnation Co. | 18,347,600 | 87 | Mennen Co. | 2,082,300 |
| 41 | Carter-Wallace, Inc. | 13,374,800 | 174 | Mentholum Co. | 7,253,100 |
| 150 | Champion Spark Plug Co. | 2,527,400 | 71 | Merck & Co., Inc. | 1,718,900 |
| 243 | Chanel, Inc. | 1,098,500 | 193 | Merrill Lynch & Co. | 3,838,900 |
| 242 | Chattem Drug & Chemical Co. | 1,100,200 | 119 | Metropolitan Life Insurance Co. | 20,644,500 |
| 51 | Chesebrough-Ponds, Inc. | 10,826,700 | 23 | Miles Laboratories, Inc. | 2,791,100 |
| 21 | Chrysler Corp. | 22,367,500 | *143 | Mitsubishi International Corp. | 4,022,300 |
| 77 | Church & Dwight Co., Inc. | 6,804,400 | 115 | Mobil Oil Corp. | 1,216,600 |
| 25 | The Clorox Co. | 19,932,400 | 228 | Monroe Auto Equipment Co. | 1,514,500 |
| 224 | Cluett, Peabody & Co., Inc. | 1,261,300 | 207 | Mony-Mutual of New York | 22,257,600 |
| 32 | Coca Cola Co. | 17,327,000 | 22 | Morton-Norwich Products, Inc. | 1,047,600 |
| 10 | Colgate-Palmolive Co. | 43,547,500 | 247 | Mrs. Smith's Pie Co. | 32,254,500 |
| 75 | Combe, Inc. | 7,012,600 | 14 | Nabisco, Inc. | 1,497,200 |
| 132 | Consolidated Foods Corp. | 3,013,100 | 209 | National Brewing Co. | 1,428,700 |
| *211 | Control Data Corp. | 1,443,800 | *214 | National Can Corp. | 1,380,800 |
| 191 | Corning Glass Works | 1,845,500 | 215 | National Fed. of Coffee Growers of Colombia | 2,957,800 |
| 130 | Cosmair, Inc. | 3,036,700 | *135 | National Star World News Corp. | 1,887,500 |
| 126 | CPC International, Inc. | 3,233,800 | 187 | National Union Electric Corp. | 20,433,700 |
| 240 | Daimler-Benz, A.G. | 1,110,600 | 24 | Nestle Co., Inc. | 1,703,900 |
| 137 | Dart Industries, Inc. | 2,909,300 | 195 | New York Life Insurance Co. | 4,614,600 |
| 212 | Democratic National Committee | 1,440,600 | 105 | Nissan Motor Corp., USA | 5,050,400 |
| 103 | Walt Disney Productions | 4,706,300 | 100 | North American Philips Co., Inc. | 2,475,100 |
| 172 | Dr. Pepper Co. | 2,138,500 | 155 | North American Systems, Inc. | 1,437,600 |
| 63 | Dow Chemical Co. | 8,477,300 | 213 | Northwest Industries, Inc. | 14,481,200 |
| 58 | E.I. Du Pont De Nemours & Co., Inc. | 9,763,600 | 36 | Norton Simon, Inc. | 9,918,400 |
| 48 | Eastman Kodak Co. | 11,346,700 | 55 | Noxell Corp. | 2,192,600 |
| 176 | Eaton Corp. | 2,049,600 | 167 | Ocean Spray Cranberries, Inc. | 4,348,700 |
| 160 | Equitable Life Assurance Society/US | 2,336,500 | 111 | Pabst Brewing Co. | 13,249,600 |
| 102 | Esmark, Inc. | 4,839,200 | 44 | J.C. Penney Co., Inc. | 5,208,100 |
| 52 | Exxon Corp. | 10,369,900 | 98 | Pennwalt Corp. | \$19,656,400 |
| 169 | Faberge, Inc. | 2,173,400 | 26 | Pepsico, Inc. | 2,161,700 |
| 241 | Farah Manufacturing Co., Inc. | 1,110,000 | 170 | Pet, Inc. | 2,213,800 |
| 244 | Fedders Corp. | 1,093,200 | 46 | Pfizer, Inc. | 12,234,000 |
| 196 | Fiat Motor Co., Inc. | 1,702,500 | 74 | Philip Morris, Inc. | 7,090,500 |
| 57 | Firestone Tire & Rubber Co. | 9,563,700 | 39 | Pillsbury Co. | 13,992,700 |
| 72 | Florida Citrus Commission | 7,181,500 | *151 | Pizza Hut, Inc. | 2,522,600 |
| 139 | Florists Transworld Delivery Ass'n | 2,871,900 | 47 | Polaroid Corp. | 12,143,500 |
| 12 | Ford Motor Co. | 40,000,500 | 1 | Procter & Gamble Co. | 145,743,300 |
| 237 | Foremost-McKesson, Inc. | 1,135,300 | 84 | Prudential Insurance Co. of America | 6,201,600 |
| 202 | R.T. French Co. | 1,619,700 | 140 | Purex Corp., Ltd. | 2,865,800 |
| 76 | E. & J. Gallo Winery | 6,818,200 | 34 | Quaker Oats Co. | 14,786,500 |
| 96 | General Cigar Co., Inc. | 5,275,200 | 131 | Quaker State Oil Refining Corp. | 3,018,900 |
| 37 | General Electric Co. | 14,344,500 | 13 | Ralston Purina Co. | 37,624,300 |
| 4 | General Foods Corp. | 76,519,600 | 38 | Rapid American Corp. | 14,115,600 |
| 16 | General Mills, Inc. | 30,283,500 | 161 | Raytheon Co. | 2,281,500 |
| 6 | General Motors Corp. | 57,541,400 | 86 | RCA Corp. | 8,067,300 |
| 158 | General Telephone & Electric Corp. | 2,357,400 | 246 | The Reader's Digest Association, Inc. | 1,050,500 |
| 238 | The General Tire & Rubber Co. | 1,120,800 | 200 | Renfield Importers, Ltd. | 1,655,100 |
| 8 | Gillette Co. | 45,389,100 | 68 | Revlon, Inc. | 7,485,100 |
| 85 | B.F. Goodrich Co. | 5,959,000 | 179 | Reynolds Metals Co. | 2,014,300 |
| 45 | Goodyear Tire & Rubber Co. | 12,698,200 | 93 | R.J. Reynolds Industries, Inc. | 5,430,300 |
| 168 | Green Giant Co. | 2,181,700 | 43 | Richardson-Merrell, Inc. | 13,335,700 |
| 40 | Greyhound Corp. | 13,750,700 | 134 | Rockwell International Corp. | 2,989,000 |
| 120 | Gulf & Western Industries, Inc. | 3,717,600 | 231 | Roman Meal Co. | 1,168,200 |
| 236 | Haggar Co. | 1,135,300 | 108 | Royal Crown Cola Co. | 4,493,200 |
| 112 | Hallmark Cards, Inc. | 4,204,800 | 181 | SCM Corp. | 1,983,500 |
| 58 | Hanes Corp. | 9,031,800 | 118 | Savings & Loan Foundation, Inc. | 3,856,200 |
| 152 | Hardee's Food Systems, Inc. | 2,509,500 | 18 | Schering-Plough Corp. | 23,657,700 |
| 162 | The Hartford Life Insurance Group | 2,262,100 | 180 | Schick, Inc. | 1,992,400 |
| 175 | Hartz Mountain Products Corp. | 2,077,900 | 80 | Jos. Schlitz Brewing Co. | 6,678,400 |
| 88 | Hasbro Industries, Inc. | 5,729,300 | *234 | Julius Schmid, Inc. | 1,141,600 |
| 60 | H.J. Heinz Co. | 8,667,200 | 67 | Scott Paper Co. | 7,536,500 |
| 128 | Helene Curtis Industries, Inc. | 3,186,000 | 116 | Scott's Liquid Gold, Inc. | 3,988,800 |
| 30 | Heublein, Inc. | 17,874,500 | 217 | Sealy, Inc. | 1,370,900 |
| 107 | Holiday Inns of America, Inc. | 4,532,600 | 11 | Sears Roebuck & Co. | 42,052,600 |
| 138 | Honda Motor Co., Ltd. | 2,899,500 | 218 | Sentry Insurance Corp. | 1,348,900 |
| 147 | George A. Hormel & Co. | 2,673,500 | 199 | Seven-Up Co. | 1,693,200 |
| 223 | Houbigant, Inc. | 1,266,700 | 59 | Shell Oil Co. | 8,808,800 |
| 124 | Ideal Toy Corp. | 3,338,200 | 230 | Simmons Co. | 1,173,300 |
| 129 | Illinois Central Industries, Inc. | 3,127,400 | 83 | Singer Co. | 6,209,300 |
| *208 | Institute of Life Insurance | 1,502,300 | 54 | Smithkline Corp. | 9,933,800 |
| 127 | Inter Bank | 3,219,300 | 156 | Sony Corp. of America | 2,416,600 |
| 92 | International Business Machines Corp. | \$ 5,480,700 | | | |
| 183 | International Harvester Co. | 1,925,100 | | | |

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WOMEN 18-49
TOTAL MEN

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REGULARLY APPEAR ON

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PLEASE
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*Source:
ARB, Feb./March, 1975.

| Rank | Parent Company | Expenditure |
|------|--------------------------------------|-------------|
| 145 | Sperry Rand Corp. | 2,692,900 |
| 91 | Squibb Corp. | 5,483,400 |
| 97 | Standard Brands, Inc. | 5,222,300 |
| 227 | Stanley Works | 1,233,600 |
| 82 | State Farm Mutual Auto Insurance Co. | 6,569,800 |
| 5 | Sterling Drug, Inc. | 60,977,500 |
| 182 | Stokely-Van Camp, Inc. | 1,947,600 |
| 95 | STP Corp. | 5,296,100 |
| 125 | Sunbeam Corp. | 3,273,200 |
| 148 | Sunkist Growers, Inc. | 2,674,500 |
| 186 | Tandy Corp. | 1,895,400 |
| 81 | Texaco, Inc. | 6,635,000 |
| *141 | Texas Instruments, Inc. | 2,840,600 |
| 117 | Textron, Inc. | 3,884,700 |
| 164 | 3M Co. | 2,219,500 |
| 122 | Toyo Kogyo Co., Ltd. | 3,481,800 |
| 50 | Toyota Motor Distributors, Inc. | 11,099,200 |
| 233 | Transamerica Corp. | 1,155,400 |
| 178 | The Travelers Corp. | 2,017,600 |
| 222 | 20th Century Fox Film Corp. | 1,268,300 |
| 159 | U.S. Steel Corp. | 2,344,500 |
| 90 | U.S. Time Corp. | 5,542,600 |
| 106 | UAL, Inc. | 4,613,400 |
| 192 | William Underwood Co. | 1,746,400 |
| 65 | Union Carbide Corp. | 8,164,600 |
| 113 | Uniroyal, Inc. | 4,172,100 |
| 229 | United Brands Co. | 1,180,800 |
| *165 | United States Government | 2,214,500 |
| 177 | United States Tobacco Co. | 2,031,700 |
| 110 | Upjohn Co. | 4,420,300 |
| 203 | Uvasic Foods, Inc. | 1,555,900 |
| 31 | Volkswagenwerk, A.G. | 17,464,500 |
| 7 | Warner-Lambert Pharmaceutical Co. | 48,760,200 |
| 78 | Waterman-Bic Pen Corp. | 6,727,100 |
| 206 | Wetia Corp. | 1,526,700 |
| 235 | Western Union Corp. | 1,137,400 |
| 133 | Weyerhaeuser Co. | 2,992,000 |
| 201 | Whirlpool Corp. | 1,639,500 |
| 185 | Wolverine World Wide, Inc. | 1,914,300 |
| 123 | Xerox Corp. | 3,362,000 |
| 184 | W.F. Young, Inc. | 1,922,800 |
| 114 | Zenith Radio Corp. | 4,072,900 |

*New to network.

Small-market radio looks into its mixed bag

Postal Service and Army tell NAB committee of ad plans; committee passes resolution against Arbitron Radio's survey by ADI's

Representatives of the U.S. Postal Service and the Army spelled out their respective hopes and frustrations for radio advertising at the spring meeting of the National Association of Broadcasters small market radio committee.

Another highlight of the May 22 Washington session was the action of the small market radio group in going on record in opposition to Arbitron Radio's planned survey of radio audiences according to television areas of dominant influence (ADI) (BROADCASTING, May 26).

The Postal Service and the Army are set to buy advertising on small market radio, extending campaigns already under way or in the testing stage. Not all stations will benefit, the NAB's committee was told, as both advertisers will spend their budgets on a basis most likely to provide the best results.

Albert Haas, advertising manager for the Postal Service; Clay Edmunds, account supervisor for Young & Rubicam, the service's ad agency; Dick Tobin, supervisor of the Army's advertising field force, and Joe Heaney of N.W. Ayer, agency for the Army, said test results and preparations for advertising should be

available this fall. Mr. Haas said the service expects to buy time on radio in 40 markets.

The Arbitron Radio radio audience survey according to television ADI's was said by Arbitron two weeks ago to enable broadcast advertisers to compare radio and TV data with a standard measure. However, the NAB committee resolved: "The small market radio committee of NAB, believing that Arbitron Radio's new ADI listening estimates will be detrimental to a significant number of smaller stations, urges Arbitron to cease publication of radio data on an ADI basis."

Arbitron spokesmen, noting the survey will only include the top 100 ADI's, said the long range benefit envisioned for radio is to "make it easier to buy" by providing fuller information to agencies.

Two other resolutions passed by the NAB's committee concerned the FCC's new license renewal form and community ascertainment process.

While commending the commission for its action on renewals designed to lessen the administrative burden, the committee said the proposed "short form" will actually increase the workload in some cases, such as the requirement to break out sports and entertainment programming and commercial matter, and will provide the FCC with repetitious information.

The committee said, in regard to the ascertainment exemption for stations in markets of less than 10,000 population, it favored raising that figure to 20,000.

The committee also endorsed the radio programming workshops to be held at the 1975 NAB fall conferences; directed the NAB staff to coordinate with the FCC a field trip to a small market station near Washington this fall; requested the NAB station services department to prepare a manual on traffic and billings; commended the Radio Information Office for its "Radio is Beautiful" campaign; endorsed Las Vegas as a future site for the annual NAB convention, with Washington as the site every four years.

RAB wants encore on adflation campaign

Board endorses indefinite extension of successful booster of radio

The Radio Advertising Bureau's board of directors has adopted "a strong recommendation" that the radio industry continue RAB's "Radio: Adflation Fighter" campaign indefinitely.

The campaign has been on an estimated 2,000 stations and most radio networks since the first of the year. Officials said the board felt the theme—that radio's values are specially suited to today's economy—are "still on target."

President Harold A. Neal of ABC Radio, chairman of the RAB board, said board members were also "extremely pleased" with the campaign's success in

stimulating industry participation "and very much want to keep building on the excellent cooperative activities under way within RAB to keep selling radio and solving industry problems."

The board also endorsed plans for an RAB series of cooperative advertising seminars, starting with one to be conducted June 25 at Chicago by Edward C. Crimmins, a co-op advertising consultant.

"We believe significant progress is being made to stimulate more cooperative advertising dollars from manufacturers," RAB President Miles David said, "which in turn stimulates retailer use of radio." He also saw "progress to eliminate roadblocks to use of national radio by making radio easier to plan and buy, and in increasing the professionalism of local radio salesmen."

The board also recommended that RAB compile a description of planning devices and computer systems made available to media departments "so that media planners and buyers are aware of the availability of all industry resources to help them use radio." It also suggested that RAB broaden the services it makes available in RAB meetings to include subjects that are related directly to sales but also touch on other areas such as programming and financial management.

Retail stores urged to put more advertising dollars into TV

NRMA's Kramer critical of hesitancy to use broadcast media in place of print; encourages its use in some markets for economy and efficiency

Department stores have been challenged by one of their leading colleagues to move more quickly into television.

Martin S. Kramer, vice president and chief executive officer of the Southern Stores division of Allied Stores Corp., told a National Retail Merchants Association conference that, despite TV's many known values, a recent NRMA survey found that only 57.8% of all department stores were using TV.

He said he wasn't touting TV but was using this "as an example of how slowly some people in the sales promotion area react to new developments." Television, he said, "is becoming an all-purpose backbone marketing medium that can be used to establish a store's competitive objectives," and yet currently receives "only 5%-15% of a typical department store's total advertising budget," while newspapers get 71%-78%.

"As a generalization," Mr. Kramer continued, "you will find that TV is not as expensive as you might think—any promotion planned for a full-page newspaper ad or more could probably be considered for TV. Conversely, it is appropriate that anything selected for TV should be something that we would be willing to promote in a full-page newspaper ad. . . . Simply

because it is a different media, there is no reason to promote different goods."

More than that, he said, "TV can be used effectively to sell goods without support from other media—and it works." And it may save money: "If Maas Brothers [of Tampa, Fla., one of the stores in his group] were to run the same full-page ad in all its markets—which include eight newspapers—the cost would be over \$10,000. In addition the coverage would be questionable because of the varying effectiveness of each of the local papers. On the other hand, the total marketing area can be blanketed with TV for \$2,000 to \$4,000."

Mr. Kramer's endorsement came from some experience with TV. Four store groups in his division spent an estimated \$1 million in local television in 1974.

Democrats to pass the TV basket again

Party to ante up \$1.2 million for 22-hour appeal on ABC-TV

The Democrats have completed arrangements with ABC-TV for their fourth fund-raising telethon July 26-27. The program will be the longest political broadcast ever, according to a party bulletin, running 22 hours from 9 p.m. Saturday (July 26) through 7 p.m. Sunday.

The telethon will originate in Los Angeles and will be produced by Eric Lieber, producer of the 1973 and 1974 Democratic telethons.

The program's theme will be "Tune In, America," and as in past years will feature a long list of entertainers and politicians.

The point is to raise money for the party, which will pay \$1.2 million for the broadcast time. Last year's telethon grossed \$5.5 million. During the telethon, the party said, there will be 20,000 volunteers manning 5,000 telephones in about 250 locations.

The contributions received will be divided down the middle between the national party and state parties.

The party's bulletin also cited television's effectiveness in attracting contributions. It said more than 60% of telethon donors in the previous three telethons were contributing for the first time.

Drackett disagrees with NAD

Drackett Co., which yielded to the National Advertising Division's insistence that it discontinue or change its TV commercials comparing Drackett's Behold furniture polish with Pledge and Lemon Pledge (BROADCASTING, Dec. 23, 1974), is appealing an NAD conclusion that it didn't change them enough to avoid an unjustified implication that Behold is superior over-all. The appeal from NAD, a unit of the Council of Better Business Bureaus, is to the National Advertising Review Board.

Agencies may give unwilling aid to ailing New York budget

4% sales tax asked for service industries includes agency fees

The \$641 million budget question plaguing New York City has prompted Mayor Abraham Beame and colleagues to ask the New York state legislature for permission to impose a 4% sales tax on various service industries, including the commissions and fees earned by advertising agencies.

A spokesman for Mayor Beame stressed last week that the sales tax was one of several proposals made by the city administration to help close the \$641 million gap in the 1975-76 budget. He said the tax proposed on agencies would apply only to billings generated in New York City but he could not give an estimate as to how large this might be.

Agency executives in New York tended to echo the sentiments of John Elliott, board chairman of Ogilvy & Mather, who told stockholders at the agency's annual meeting: "A tax would be deplorable. It would have a serious effect and would encourage us and other agencies to look for other places to conduct our business."

Dry Ban ads exonerated as FTC rescinds '73 action

A complaint about allegedly false television demonstrations for Dry Ban anti-perspirant spray has been dismissed by the Federal Trade Commission.

Involved were five ads that ran between July 1969 and September 1970. They were the target of an FTC initial decision in 1973 that said that the commercials for the Bristol-Myers Co. product, produced by Ogilvy & Mather, New York, falsely represented the spray to be dry when applied and to leave no visible residue on the body.

In setting aside the initial decision, the FTC said the film versions were not misleading and, in a decision written by Commissioner Mary E. Hanford, felt "dryness" was not meant as an absolute standard. Commissioner Mayo J. Thompson said in a concurring opinion, "Even if one believes in the power of television to convince the consumer that wet is really dry the first time around and thus in its power to sell each potential customer one can of the product in question, it would presumably strain the credulity of even the most enthusiastic of TV supporters to believe that repeat sales could be won—and market share thus maintained—through the instrument of any such self-evidently false claim."

Mr. Thompson admonished the commission to get on with the "serious business" of stopping unfair or harmful practices and to dismiss concerns for "literal-minded legalisms."

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TOTAL WOMEN
WOMEN 18-49
TOTAL MEN

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*Source: *Ad* (B/E) (March) 1975

Gaming shows a winner in Ohio, Illinois

Weekly state lottery drawings are done up as evening TV programs that are getting ratings, sales results

Ohio television stations are harvesting some of their biggest local ratings in years with what could be the ultimate audience-participation game show. The gimmick: Any Ohioan tuned in Thursday at 7:30 p.m. to the station that's televising *The Buckeye 300 Show* may see himself winning anywhere from \$20 to \$300,000 if he bought a 50-cent state-lottery ticket that week.

"After the first three weeks on the air" (the show kicked off last Feb. 27) "the rating in Cleveland was a 28 with a 48% share of the audience," boasts Ed Cervenak, station manager of WEWS-TV Cleveland. "And we scored that number against two of the top prime-access shows

in the country, *Hollywood Squares* and *Treasure Hunt*." He adds that the ratings have stayed at that level in Cleveland and have been duplicated in Cincinnati and Dayton.

Illinois's state-lottery commission, the other agency that has turned its weekly drawings into a game show, just got its 30-minute program (which runs Thursday at 7 p.m.) under way early last month. But a spokesman for WGN-TV Chicago, said that coincentals taken for the May 8 telecast gave it a 12 rating and 25 share, good enough for a tie with that week's rerun of *The Waltons*.

Both the Ohio and Illinois lottery shows are done live with specially built sets at production costs of \$3,500 a week (WGN-TV Chicago) and \$4,000 a week (WEWS-TV Cleveland). The latter passes that weekly cost on to Don Marcus, owner of the ad agency that represents the Ohio Lottery Commission, whereas WGN-TV foots the \$3,500 itself. "We in effect package *The Buckeye 300 Show*," says Don Marcus, "and rent the facilities and crew of WEWS-TV." Mr. Marcus goes on to say that the agency recoups the production cost by selling the show to eight Ohio stations (at prices that reportedly range from the \$1,000 a week paid by WEWS-TV to the

\$200 a week by WSTV-TV Steubenville). These stations, in turn, get the right to sell all five commercial minutes in each half hour. One source says that WEWS-TV Cleveland charges \$600 for one 30-second spot on the show and that, with the ratings it's getting, sponsors are beating down the station's doors.

WGN-TV has sold all six of the commercial minutes on *The Illinois State Lottery Drawing* (a title that may be changed to something catchier, a station spokesman says) over the first 13 weeks to two sponsors: the Jewel supermarket chain (Adventures Inc., Chicago) and Greater Chicagoland Buick dealers (Post-Keyes-Gardner). Each of the two pays the station \$3,000 for three weekly minutes, according to a WGN-TV spokesman. Ken Muirson, an executive vice president of Lee King & Partners, the agency for the Illinois Lottery Commission, says that WSNS-TV, a UHF station in Chicago, will soon resume its weekly telecast (Friday at 7 p.m.) of the supplementary "Grand Slam" lottery drawing, which it ran from March 14 through May 9.

Both the WEWS-TV and WGN-TV shows have similar formats. As few as five and as many as 25 contestants qualify each week for the drawing that will net the winner



Three for the money. The newest hit in local program popularity is the lottery show, among which genre these three programs are blazing trails. Top: WEWS-TV Cleveland's *The Buckeye 300 Show*. Bottom left: WGN-TV Chicago's *Illinois State Lottery Drawing*. Bottom right: WARE(AM) Ware, Mass., broadcasting that state's lottery.

\$300,000. All of these contestants are invited to appear in the studio the following week. Suspense is built up as one after another of the qualifiers is eliminated through the chance manipulation of numbers.

The Ohio and Illinois game shows have turned out to be the two most significant manifestations of Congress's passage late last December of a law permitting the broadcasting of state lotteries. The 10 other states that conduct lotteries have benefitted from the law by promoting their contests through spot advertising on radio and television. But a spokesman for the New Hampshire state lottery commission says that it wouldn't be feasible for his agency to try and do a weekly game show because there is only one VHF commercial station in the state (WMUR-TV Manchester), and it doesn't have the production facilities for an undertaking of that kind. Instead, according to the spokesman, the commission has spent \$50,000 so far this year to publicize the lottery on radio and TV.

Radio is getting into the act in Massachusetts, where on May 1 WARE(AM) Ware, Mass., did a live 44-minute broadcast of that week's state drawing from the lawn surrounding the station's studio. Richard Vaughan, the executive vice president of the station, called the event "a local community happening" and says it attracted 350 people. The local Chevrolet dealer sponsored the broadcast, Mr. Vaughan says.

But TV, not radio, appears to be where the action is. Don Marcus says that the success of *The Buckeye 300 Show* in Ohio "has prompted calls from most of the other lottery states asking me how to go about setting up a similar type show in their states." Michigan's lottery people, for instance, are ready to go with a weekly show, but there's been a delay, according to agency sources there, because two Detroit stations, WKBD-TV and WWJ-TV, are vying for the rights to the program, which is being planned as a prime-access game show.

New from Keystone

Top entertainment names featured in latest offering at cost

Keystone Broadcasting System, New York, Chicago and Los Angeles, has offered its 1,000 radio affiliates a program package with local promos and identification and with "no recapture provisions for KBS." The programs are for local sale and are priced only to recover production costs, according to Program Director Arch Robb, formerly director of special programs, NBC-TV New York. The initial offer is for 11 shows of 90 seconds each to run five days a week for 13 weeks, all "entertainment and service" program formats. The cost to stations will be \$1 per episode with 65 episodes per cycle.

The 11 programs in the initial series:

Don Kirshner's Pop Diary, Happy Trails to You from Roy Rogers and Dale Evans, Lorne Greene Speaks, Jack Linkletter and Personal Feelings, Betty White's World of Animals, The Gallery of Allan Ludden, Rayburn's Favorite Happenings with Gene Rayburn, Ben Grauer's Word Pictures, Daily Tips on Dining from the Rainbow Room, Let's Eat for Fun with Master Chefs Rahm and Simmons, and Timely Ideas and Helpful Hints with Family Circle Publisher Bob Young.

Now NBC puts new man over programing: Weinblatt

Sales VP will report to Bob Howard and be over Larry White; network emphasizes 'youth and flexibility'

NBC-TV, in an effort to bring some "managerial expertise" to its programing department, last week gave its vice president for sales, Mike Weinblatt, the new title of executive vice president of the network.

Under his new title, Mr. Weinblatt will remain head of the sales department and will take on the responsibility of supervising Lawrence R. White, NBC's vice president for programing, and the other programing vice presidents. Mr. Weinblatt will report directly to Robert T. Howard, president of the network.

Robert C. Blackmore, NBC-TV's vice president for Eastern sales, will replace Mr. Weinblatt as vice president of sales.

"My first order of business," Mr. Weinblatt said Wednesday (May 28), will be "to make sure we have the maximum amount of planning and development for the second-season changes we may have to make." National Nielsen overnights permit the networks to figure out almost instantly which of their shows are doomed to be hopeless failures. The result: a "second-season" replacement may be shoe-horned into the prime-time schedule as early as October. "We want to be prepared," says Mr. Weinblatt.

Mr. Weinblatt was chosen for this new post, according to the official NBC statement, because his "structural and organizational changes" as head of the sales department "have resulted in a new NBC image within the broadcast-advertising community—a dynamic image marked by youth, speedy decision-making and flexibility in the marketplace."

Mr. Weinblatt says his appointment shouldn't be viewed as "a slap at Larry White, or at anyone else in the program department. Programing the network is a complicated business, and there are a lot of elements to pull together. NBC feels that I have the managerial expertise to do the job."

About his new duties Mr. Weinblatt is

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nothing if not bullish. "I think NBC has the best over-all programming staff in the business," he says, "I'm highly optimistic that our prime-time schedule for next year will, at the very least, improve on the excellent schedule we turned out this year."

Lee Currlin: now the target others shoot at

**Inheriting another's schedule
and a 20-year tradition as No. 1,
new CBS program chief takes over**

"We're pretty well set in all our dayparts right now, and I'm not going to start second-guessing these plans right off the bat."

So remarked Lee Currlin last Wednesday (May 28) as he leaned forward over his desk in the spacious corner office he occupies at Black Rock, seemingly relaxed and showing no overt signs of the hectic schedule of meetings he has been subjected to since being named Fred Silverman's replacement as vice president for programs at CBS-TV on Friday, May 23.

"He's the polar opposite of Fred Silverman," said one industry executive who knows both men. "Fred is all nervous energy, while Lee Currlin is calm, low-key and very methodical."

Mr. Currlin steps into the programming



Lee Currlin: New man in the CBS eye

job from his previous post of vice president, sales administration, for the network, but Robert Wood, the president of CBS-TV, has said: "Don't let that former title fool you. He's been continually involved in all our programming deliberations."

Describing the sales operation he presided over during the last few years, Mr. Currlin explained: "We decided to break up our schedule into the various dayparts and put a separate executive in charge of each daypart—similar to the way a major package-goods advertiser like Procter & Gamble, for instance, breaks up its products into accounts, like Tide and Ivory Snow and Crest toothpaste, and makes an executive responsible for each of them.

"All of these sales executives reported to me, and they were expected to meet their target objectives. Through my supervision of them, I got to know all of the various needs of the various dayparts, and got quite involved in all these programming areas."

He added that he ended up an active participant at most of the programming meetings to make sure the needs of the sales department were being served. For example, he said, if the programmers were scheduling a special for a set date but the sponsor wanted it later in the year as more suitable to a particular product line, Mr. Currlin would argue the sponsor's case and often got the network to change the date.

Even before Mr. Currlin arrived at CBS's sales department in 1968, said Bob Wood, "his fundamental programming instincts were probably already formed at Benton & Bowles." Mr. Wood added that Mr. Currlin is in the tradition of B&B alumni like Lee Rich, head of Lorimar Productions (*The Waltons*); Larry White, vice president, programs, NBC-TV; Grant Tinker, head of MTM Productions; and Irwin Segelstein, president of Columbia Records division of CBS.

During his 14 years at Benton & Bowles (1954-68), Mr. Currlin went from spot timebuyer to media director for such accounts as Procter & Gamble, General

Foods and Philip Morris. When his boss at B&B, Lee Rich, left for more lucrative pastures, Mr. Currlin got into the area that has since become his main interest, program development. "That was the period when sponsors like Procter & Gamble and General Foods were developing series like *The Andy Griffith Show*, *Gomer Pyle* and *The Rifleman*, and then bringing them to the networks," Mr. Currlin said.

One of the reasons he left Benton & Bowles for CBS was that "the program-development business at the agencies began to change," according to Mr. Currlin. Production costs started to go through the roof and "sponsors simply couldn't afford to bankroll a series any more." The power, he said, shifted "from the agency programming guys to the network programming guys."

Mr. Currlin decided to make himself a part of that power shift. Now, after seven years in the shadow of, first, Michael Dann and then Fred Silverman, he's inheriting a prime-time schedule in a tradition of being number one over the past two decades.

Mr. Currlin, 49, married and the father of five children, was born and reared in New York City. Sandwiched around the two-and-a-half years he spent in the Army Air Force were stints at the City College of New York and at Hofstra University.

His first job was in Kenyon & Eckhardt's mail room in 1948. He worked his way up to the position of broadcast-spot estimator, figuring out precisely how much a purchase made by one of K&E's spot buyers actually cost in dollars and cents. As he puts it, on the recommendation of a timebuyer who was impressed with his work, Mr. Currlin moved over to the William H. Weintraub agency in 1950, where he started as a TV timebuyer and advanced to chief timebuyer. It was at Weintraub that he first met Lee Rich, and when Mr. Rich, whose expertise at the time tilted toward print rather than radio and TV, was appointed broadcast supervisor of the Procter & Gamble account at Benton & Bowles, he "hollered for me to help him on the media side of the account."



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Border stations argue for U.S. cutoff of pre-released programs by Canadian outlets

Several U.S. television stations in Canadian-border markets last week registered their support with the FCC for an ABC petition that urges the commission to adopt a rule stopping Canadian stations from releasing U.S. network programs prior to domestic telecast (BROADCASTING, March 24). The stations agreed with ABC's contention that the commission has the power to prevent what they deemed unfair competition. Program producers and distributors, however, took the opposite view and maintained that the commission should not initiate a rulemaking into the matter.

ABC said in March that the commission should require producers and distributors to have an export license for any pre-released program broadcast by a Canadian network or station, regularly viewed in the U.S. either over the air or by cable.

ABC said that the commission could exercise this authority through the Communications Act, specifically section 325(b), which says that FCC approval is needed by anyone who produces "mechanical or physical reproduction of sound waves" and then transports them to a foreign station that broadcasts into the U.S.

Three Buffalo, N.Y., licensees agreed and jointly supported the petition. Taft Broadcasting Co. (WGR-TV), WBEN Inc. (WBEN-TV) and Capital Cities Communications Inc. (WKBW-TV) presented an analysis of programming for five English-language Canadian stations serving the Toronto-Hamilton area. Based on TV Guide schedules for five weeks in 1974 and 1975, the licensees said that 55 hours of pre-released programming were broadcast collectively between 6 p.m. and 11 p.m.

The licensees said that they expect the figures to increase through the growth of cable and creation of new border area stations. The licensees maintained that elimination of pre-release practices will not cause Canadian stations to withdraw U.S. programming. Rather, they said, the programming could be broadcast simultaneously or released later.

The licensees, however, took exception to ABC's opinion that the commission should view the issue in terms of recent Canadian efforts to eliminate U.S. stations from Canadian advertising revenue markets (BROADCASTING, Feb. 3). They said the rulemaking request should not be seen as a "retaliatory device."

Other licensees supporting the rulemaking were Brockway Co., licensee of WNY-TV Carthage and Flower City Television Corp., licensee of WOKR(TV) Rochester, both New York; Aroostook Broadcasting Corp., licensee of WAGM-TV Presque Isle and Community Broadcasting Service,

licensee of WABI-TV Bangor, both Maine, and Great Lakes Communications Inc., licensee of WICU-TV Erie, Pa.

Jointly opposing the petition were several producers and distributors: Columbia Pictures Industries Inc., MCA Inc., Paramount Pictures Corp., Twentieth Century-Fox Film Corp., United Artists Corp. and Warner Bros. Inc.

The producer group charged that section 325(b) does not "apply to programs transmitted to a foreign station whose broadcasts are intended for reception in that country and which are incidentally received in the U.S."

The suppliers also said that the proposed rule would violate the financial interest rule which allows pre-release contracts. The contracts are made to protect Canadian markets from domination by U.S. border stations, they said.

Program Briefs

Once more. Warner Bros. Television has released *Maverick*, series starring James Garner, Jack Kelly and Roger Moore, for stripping this fall. Program, after five years on ABC and first released as syndicated series in 1962 (147 markets for two runs only), consists of 124 hour episodes.

Gentleman's game. Ziv-Tel, Los Angeles, has placed *Celebrity Sharks*, half-hour variety show pitting celebrity

against celebrity in billiards matches, into syndication. First 43 segments, with 66 big names involved, already has been produced by Golden State Industries.

Timely service. Series of 30-second and 60-second positive statements of faith about America's people, places and events is offered in *I Believe in America*, package of more than 300 patriotic programs for use now through Bicentennial and thereafter. *The Moneymakers*, 5641 Yale Boulevard, Dallas 75206; (214) 691-7551.

Professor's special. Donald I. Davis Productions, Hollywood, is producing half-hour special for ABC owned TV stations "The Wonder of Things," starring Professor Julius Sumner Miller, TV and radio host on number of radio and TV science shows over past two decades. Program, which is also pilot for possible series, will be broadcast as segment of owned-and-operated division's Rainbow Sundae series.

Bronson In 'Concert'. One hour syndicated radio program of great music, *Pop Goes The Concert*, is available from Syndicated Program Production/Sales Division of Gert Bunchez & Associates. Program, available one to five hours weekly and with Marty Bronson, singer-composer, as host, is offered for national and regional sponsorship or to individual stations. 7730 Carondelet, St. Louis 63105; (314) 862-5250.

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NCTA decision on copyright doesn't draw full support

Dissenters say they'll keep pushing for alternatives

The National Cable Television Association has finalized its position on copyright, but indications last week were that its hope for a position that would unify the industry has yet to be realized.

The action, adopted at the NCTA board meeting in Chicago two weeks ago (BROADCASTING, May 26), reaffirmed NCTA's basic nine points set down last fall (BROADCASTING, Nov. 25, 1974; May 5, 1975) with one exception: The proposed exemption for cable systems with fewer than 1,500 subscribers has been reworked to provide a blanket exemption for all cable systems from copyright liability on the first \$100,000 of their gross annual service revenues.

The \$100,000 figure, according to board member John C. Malone of Telecommunications Inc., Denver, was calculated on the basis of the 1,500-subscriber cutoff—in other words, an average \$6 monthly rate times 1,500 subscribers was

tabulated to yield an annual revenue figure. The monetary division, unlike the subscriber cutoff, would have the advantage of being consistent—no operator on the 1,500-subscriber borderline would be faced with the chance of paying on nothing or paying on everything. Also, it would circumvent any difficulty of finding a uniform way to count subscribers, explained Mr. Malone, who together with Joseph Floyd, Midcontinent Cable Systems, Aberdeen, S.D., introduced the proposal at the Chicago board meeting.

Industry estimates are that, like the previous 1,500-subscriber cutoff, the \$100,000 blanket exemption would put approximately 1,800 cable systems beyond the reach of copyright liability.

However, the blanket exemption, which is figured on a per-system basis, will probably reduce the total copyright pool from an estimated \$6.5-7 million (based on the 1,500-subscriber exemption) to \$5-5.5 million.

Furthermore, small systems which fall into the low range of the Senate copyright bill's graduated rate structure (5% of gross revenues), would realize a maximum exemption of \$500 per year. Larger systems with revenues that fall in the high end of the rate scale (2.5% of gross revenues) would gain a maximum reduction of \$2,500—although on a percentage basis the small operator would see the greatest material difference.

Mr. Malone acknowledged that although the "primary" reason behind the proposal was to establish consistency,

the new monetary blanket cutoff could be interpreted by some people as a "bit of a trade-off" between small operators' hopes to gain a local signal exemption and the final position of the NCTA board.

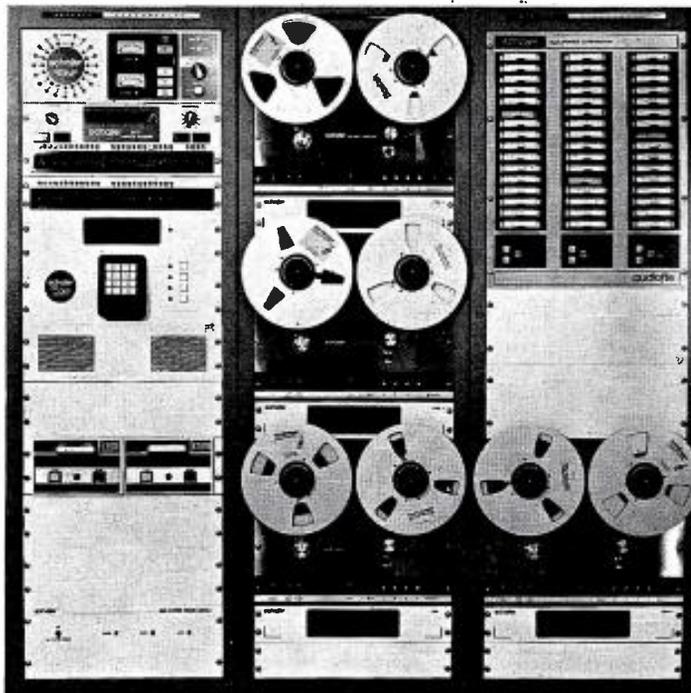
Indeed, the adoption of the \$100,000 blanket exemption was a last-minute decision; it came at the end of a board meeting which up to that point had been entirely occupied with proposals for some kind of local/distant signal formula for charging copyright costs.

The NCTA executive committee, which had been instructed at the previous board meeting (BROADCASTING, May 5) to come up with recommendations for a local signal exemption formula, announced a plan for exempting copyright liability on all "must carry" signals as defined by the FCC. However, not one executive committee member offered that recommendation for a vote, reportedly because the committee arrived at the formula only because it was directed to do so by the board and not because they themselves saw the proposal as flawless.

Proposals based on variations of that formula were voted on, but all were defeated, including suggestions for a microwave-signal exemption and a proportional payment based on a fraction of distant signals computed over the total signals carried.

A diluted version of the Pennsylvania plan was also defeated, 14-9. It called for all local signals to be exempt, including a basic five-signal complement—three networks, one independent and one educa-

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Cable's expected growth. Cable TV subscribers will total 22 million by 1983, with one-fourth or more as subscribers to pay cable, according to Frost & Sullivan, New York, a technological market-research firm. F&S said it conducted a cable study that also projects 1,492,000 pay-TV subscribers in 1979 and 5,968,000 in 1984, as against 281,000 this year. The company said the study also presents a formula for judging CATV chances of success and that this shows New York, Chicago, St. Louis, Houston, Miami "and many others" would be unprofitable markets while Pittsburgh, Portland, Ore., Syracuse, N.Y., and Little Rock, Ark., would be among the "most prosperous" markets. Two-way cable services and the use of CATV in complicated functions such as home shopping, audience surveys, voting and interactive instruction, P&S concludes, are "still far into the future." Copies of the 225-page study are available at \$595 each from Frost & Sullivan, 106 Fulton Street, New York 10038.

tional—whether or not these signals are microwaved or brought in off-the-air.

The problem, according to various board members, including Mr. Malone and NCTA Chairman Rex Bradley, was that although the board favored some sort of exemption for local signals, no one formula could be found that would not put a particular segment of the industry at a disadvantage.

However, not all people in the industry were convinced last week that a position less supportive of over-all copyright payments could not be found.

One board member, Jerry Greene, Teleprompter Corp., said his company will lobby against the NCTA position and in favor of a no-copyright stance. Mr. Greene also said Teleprompter will request time to present testimony to the House subcommittee on copyright on June 11. However, Teleprompter, which is somewhat of a maverick among MSO's in its "no copyright" stance, will not drop out of NCTA, Mr. Greene emphasized.

The Pennsylvania Cable Association unanimously reaffirmed its position on local-signal exemptions at its board meeting last Wednesday, and also hopes to present its views at the House hearings.

George Barco, the Pennsylvania association's legal counsel, had predicted earlier (BROADCASTING, April 28) that at least 10 states would leave NCTA if no accommodation is reached on local-signal liability. Mr. Barco last week held to that prediction although he did not suggest that anyone has as yet withdrawn from NCTA. According to Mr. Barco, the bulk of at least 10 state memberships "and more" may withdraw.

A random selection of adamant "no copyright" NCTA members last week did not reveal any plans for dropping out of NCTA.

An NCTA board member, William Turner, Welch (W. Va.) Antenna Co., said he was not going to withdraw from NCTA, although he also felt that some

members, especially those from Pennsylvania, may be dropping their membership at a later time.

Mr. Turner stands to benefit from the new \$100,000 exemption, since his system has 2,800 subscribers and last year reported a revenue of close to \$200,000.

William Riden, Cumberland (Ky.) TV Inc. and president of the Kentucky Cable Association—the first state organization to adopt a no-copyright position—also is not happy with the \$100,000 cutoff, although his particular system would benefit. The \$100,000 plan is "just a method to get small operators off the back of NCTA," he said, adding that he planned to lobby against the NCTA position although he ruled out the idea that he would drop out of the association.

Vincent E. Uricchio, Long Island Cablevision, Riverhead, N.Y., and president of the New York Cable Association, said "it doesn't make sense" to drop out of NCTA, although his association still holds to its no-copyright stance.

Fred Ford, head of the Ad Hoc Committee of Concerned Cable Tv Operators for A Fair Copyright Law, said the final NCTA position came as no surprise to him. He plans to testify June 11 on the position of his group—which splintered from NCTA as a result of the copyright issue some time ago.

The other and larger splinter force in the cable industry is the Community Antenna Television Association, claiming some 400 members that reportedly would have gone along with NCTA in backing the Pennsylvania position (BROADCASTING, May 5). Bob Cooper, CATA executive director, called the \$100,000 proposal a "small step backwards" and explained that some systems with under 1,500 subscribers but with revenues over \$100,000 would now have to pay copyright although under the old subscriber exemption they would have been exempt. Mr. Cooper expects additional converts from NCTA to CATA as a result of the Chicago board meeting's action.

Canada takes first step toward pay cable via satellite

However, Toronto announcement is tempered by fact government has not set policy in that area; minister of communications prods cablecasters to be more active

David Golden, president of Telesat Canada, announced that an option had been signed by Agra Industries Ltd., Saskatoon, Sask., cable operator, and the Canadian Cable System, Toronto, looking towards the possibility of using one channel on the Anik satellites for distribution of pay cable programing.

The announcement was made during

the Canadian Cable Television Association's annual convention in Vancouver, B.C., but in no way touched off a Canadian version of the furor that happened in New Orleans in April when Home Box Office Inc. and UA-Columbia announced plans for a satellite interconnected pay-cable network (BROADCASTING, April 21). For one thing, whether there will be pay cable in Canada and what form it will take has not yet been decided (BROADCASTING, April 28). Hearings looking toward some policy decisions on pay cable are scheduled to begin June 10 before the Canadian Radio and Television Commission in Ottawa.

Second, the program supplier or the Canadian version of Home Box Office is not a party to the agreement announced by Mr. Golden. Nevertheless, the announcement does mark the first time Canadian cable people have taken an affirmative step towards the use of satellite distribution for cable programing.

Cable programing was also addressed in a keynote speech May 21 by Gerard Pelletier, Canada's minister of communications, who told cable operators they could no longer remain in the role of a "passive transmitter" and must assume responsibilities for fostering "communal identity" and providing coverage of local news, cultural and social events.

The minister suggested that Canadian cable systems do have the financial resources to meet these higher demands, citing the Industry's 1973 rate of return after taxes in stockholder's equity at 17%.

Mr. Pelletier acknowledged that only a small portion of all cable companies—mainly the larger systems—accounted for the after-tax profit picture, but he suggested that the unbalanced distribution of profits would have to be considered in future government policy deliberations.

More specifically, he submitted that public policy should be to encourage the larger and more profitable systems to share the cost of microwave fees with the smaller systems in extending service to the remote areas of the country.

Some kind of cost-sharing between large and small systems might also be in order, explained the minister, in providing local news and cultural programing to those isolated areas.

Regarding pay television, the minister suggested public policy of "approach with caution" to make sure such a service would not compete with broadcasters for "vital revenues" derived from sports and entertainment programing, which are essential for broadcasters in order for them to meet their other public service programing objectives.

Mr. Pelletier said he did not "believe" that cable television poses a threat to Canadian broadcasters and is convinced that cable can become a part of the Canadian broadcasting system and help improve Canadian life. However, cable can take its place in the country's television system only if it is willing to accept its social responsibility, the minister concluded, and relinquish the passive role of retransmitter.

A \$2 million commitment to freedom of the press

CBS's Taylor will head reporters' committee fund to defend journalists in First Amendment-related cases

The Reporters Committee for Freedom of the Press, which was established five years ago as an organization of volunteers concerned about growing government infringement of the First Amendment, is emerging into the big time. Last week it announced establishment of a First Amendment Research and Defense Fund, and the acceptance by Arthur R. Taylor, CBS president, of the chairmanship of the fund, with a goal of raising \$2 million in two years.

The fund is the result of what the committee and Mr. Taylor view as an increasing threat to press freedom from the government's use of subpoenas and contempt citations to force journalists to divulge confidential information, and from the power of the courts to impose gag orders on reporters.

Mr. Taylor, in an address before the convention of the Associated Press Broadcasters in San Antonio, on Friday, said that in many cases the "abuses" were "perpetrated by well-meaning officials, in the name of safeguarding other, seemingly conflicting rights and necessities"—of fair trial, for instance. But, he said, "the result has been a far greater threat to our liberties—the cumulative erosion of press freedom as never before witnessed under our Constitution."

The fund will provide for the costs of legal research and information services, and legal defense for reporters in any media who are threatened with legal action as a result of their activities as journalists. The committee has in the past

relied on the services of volunteer attorneys.

But, it now contends that, unless the means for a full legal defense are available, the mere threat of court action can have a restraining effect on freedom of the press.

Mr. Taylor traced much of the problem concerning the reporters committee back to the Supreme Court decision in 1970 which held that the First Amendment does not grant reporters the right to withhold information from grand juries, even when it is obtained during legitimate newsgathering activities. The result of the opinion, he said, has been "devastating," with reporters facing an increasing number of subpoenas, and an increasing number of reporters going to jail for refusing to give information.

In addition, he said, there has been a growing tendency on the part of judges to issue "gag orders" forbidding statements to the press by individuals involved in a trial. He said a survey by CBS News correspondent Fred Graham turned up only two gag orders in 1966 but as many as 22 in 1973. "Today," Mr. Taylor said, "gag orders have become so numerous as to be almost routine." And in recent years, he said, the orders have been used "to



Taylor

silence public discussion of issues vital to the community as a whole."

The campaign Mr. Taylor heads will be nationwide. For "freedom of the press," he said, "is basic to the rights of all citizens." Without "the lines of communication provided by the free press to the body politic," he added, "the other basic rights of individuals become lifeless extremities."

Among the major journalistic organizations Mr. Taylor noted are supporting the reporters' committee efforts are the American Newspaper Publishers Association, the National Association of Broadcasters, the Radio-Television News Directors Association, the National Newspaper Association, the American Society of Newspaper Editors, the Association of American Publishers, The Society of Professional Journalists, Sigma Delta Chi, the Magazine Publishers Association and the AP Managing Editors Association.

Professor gives low marks to news council

Appraising the first-year track record of the National News Council, Dr. Ralph L. Lowenstein concluded that most complaints received by the organization in 1974 were "so trivial that sometimes the least trivial are considered, by comparison, decent candidates for NNC action." Dr. Lowenstein, a journalism professor at the University of Missouri, evaluated the council in a Freedom of Information Center report.

Of 51 cases officially docketed by the council by last December, Dr. Lowenstein said only four brought rulings against the media. He described the procedure for screening complaints and developing cases as "sloppy." And he noted that rule changes make it easier for complaints to be brought to the watchdog before they are brought to the media.

Dr. Lowenstein expressed pessimism concerning a possible council decision to expand its purview to all the news media in the country. Currently the council only deals with national suppliers of news. With an expanded scope, the council might be faced with more complaints that it could handle, Dr. Lowenstein said.

Justice: 80% will talk. Reporters are generally willing witnesses when subpoenaed to testify before grand juries or in court, it would appear from a Justice Department study. The study said that reporters complied willingly in 80% of the cases in which they were subpoenaed. But with one possible exception, a department spokesman said, no reporter was required to reveal confidential information. The department provided the percentage of reporters who had testified willingly in response to questions prompted by a comment of Assistant Attorney General Antonin C. Scalia in a report on the number of subpoenas issued to reporters. He had said that the issuance of a subpoena did not necessarily mean a reporter was unwilling to testify. "It is becoming a common professional practice for newsmen who are willing to testify to require prior issuance of a subpoena," he said.

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Black music: progressing in sound, welcome

'Shining Star' and 'Walking in Rhythm' are examples of experimentation that has expanded audience scope

The impact of what is called progressive R&B is being felt on pop playlists around the country, with breakthroughs by two groups, Earth, Wind & Fire and the Blackbyrds, helping to bring a relatively new musical style to an ever-broader audience.

Shining Star, Earth, Wind & Fire's first major pop hit, has topped national sales charts, and is now at nine on the "Playlist." The album from which it is taken, *That's the Way of the World*, is also the current national sales leader, with over, 1,100,000 units sold and the prospect of becoming one of the best selling black albums of all time. The Blackbyrds have reached the top 10 at many stations with *Walking in Rhythm*, now at 18 on the "Playlist", only the second single release in the group's history.

An often-cited definition of "progressive" soul is music that is written, arranged, and often produced by the

performers involved, but the success of hits like last year's *For the Love of Money*, performed by the O'Jays and masterminded by Gamble-Huff Productions, is broadening that definition. That single featured voice phasing and a variety of electronic effects that rival some space-rock efforts by white musicians. Since the late sixties, artists such as Sly Stone and Curtis Mayfield have succeeded in making innovations in black music that have also been commercially successful in other formats, but many others have found airplay hard to come by:

The career of War, now back on the charts with *Why Can't We Be Friends?*, exemplifies this difficulty. The group gained pop recognition as back-up for Eric Burdon; their collaboration on *Spill the Wine* was a top 10 item in 1970. It was more than two years later, however, before the group returned to the pop charts on its own with *The Cisco Kid* and other hits.

War is credited with much of the trailblazing that newer acts have benefited from. Columbia Records' Bob Sherwood says of Earth, Wind & Fire, "They took what War started and advanced it." Both are large groups utilizing many instruments, both draw their material from jazz and soul influences, and both have thereby attracted listeners from several other genres.

Led by Maurice White, who writes and produces much of the group's material, the Chicago-based E,W & F has three previous albums, all sales successes, and

several singles, including *Head to the Sky*, which reached number one at many black stations without crossing pop.

The Blackbyrds' roots are even more firmly set in jazz. Students at Washington's Howard University, the group's members began recording and performing as an educational exercise under the tutelage of jazz trumpeter Donald Byrd, a former chairman of Howard's department of jazz studies. After several changes of personnel, four of the group's five members are still college students, touring as back-up for Mr. Byrd, who has also produced their two albums.

The pop radio recognition of this music began with growing airplay in several other formats. Play on soul stations was boosted by strong support from a few progressive R&B stations (not to be confused with all-jazz formats), including WBLS(FM) New York and WHUR(FM) Washington. Some progressive rock stations have also featured some material by these artists.

For *Shining Star*, Louisville, Ky., and St. Louis provided top 40 breakthroughs in March and April. John Randolph of WAKY(AM) Louisville notes that other E,W & F singles had been top five items in his market, known as prime crossover territory for black records. The group had also sold out two recent area concerts. In St. Louis, Bartell's KSLQ(FM) picked up the song on the basis of local sales and requests, and found it equally successful at co-owned stations in Detroit and Miami.

Walking in Rhythm has been more of a

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disco hit than *Shining Star*, breaking first in Philadelphia, but also adding adult contemporary and college stations before reaching national charts.

Mr. Randolph has found that black artists "are often big in Louisville eight to 10 months before they hit the rest of the country." On that basis, and from building album sales and concert followings, a number of performers seem ready to join the list of pop successes from progressive R&B, among them Graham Central Station and the New Birth. Earth, Wind & Fire, with a new single, the title track from the film *That's the Way of the World* (in which they appear); and the Blackbyrds, with a new album and single due in three weeks, figure to remain among such successes.

Breaking In



Paul McCartney & Wings

Listen To What the Man Said—Paul McCartney (Capitol) ■ Paul McCartney may be the only other male performer to command the "instant add" attention Elton John receives, and this latest single release, from the forthcoming *Venus and Mars* album, should further strengthen his hold on the pop audience. *Listen to What the Man Said*, a rocker reminiscent of this winter's *Junior's Farm*, is already generating some adult contemporary response, though it is unlikely to duplicate the country success that *Sally G* enjoyed. This single also marks the beginning of a new association between Mr. McCartney and Capitol Records, which released most Beatle records in this country, and distributes the group's Apple product here. Mr. McCartney is thus the first of the group to depart the Apple fold, as the dissolution of the Beatles' joint financial endeavors continues. His single has been added at WBZ-FM Boston, WHYI(FM) Fort. Lauderdale, Fla., KDWB(AM) Minneapolis, KJR(AM) Seattle, KIMN(AM) Denver, KLIF(AM) Dallas and KILT(AM) Houston.

Tell Her No—Del Shannon (*Island*). ■ Owner of a string of major pop hits in the early sixties, Del Shannon has been heard mainly on oldies stations of late, but has maintained a loyal following in Great Britain, where he has performed most frequently in recent years. It may be fitting, then, that his return to American charts comes with his first release on the English Island label, although two cover versions of his classic *Runaway* have made brief chart appearances already this

year. *Tell Her No* brought stardom to Rod Argent's band, The Zombies, in 1964, and is revived here in a rendition very faithful to the original, but featuring the rougher edge of Mr. Shannon's still recognizable vocal style. It has been added at WCUE(AM) Cuyahoga Falls, Ohio.

Tracking the 'Playlists'

America's new single looks headed for No. 1 ranking; McCartney's an instant hit with his latest; John Denver's still top in country

A tightly bunched top five characterizes this week's pop "Playlist," with several newer releases making strong gains, apparently ready to take over chart dominance. America's *Sister Golden Hair*, nearing the top of national adult contemporary lists, is looking very much like a number one record, while John Denver's *Thank God I'm a Country Boy* jumps to the top 10 after two weeks of relative inactivity.

Grand Funk's *Bad Time* also enters the top 10 for the first time. Chicago's *Old Days*, Linda Ronstadt's *When Will I Be Loved*, Van McCoy's dance hit *Hustle*, Michael Murphey's *Wildfire*, and the Doobie Brothers' *Take Me in Your Arms*, appear to be the top 10 fixtures of weeks to come. Major Harris's sensual soul hit, *Love Won't Let Me Wait*, is still climbing at 23, while Alice Cooper's uncharacteristic *Only Women* continues to impress stations, moving to 24.

Jessi Colter's country crossover *I'm Not Lisa* is also breaking into many pop charts, climbing eight places to 31. Instant hit status seems assured for Paul McCartney's *Listen to What the Man Said*, riding additions at many leading pop stations to a 34 chart debut. Close behind at 35 is another seemingly sure hit, Bachman-Turner Overdrive's *Hey You*, which sounds a lot like their smash of last year, *You Ain't Seen Nothin' Yet*. Boomer Castleman's incestuous saga, *Judy Mae*, makes its first appearance at 37. And 10 CC may well have its first pop success after several near misses: *I'm Not in Love* enters at 39.

John Denver's *Thank God I'm a Country Boy* enjoys its third week atop the country "Playlist," but a number of newer records add stations to remake almost completely the rest of the top 10. Sonny James's *Little Band of Gold*, Brenda Lee's *He's My Rock*, and Charley Pride's *I Ain't All Bad* take over the second, third and fourth positions with major gains. Jessi Colter's *I'm Not Lisa* is moving even more quickly in country than in pop, and now stands at five on the former list.

T.G. Sheppard's *Trying to Beat the Morning Home* makes the largest gain of any country number this week, rising to six. The "hardest" country of any of the new additions, Narvel Felts's *Reconsider Me*, also jumps impressively to seven. Four other singles make chart debuts, the

strongest of them C.W. McCall's *Classified*, with Eddie Rabbitt's *Forgive and Forget*, Charlie Rich's *It's All Over Now* (perhaps soon to be supplanted by Mr. Rich's new collaboration with Billy Sherrill), and Bobby G. Rice's *Freda Comes Freda Goes* all reaching the top 20.

Extras

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

- ATTITUDE DANCING, Carly Simon (Elektra).
- BLACK FRIDAY, Steely Dan (ABC).
- CAPTAIN FANTASTIC, Elton John (MCA).
- GOOD LOVIN' GONE BAD, Bad Co. (Swan Song).
- GOTTA GET A MEAL TICKET, Elton John (MCA).
- I DREAMED LAST NIGHT, Justin Hayward & John Lodge (London).
- I'LL PLAY FOR YOU, Seals & Crofts (Warner Bros.).
- I'M ON FIRE, Dwight Twilley Band (Shelter).
- IT HURTS A LITTLE NOW, John Reid (Arista).
- LIZZIE AND THE RAINMAN, Tanya Tucker (MCA).
- MIDNIGHT BLUE, Melissa Manchester (Arista).
- ONE OF THESE NIGHTS, Eagles (Asylum).
- PLEASE MR. PLEASE, Olivia Newton-John (MCA).
- RHINESTONE COWBOY, Glen Campbell (Capitol).
- (JUST LIKE) ROMEO & JULIET, Sha-Na-Na (Kama Sutra).
- SOMEONE SAVED MY LIFE, Elton John (MCA).
- T-R-O-U-B-L-E, Elvis Presley (RCA).
- THE WAY WE WERE/TRY TO REMEMBER, Gladys Knight & the Pips (Buddah).
- WHY CAN'T WE BE FRIENDS, War (United Artists).

The following new releases, listed alphabetically by title are making a mark in BROADCASTING's country "Playlist" reporting below the first 25:

- BARROOMS TO BEDROOMS, David Wills (Epic).
- BEST WAY I KNOW HOW, Mel Tillis (MGM).
- BLANKET ON THE GROUND, Billie Jo Spears (United Artists).
- FIREBALL ROLLED A SEVEN, Dave Dudley (United Artists).
- MISSISSIPPI ON MY MIND, Stoney Edwards (Capitol).
- MOVIN' ON, Merle Haggard (Capitol).
- PERSONALITY, Price Mitchell (GRT).
- SHE TALKED A LOT ABOUT TEXAS, Cal Smith (MCA).
- SMOKEY MOUNTAIN MEMORIES, Mel Street (GRT).
- THAT'S WHEN MY WOMAN BEGINS, Tommy Overstreet (ABC/Dot).
- TOUCH THE HAND, Conway Twitty (MCA).
- WINDOW UP ABOVE, Mickey Gilley (Playboy).

The Broadcasting Playlist™ Jun 2

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 | | | | | | |
| 2 | 1 | Philadelphia Freedom (5:38) Elton John Band—MCA | 1 | 2 | 2 | 1 |
| 1 | 2 | He Don't Love You Like I Love You (3:26) Tony Orlando & Dawn—Elektra | 2 | 3 | 1 | 4 |
| 5 | 3 | Jackie Blue (3:16) Ozark Mtn. Daredevils—A&M | 6 | 1 | 3 | 2 |
| 4 | 4 | How Long (3:09) Ace—Anchor | 3 | 4 | 4 | 3 |
| 3 | 5 | Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC | 5 | 5 | 8 | 6 |
| 7 | 6 | Sister Golden Hair (3:16) America—Warner Bros. | 4 | 6 | 5 | 10 |
| 18 | ▲7 | Thank God I'm a Country Boy (2:47) John Denver—RCA | 8 | 7 | 6 | 5 |
| 10 | 8 | Pinball Wizard (3:48) Elton John—Polydor | 7 | 10 | 7 | 12 |
| 6 | 9 | Shining Star (2:50) Earth, Wind & Fire—Columbia | 10 | 11 | 9 | 7 |
| 15 | 10 | Bad Time (2:55) Grand Funk—Capitol | 11 | 9 | 11 | 8 |
| 9 | 11 | Killer Queen (3:00) Queen—Elektra | 13 | 8 | 12 | 11 |
| 17 | 12 | Old Days (3:30) Chicago—Columbia | 16 | 12 | 10 | 9 |
| 8 | 13 | Only Yesterday (3:45) Carpenters—A&M | 12 | 13 | 14 | 14 |
| 21 | 14 | When Will I Be Loved (2:52) Linda Ronstadt—Capitol | 17 | 14 | 13 | 15 |
| 16 | 15 | Before the Next Teardrop Falls (2:32) Freddie Fender—ABC | 9 | 16 | 15 | 17 |
| 19 | 16 | Bad Luck (3:10) Harold Melvin & The Blue Notes—Philadelphia Int. | 18 | 15 | 17 | 16 |
| 26 | 17 | Hustle (3:27) Van McCoy—Avco | 15 | 26 | 19 | 13 |
| 13 | 18 | Walking in Rhythm (2:54) Blackbyrds—Fantasy | 14 | 23 | 18 | 21 |
| 20 | 19 | Wildfire (4:47) Michael Murphy—Epic | 20 | 17 | 20 | 20 |
| 27 | 20 | Take Me in Your Arms (Rock Me) (3:39) Doobie Brothers—Warner Bros. | 28 | 19 | 16 | 18 |
| 14 | 21 | Long Tall Glasses (3:05) Leo Sayer—Warner Bros. | 24 | 22 | 21 | 22 |
| 23 | 22 | Hijack (5:32) Herbie Mann—Atlantic | 22 | 20 | 29 | 19 |
| 31 | 23 | Love Won't Let Me Wait (3:18) Major Harris—Atlantic | 25 | 18 | 24 | 25 |
| 29 | 24 | Only Women (3:29) Alice Cooper—Atlantic | 23 | 24 | 23 | 24 |
| 12 | 25 | It's a Miracle (3:16) Barry Manilow—Arista | 21 | 25 | 22 | 26 |
| 11 | 26 | I Don't Like to Sleep Alone (3:14) Paul Anka—United Artists | 19 | 28 | 25 | 23 |
| 28 | 27 | Word Will Keep Us Together (3:15) Captain & Tennille—A&M | 26 | 21 | 28 | 27 |
| 33 | 28 | Magic (3:30) Pilot—EMI | 27 | 27 | 26 | 29 |
| 25 | 29 | Chevy Van (2:54) Sammy Johns—GRC | 30 | 29 | 27 | 31 |
| 36 | 30 | Swearing to God (3:58) Frankie Valli—Private Stock | 31 | 32 | 32 | 28 |
| 39 | 31 | I'm Not Lisa (3:19) Jessi Colter—Capitol | 32 | 31 | 30 | 33 |
| 24 | 32 | Ease on Down the Road (3:02) Consumer Rapport—Wing and a Prayer | 29 | 34 | 31 | 30 |
| 30 | 33 | Last Farewell (3:43) Roger Whittaker—RCA | 33 | 30 | 33 | 36 |
| — | 34 | Listen to What the Man Said (3:53) Paul McCartney—Capitol | 34 | 36 | 34 | 32 |
| — | 35 | Hey You (3:33) Bachman-Turner Overdrive—Mercury | 35 | 37 | 35 | 35 |
| 35 | 36 | Get Down Get Down (Get Down on the Floor) (3:47) Joe Simon—Spring | 36 | 35 | 36 | 34 |
| — | 37 | Judy Mae (3:27) Boomer Castleman—Mums | 38 | 33 | 37 | 37 |

| Over-all rank Last week | This week | Title (length) Artist—label | Rank by day parts | | | |
|----------------------------|-----------|---|-------------------|--------|------|-------|
| | | | 6-10a | 10a-3p | 3-7p | 7-12p |
| — | 38 | Remember What I Told You to Forget (3:19) Tavares—Capitol | * | 39 | 39 | 39 |
| — | 39 | I'm Not in Love (3:40) 10 C.C.—Mercury | * | 38 | 40 | * |
| 34 | 40 | Lovin' You (3:20) Minnie Riperton—Epic | 39 | * | 38 | * |

Alphabetical list (with this week's over-all rank): Bad Luck (16), Bad Time (10), Before the Next Teardrop Falls (15), Chevy Van (29), Ease on Down the Road (32), Get Down Get Down (Get Down on the Floor) (36), He Don't Love You Like I Love You (2), Hey Won't You Play Another Somebody Done Somebody Wrong Song (5), Hey You (35), Hijack (22), How Long (4), Hustle (17), I Don't Like to Sleep Alone (26), I'm Not in Love (39), I'm Not Lisa (31), It's a Miracle (25), Jackie Blue (3), Judy Mae (37), Killer Queen (11), Last Farewell (33), Listen to What the Man Said (34), Long Tall Glasses (21), Love Won't Let Me Wait (23), Love Will Keep Us Together (27), Lovin' You (40), Magic (28), Old Days (12), Only Yesterday (13), Only Women (24), Philadelphia Freedom (1), Pinball Wizard (8), Remember What I Told You to Forget (38), Shining Star (9), Sister Golden Hair (6), Swearing to God (30), Take Me in Your Arms (Rock Me) (20), Thank God I'm a Country Boy (7), Walking in Rhythm (18), When Will I Be Loved (14), Wildfire (19).

| | | | | | | |
|----------------|-----|--|----|----|----|----|
| Country | | | | | | |
| 1 | 1 | Thank God I'm a Country Boy (2:47) John Denver—RCA | 2 | 1 | 1 | 1 |
| 15 | ▲2 | Little Band of Gold (2:30) Sonny James—Columbia | 1 | 11 | 3 | 5 |
| 13 | ▲3 | He's My Rock (2:20) Brenda Lee—MCA | 3 | 9 | 2 | 7 |
| 18 | ▲4 | I Ain't All Bad (2:53) Charley Pride—RCA | 4 | 7 | 5 | 3 |
| 12 | 5 | I'm Not Lisa (3:19) Jessi Colter—Capitol | 7 | 3 | 6 | 6 |
| 23 | ▲6 | Trying to Beat the Morning Home (2:41) T. G. Shephard—Melodyland | 6 | 4 | 7 | 8 |
| 20 | ▲7 | Reconsider Me (3:27) Narvel Felts—ABC/Dot | 10 | 2 | 8 | 11 |
| 3 | 8 | Misty (2:53) Ray Stevens—Barnaby | 8 | 6 | 9 | 9 |
| 9 | 9 | Lizzie & the Rainman (3:05) Tanya Tucker—MCA | 11 | 5 | 12 | 2 |
| — | ▲10 | Classified (2:28) C. W. McCall—MGM | 5 | 14 | 4 | 4 |
| 4 | 11 | She's Acting Single (I'm Drinking Doubles) (2:46) Gary Stewart—RCA | 9 | 8 | 11 | 13 |
| 7 | 12 | You're My Best Friend (2:43) Don Williams—ABC/Dot | 14 | 10 | 13 | 12 |
| 14 | 13 | Hurt (2:32) Connie Cato—Capitol | 18 | 13 | 15 | 10 |
| — | ▲14 | Freda Comes Freda Goes (2:33) Bobby G. Rice—GRT | 12 | 17 | 10 | 15 |
| 2 | 15 | Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC | 13 | 24 | 14 | 16 |
| — | 16 | Forgive & Forget Eddie Rabbit—Elektra | 22 | 12 | 19 | 14 |
| 19 | 17 | There I Said It (2:03) Margo Smith—20th Century | 17 | 16 | 16 | 18 |
| — | 18 | It's All Over Now Charlie Rich—Epic | 16 | 23 | 23 | 17 |
| 22 | 19 | Word Games (2:37) Billy Walker—RCA | 15 | * | 25 | 21 |
| — | 20 | Don't Anybody Make Love at Home (2:20) Moe Bandy—GRC | 21 | 21 | 20 | 19 |
| 8 | 21 | When Will I Be Loved (2:52) Linda Ronstadt—Capitol | 19 | 28 | 22 | 20 |
| 5 | 22 | Too Late to Worry Too Blue to Cry (3:05) Ronnie Milsap—RCA | 23 | 18 | 17 | 24 |
| — | 23 | Brass Buckles (2:25) Barbie Benton—Playboy | * | 25 | 18 | 22 |
| 6 | 24 | Roll on Big Mama (2:33) Joe Stampley—Epic | 20 | * | 21 | * |
| 17 | 25 | Before the Next Teardrop Falls (2:32) Freddie Fender—ABC | * | 22 | * | * |

Alphabetical list (with this week's over-all rank): Before the Next Teardrop Falls (25), Brass Buckles (23), Classified (10), Don't Anybody Make Love at Home (20), Forgive & Forget (16), Freda Comes Freda Goes (14), He's My Rock (3), Hey Won't You Play Another Somebody Done Somebody Wrong Song (15), Hurt (13), I Ain't All Bad (4), I'm Not Lisa (5), It's All Over Now (18), Little Band of Gold (2), Lizzie & the Rainman (9), Misty (8), Reconsider Me (7), Roll on Big Mama (24), She's Acting Single (I'm Drinking Doubles) (11), Thank God I'm a Country Boy (1), There I Said It (17), Too Late to Worry Too Blue to Cry (22), Trying to Beat the Morning Home (6), When Will I Be Loved (21), Word Games (19), You're My Best Friend (12).

Quest for better set

Improved UHF reception would be main goal of FCC undertaking

The FCC is considering a project to determine whether an improved television set could be economically built. The principal aim is to improve UHF reception so that taboos governing UHF television could be reduced or eliminated. If the commission approves, Chief Engineer Raymond Spence, who is in charge of the project, would expect the commission to let a contract for development of a set that would cost between \$100,000 and \$300,000. The money could come from research funds provided for in the FCC's budget, or could be requested in the 1977 budget.

The improved-set project would come within the scope of the inquiry the commission has initiated aimed at determining whether UHF taboos are realistic in view of the quality of existing television sets (see story this page). FCC Chairman Richard E. Wiley informed Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, of the steps the commission is taking to aid UHF, as a follow-up to the oversight hearing Senator Pastore conducted on the FCC in April.

Receivers called for interference

Legislation to authorize the FCC to require radio and TV receiver manufacturers to install shields or filters to blot out radio frequency interference has been introduced by Representative Charles Vanik (D-Ohio).

In remarks for the *Congressional Record*, Representative Vanik said the bill (H.R. 7052) is similar to one introduced in the last Congress by Representative Olin Teague (D-Tex.), except that Mr. Vanik's is not limited to radio and TV receivers, but encompasses all audio and visual electronic devices.

Mr. Vanik said most of the complaints to the FCC about interference come from

people who live near amateur and citizen-band radio operators. But 90% of the time it is not the ham radio operator's fault, he said, but the receiver's which is "not manufactured well enough to block out unwanted interference from properly broadcast radio signals."

He said implementation of his bill will clear up 90% of all radio frequency interference at small cost to the consumer. He said installing a filter device would add \$2 to the purchase price of a new AM-FM radio, and \$5 to the price of a new television set.

FM, phonos bright spot in EIA dealer reports

But TV and AM sets sag under April '74 figures

Total radio and television receiver sales to dealers declined slightly and phonograph sales increased sharply, according to Electronic Industries Association market statistics for April 1975 that are compared to reports for a year earlier.

Color television sets, the industry's major product, experienced a 13.9% drop to 420,511 units, while black-and-white totals rose 16.3%. Combined, this meant a 2.4% sales decline for all TV set sales.

Radio sales to dealers were down 5.4% to 2,042,072 receivers, with losses in regular AM sets and car radios. FM radio sales went up 9.2%.

The phonograph sales increase was 50.9% to 296,921 units. Sales of portable, table, audio compact and component systems accounted for the gain as console sales were down 23%.

Information, please

The FCC is looking for data that will help it shape the U.S. position at the World Administrative Radio Conference on the use of the 11.7-12.2 ghz band for direct satellite-to-home broadcast service. The commission asked for comments on a variety of technical issues. It will coordinate its views with those of the State Department and the Office of Telecommunications Policy in formulating U.S.

proposals for the WARC, to be held in 1977. The commission noted that the technology necessary to operate a satellite system in the 11.7-12.2 ghz band is available and that two experimental satellites that will operate in that band will be launched in the near future.

Broader ranges urged for earth stations

FCC issues notice to applicants for domestic satellite set-ups

Concern over domestic satellite earth station applicants, that have in the past been performing frequency coordination for a very limited portion of the geostationary arc—the range of possible orbital locations useable by U.S. domestic satellites—has prompted the FCC to issue a public notice to urge applicants to maximize operation flexibility for their proposed earth stations.

The problem is that the commission has not yet completed its assignment of satellite locations. The FCC said that it may not be able to accommodate earth stations that are operating on a very limited frequency band, in making or modifying present satellite orbital location assignments, and urged applicants to perform frequency coordination over as wide a range of satellite orbital locations and frequency as possible.

It said an earth station's antenna mounting must be physically capable of movement over the entire range of the geostationary arc visible at the earth station for which frequency coordination has been performed. Moreover, the FCC urged that the antenna be capable of movement over the entire orbital arc potentially useable by U.S. domestic satellites.

Those applicants who do not perform frequency co-ordination over the entire range of satellite orbital locations from about 70 degrees west to about 135 degrees west or the entire 3700-4200 mhz or 5925-6425 mhz frequency bands, the commission said, should include in their applications a statement why such co-ordination is not practical.

UHF curbs to be reassessed

The FCC has started an inquiry into whether present restrictions in the assignment of UHF channels are still necessary in view of improvements in receivers (BROADCASTING, May 12). At present, each assigned UHF channel precludes availability of 18 other channels (108 mhz of spectrum) due to taboos, which were adopted in 1952 when receivers picked up signals other than desired channels. Comments, due at the FCC by Aug. 29 (replies Sept. 17), should address the question of whether the taboos should be reduced or eliminated and what receiver improvements could be made to assure against interference.

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

| Company | Period/Ended | CURRENT AND CHANGE | | | | YEAR EARLIER | | |
|------------------------------|--------------|--------------------|---------|-------------|----------|--------------|-------------|-----------|
| | | Revenues | Change | Net Income | Change | Revenues | Net Income | Per Share |
| ABC | 3 mo. 3/31 | 250,893,000 | + 9.1% | 7,049,000 | - 29.5% | 230,034,000 | 9,993,000 | .80 |
| Adams-Russell | 6 mo. 3/31 | 6,682,000 | - 1.7% | 95,000 | - 40.3% | 6,794,000 | 159,000 | .13 |
| Columbia Pictures Industries | 9 mo. 3/29 | 230,439,000 | + 22.9% | 2,701,000 | - | 187,474,000 | (2,578,000) | (.34) |
| Comcast Corp. | 3 mo. 3/31 | 2,006,955 | + 16.7% | 71,897 | + 7.5% | 1,718,999 | 86,848 | .04 |
| Foote, Cone & Belding | 3 mo. 3/31 | 12,439,000 | + 1.2% | 173,000 | - 80.1% | 12,295,000 | 869,000 | .42 |
| Gray Communications | 9 mo. 3/31 | 7,174,650 | + 9.9% | 427,756 | - 3.4% | 6,528,791 | 442,665 | .93 |
| Kaiser Industries | 3 mo. 3/31 | 320,408,000 | 33.3% | 27,174,000 | + 333.8% | 240,146,000 | 8,140,000 | .29 |
| Motorola | 3 mo. 3/30 | 303,880,956 | - 9.8% | 7,629,729 | - 55.7% | 328,766,168 | 17,193,567 | .61 |
| MovieLab Inc. | 13 wks. | 5,393,047 | + 15.4% | 184,001 | 96.7% | 4,672,211 | 62,939 | .04 |
| Oak Industries | 3 mo. 3/31 | 26,572,598 | - 19.7% | 214,608 | - 85.4% | 33,058,369 | 1,460,466 | .84 |
| Rockwell International | 6 mo. 3/31 | 2,427,500 | + 28.3% | 43,300 | - 31.9% | 1,891,800 | 63,400 | 2.12 |
| Schering-Plough | 3 mo. 3/31 | 199,718,000 | + 16.3% | 35,296,000 | + 10.6% | 171,652,000 | 31,913,000 | .59 |
| Sonderling Broadcasting | 3 mo. 3/31 | 5,399,000 | + 15.0% | 93,000 | 58.3% | 4,693,000 | 36,000 | .04 |
| Taft Broadcasting | Year 3/31 | 89,945,171 | + 13.0% | 11,654,324 | + 3.5% | 79,409,752 | 11,256,203 | 2.75 |
| Teleprompter | 3 mo. 3/31 | 19,220,000 | - 16.5% | (1,807,000) | - | 23,012,000 | (1,697,000) | (.10) |
| Turner Communications | 3 mo. 3/31 | 3,402,000 | +28.3% | 96,000 | + 1.1% | 2,651,000 | 95,000 | .08 |
| Zenith | 3 mo. 3/31 | 194,900,000 | - 21.2% | 3,400,000 | - 61.8% | 246,500,000 | 8,900,000 | .48 |

Broadcasting's index of 133 stocks allied with electronic media

| Stock symbol | Exch. | Closing | | Net change in week | % change in week | 1974-75 | | PIE ratio | Approx. shares out (000) | Total market capitalization (000) | |
|--|-------|-------------|-------------|--------------------|------------------|---------|--------|-----------|--------------------------|-----------------------------------|------------------|
| | | Wed. May 28 | Wed. May 21 | | | High | Low | | | | |
| Broadcasting | | | | | | | | | | | |
| ABC | ABC | N | 25 1/8 | 23 3/4 | + 1 3/8 | + 5.78 | 28 3/8 | 12 3/8 | 9 | 17,171 | 431,421 |
| CAPITAL CITIES | CCB | N | 39 3/4 | 39 | + 3/4 | + 1.92 | 41 3/4 | 19 1/2 | 14 | 7,164 | 284,769 |
| CBS | CBS | N | 47 | 46 7/8 | + 1/8 | + .26 | 49 5/8 | 20 1/8 | 12 | 28,092 | 1,320,324 |
| CONCERT NETWORK* | O | | 1/8 | 1/8 | | .00 | 7/8 | 1/8 | | 2,200 | 275 |
| COX | COX | N | 24 | 24 1/2 | - 1/2 | - 2.04 | 25 1/4 | 9 3/8 | 12 | 5,831 | 139,944 |
| GROSS TELECASTING | GGG | A | 9 1/2 | 10 1/4 | - 3/4 | - 7.31 | 13 5/8 | 6 3/8 | 7 | 800 | 7,600 |
| LIN | LINB | O | 6 3/8 | 5 7/8 | + 1/2 | + 8.51 | 7 | 2 | 6 | 2,348 | 14,968 |
| MOONEY | MOON | O | 2 3/8 | 2 3/8 | | .00 | 3 5/8 | 1 | 6 | 385 | 914 |
| RAHALL | RAHL | O | 5 1/8 | 5 1/4 | - 1/8 | - 2.38 | 6 | 1 3/4 | 11 | 1,297 | 6,647 |
| SCRIPPS-HOWARD | SCRP | O | 18 | 18 3/4 | - 3/4 | - 4.00 | 19 3/4 | 13 1/2 | 7 | 2,589 | 46,602 |
| STARR | S8G | M | 5 1/4 | 5 1/2 | - 1/4 | - 4.54 | 9 | 3 1/4 | 4 | 1,091 | 5,727 |
| STORER | S8K | N | 19 | 19 1/2 | - 1/2 | - 2.56 | 19 7/8 | 10 7/8 | 10 | 4,717 | 89,623 |
| TAFT | TFB | N | 24 1/2 | 24 1/2 | | .00 | 25 1/8 | 10 3/4 | 8 | 4,011 | 98,269 |
| WOODS COMM. | O | | 1/2 | 1/2 | | .00 | 1 1/4 | 1/4 | 4 | 292 | 146 |
| | | | | | | | | | TOTAL | 77,988 | 2,447,229 |
| Broadcasting with other major interests | | | | | | | | | | | |
| ADAMS-RUSSELL | AAR | A | 1 3/4 | 1 3/4 | | .00 | 2 1/2 | 3/4 | 10 | 1,265 | 2,213 |
| AVCO | AV | N | 4 7/8 | 4 1/2 | + 3/8 | + 8.33 | 8 7/8 | 2 1/8 | 14 | 11,481 | 55,969 |
| BARTELL MEDIA | BMC | A | 1 1/4 | 1 1/4 | | .00 | 2 3/8 | 5/8 | 2 | 2,257 | 2,821 |
| JOHN BLAIR | BJ | N | 4 1/2 | 4 5/8 | - 1/8 | - 2.70 | 7 1/2 | 3 1/2 | 15 | 2,403 | 10,813 |
| CAMPTOWN IND.* | O | | 1/8 | 1/8 | | .00 | 7/8 | 1/8 | 2 | 1,138 | 142 |
| CHRIS-CRAFT | CCN | N | 5 | 5 1/8 | - 1/8 | - 2.43 | 5 1/4 | 1 1/2 | 10 | 4,162 | 20,810 |
| COMBINED COMM. | CCA | N | 14 | 14 1/4 | - 1/4 | - 1.75 | 16 1/8 | 5 1/8 | 8 | 4,604 | 64,456 |
| COWLES | CWL | N | 7 3/8 | 7 1/2 | - 1/8 | - 1.66 | 7 1/2 | 3 7/8 | 7 | 3,969 | 29,271 |
| DUN & BRADSTREET | DNB | N | 26 3/4 | 28 1/8 | - 1 3/8 | - 4.88 | 36 | 14 5/8 | 18 | 26,509 | 709,115 |
| FAIRCHILD IND. | FEN | N | 8 3/4 | 7 7/8 | + 7/8 | + 11.11 | 8 3/4 | 3 3/4 | 7 | 4,550 | 39,812 |
| FUQUA | FOA | N | 6 | 5 3/4 | + 1/4 | + 4.34 | 10 3/4 | 3 1/8 | 6 | 7,273 | 43,638 |
| GANNETT CO. | GCI | N | 33 3/4 | 34 1/2 | - 3/4 | - 2.17 | 38 1/4 | 20 1/2 | 22 | 21,080 | 711,450 |
| GENERAL TIRE | GY | N | 13 7/8 | 13 1/2 | + 3/8 | + 2.77 | 18 1/4 | 10 1/4 | 4 | 21,953 | 304,597 |
| GLOBETROTTER | GLBTA | O | 2 | 2 | | .00 | 4 3/4 | 7/8 | 4 | 2,731 | 5,462 |
| GRAY COMMUN. | O | | 6 1/4 | 6 1/4 | | .00 | 8 1/2 | 5 | 5 | 475 | 2,968 |
| HARTE-HANKS | HHN | N | 16 7/8 | 16 5/8 | + 1/4 | + 1.50 | 17 1/4 | 6 | 11 | 4,340 | 73,237 |
| JEFFERSON-PILOT | JP | N | 34 1/4 | 34 1/4 | | .00 | 38 1/4 | 20 1/2 | 14 | 24,188 | 828,439 |
| KAISER INDUSTRIES | KI | A | 9 3/8 | 9 1/2 | - 1/8 | - 1.31 | 10 3/8 | 4 1/4 | 9 | 27,486 | 257,681 |
| KANSAS STATE NET. | KSN | O | 3 5/8 | 3 1/2 | + 1/8 | + 3.57 | 3 7/8 | 2 3/4 | 6 | 1,741 | 6,311 |
| KINGSTIP | KTP | A | 4 3/8 | 4 1/4 | + 1/8 | + 2.94 | 6 3/4 | 1 1/2 | 11 | 1,154 | 5,048 |
| KNIGHT-RIDDER | KRN | N | 30 1/8 | 30 1/8 | | .00 | 30 1/8 | 9 1/4 | 20 | 8,305 | 250,188 |
| LAMB COMMUN.* | P | | 1 1/4 | 1 1/4 | | .00 | 1 1/4 | 1 1/8 | 25 | 475 | 593 |
| LEE ENTERPRISES | LNT | A | 18 7/8 | 19 | - 1/8 | - .65 | 19 1/4 | 10 3/4 | 11 | 3,352 | 63,269 |
| LIBERTY | LC | N | 10 7/8 | 11 | - 1/8 | - 1.13 | 15 5/8 | 7 1/8 | 5 | 6,598 | 71,753 |
| MCGRAW-HILL | MHP | N | 12 7/8 | 12 3/4 | + 1/8 | + .98 | 13 1/2 | 5 1/2 | 11 | 23,291 | 299,871 |
| MEDIA GENERAL | MEG | A | 29 1/2 | 30 | - 1/2 | - 1.66 | 30 3/8 | 15 1/2 | 12 | 3,552 | 104,784 |
| MEREDITH | MDP | N | 11 | 10 7/8 | + 1/8 | + 1.14 | 11 1/2 | 8 | 4 | 2,984 | 32,824 |
| METROMEDIA | MET | N | 12 7/8 | 12 1/4 | + 5/8 | + 5.10 | 12 7/8 | 4 1/2 | 13 | 6,539 | 84,189 |
| MULTIMEDIA | MMED | O | 14 | 13 1/2 | + 1/2 | + 3.70 | 14 1/4 | 8 3/4 | 9 | 4,390 | 61,460 |
| NEW YORK TIMES CO. | NYKA | A | 11 | 10 7/8 | + 1/8 | + 1.14 | 13 3/4 | 6 7/8 | 7 | 10,231 | 112,541 |
| OUTLET CO. | OTU | N | 14 | 14 | | .00 | 14 | 7 | 5 | 1,379 | 19,306 |
| POST CORP. | POST | O | 6 1/2 | 6 1/2 | | .00 | 16 1/2 | 4 3/4 | 5 | 882 | 5,733 |
| PSA | PSA | N | 4 3/4 | 4 3/4 | | .00 | 10 | 1 1/2 | 10 | 3,181 | 15,109 |
| REEVES TELECOM | RBT | A | 1 1/2 | 1 1/2 | | .00 | 1 3/4 | 5/8 | 25 | 2,387 | 3,580 |
| ROLLINS | ROL | N | 19 1/8 | 19 | + 1/8 | + .65 | 19 3/4 | 6 1/2 | 14 | 13,341 | 255,146 |
| RUST CRAFT | RUS | A | 8 7/8 | 9 5/8 | - 3/4 | - 7.79 | 10 1/4 | 5 1/8 | 7 | 2,341 | 20,776 |
| SAN JUAN RACING | SJR | N | 8 3/4 | 8 | + 3/4 | + 9.37 | 13 3/8 | 5 1/2 | 7 | 2,509 | 21,953 |

| | Stock symbol | Exch. | Closing | Closing | Net change | % change | 1974-75 | | PIE ratio | Approx shares out (000) | Total market capitalization (000) |
|----------------------|--------------|-------|-------------|-------------|------------|----------|---------|--------|-----------|-------------------------|-----------------------------------|
| | | | Wed. May 28 | Wed. May 21 | | | High | Low | | | |
| SCHERING-PLOUGH | SGP | N | 61 1/4 | 59 3/4 | + 1 1/2 | + 2.51 | 74 3/8 | 44 3/4 | 27 | 53,823 | 3,296,658 |
| SONDERLING | SDB | A | 7 | 7 | | .00 | 10 | 3 1/2 | 5 | 731 | 5,117 |
| TECHNICAL OPERATIONS | TO | A | 5 3/8 | 4 5/8 | + 3/4 | + 16.21 | 6 3/4 | 2 3/8 | 5 | 1,344 | 7,224 |
| TIMES MIRROR CO. | TMC | N | 18 1/2 | 18 1/2 | | .00 | 19 1/2 | 9 1/4 | 11 | 31,385 | 580,622 |
| WASHINGTON POST CO. | WPO | A | 27 5/8 | 27 5/8 | | .00 | 28 1/2 | 14 3/4 | 9 | 4,751 | 131,246 |
| WOMETCO | WOM | N | 13 3/8 | 13 3/4 | - 3/8 | - 2.72 | 13 3/4 | 6 1/4 | 9 | 5,947 | 79,541 |
| TOTAL | | | | | | | | | | 368,477 | 8,697,736 |

Cablecasting

| | | | | | | | | | | | |
|----------------------|-------|---|--------|--------|---------|---------|--------|--------|-----|--------|---------|
| AMECO** | ACO | O | 1/4 | 1/4 | | .00 | 1 7/8 | 1/8 | | 1,200 | 300 |
| AMER. ELECT. LABS | AELBA | O | 1 3/8 | 1 1/2 | - 1/8 | - 8.33 | 2 1/8 | 1/2 | 4 | 1,672 | 2,299 |
| AMERICAN TV & COMM. | AMTV | O | 15 3/4 | 16 1/4 | - 1/2 | - 3.07 | 19 1/4 | 5 1/2 | 30 | 3,299 | 51,959 |
| ATHENA COMM.** | | O | 3/8 | 1/4 | + 1/8 | + 50.00 | 1 1/4 | 1/8 | | 2,374 | 890 |
| BURNUP & SIMS | BSIM | O | 5 1/2 | 5 5/8 | - 1/8 | - 2.22 | 24 1/8 | 2 1/2 | 10 | 7,933 | 43,631 |
| CABLECOM-GENERAL | CCG | A | 4 7/8 | 4 | + 7/8 | + 21.87 | 4 7/8 | 1 1/2 | 12 | 2,560 | 12,480 |
| CABLE FUNDING | CFUN | O | 5 3/4 | 5 3/4 | | .00 | 7 3/8 | 3 7/8 | 144 | 1,121 | 6,445 |
| CABLE INFO. | | O | 1/4 | 1/4 | | .00 | 1 1/4 | 1/8 | 1 | 663 | 165 |
| COMCAST | | O | 2 3/4 | 2 3/4 | | .00 | 3 | 3/4 | 11 | 1,705 | 4,688 |
| COMMUNICATIONS PROP. | COMU | O | 2 3/8 | 2 3/8 | | .00 | 3 3/8 | 1 | 30 | 4,761 | 11,307 |
| COX CABLE | CXC | A | 14 1/4 | 14 1/8 | + 1/8 | + .88 | 15 1/4 | 3 3/4 | 24 | 3,560 | 50,730 |
| ENTRON | ENT | O | 5/8 | 5/8 | | .00 | 1 | 3/8 | 4 | 1,358 | 848 |
| GENERAL INSTRUMENT | GRL | N | 10 5/8 | 10 | + 5/8 | + 6.25 | 17 1/8 | 5/8 | 6 | 7,060 | 75,012 |
| GENERAL TV | | O | 5/8 | 5/8 | | .00 | 1 1/2 | 1/4 | 31 | 1,000 | 625 |
| SCIENTIFIC-ATLANTA | SFA | A | 13 1/8 | 14 3/8 | - 1 1/4 | - 8.69 | 14 3/8 | 4 | 12 | 964 | 12,652 |
| TELE-COMMUNICATION | TCOM | O | 3 1/2 | 3 1/2 | | .00 | 5 3/4 | 7/8 | 2 | 5,181 | 18,133 |
| TELEPROMPTER | TP | N | 7 3/8 | 6 1/4 | + 1 1/8 | + 18.00 | 8 1/4 | 1 3/8 | 4 | 16,604 | 122,454 |
| TIME INC. | TL | N | 48 1/4 | 49 | - 3/4 | - 1.53 | 51 | 24 7/8 | 10 | 9,960 | 480,570 |
| TOCOM | TOCM | O | 2 | 2 | | .00 | 4 7/8 | 1 3/4 | 5 | 634 | 1,268 |
| UA-COLUMBIA CABLE | UACC | O | 10 3/4 | 9 5/8 | + 1 1/8 | + 11.68 | 11 1/4 | 3 3/4 | 16 | 1,787 | 19,210 |
| UNITED CABLE TV* | UCTV | O | 2 1/8 | 2 1/8 | | .00 | 4 5/8 | 1/4 | 6 | 1,879 | 3,992 |
| VIACOM | VIA | N | 8 1/8 | 7 1/8 | + 1 | + 14.03 | 8 1/8 | 2 5/8 | 11 | 3,688 | 29,965 |
| VIKOA** | VIK | A | 2 3/4 | 2 3/4 | | .00 | 4 | 1/2 | 3 | 2,534 | 6,968 |
| TOTAL | | | | | | | | | | 83,497 | 956,591 |

Programming

| | | | | | | | | | | | |
|-------------------|------|---|--------|--------|---------|---------|--------|--------|----|---------|-----------|
| COLUMBIA PICTURES | CPS | N | 7 7/8 | 7 3/4 | + 1/8 | + 1.61 | 8 1/4 | 1 5/8 | 30 | 6,748 | 53,140 |
| DISNEY | DIS | N | 50 3/8 | 51 3/4 | - 1 3/8 | - 2.65 | 54 3/4 | 18 3/4 | 30 | 29,755 | 1,498,908 |
| FILMWAYS | FWY | A | 5 1/4 | 5 | + 1/4 | + 5.00 | 6 | 2 1/8 | 7 | 1,812 | 9,513 |
| FOUR STAR | | | 3/8 | 1/4 | + 1/8 | + 50.00 | 1 3/8 | 1/8 | 1 | 666 | 249 |
| GULF + WESTERN | GW | N | 34 | 34 7/8 | - 7/8 | - 2.50 | 35 3/4 | 18 3/8 | 5 | 14,470 | 491,980 |
| MCA | MCA | N | 59 1/2 | 56 1/4 | + 3 1/4 | + 5.77 | 59 7/8 | 19 1/4 | 10 | 8,477 | 504,381 |
| MGM | MGM | N | 14 1/4 | 13 5/8 | + 5/8 | + 4.58 | 32 1/2 | 9 1/4 | 3 | 4,870 | 69,397 |
| TELE-TAPE** * | | O | 1/4 | 1/4 | | .00 | 3/4 | 1/8 | | 2,190 | 547 |
| TELETRONICS INTL. | | O | 4 3/8 | 4 3/8 | | .00 | 5 | 1 1/4 | 9 | 943 | 4,125 |
| TELSAMERICA* | TA | N | 8 3/4 | 8 3/4 | | .00 | 10 3/8 | 5 1/2 | 14 | 65,006 | 568,802 |
| 20TH CENTURY-FOX | TF | N | 10 5/8 | 10 1/2 | + 1/8 | + 1.19 | 11 | 4 1/2 | 11 | 7,532 | 80,027 |
| WALTER READE** | WALT | O | 3/8 | 1/4 | + 1/8 | + 50.00 | 1 1/2 | 1/8 | | 4,467 | 1,675 |
| WARNER | WCI | N | 16 7/8 | 16 1/8 | + 3/4 | + 4.65 | 18 1/2 | 6 7/8 | 7 | 16,317 | 275,349 |
| WRATHER | WCO | A | 4 3/8 | 3 3/4 | + 5/8 | + 16.66 | 8 1/8 | 1 1/4 | 55 | 2,229 | 9,751 |
| TOTAL | | | | | | | | | | 165,482 | 3,567,844 |

Service

| | | | | | | | | | | | |
|----------------------|-------|---|--------|--------|---------|---------|--------|--------|----|--------|---------|
| 8800 INC. | | O | 16 1/2 | 15 1/2 | + 1 | + 6.45 | 16 1/2 | 1/8 | 7 | 2,513 | 41,464 |
| COMSAT | CO | N | 36 5/8 | 38 | - 1 3/8 | - 3.61 | 40 3/8 | 23 3/4 | 8 | 10,000 | 366,250 |
| ODYLE DANE BERNBACH | DDYL | O | 10 | 9 1/8 | + 7/8 | + 9.58 | 11 1/2 | 5 5/8 | 6 | 1,815 | 18,150 |
| ELKINS INSTITUTE** * | ELKN | O | 1/8 | 1/8 | | .00 | 5/8 | 1/8 | | 1,897 | 237 |
| FOOTE CONE & BELOING | FCB | N | 9 1/4 | 8 5/8 | + 5/8 | + 7.24 | 11 1/4 | 5 3/8 | 6 | 2,042 | 18,888 |
| GREY ADVERTISING | GREY | O | 6 3/4 | 6 7/8 | - 1/8 | - 1.81 | 8 3/8 | 5 5/8 | 4 | 1,255 | 8,471 |
| INTERPUBLIC GROUP | IPG | N | 16 | 15 1/8 | + 7/8 | + 5.78 | 16 | 8 1/8 | 5 | 2,319 | 37,104 |
| MARVIN JOSEPHSON | MRVN | O | 4 3/8 | 4 3/8 | | .00 | 8 1/2 | 3 1/4 | 3 | 1,800 | 7,875 |
| MCI COMMUNICATIONS | MCIC | O | 3 | 3 | | .00 | 6 1/2 | 1 | | 13,339 | 40,017 |
| MOVIELAB | MOV | A | 1 1/4 | 1 3/8 | - 1/8 | - 9.09 | 1 5/8 | 1/2 | 8 | 1,407 | 1,758 |
| MPO VIDEOELECTRONICS | MPO | A | 2 1/2 | 2 1/4 | + 1/4 | + 11.11 | 2 3/4 | 1 | 3 | 539 | 1,347 |
| NEEOHAM, HARPER | NOHMA | O | 4 7/8 | 5 | - 1/8 | - 2.50 | 7 1/2 | 3 5/8 | 3 | 918 | 4,475 |
| A. C. NIELSEN | NIELB | O | 20 1/8 | 19 | + 1 1/8 | + 5.92 | 28 | 7 3/8 | 20 | 10,598 | 213,284 |
| OGILVY & MATHER | OGIL | O | 19 3/4 | 19 1/4 | + 1/2 | + 2.59 | 23 1/2 | 10 | 7 | 1,807 | 35,688 |
| J. WALTER THOMPSON | JWT | N | 7 1/2 | 7 5/8 | - 1/8 | - 1.63 | 12 | 4 1/4 | 22 | 2,624 | 19,680 |
| UNIVERSAL COMM.* | | O | 1/4 | 1/4 | | .00 | 3/4 | 1/8 | | 715 | 178 |
| TOTAL | | | | | | | | | | 55,588 | 814,866 |

Electronics/Manufacturing

| | | | | | | | | | | | |
|------------------|-------|---|---------|---------|-------|---------|---------|-------|----|---------|------------|
| AMPX | APX | N | 6 5/8 | 5 7/8 | + 3/4 | + 12.76 | 6 5/8 | 2 1/4 | 7 | 10,885 | 72,113 |
| CCA ELECTRONICS* | CCA | O | 1/8 | 1/8 | | .00 | 1 1/8 | 1/8 | | 881 | 110 |
| CETEC | CEC | A | 1 1/2 | 1 5/8 | - 1/8 | - 7.69 | 2 1/8 | 1 | 7 | 2,324 | 3,486 |
| COMU, INC. | COM | A | 2 1/4 | 2 1/4 | | .00 | 3 7/8 | 1 1/4 | 9 | 1,617 | 3,638 |
| CONRAC | CAX | N | 17 3/4 | 17 3/8 | + 3/8 | + 2.15 | 21 | 10 | 8 | 1,261 | 22,382 |
| EASTMAN KODAK | EASKD | N | 105 1/8 | 103 1/8 | + 2 | + 1.93 | 108 3/4 | 63 | 27 | 161,331 | 16,959,921 |

| Stock symbol | Exch. | Closing Wed. May 28 | Closing Wed. May 21 | Net change in week | % change in week | 1974-75 | | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |
|---------------------|-------|---------------------|---------------------|--------------------|------------------|---------|-------|-----------|--------------------------|-----------------------------------|
| | | | | | | High | Low | | | |
| GENERAL ELECTRIC | GE | N | 44 7/8 | 44 7/8 | | | | | | |
| HARRIS CORP. | HRS | N | 22 1/2 | 20 5/8 | + 1 7/8 | + | 9.09 | 65 | 30 | 13 |
| INTERNATIONAL VIDEO | IVCP | O | 2 1/2 | 2 1/2 | | | .00 | 33 1/2 | 13 1/8 | 31 |
| MAGNAVOX | MAG | N | 8 1/2 | 8 1/2 | | | .00 | 7 1/2 | 1 1/4 | 31 |
| 3M | MMM | N | 65 1/2 | 65 | + 1/2 | + | .76 | 9 7/8 | 3 3/4 | 10 |
| MOTOROLA | MOT | N | 49 3/8 | 50 1/2 | - 1 1/8 | - | 2.22 | 80 1/2 | 44 1/8 | 25 |
| OAK INDUSTRIES | OEN | N | 8 1/2 | 7 1/4 | + 1 1/4 | + | 17.24 | 61 7/8 | 34 1/8 | 20 |
| RCA | RCA | N | 19 5/8 | 18 1/2 | + 1 1/8 | + | 6.08 | 12 7/8 | 5 1/4 | 3 |
| ROCKWELL INTL. | ROK | N | 22 7/8 | 23 | - 1/8 | - | .54 | 21 1/2 | 9 7/8 | 14 |
| RSC INDUSTRIES | RSC | A | 2 | 2 | | | .00 | 28 3/8 | 18 3/8 | 6 |
| SONY CORP. | SNE | N | 10 3/4 | 10 3/4 | | | .00 | 2 1/8 | 1 1/2 | 7 |
| TEKTRONIX | TEK | N | 36 1/8 | 35 1/2 | + 5/8 | + | 1.76 | 29 7/8 | 4 3/4 | 22 |
| TELEMATON | TMT | O | 1 | 1 | | | .00 | 47 3/4 | 18 1/2 | 14 |
| TELEPRO IND.* | O | 9 | 9 | | | | .00 | 2 3/4 | 1 | 6 |
| VARIAN ASSOCIATES | VAR | N | 11 1/2 | 11 1/2 | | | .00 | 9 | 2 1/2 | 56 |
| WESTINGHOUSE | WX | N | 16 7/8 | 16 3/8 | + 1/2 | + | 3.05 | 13 1/4 | 6 | 11 |
| ZENITH | ZE | N | 25 3/4 | 24 1/4 | + 1 1/2 | + | 6.18 | 26 | 8 1/2 | 54 |
| | | | | | | | | 31 5/8 | 10 | 20 |
| TOTAL | | | | | | | | | 935,455 | 40,775,216 |
| GRAND TOTAL | | | | | | | | | 1,686,487 | 57,259,482 |

Standard & poor's Industrial Average 101.0 100.8 +0.4

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. Earning figures are exclusive of ex-
traordinary 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; com-
pany registered net losses.

Fates & Fortunes®

Media

Jonathan Hall, regional manager for North-east, National Association of Broadcasters, Washington, named to newly created position of assistant director of Radio Information Office of NAB.

Allan Serxner, manager of capital planning, CBS Television Network, New York, named director of administration, CBS-owned WCAU-AM-FM Philadelphia.

Edward J. Ruppe, sales manager, WEET(AM) Richmond, Va., named station manager.

Leon Rosenbluth, associate research director, J. Walter Thompson Co., New York, named director of research, Corporation for Public Broadcasting, Washington.

Debbi Johnson, continuity director, WKOW-TV Madison, Wis., named promotion director, Wisconsin TV Network (WKOW-TV, WAOW-TV Wausau and WXOW-TV LaCrosse).

N. Joseph Potts, assistant for special projects to controller, Knight-Ridder Newspapers Inc., Miami, named controller of Community Television Foundation of South Florida, licensee of noncommercial WPBT(TV) Miami.

David L. Sheets, manager of public relations and advertising, Aerojet Chemical Co., Sacramento, Calif., subsidiary of General Tire and Rubber Co., named director of development, noncommercial WFV(TV) Indianapolis.

Carole Verderosa, researcher-administrator, executive department, WCAU-TV Philadelphia, named manager of press information.

Joseph P. Sherikjian, analyst, ABC's corporate planning department, New York, named to

newly created position of director of business analysis and planning, ABC Radio Division.



Tidrick

Dolores Tidrick, volunteer at noncommercial KRMA-TV Denver, elected chairman, National Friends of Public Broadcasting, Denver.

Arnold Katinsky, promotion director, WNEW-AM-FM New York, named promotion director, WGST(AM) Atlanta.

Elijah Gray, chief accountant, KNBC(TV) Los Angeles, named manager of budgets and accounting.

Sandra A. Wingfield, assistant to director, press relations and publicity, Post-Newsweek Stations and director of publicity, Post-Newsweek's WTOP-TV Washington, named manager of community relations, press and publicity, WRC-TV Washington.

Alan M. Levin, associate director of business affairs, CBS-TV, New York, named to new post of director of talent and program negotiations, CBS-TV.

Paul W. (Pete) Barrett, director of information services, KMOX-TV St. Louis, named to newly created position of director of advertising, ABC-TV network, New York.

Judith Hofschler, broadcast negotiator, Ketchum, MacLeod & Grove, Pittsburgh, elected president, Pittsburgh chapter, American Women in Radio and Television.

WHY HIRE A GEORGE RODMAN WHEN YOU CAN RENT ONE.



George Rodman is the communications expert you've always wanted but could never afford to hire.

He was advertising/promotion director at three major television stations, the ABC owned television stations when their "Eyewitness News" became famous, and the CBS owned television stations.

And now he's available as an advertising/promotion consultant. He'll work in total consultation or on a special project basis.

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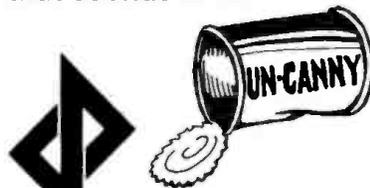
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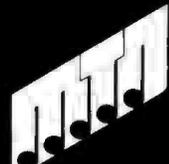
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Broadcast Advertising

Fred G. Jolley, creative supervisor for BBDO New York on Pepsi-Cola's international advertising, named VP and creative director of BBDO, Detroit.

Keith S. Jackson, VP and West Coast manager, Christal Co., Los Angeles, elected VP and sales manager of Christal's New York office.

Sheldon H. Joseph, freelance TV commercial producer, Los Angeles, named broadcast production manager, Clinton E. Frank Inc., San Francisco.

Dorothy Skidmore, Don Frank & Associates, Los Angeles, named media buyer, Honig Cooper & Harrington, Los Angeles, succeeding **Patricia Sheehan**, resigned.

Donald R. Pettenger, account executive, WNEM-TV Bay City, Mich., named general sales manager, WKB-TV Alpena, Mich.

Martin P. Russo, general sales manager, KYOK(AM) Houston, named to same post, KCOH(AM) Houston.

Shayle Ray, general manager, KEZL(FM) San Diego, named sales manager, KWKW(AM) Pasadena, Calif.

David C. Stewart, account executive, WDIA(AM) Memphis, named national sales manager, WDIA-WQUD(FM) Memphis.

James G. Batson, account executive, KTUV-TV and KHFI-FM Austin, Tex., named local sales manager.

Gene Graham, general sales manager, Avco Program Sales, Cincinnati, named local sales manager, WDSU-TV New Orleans.

president of Western States Advertising Agencies Association. New directors elected to WSAAA board: Nick Barnett (Ogilvy & Mather), Tom Burr (Albert, Newhoff & Burr), Frank Callahan (Young & Rubicam, West), Leonard B. Gross (Clinton E. Frank), Robert E. Lovett (Boylhart, Lovett & Dean), Marie McKenzie (McKenzie, King & Gordon), David W. Mills (Gumpertz David W. Mills (Gumpertz/Bentley/Fried/Scott), Fred Molnar (Molnar & Associates), Richard Parker (The Firm of Christopher Ross), Murielle Schulze (N.W. Ayer/Jorgensen/Macdonald), and Robert Vander Kamp (Chiat/Day). Remaining on board are: Adrienne Hall (Hall & Levine), Bruce Gilbert (Needham, Harper & Steers), and William A. West (West Associates).

Fairfax Cone, retired board chairman of Foote, Cone & Belding, New York, which he helped found as successor agency to Lord & Thomas in 1943, will not run for re-election to FC&B's board of directors at annual meeting in Chicago. Mr. Cone, 70, retired from FC&B in 1970.

Programing

William C. Snyder, production supervisor, appointed VP-production, D'Antoni/Weitz Television Productions Inc., Culver City, Calif. Company produces *Movin' On* series (NBC), and movies for television.

Doug Lane, music and news director, WIHN(FM) Normal, Ill., named program director.

Annette Hall, producer-director-writer, WMT-

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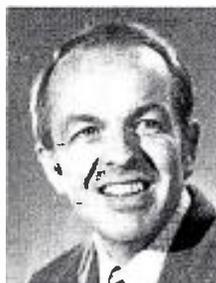
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Willis

Robert D. Willis, promotion manager, wowk-TV Charleston-Huntington, W. Va., named to additional post of director of advertising, Gateway Communications Inc., parent company, which is based in Cherry Hill, N.J.

Ed May, local sales manager, WJXT(TV) Jacksonville, Fla.,

named national sales manager, succeeded by **Tom Frick**, sales representative, Top Market Television, Atlanta. Both WJXT and marketing firm are Post-Newsweek properties.

Robert Blumenthal, senior art director, Cunningham & Walsh, New York, named art director, Ketchum, MacLeod & Grove, Pittsburgh.

Ron Rojas, account executive, KCBS-FM San Francisco, named merchandising director, KGO(AM) San Francisco.

Joseph M. Friedman, sales staff, KP1X(TV) San Francisco, named manager, Tele-Rep Inc.'s Boston office.

Marty Mills, director of research for Tele-Rep Inc., New York, appointed to same post at MMT Sales Inc., New York.

Rod Eyring, account executive, KIRO-TV Seattle, named regional accounts manager of station.

James B. Marine (Bowes Co.) was re-elected



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TV Cedar Rapids, Iowa, named producer-director, KDKA-TV Pittsburgh.

Charles Easler III, producer, WTVN-TV Columbus, Ohio, named producer-director, WJZ-TV Baltimore.

Art Eckman, announcer on San Francisco Giants baseball games, named sports director, KSFO(AM) that city. He replaces **Bill Thompson**, resigned.

Bill Kelly, announcer, WBVP(AM) Beaver Falls, Pa., named program director, succeeding **Chuck Wilson**, assistant general manager, who assumes public relations post outside broadcasting.

Harv Moore, program and music director, WPGC-AM-FM Morningside, Md., named program director, WYSL-AM-FM Buffalo, N.Y.

Sharon L. Joiner, newswriter, WABC-TV New York, named producer-cinematographer with emphasis on minority programming, KFSN-TV Fresno, Calif.

John Whitman, production manager, *Hollywood TV Theater*, produced by noncommercial KCET(TV) Los Angeles, named manager, technical operations, Compact Video Systems Inc., Los Angeles.

Andy Mac Williams, director of special projects and play-by-play announcer, Syracuse Eagles, WSYR(AM) Syracuse, N.Y., named play-by-play announcer of Cincinnati Stingers hockey games, WLW(AM) Cincinnati.

Robert B. Cochrane, program director and assistant general manager, and **David V.R. Stickle**, director of public affairs, WMAR-TV Baltimore, retired June 1.

Broadcast Journalism

Roger E. Ailes, news director, Television News Inc. New York named executive VP, TVN.

Robert W. Matthews, manager, NBC Radio News, Washington, named manager, radio network news, Washington, supervising all Washington news gathering for both NBC Radio Network and NBC Radio's News and Information Service.

Charles Gibson, reporter, Television News Inc., Washington, named correspondent, ABC News, Washington.

John W. Nelsen, Long Island bureau chief, WCBS-AM-FM New York, named general manager and executive editor, New York Network. **Richard R. Miller**, director of technical operations for network's audio-visual services subsidiary, Playback Unlimited, named network's VP-engineering.

Fred Kennedy, NBC Radio News London correspondent, named manager, NBC Radio News, Europe.

Bill Tell Zortman, news editor and sports director, KVII-TV Amarillo, Tex., named news director.

Larry Dean, director of news, Mutual Black Network, Washington, elected VP-executive news director.

Leo Zani, newsman, KOB-AM-FM Albuquerque, N.M., named news director.

Steve Wasserman, news producer, WPLG-TV Miami, named executive news producer, WJXT(TV) Jacksonville, Fla. **Tom Willis**, re-

porter, WTOP-TV Washington, named anchorman, WJXT. All are Post-Newsweek stations.

Steve Floethe, news director, WSPB-AM-FM Sarasota, Fla., named to same post, WQSA(AM) Sarasota.

Skip Haley, news producer, WSB-TV Atlanta, named managing editor. **Eva Gross**, production assistant, WSB-TV, named weekend noon news producer.

Anne-Marie Rowan, reporter-anchorwoman and producer, WJAR-AM-TV Providence, R.I., named announcer-reporter, WHDH(AM) Boston.

Marty Levin, news producer and co-anchorman, KEZI-TV Eugene, Ore., named general assignment reporter-anchorman, COMO-TV Seattle.

Jeanette Harrison, general assignment reporter, noncommercial KQED-FM San Francisco, named to same post, KGW-TV Portland, Ore.

Cynthia Taft, co-anchorwoman, WELI(AM) New Haven, Conn., named to news staff, KDKA-AM-FM Pittsburgh.

Patricia Deal Cahill, reporter, noncommercial KCUR(FM) Kansas City, Mo., named news and public affairs director, noncommercial KMUW(FM) Wichita, Kan.

Cable

Samuel J. Phillips, president and chief executive officer, Parkwood Laminates Inc., Lowell, Mass., elected president and board member, Vikoa Inc., New York. **Arthur Einhorn**, VP, Continental CATV Inc., elected VP of Vikoa and president, Continental CATV Inc., division of Vikoa. **Francis P. Murphy**, treasurer of Vikoa Inc., elected VP.

Newly elected officers of West Virginia Cable Television Association: **Sanford F. Randolph**, Teleprompter of Clarksburg, president; **Frank Tacy**, Ohio Valley Cable, Marietta, Ohio, vice president; **Burt Cousins Jr.**, Teleprompter of Fairmont, secretary treasurer.

Allied Fields

Andrew Margeson, who has served on staff of former FCC Commissioner Nicholas Johnson and was legislative assistant to former Representative Robert Tiernan (D-R.I.), named to staff of House Communications Subcommittee.

Charles F. Greenlaw, executive VP, worldwide production management, Warner Bros., Hollywood, elected to board of directors, Association of Motion Picture and Television Producers, Hollywood.

Larry Lowenstein, director of marketing services, WXIA-TV Atlanta, named chairman of Atlanta chapter of National Academy of Television Arts and Sciences's first annual Emmy Awards dinner and telecast, June 20.

John Scali, former diplomatic correspondent for ABC, is being replaced as ambassador to United Nations by Daniel P. Moynihan, Harvard University professor who is former ambassador to India. Mr. Scali is considering new foreign policy post as well as positions in private industry. He has reportedly been offered jobs in television and industry.

Warren K. Agee, dean, University of Georgia School of Journalism, Athens, retires June 30 to return to full-time teaching and research. **Dr. Scott M. Cutlipp**, visiting professor of journalism at Georgia, has been recommended by

President Fred C. Davison to serve as acting dean of journalism school.

Deaths

Harry W. Witt, 73, retired radio broadcast and advertising executive, died of viral pneumonia May 25 at his San Clemente, Calif., home. Mr. Witt had been in advertising and joined KGB(AM) San Diego in 1933 as sales manager,

becoming general manager in 1935. In 1936 he was sales manager of KHJ(AM) Los Angeles, then sales manager of CBS-owned KNX(AM) that city and of Columbia Pacific Network. In 1943, he was named assistant general manager of KNX and of Columbia Pacific Coast operations, and in 1949 general manager of KNXT(TV) Los Angeles. He returned to advertising in Los Angeles area in 1950 and retired in 1967. He

leaves wife, Louise von KleinSmid, and son.

Ronnie Childress, 29, VP-manager, chief engineer and sportscaster, WMSJ(AM) Sylva, N.C., died May 13 at C.J. Harris Community hospital, Sylva. He was electrocuted by touching high-voltage line while checking malfunction in transmitter room. Survivors include his wife, Carla, and two sons.

For the Record®

As compiled by BROADCASTING, May 19 through May 23 and based on filings, authorizations and other FCC actions.

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

New stations

TV license

■ WCVB-TV Boston—FCC granted Boston Broadcasters initial license to cover construction of station WCVB-TV. In same action, FCC denied request of WHDH Inc. to reopen proceedings in the WHDH-TV docket case. In 1972 FCC terminated authority of WHDH Inc. to operate WHDH-TV, and granted Boston Broadcasters program test authority to operate WCVB-TV on same channel, which it has done since then. At that time, FCC deferred action on license application pending resolution of court action involving vice president and stockholder of Boston Broadcasters. Since he has been effectively separated from any active participation in corporation affairs and litigation had been concluded, FCC said there was no longer any impediment to granting WCVB-TV license. Action May 20.

AM application

■ Green River, Wyo.—Application by Wycom Corp. for new AM amended to change frequency to 1490 khz and power to 1kw-D, 250 w-N (BP-19,411). Ann. May 19.

AM starts

- KANC Anchorage—Authorized program operation on 1080 khz, 10 kw-D. Action May 8.
- WGUF Gulfport, Miss.—Authorized program operation on 1130 khz, 500 w-D. Action May 6.
- WXEW Yabucoa, P.R.—Authorized program operation on 840 khz, 250 w-D. Action May 8.

AM licenses

- Broadcast Bureau granted following licenses covering new stations:
- KOTZ Kotzebue, Alaska, Kotzebue Broadcasting (BL-13528). Action April 20.
 - KATB Agana, Guam, Magof Inc. (BL-13917). Action April 20.
 - WEQO Whitley City, Ky., Country Roads Broadcasting Co. (BL-13946). Action April 20.

FM applications

■ *Troy, Ala.—Troy State University seeks 90.1 mhz, 50 kw., HAAT 284 ft. P.O. address: University Ave., Troy, Ala. 36081. Estimated construction cost \$28,500; first-year operating cost \$24,500. Principal: Ken Coslin, director of educational resources center. Ann. May 22.

■ *San Jose, Calif.—San Jose Unified School District, Leland High School seeks 89.3 mhz, 10 w. P.O. address: 6677 Camden Ave., San Jose, Calif. 95120. Estimated construction cost \$5,440; first-year operating cost \$700. Principal: Joseph Lobue, radio instructor. Ann. May 21.

■ *Williamsport, Md.—Cedar Ridge Children's Home and School seeks 90.5 mhz, 6.7 kw., HAAT 37 ft. P.O. address: Route 2, Williamsport, Md. 21795. Estimated construction cost \$38,854; Principal: Jack A. Droeger Sr., administrator of non-profit corporation. Ann. May 21.

■ *Holliston, Mass.—Holliston High School seeks 91.5 mhz, 10 w. P.O. address: Hollis St., Holliston, Mass. 01746. Estimated construction cost \$2,585; first-year operating cost \$2,169. Principal: Bedros Kamitjan, principal. Ann. May 21.

FM starts

- *KWHS West Sacramento, Calif.—Authorized program operation on 91.7 mhz, TPO 10 w. Action May 14.
- *KDUR Durango, Colo.—Authorized program operation on 91.9 mhz, TPO 10 w. Action May 12.
- WPGW-FM Portland, Ind.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 180 ft. Action May 13.
- WREM-FM Jenkins, Ky.—Authorized program operation on 94.3 mhz, ERP 125 w, HAAT 1,340 ft. Action May 9.
- WLKN-FM Lincoln, Me.—Authorized program operation on 99.3 mhz, ERP 1.75 kw, HAAT 380 ft. Action May 14.
- WEMD-FM Easton, Md.—Authorized program operation on 96.7 mhz, ERP 3 kw, HAAT 245 ft. Action May 14.
- *WRUC Schenectady, N.Y.—Authorized program operation on 90.9 mhz, TPO 10 w. Action May 9.
- WJRR-FM Mifflinburg, Pa.—Authorized program operation on 98.3 mhz, ERP 3 kw, HAAT 52 ft. Action May 9.
- WRFE Aguada, P.R.—Authorized program operation on 105.5 mhz, ERP 190 w, HAAT 980 ft. Action May 14.
- KBID Wichita Falls, Tex.—Authorized program operation on 92.9 mhz, ERP 100 kw, HAAT 920 ft. Action May 9.

FM license

Broadcast Bureau granted following license covering new stations:

■ WKKM Harrison, Mich., David A. Carmine (BLH-6618). Action May 15.

Ownership changes

Applications

■ WCEM-AM-FM Cambridge, Md. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 106.3 mhz, 3 kw)—Seeks transfer of control of WCEM Inc. from Samuel M. Cannon et al. (100% before; none after) to Joseph I. Goldstein and Paul Curtis Stokes Jr. (none before; 100% after). Consideration: \$400,000. Principals: Mr. Cannon (12%) and eight other stockholders have no other broadcast interests. Mr. Goldstein owns Wilson Line, Washington boat line. Mr. Stokes has interest in real estate, marina and newspapers in Rehoboth Beach, Del. Ann. May 19.

■ WPSC(AM) Pageland, S.C. (1510 khz, 500 w-D)—Seeks transfer of control of Pageland Broadcasting Corp. from Louis M. Cook (55% before; none after) to R. C. Campbell, et al. (45% before; 100% after). Consideration: \$12,526. Principals: Mr. Cook has no other broadcast interests. Pageland stockholders are area businessmen and professionals. Ann. May 19.

Actions

■ WIIN(AM) Atlanta (970 khz, 5 kw)—FCC granted assignment of license from WIIN Inc. to Georgia Network Inc. for \$600,000. Seller: I. T. Cohen, Atlanta attorney. Buyers: Donald C. Kennedy, president (19.5%), Lawrence Melear, vice president (13.7%), et al. Mr. Kennedy has 30.5% interest in Briarcliff Communications Group Inc., permittee of WATL-TV Atlanta. Grant is conditioned on resignation of Mr. Kennedy as president and board chairman because of one-to-a market ownership rules. Mr. Kennedy would be allowed to remain as stockholder and consultant. Action May 14.

■ WPAM(AM) Pottsville and WLSH(AM) Lansford, Pa.—FCC denied request for waiver of duopoly provision of multiple ownership rules and dismissed application of voluntary transfer of control of Miners Broadcasting Service, licensee of WLSH and WPAM. Application sought transfer of control from Phyllis B. Maguire and Mellon Bank, executors of estate of Kenneth F. Maguire, to John W. Angst. Action May 14.

Facilities changes

TV start

■ Following station was authorized program operating authority for changed facilities on date shown: KPOB-TV Poplar Bluff, Mo. (BMPCT-7532), May 9.

AM actions

- KBIS Bakersfield, Calif.—Broadcast Bureau granted CP to change ant.-trans. site to south side of Beardsley Canal, 1 mile east of Oildale and 1.8 miles north of Bakersfield city limits, Bakersfield (BP-19904). Action May 15.
- WIBM Jackson, Mich.—Broadcast Bureau granted CP to make changes in ant. height; conditions (BP-19916). Action May 15.
- KOLM Rochester, Minn.—Broadcast Bureau granted CP to make changes in ant. system; increase tower height and radiation efficiency during non-critical hours; conditions (BP-19898). Action May 15.
- WTOO Bellefontaine, Ohio—Broadcast Bureau granted CP to change ant.-trans. and studio location to route 540, 9 miles east northeast of Bellefontaine; conditions (BP-19906). Action May 16.
- WEGA Vega Baja, P.R.—Broadcast Bureau granted mod. of license covering change in the main studio location to road 2, km. 39.1, Vega Baja; operate trans. by remote control from main studio location (BRC-3746). Action May 16.
- KDWT Stamford, Tex.—Broadcast Bureau granted CP to make changes in ant. and ground system; conditions (BP-19919). Action May 16.
- WRAR Tappahannock, Va.—Broadcast Bureau granted CP to increase ant. height to accommodate FM ant.; conditions (BP-19902). Action May 16.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KRML Carmel, Calif. (BP-19,854), May 6; KSEK Pit-

tsburg, Kans. (BP-19624, May 6; KAIR Tucson, Ariz. (BP-18,998), May 6; KAMX Albuquerque, N.M. (BP-19,758), May 6; WLKM Three Rivers, Mich. (BP-19,531), May 12; WNOR Norfolk, Va. (BP-19,606), May 8 and WVCF Windermere, Fla. (BP-19,763), May 12.

FM applications

- **KCAP-FM Helena, Mont.**—Seeks to change trans. and studio location to 110 Broadway, Helena; change trans.; change ant.; make changes in ant. system (increase height); change TPO and HAAT: minus 249 ft. Ann. May 22.
- **KLUF-FM Lufkin, Tex.**—Seeks to change trans. location to 5.3 miles southwest of Keltys, Tex., near Lufkin; change trans.; change ant.; make changes in ant. system (decrease height); change TPO; ERP: 29.7 kw and HAAT: 249 ft. Ann. May 22.

FM actions

- **KRUZ(FM) Santa Barbara, Calif.**—Broadcast Bureau granted CP to install new aux. trans. and aux. ant.; ERP 4.5 kw (H&V); ant. height 2930 ft. (H&V); remote control permitted (BPH-9337). Action May 15.
- **WSTR-FM Sturgis, Mich.**—Broadcast Bureau granted CP to change ERP to 1.4 kw (H&V); ant. height 390 ft. (H&V) (BPH-9375). Action May 15.
- **WCLD-FM Cleveland, Miss.**—Broadcast Bureau granted CP to redescribe trans. and studio location as 0.2 mile east hwy. 61 on White St., Cleveland; ERP 1.6 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BPH-9355). Action May 15.
- **KMTY-FM Clovis, N.M.**—Broadcast Bureau granted CP to install new aux. ant.; ERP 1.9 kw (H&V); ant. height 38 ft. (H&V); remote control permitted (BPH-9352). Action May 16.
- **KQNM Gallup, N.M.**—Broadcast Bureau granted mod. of CP to change trans. location to 2.4 miles south of city hall on N.M. Hwy. number 32, Gallup; make changes in ant. system; ERP 30 kw (H&V); ant. height 160 ft. (BMPH-14398). Action May 16.
- **WLQR Toledo, Ohio**—Broadcast Bureau granted CP to install new trans. and ant.; ERP 15 kw (H&V); ant. height 810 ft. (H&V); remote control permitted (BPH-9374). Action May 16.
- ***WUJC University Heights, Ohio**—Broadcast Bureau granted CP to operate by remote control from trans.-studio site at Northpark and Miramar Drives, University Heights; change frequency to 88.7 mhz; ERP 750w; ant. height 340 ft.; condition (BPED-1866). Action May 15.
- **WKBN-FM Youngstown, Ohio**—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 4.5 kw (H&V); ant. height 1370 ft. (H&V); remote control permitted (BPH-9379). Action May 16.
- **KSEO-FM Durant, Okla.**—Broadcast Bureau granted CP to install new trans.; ERP 1.5 kw; ant. height 370 ft. (BPH-9380). Action May 16.
- **WHLM-FM Bloomsburg, Pa.**—Broadcast Bureau granted CP to install new ant.; change trans. input power and transmission line; ERP 8.8 kw (H&V); ant. height 570 ft. (H&V); remote control permitted (BPH-9335). Action May 16.

- **WLKW-FM Providence, R.I.**—Broadcast Bureau granted CP to make changes in transmission line; ERP 50 kw (H&V); ant. height 500 ft. (H&V); remote control permitted (BPH-9377). Action May 16.
- **KACV-FM Amarillo, Tex.**—Broadcast Bureau granted mod. of CP to change trans. location to Hwy. 287, 5 miles north of Amarillo; change frequency to 89.9 mhz; change trans. and ant.; ERP 29.5 kw (H&V); ant. height 580 ft. (H&V); remote control permitted (BMPH-14411). Action May 16.
- **KBFM Edinburg, Tex.**—Broadcast Bureau granted CP to install new ant.; ERP 100 kw (H&V); ant. height 320 ft. (H&V); remote control permitted (BPH-9383). Action May 16.

FM starts

- Following stations were authorized program operating authority for changed facilities on date shown: **KARL-FM Carlsbad, Calif.** (BPH-8983), May 9; **WMAZ-FM Macon, Ga.** (BPH-9006), May 12; **WMVA-FM Martinsville, Va.** (BPH-9218), May 12; **WKLS New York** (BPH-9263), May 8; **WSEC Williamston, N.C.** (BPH-9111), May 8; **WWOL-FM Buffalo, N.Y.** (BPH-8981), May 14; **WCCO Minneapolis** (BPH-8791), May 9; ***WEOS-FM Geneva, N.Y.** (BPED-1878), May 8; ***WESS-FM East Stroudsburg, Pa.** (BPED-1831), May 14 and ***WMCU Miami** (BPED-1907), May 12.

In contest

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:

- **Alexander City, Ala., AM proceeding:** Alexander City Broadcasting and Kowaliga Broadcasting, competing for 1590 khz (Doc. 20464-5)—Designated ALJ Jay A. Kyle to serve as presiding judge and scheduled hearing for July 28. Action May 12.
- **WACT(AM) Tuscaloosa, Ala., renewal proceeding:** New South Radio (Doc. 20463)—Designated ALJ Lenore G. Ehrig to serve as presiding judge and scheduled hearing for August 4 in Tuscaloosa. Action May 12.
- **Twin Falls, Idaho, FM proceeding:** Inland Radio and Sawtooth Radio Corp., competing for 95.7 mhz (Doc. 20439-40)—Designated ALJ Walter C. Miller to serve as presiding judge and scheduled hearing for July 28. Action May 12.
- **East Moline, Ill., FM proceeding:** Upper Rock Island County Holding Co. and KSTT Inc., competing for 101.3 mhz (Doc. 20471-2)—Designated ALJ Chester F. Naumowicz Jr. to serve as presiding judge and scheduled hearing for July 30. Action May 15.
- **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)—Designated ALJ David I. Kraushaar to serve as presiding judge and scheduled hearing for August 4. Action May 12.
- **WBR L(AM) Berlin, N.H., renewal proceeding:** Berlin Communications (Doc. 20457)—Designated ALJ Byron E. Harrison to serve as presiding judge and

scheduled hearing for July 28 in Berlin. Action May 12.

- **WMOJ(AM)-WXLQ(FM) Berlin, N.H., renewal proceeding:** White Mountain Broadcasting Co. (Doc. 20456)—Designated ALJ James F. Tierney to serve as presiding judge and scheduled hearing for July 28 in Berlin. Action May 12.
- **Austin, Tex., FM proceeding:** Pioneer Broadcasting Co., Allendale Baptist Church of Austin and Dynamic Communications of Austin, competing for 102.3 mhz (Doc. 20445-7)—Designated Joseph Stirmer to serve as presiding judge and scheduled hearing for July 30. Action May 12.
- **KLAT(AM)and KSTU(FM) Centerville, Utah., combined proceeding:** Davis Broadcasting Co. and Lois I Pingree (Doc. 20458-60)—Designated Chief ALJ Arthur A. Gladstone to serve as presiding judge and scheduled hearing for July 28 in Salt Lake City. Action May 12.
- **KFDR(AM) Grand Coulee, Wash., renewal proceeding:** New Deal Broadcasting Co. (Doc. 20461)—Designated ALJ Walter C. Miller to serve as presiding judge and scheduled hearing for July 28 in Grand Coulee. Action May 12.

Procedural rulings

- **KAFF-AM-FM Flagstaff, Ariz. and KXXL(AM) Bozeman, Mont., combined proceedings:** Empire Broadcasting Corp. (Doc. 20424-6)—ALJ Forest L. McClenning granted petitions for leave to amend application to show withdrawal of Larry Heinrich as proposed principal and stockholder of Empire Broadcasting Corp. and consequent change in number of shares of stock to be issued. Action May 19.
- **Princess Anne and Pocomoke City, Md., FM proceeding:** Maranatha Inc., Leisure Time Communications and Peter and John Radio Fellowship, competing for 102.5 mhz (Doc. 20388-90)—ALJ Forest L. McClenning continued to September 16 hearing now scheduled for June 16. Action May 16.
- **WBRL(AM) Berlin, N.H., renewal proceeding:** Berlin Communications (Doc. 20457)—ALJ Byron E. Harrison granted motion by Broadcast Bureau and continued to June 18 hearing now scheduled for June 17. Action May 15.
- **Monticello, N.Y., FM proceeding:** Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—ALJ Jay A. Kyle scheduled hearing for June 3. Action May 20.
- **WPMH(AM) Portsmouth, Va., license proceeding:** Chesapeake-Portsmouth Broadcasting Corp. (Doc. 19787)—ALJ Jay A. Kyle scheduled hearing for September 30. Action May 16.
- **Suffolk, Va., FM proceeding:** Town and Country Radio, Voice of People and Tidewater Sounds, competing for 106.9 mhz (Docs. 20268-70)—ALJ Chester F. Naumowicz Jr. continued hearing from June 2 to July 8. Action May 12.

Dismissed

- **WKLX Portsmouth, Va., FM proceeding:** Rust Communications Group, application to relocate WKLX from Portsmouth to Norfolk, Va. (Doc. 20448)—ALJ Walter C. Miller granted petition to dismiss by Rust Communications and dismissed its application with prejudice and terminated proceeding. Action May 20.

Joint agreement

- **Huntingdon, Tenn., AM proceeding:** David B. Jordan and Bouldin Corp., competing for 1530 khz (Docs. 20296-7)—ALJ Ernest Nash granted joint petition for approval of agreement by applicants, approved settlement agreement, dismissed with prejudice application of Bouldin Corp., and granted application of David B. Jordan. Action May 19.

Initial decision

- **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., in summary initial decision, has ruled that four investors in Entertainment Enterprises have established ability to meet financial commitments to corporation. Judge said parties had agreed that following release of summary decision, Entertainment Enterprises would file petition for severance and grant to which other parties would reply. "On the basis of those pleadings decision will be made as to whether Entertainment Enterprises application is currently ripe for grant," Judge said. Action May 19.

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Complaint

■ **KMNS(AM)** Sioux City, Iowa—FCC denied application by Ralph Scott for review of Broadcast Bureau ruling denying his complaint against KMNS. Scott, American Party candidate, contended that KMNS excluded him from its poll asking listeners for which of two gubernatorial candidates, Republican or Democrat, they would vote. Broadcast Bureau said Scott had not provided extrinsic evidence to support his charge, information on how broadcasting of poll limited to certain candidates constituted rigged poll, or how KMNS was unreasonable in its coverage of Iowa gubernatorial race. Action May 14.

Fines

■ **WANV(AM)** Waynesboro, Va.—FCC ordered WANV inc., licensee of WANV to forfeit \$2,000 for willful violation of Communications Act by restricting comments by candidate for public office and FCC rules by permitting one candidate to hear his opponents comments prior to preparing his own response to station editorial. Action May 13.

Other actions

■ FCC denied four requests for waiver of "off-network" restrictions of prime time access rule. Requests were Time-Life Films for "America," Survival Anglia for "World of Survival," Gray-Schwartz Enterprises for "Lone Ranger" and WISM-TV Milwaukee for "Victory at Sea." In its denial of all requests, commission said waivers were not necessary since stations were free to present programs in non-prime time without any restrictions, in prime time if network programming is preempted, or in access time if stations are willing to forego corresponding amount of network programming later in evening. Action May 19.

■ **KLXA-TV** Fontana and **KAFY(AM)** Bakersfield, Calif.—FCC extended from May 12 to May 30, due date for KLXA-TV and KAFY to pay balance of grant fees owed for transfer of control of their station licenses. Commission rejected stations' contention that 1970 fee schedule should not apply to their transactions. Action May 14.

■ **WILM(AM)** Wilmington, Del.—FCC deferred application of Delaware Broadcasting Co., for renewal of WILM pending receipt and approval of additional information concerning licensee's affirmative action program for minority employment. FCC said WILM had failed to take sufficient steps to eliminate "impediments to equal opportunity in employment for all persons" but instead had followed "passive practices which, though unintentional, perpetuate effects of past discrimination." Action May 15.

■ **WDET-FM** Detroit—FCC denied petitions by Detroit Area Coalition to Stop Sexism in Broadcasting for reconsideration or review of license renewal grant for WDET-FM Detroit. Station is licensed to Wayne State University. Coalition asserted licensee discriminated against women and minorities in employment and misrepresented its intention to sign binding letters of agreement regarding employment and programming policies with coalition. Since coalition's allegations were unsubstantiated, commission said there was no reason to rescind grant of renewal application. Action May 15.

■ **KMOX-TV** St. Louis—FCC granted application of CBS Inc. for renewal of license for KMOX-TV. Grant is conditioned on whatever ruling FCC might deem appropriate as result of three civil cases pending in U.S. District Courts, to which CBS is party. FCC rejected petition to deny renewal filed by Missouri Citizens for Life, Eastern Missouri Regional Chapter. Citizens alleged that KMOX-TV failed to conduct proper ascertainment by not contacting enough anti-abortion spokesmen and failed to permit proper spokesman to respond to allegedly "pro-abortion" editorial. Action May 15.

■ **KPLR-TV** St. Louis—FCC granted application of 220 Television for renewal of license of KPLR-TV on condition that licensee submit within 30 days details of efforts to recruit and hire minority employees and statement outlining steps it will take in future. FCC denied informal objection to renewal application filed by St. Louis Broadcast Coalition. Action May 15.

Call letters

Applications

| Call | Sought by |
|---------|---|
| | New TV |
| *KTIN | State Educational Radio and Television Facility Board of Iowa, Fort Dodge, Iowa |
| | New AM |
| KIKC | Gold Won Radio Corp., Forsyth, Mont. |
| | New FM's |
| *KJHK | University of Kansas, Lawrence, Kans. |
| WRQN | Japat Inc., Westbrook, Me. |
| WHOU-FM | WHOU Inc., Houlton, Me. |
| WQDY-FM | WQDY Inc., Catalis, Me. |
| KDLY | Fremont Broadcasting, Lander, Wyo. |
| WMUM | Breeze 94 Inc., Marathon, Fla. |
| WHMH-FM | Tri-County Broadcasting Co., Sauk-Rapids, Minn. |
| KFKA-FM | Colorado RG, Greeley, Colo. |
| *KWUR | Washington University, Clayton, Mo. |
| *KCMK | Colorado Mountain College, Glenwood Springs, Colo. |
| KMIS-FM | New Madrid County Broadcasting Co., Portageville, Mo. |
| *WPFW | Pacifica Foundation, Washington |
| KMYT | Radio One Inc., Merced, Calif. |

Existing TV

*WCFE-TV WNNE-TV Plattsburgh, N.Y.

Existing AM

KWBZ KGMC Englewood, Colo.

Existing FM's

KROI KEZS Sacramento, Calif.
 KKDO KKXL-FM Grand Forks, N.D.
 WIOK WHLI-FM Hempstead, N.Y.
 KGOT KYAK-FM Anchorage
 WWRN WMIB West Palm Beach, Fla.
 WVID WDUN-FM Gainesville, Ga.
 KNAI-FM KNBR-FM San Francisco

Grants

| Call | Assigned to |
|---------|--|
| | New AM's |
| KCGS | Marshall Broadcasting Co., Marshall, Ark. |
| KDLG | Dillingham City School District, Dillingham, Alaska |
| | New FM's |
| *WBCM | Grace Baptist Schools, Decatur, Ala. |
| WCSS-FM | Community Service Broadcasting Corp. of Amsterdam, N.Y., Amsterdam, N.Y. |
| *KSBR | Saddleback Community College District, Mission Viejo, Calif. |
| KLGT | Breckenridge Broadcasting Co., Breckenridge, Colo. |
| WKWI | Kilmarnock Broadcasters, Kilmarnock, Va. |
| *KDUR | Fort Lewis College, Durango, Colo. |
| WFGM | Mountain Broadcasting, Fairmont, W. Va. |
| | Existing TV |
| KPSA-TV | KGOJ Brownsville, Tex. |
| | Existing AM |
| KBBV | KTOT Big Bear Lake, Calif. |
| | Existing FM's |
| KEAZ | KDLA-FM DeRidder, La. |
| WPMO | WPMP-FM Pascagoula-Moss Point, Miss. |
| *KUCA | KASC Conway, Ark. |

■ **KYW-AM-TV** Philadelphia—FCC granted applications of Westinghouse Broadcasting Co. for renewal of KYW-AM-TV. FCC dismissed unsigned informal objection to renewal applications that alleged KYW-AM-TV had failed in ascertainment of black community. They also charged employment discrimination against blacks. Commission conditioned grant on outcome of now-pending civil antitrust action in which Westinghouse Electric Corp., is defendant and on immediate notification to FCC of final disposition of that proceeding. Action May 20.

■ **WIFI-FM** Philadelphia—FCC granted renewal of GCC Communications of Philadelphia, licensee of WIFI-FM. Informal objection to application filed by several former station employees was denied. Complai-

nants requested that FCC deny application charging WIFI-FM had failed to conform to its equal employment opportunity program, violated several rules and did not adhere to its commitments to perform public service announcements.

■ **WPHL-TV** Philadelphia—FCC granted application for renewal license for WPHL-TV. Petition opposing application filed by Communications Coalition et al., was denied. Coalition charged that programming failed to meet needs of blacks and station failed to comply with equal employment opportunity rules. FCC said that WPHL-TV was legally, technically, financially and otherwise qualified to remain licensee. Action May 15.

■ **KSAT-TV** San Antonio, Tex.—FCC granted application of The Outlet Company for renewal of license for KSAT-TV. FCC denied petition by Bi Lingual Bi Cultural Coalition on Mass Media for denial of renewal application.

■ **WRGM-AM** Richmond, Va.—FCC granted application of Continental Communications for renewal of WRGM-AM for term ending October 1, 1975, on condition that it provide FCC with additional information regarding its equal employment opportunity policies. Petition to prevent continued violations of equal employment opportunities rules, filed by Rev. Dwight Jones and others against WRGM-AM and 16 other Richmond stations, was denied. Action May 21.

Allocations

Petition

FCC received following petition to amend FM table of assignments (ann. May 19).

■ Vincent Charles Myles, Warrenton, Mo.—Seeks to allocate ch. 280A to Montgomery City, Mo. (RM-2549).

Actions

FCC took following actions on FM allocations:

■ **Andalusia, Ala.**—FCC denied rulemaking petition by WAAO(AM) Andalusia for assignment of ch. 224A to Andalusia as second FM because mileage separation requirements between existing stations could not be met. Action May 6.

■ **Florida**—Broadcast Bureau proposed either retainment of ch. 252A at Arcadia, Fla., or reassignment of channel to both Lake Placid, and Englewood, Fla., as first FM assignment in each community. Action was in response to petitions by Russel G. Salter, licensee of WKKD-FM Aurora, Ill., for reassignment from Arcadia to Lake Placid and Sarasota-Charlotte Broadcasting Corp., licensee of WENG(AM) Englewood, Fla. from Arcadia to Englewood. Action May 13.

■ **LaGrange, Ky.**—FCC denied petition by Dean Harden and Nickolas Woods for rulemaking requesting assignment of ch. 269A to LaGrange, Ky. Opposition to proposal and request for dismissal was filed by Charles N. Cutley, petitioner for assignment of ch. 269A to Jeffersonton, Ky. FCC said since Jefferson assignment is now final and effective and since Harden and Woods proposal is short-spaced, LaGrange assignment must be denied (RM-2391). Action May 13.

■ **Bend, Ore.**—Broadcast Bureau proposed assigning ch. 243 to Bend as third FM assignment. Action was in response to petition by KBND Inc., licensee of KBND(AM) Bend. Opposition to petition was filed by Paulina Broadcasting Corp., licensee of KICE(FM) Bend. Action May 9.

■ **Charlottesville, Va.**—Broadcast Bureau proposed amendment to table of assignments to assign ch. 224A to Charlottesville. Action was in response to petition by WUVA Inc., nonprofit, nonstock membership corporation, composed of students of University of Virginia. Action May 13.

Translators

Applications

■ **Hubbard Broadcasting**, Horse Springs Store and Ranch Area, N.M.—Seeks ch. 69, rebroadcasting KOB-TV Albuquerque, N.M. (BPTT-2846). Ann. May 21.

■ **Hubbard Broadcasting**, Silver City, N.M.—Seeks ch. 10, rebroadcasting KOB-TV Albuquerque, N.M. (BPTTV-5304). Ann. May 21.

■ **Board of Cooperative Educational Services** of Steuben-Allegany County, Presho, N.Y.—Application

amended to change freq. from ch. 55 to ch. 62 (BPTT-2803). Ann. May 20.

■ Oregon Broadcasting Co., Central Point, White City and Eagle Point, Ore.—Seeks ch. 3, rebroadcasting KOB Medford, Ore. (BPTTV-5307). Ann. May 21.

Actions

■ K76AK Defiance and St. Michaels, Ariz.—Broadcast Bureau granted CP to change freq. from ch. 76 to ch. 55. Action May 2.

■ K12JJ St. Michaels, Ariz.—Broadcast Bureau granted CP for new translator on ch. 12, rebroadcasting KOOL-TV Phoenix (BPTTV-5239). Action May 2.

■ K59AE Fresno, Calif.—Broadcast authorization canceled and call letters deleted at request of licensee. Ann. May 20.

■ K53AD, K55AX, K57AM, K59AP Bethune and Burlington, Colo.—Broadcast Bureau granted CP's for new translators on ch. 53, rebroadcasting KOA-TV Denver, ch. 55, rebroadcasting KRMA-TV Denver, ch. 57, rebroadcasting KMGH-TV Denver and ch. 59, rebroadcasting KBT Denver (BPTT-2648-51). Action May 1.

■ K63AJ, K65AO, K67AQ and K69AX Flagler and Selbert, Colo.—Broadcast Bureau granted CP's for new translators on ch. 63, rebroadcasting KOA-TV Denver, ch. 65, rebroadcasting KRMA-TV Denver, ch. 67, rebroadcasting KMGH-TV Denver and ch. 69, rebroadcasting KBT Denver; conditions (BPTT-2652-5). Action May 1.

■ K07NL Juliaetta, Idaho—Broadcast Bureau granted CP for new translator on ch. 7, rebroadcasting KXLY-TV Spokane, Wash. (BPTTV-5257). Action May 1.

■ W58AE Elmira, N.Y.—Broadcast Bureau granted CP for new translator on ch. 58, rebroadcasting WSKG Binghamton, N.Y.; conditions (BPTT-2716). Action May 7.

■ W69AH Montour Falls, N.Y.—Broadcast Bureau granted CP for new translator on ch. 69, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2798). Action May 7.

■ W67AG Owego, N.Y.—Broadcast Bureau granted CP for new translator on ch. 67, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2700). Action May 7.

■ W66AF Pine City, N.Y.—Broadcast Bureau granted CP for new translator on ch. 66, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2797). Action May 7.

■ W56AL Spencer, W62AJ Waverly and W66AG Whitney Point, N.Y.—Broadcast Bureau granted CP's for new translators on ch. 56, ch. 62 and ch. 66 respectively, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2795-6, 2799). Action May 7.

■ K65AN Ellensburg and Kittitas Valley, Wash.—Broadcast Bureau granted CP for new translator on ch. 65, rebroadcasting *KSPS-TV Spokane, Wash. (BPTT-2701). Action May 2.

■ K13NK Omak and Okanogan, Wash.—Broadcast Bureau granted CP for new translator on ch. 13, rebroadcasting *KSPS-TV Spokane, Wash. (BPTT-4921). Action May 1.

■ K69AY, Tunk Valley, Pine Creek, Ellisford and Oroville, Wash.—Broadcast Bureau granted CP for new translator on ch. 69, rebroadcasting *KSPS-TV Spokane, Wash. (BPTT-2577). Action May 1.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Lower Delaware CATV, Box 89, Selbyville, Del. 19975, for Selbyville (CAC-05054), Bethany Beach (CAC-05055), Ocean View (CAC-05056), Frankford (CAC-05057), South Bethany (CAC-05058), Millsboro (CAC-05059), Dagsboro (CAC-05060), Millville (CAC-05061) and Sussex county CAC-05062, all Delaware: Add WPHL-TV, WTA-TV Philadelphia; WKBS-TV Burlington N.J.

■ Liberty TV Cable, Box 836, Sandersville, Ga. 31082, for Sandersville (CAC-05078) and Tonnelle (CAC-05079), both Georgia: Add WTCG Atlanta.

■ Sammons Communications, Box 570, West Point, Ga. 31833, for West Point, Ga. (CAC-05063), Lanett, Ala. (CAC-05064) and Chambers county, Ga. (CAC-05065): Requests certification of existing operations.

Summary of broadcasting

FCC tabulations as of April 30, 1975

| | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM | 4,411 | 3 | 26 | 4,440 | 45 | 4,485 |
| Commercial FM | 2,825 | 0 | 58 | 2,683 | 146 | 2,829 |
| Educational FM | 714 | 0 | 35 | 749 | 82 | 831 |
| Total Radio | 7,750 | 3 | 119 | 7,872 | 273 | 8,145 |
| Commercial TV | 697 | 1 | 9 | 707 | 52 | 759 |
| VHF | 507 | 1 | 3 | 511 | 9 | 520 |
| UHF | 190 | 0 | 6 | 196 | 43 | 239 |
| Educational TV | 223 | 9 | 10 | 242 | 12 | 254 |
| VHF | 89 | 3 | 3 | 95 | 4 | 99 |
| UHF | 134 | 6 | 7 | 147 | 8 | 155 |
| Total TV | 920 | 10 | 19 | 949 | 64 | 1,013 |

*Special temporary authorization

**Includes off-air licenses

■ Sawtooth Cable-Vision, Box 340, Hailey, Idaho, 83333, for Hailey, Idaho (CAC-05052): Requests certification of existing operations and to add KMVT Twin Falls, Idaho.

■ Sight & Sound Service Corp., 1253 Diamond Ave., Evansville, Ind., 47727, for Greensburg, Ind. (CAC-05053): Add WSNS-TV Chicago; WAVE-TV, WHAS-TV, WLKY-TV Louisville, Ky.; WHIO-TV, WLWD Dayton, Ohio.

■ Vista Cable, 107 N. Main St., Monticello, Ind. 47960, for Monon, Ind. (CAC-05089): Add WTTW Chicago.

■ Vista Cable, 107 N. Main St., Monticello, Ind. 47960 for Remington, Ind. (CAC-05087): WTTW Chicago.

■ Metropolitan Cablevision Corp., 1253 Diamond Ave., Evansville, Ind. 47727, for Speedway, Ind. (CAC-05085): WRTV, WISH-TV, WLWI, WHMB-TV, WFYI Indiana polis; WTIU-TV, WTTV Bloomington, Ind.; WGN-TV, WSNS-TV Chicago.

■ Cable TV of Acadiana, for Eunice, La. (CAC-4997): Delete KVRL Houston and add KHTV Houston.

■ Tab Inc., for Sparta, Mich. (CAC-4887): Delete WKAR-TV East Lansing, Mich.; WMVS Milwaukee.

■ Sleepy Eye CATV, Box 262, Window, Minn. 56101, for Russell, Minn. (CAC-05088): WCCO-TV, KMSP-TV, WTCN-TV Minneapolis; KCMT-TV Alexandria; KWCM-TV Appleton, all Minnesota; KELO-TV, KSFY-TV Sioux Falls, S.D.

■ Wells Cable TV, Box 609, Mitchell, S.D. 57301, for Wells Cable TV, Box 609, Mitchell, S.D. 57301, for Wells, Minn. (CAC005092): KEYC-TV Mankato; KAUS-TV Austin; KROC-TV Rochester, all Minneapolis; KGLO-TV Mason City, Iowa; KTCA-TV, KSTP-TV St. Paul; WTCN-TV, WCCO-TV, KMSP-TV Minneapolis.

■ Continental Cablevision of Ohio, 206 E. Main St., Bellevue, Ohio 44811, for Bellevue (CAC-05041), Clyde (CAC-05042), York township (CAC-05043), Lyme township (CAC-05044) and Green Creek township (CAC-05045): Add WKBC-TV Detroit; for Norwalk (CAC-05046), Milan (CAC-05047), Monroeville (CAC-05048), Norwalk township (CAC-05049), Milan township (CAC-05050) and Ridgefield township (CAC-05051), all Ohio: Add WKBD-TV Detroit and delete WKBF-TV Cleveland.

■ Multi-Channel T.V. Cable Co., 5533 Canal Rd. Valley View, Ohio 44125, for Bucyrus (CAC-05080), Bucyrus township (CAC-05081), Holmes township (CAC-05082), Liberty township (CAC-05083), Wheststone township (CAC-05084), Mansfield (CAC-05070), Lexington (CAC-05071), Ontario (CAC-05072), Franklin township (CAC-05073), Madison township (CAC-05074), Mifflin township (CAC-05075), Troy township (CAC-05076) and Washington township (unincorp. suburbs) (CAC-05077), all Ohio: Add WTVN-TV Columbus, Ohio.

■ Multi-Channel T.V. Cable Co., 5533 Canal Rd., Valley View, Ohio 44125, for Shelby (CAC-05066), Jackson township (CAC-05067), (unincorp. suburbs) (CAC-05067), Plymouth township (unincorp. suburbs) (CAC-05068) and Sharon township (CAC-05069), all Ohio: Add WTVN-TV Columbus, Ohio and delete WKBF-TV Cleveland.

■ MBS Cable TV, 588 Lovers Lane, Steubenville, Ohio, 43952, for Wintersville (CAC-05090) and Cross Creek (CAC-05091), both Ohio: WSTV-TV Steubenville, Ohio; WTRF-TV Wheeling, W. Va.; KDKA-TV, WTAE-TV, WIIC-TV, WQEX, WQED, WPGH-TV

Pittsburgh; WNEO-TV Alliance; WOUC-TV Cambridge; WUAB Lorain, all Ohio.

■ Telecable Communications Corp. 1336 Sulphur Rd., Baltimore, Md. 21227, for Quincy township, Penn. (CAC-05086): WHAG-TV, WWPB-TV, Hagerstown, Md.; WRC-TV, WTTG, WMAL-TV, WTOP-TV, WDCA-TV Washington; WMAR-TV, WBAL-TV, WJZ-TV, WMPB Baltimore; WGAL-TV Lancaster and WITF-TV Hershey, both Pennsylvania.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Urban Signal Communications, Harris county, Tex. (CAC-2407); Pacific Master Systems, Ridgecrest, Calif. (CAC-3810); Clear Channels Cable TV Co., village of Alcola (CAC-4537); Village of Oak Ridge (CAC-4538) and Hawthorne borough (CAC-4539), all Pennsylvania; Mid-Continent Cable Systems, Macon, Mo. (CAC-4605); Owensboro Cablevision Co., Daviess county, Ky. (CAC-4712); Bayshore CATV, Melfa, Va. (CAC-4776); Cobre Valley Cablevision, Globe (CAC-4782); Miami (CAC-4783) and Gila county (CAC-4784), all Arizona; Riverton Cable TV, Riverton (CAC-4861), Thermopolis (CAC-4862), Worland (CAC-4863), Powell (CAC-4864) and Fremont county (CAC-4865), all Wyoming; Mount Cities TV Cable, Mount Vernon, Tex. (CAC-4877); Warner Cable of Pottsville, Minersville borough, Pa. (CAC-4882); Russells Point Cablevision, Russells Point, Ohio (CAC-4889) and TV Cable of Lakeview, Lakeview, Ohio (CAC-4890).

■ Seguin, Tex.—Application by Seguin Cable Communications Systems for certificate of compliance dismissed at request of applicant (CAC-1935). Action May 19.

Other actions

■ Florida—FCC affirmed waiver of program exclusivity rules that permitted limited duplication of network programming of WSWB-TV, Orlando on TelePrompTer of Florida systems. WTOG (TV) St. Petersburg requested partial reconsideration of action waiving rules. FCC said WTOG had supplied no new reasons to change its decision. Action April 23.

■ Michigan—FCC denied request of WUHQ-TV Battle Creek, Mich., for reconsideration of ruling that granted 10 Michigan cable operators with systems in 24 communities authority to carry WZZM-TV Grand Rapids on their systems and its ruling allowing WZZM-TV's carriage on system in Three Rivers, Mich. FCC said that WUHQ-TV's submission of new facts and circumstances, its supporting documentation and its arguments for reconsideration failed to present threshold showing to warrant waiving rules to prevent carriage of signal otherwise consistent with them. Action May 13.

■ New York—FCC denied request of Pioneer Cablevision Corp. for waiver of network program exclusivity rules for its systems at Vestal, Endicott, Union, Maine and Owego, located in 35-mile specified zone of Binghamton, smaller market. Pioneer had requested waiver to exempt it from providing exclusivity protection to WICZ-TV Binghamton with respect to World Football League games. Pioneer also requested ruling on whether WFL games supplied by Television Sports Inc. are network programming under rule, which classifies network programming as programming supplied by national or regional TV network, commercial or noncommercial. FCC ruled that since WFL games are televised both nationally and regionally they are considered network programming. Action May 13.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

General Manager sought for major market noncommercial alternative radio station in Northeast. Long hours, low pay, rich rewards. Equal Opportunity Employer. Box F-21, BROADCASTING.

Sales Manager, Top 50 market. Local salespeople with limited regional/national experience considered. \$28,000 plus incentive. Opening created by internal promotion due to new station acquisition. Send resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

General Manager, sales oriented full time AM station, Geneva, NY. ABC Contemporary affiliate. Send resume to: M. Jacobson, Radio Geneva, Inc., 807 W. Clinton St., Elmira, NY.

Director of Radio, Proposed new public radio station in Toledo looking for seasoned professional to build, organize and manage. Must have recent experience starting public radio station from scratch, plus extraordinary tastes and knowledge of fine music, world affairs and public radio programming. Equal Opportunity Employer. Send for position announcement and application form. Box 2330, Toledo, 43603.

Help Wanted Sales

Additional salesperson needed at AM/FM operation at internationally famous southwest resort area. Ideal, exciting place to live, plus tremendous opportunity in dynamic growth area. Our salespeople make over \$15,000, but they work for it. We need an experienced self-starting, pavement-pounder. Definite management possibilities. Box E-204, BROADCASTING.

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

Experienced Announcer, Music Director. Northeast. Top 50 Market. Rock format. Must have good ideas. Box E-105, BROADCASTING.

No holds barred talker, Need entertaining and controversial communicator. Experienced only. Resume, picture and salary required. Box E-177, BROADCASTING.

Florida Multi-Station Group wants seasoned pro first ticket to help produce beautiful MOR sound for discriminating adults, and/or sales leading to management. Medium market fulltime resort facility. Box E-210, BROADCASTING.

Need immediately entire staff for new FM affiliated with AM. MOR/Top 40. Resume, tape, photo to KADQ, Box 123, Rexburg, ID 83440.

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.

Help Wanted Announcers Continued

KRFM, Phoenix, Top-rated Beautiful Music FM has immediate opening for experienced morning person. Send resume and tape, which we may keep, to Eric Johnson, Operations Manager, KRFM, P.O. Box 10098, Phoenix, AZ 85064. Starting salary \$12,000. An Equal Opportunity Employer.

Wanted Staff Announcer. MOR music and news. AM-FM station. Good community extras. Mr. Burns, KRSN, Los Alamos, NM.

Top Northwest Station needs experienced announcer for a lively MOR-CW format. Strong production. Mature voice, first phone. Aggressive 5KW. Salary open. Extra benefits. Send tape and resume to Kent Welborn, KSEN Radio, Shelby, MT 59474.

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.

Warm, pleasant morning air personality wanted for North Jersey Shore beautiful music station. 3rd endorsed. No beginners. Rush tape, resume to WHTG, Eatontown.

Personality and/or Format jocks, first phones premium, for number one station in market. Tapes and resumes to J.C. Smith, WJPS, Box 3636, Evansville, IN 47735. E.O.E.

Two serious, dedicated talents for midwest rocker. E.O.E. Some of our people are in the majors, and we'd like to help you get there too. If you want to move up to a top station, send information to P.D., WRBR, Box 179, South Bend, IN 46624.

We're a contemporary station in a desirable Wisconsin city. We're looking for experienced, responsible personality entertainers who can take direction. No beginners, please. Good pay and benefits. Send resume and tape to WSPT, Box 247, Stevens Point, WI 54481.

Help Wanted Technical

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 DA-D with class-B FM. Includes Automation and portable remote gear. Central Indiana. Box F-5, BROADCASTING.

Montana AM needs chief. Must know rules, strong on maintenance, some boardwork. Contact: Richard Fisher, KVCK, Box 668, Wolf Point, MT 59201. 406-653-1900.

Massachusetts 2AM stations wants chief who is strong on maintenance. Personal interview required. Excellent opportunity money and benefits. Contact Mr. Vaughan or Mr. Roberts at WARE in Ware, MA.

Lake resort area, chief engineer for AM/FM directional, PSA, Proofs, 4 hour board shift. WCSM, Celina, OH 45822.

Virginia full timer needs engineer with know how. Excellent facilities, working conditions, benefits. Resume to John Powell, WELK, Charlottesville, VA 22901.

Midwest 5k/1k seeks qualified Chief Engineer. Good pay, benefits. Immediate opening. Call Manager, 812-425-2221. E.O.E.

Suburban Washington station needs Chief with knowledge of phone system. Higher salary with news/production ability. Call Eric Stephens, 301-953-2332.

Help Wanted Programing, Production, Others

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.

5 KW small mkt AM needs PD No. 1 Contemporary format, airshift, production, personality. Box E-202, BROADCASTING.

Producer-Announcer, third phone, endorsed. Produce/host magazine format morning show at one of the best non-commercial stations in the country: WILL-AM/FM. We want conversational, creative, mature person w/light classical and news/features/ideas orient. Affirmative Action/Equal Opportunity Employer at major midwestern university. Resumes to: Don Swift, Personnel Services, U of I, 52 E. Gregory Drive, Champaign, IL 61820.

Situations Wanted Management

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.

Presently employed General Manager mid-thirties'. Heavy sales. Family, excellent credit and references. Fifteen years mostly small to medium markets. Size no problem, potential a must. Only professional broadcasters considered. Available 30 days. Box E-183, BROADCASTING.

Small market General Manager wants move into medium or large Massachusetts market. Prefer Boston area or north-south shore. Age 29. Family. 7 years on the street selling. Two years management. Proven track record. Box F-4, BROADCASTING.

Professional, mature family man. 22 years radio-TV small, medium, metro markets. Experienced GM, Sales Mgr, PD, DJ, Educator, PBP HS-College-Pro football, basketball, hockey, soccer, stock car racing. 1st ticket. Have job, desire position respecting experience. Box F-20, BROADCASTING.

I manage, sell, promote, collect, create, PR, and I'm worth calling! 503-292-9715.

Situations Wanted Sales

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

First Phone Announcer seeks contemporary MOR format. Prefer Southeast. Tape & resume at Box E-79, BROADCASTING.

College Grad, ready to serve you with 3rd, tight board and exciting sound. Major market experience in news at CBS affiliate and tops in sales. Will relocate. Lets communicate. Box E-200, BROADCASTING.

AM Drive: crazy communicator moving up to medium, large-medium market contemporary. 3rd employed. Box E-217, BROADCASTING.

Two years country board, DJ, MD, PD, heavy production, creative & straight, 28 years old. Sales, move anywhere. Box F-9, BROADCASTING.

Seek Adult Contemporary D.J. job. 1st phone ncr. 1 1/2 yr exp. MOR 5KW-DA. Good voice, reliable, dependable, no screamer. Looking southern New England, New York, Penn. Box F-22, BROADCASTING.

Situations Wanted Announcers Continued

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

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.

Ambitious radio man with 3 years experience looking for a station to grow with. Will do some sales. Bill Smith, 516-731-6168.

Female DJ, 3rd phone endorsed willing to learn news, Maryland or surrounding states. Traffic experience. MOR/Contemporary/CW. Tape/Resume, Jackie, 301-342-0373.

Versatile, creative, not to mention terribly dedicated announcer. Good production, news, Top 40 MOR/Contemporary jock. Third endorsed, B.A., ready to relocate. Michael Nowak, 27481 Cosgrove Dr., Warren, MI 48092. 313-751-5434.

3 years MD, all formats. Potential PD with college. Relocate right offer. Box 174, East Lansing, MI 48823.

New England: Strong adult music personality, news & production. Excellent references. Want stability with good company. Steve May, 401-568-2782.

Top 40 jock, 6 months experience 3rd endorsed seeks immediate air shift and production. Will relocate. Kevin Hogle, 1148 Pleasant Place, Aurora, IL.

Top 40, Progressive, or Hard Rock jock wants to be with a winner! Two years experience, and can also do play-by-play. Tape and resume available. Robert Wolf, 303 Davis Street, Prestonsburg, KY 41653. 606-886-6544.

Charming black woman, rich background socially, politically, educationally; but little TV experience. One year training, 3rd phone, with endorsement. Will train at any level in radio or TV. Los Angeles Basin. 501 W. Tichenor St., Compton, CA 90220.

Columbia Grad, 23, 3rd endorsed, MOR, Contemporary, Progressive, TV. Newcomer. West coast area preferred. Steven Blue, 130 W. Winston Rd., No. 16, Anaheim, CA 92805; 714-635-2354.

Black Disc-Jockey, Newscaster: Looking for a creative and ambitious individual? Stop! Read on. Sales talent, with dynamic news and commercial ability. Ready, position with future. Will relocate. 170-30 130th Ave., Jamaica, NY 11434. 212-723-8467, after 8:00 pm. Frank M. Billups.

Fresno's top FM evening announcer needs to grow, two years here with beautiful music, need MOR challenge. There's a personality behind this big voice, copy writing, production, news delivery. 24, BA. Let's talk. Fred Missman, 5216 N. Sixth, No. 204, Fresno, CA 93710. 209-224-7435.

2 years writing news and sports at KMPC-LA. 2 years rock jock at UCLA. Have 3rd, can do top-40 or MOR. Will travel. Ron Fineman, c/o KMPC, 5858 Sunset Blvd., Hollywood, 90028. 213-935-4257.

Situations Wanted Technical

Chief Engineer. Family man experienced all phases, desires challenging position, Minnesota area. Presently employed DA-2. Box F-15, BROADCASTING.

CE, Institute grad. 2 yrs TV Xmt, 6 yrs AM-FM, DA, single 57, good health. Available at once. Phone 203-838-5531.

Engineer/Announcer seeks advancement. Small/medium market experienced AM/FM construction. Will relocate. Ronald Lynch, Box 161, Hohenwald, TN 38462. 615-796-5988.

Situations Wanted News

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.

Situations Wanted News Continued

Suburban New York radio newsman seeks career opportunity. 34 years old, 13 years experience. Strong administrative and public affairs skills. All areas considered. Box E-219, BROADCASTING.

Broadcast Journalist seeking position in professional news operation. Former ND, young, capable, and dedicated. Box F-6, BROADCASTING.

Experienced newsman and news director, live years in the business. Looking for medium market reporter position. Prefer Midwest but will relocate for right position. 25, family, stable, B.S. degree, teacher's certificate. Available now. Write Box F-8, BROADCASTING.

Medium or Small market radio, looking for a news director? I'm your man, six years experience in that capacity. Major market, looking for staff reporter? I've been there. Find out more. Box F-17, BROADCASTING.

Newsman-Reporter-Announcer. 6 years experience. Talk shows, documentaries, production, MOR music. Detailed resume, tapes available. Art Bruce, 9116 Brookfield, Brookfield, IL. 312-246-1121.

Major market newscaster/beat reporter with impressive credentials. Call or write Ron Hamen, 412 Clokey Ave., Pittsburgh, PA 15228. 412-683-9420.

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.

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.

Stable programmer seeks new challenge. 11 years jock/PD/JMD. 1st, super references, track record. Box E-138, BROADCASTING.

University of Minnesota graduate (June 1975), Jon Fogdall, seeks advertising position: prefer broadcast copywriting. Relocatable. 1903 West Oakland, Austin, MN 55912.

TELEVISION

Help Wanted Management

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.

General Sales Manager Network affiliated television station for medium sized midwest market, in top 100, looking for high caliber person for General Sales Manager. Must have experience and able to work equally well with local personnel and agencies. Reply in confidence with resume to: Box F-10, BROADCASTING.

Group owned, East coast, Top 30 VHF affiliate seeking professional, aggressive Sales Manager. Must have national and local sales experience, leadership and administrative ability, strong follow-through, energy and vision. Prefer prior or present management experience. Enclose resume, references and compensation history. An Equal Opportunity Employer. Box F-23, BROADCASTING.

Situations Wanted Management Continued

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 Announcers

Experienced, professional commercial announcer wanted for southern NBC-TV VHF station. To handle some weather, interview programs, and commercials. Send resume and videotape to Director of Broadcast Operations, WSFA-TV, Post Office Box 2566, Montgomery, AL 36105. An Equal Opportunity Employer.

Help Wanted Technical

Applicants for studio supervisor of Idaho's newest must be strong on technical maintenance. C.E. KIVI, ch6, Nampa, ID 83651. 208-336-0500.

Assistant Chief Engineer for small market public television and radio affiliate in northwest. Require high school diploma or GED, 5 years experience of increasing responsibility, and 1st phone FCC license. Job involves maintenance or radio and TV broadcast equipment. Some operation, supervision, ordering, design, and production work. Must be familiar with both radio and television engineering. Send resume and names and phone numbers of three professional references. Salary \$12-13,000 plus university benefits. Closing date June 13th. An AA/EO Employer. Reply to Manager, KUID-TV/FM, Univ. of Idaho, Moscow, ID 83843.

Wanted immediately, Engineer Supervisor. VHF top ten northeast market. Must be strong technically and a strong administrator. An Equal Opportunity Employer M/F. Contact: Chief Engineer, WNAC-TV, Boston, MA.

Engineer for TV Production and Distribution Facilities. Salary open. Send a letter of application and resume to Personnel Office, Highland Community College, Pearl City Road, Freeport, IL 61032. Application deadline-June 15, 1975.

Help Wanted News

Anchor/Producer, for expanding top 50 operation. We need someone who can communicate, not just read copy. Resume and current salary, Box F-11, BROADCASTING.

Help Wanted Programing, Production, Others

Traffic personnel familiar with BIAS for top 25 midwest market. Reply Box E-160, BROADCASTING.

Need Operations Director with five to ten years practical experience. The task requires leadership, decision-making, deal with news, sales, engineering, accounting and also create local public service programs. This is small TV station which requires wide range of interest. Will be on executive committee. Equal Opportunity Employer. Write Box E-176, BROADCASTING.

Needed, an experienced television continuity writer that knows retail advertising and can work under the conditions demanded by retail television. Must also be a good idea person that knows both film and tape. Salary open. A south Florida station located in a nice area to live. An Equal Opportunity Employer. Send your resume to Box E-179, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Cinematographer/Editor. Fast growing South East TV production center needs experienced photog/director for commercial production. No beginners. Resume. Salary requirements. Box E-191, BROADCASTING.

Producer-Director for VHF NBC-TV affiliate in the south. Handle heavy commercial and program production plus daily newscasts. Must be creative, experienced professional. An Equal Opportunity Employer. Send resume to Box E-193, BROADCASTING.

Producer/Cinematographer for Top 40 Midwest NBC affiliate to produce, film, and edit documentaries, children's specials, and Bicentennial programs. College degree and three years' experience are a minimum. Equal Opportunity Employer M/F. Send resume and salary requirement to Box E-203, BROADCASTING.

Wanted: Public Television Stations seeks Production Associate to perform specified duties incidental to public television programing. B.A. or B.S. in Broadcasting, Speech, Visual Arts or related field required. Experience in TV production, photography, cinematography and audio recording desirable. Deadline June 2, 1975. Excellent fringe benefits. Send credentials to: WNPB, Northern Michigan University, Marquette, MI 49855. An Equal Opportunity Employer.

Art Director for PTV station. Responsible for TV graphics, set design, related print materials. Salary range, \$9,000-\$10,000. Equal Opportunity Employer. Resume, transcripts, 3 letters of recommendation, color slides or work to Joan Gordon, WBGU-TV, Bowling Green, OH 43403.

Situations Wanted Technical

Engineer-Operations/Management. 25yrs TV, 16 yrs TV/AM, 11 yrs TV/AM/FM. Seeking TV Engineering Operations or Management. Commercial or Educational. Box E-35, BROADCASTING.

Chief Engineer, experienced with TK44, TR70C. Knowledgeable in state-of-the-art. Box E-170, BROADCASTING.

Operations Engineer 1st phone major market O&O. Seeks position in medium or major market. Box F-16, BROADCASTING.

First phone, BS Mass Communications. Arlene Sheketoff, 330 Branford St., Hartford, CT 06112.

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 knowhow to make your station number one, salary not important. Write Box E-62, BROADCASTING.

12 year TV pro. Anchor. Reporter. Producer. Documentaries. News management. Desire combination on air/management medium, major market. Box E-207, BROADCASTING.

Award winning TV news director. Wants out of paper-pushing and back into news producing or reporting in large market. 32, degree, 13-yrs experience with proven record as #1. Box E-222, BROADCASTING.

News Director: Proven journalist & Administrator. 18 yrs. in radio-TV. Masters degree, family man, seeks news director post in medium or major market strong on news. Will anchor. Box F-7, BROADCASTING.

Experienced, Aggressive news reporter looking for new challenge in top 50 market. Box F-12, BROADCASTING.

Sold Reporter. Seeks top news or sports position. M.A. journalism. Employed. Single. Top 25 markets only. Box F-14, BROADCASTING.

Anchor/Reporter on the up and up seeks similar position: up professionally, up North. Experienced pro, dependable, currently employed top 100. Strong numbers. college, married, 26. Available June 15th. Call 1-803-886-6558, or Box F-19, BROADCASTING.

Situations Wanted News Continued

Seven years experience as professional Radio-TV weatherman. Now have degree in meteorology. Ready to move to bigger market. Presently employed. Al Mitteider, KOMU-TV, Columbia, MO. 314-442-1122.

Broadcast Journalism grad seeks opportunity to work and learn. College experience. Please contact: Mary Pat Roche, 220 East Merry, Bowling Green, OH 43402. 419-353-1613.

Experienced Sports Director. Top credentials in on-air and film production work. P.O. Box 177, Yardley, PA 19067.

Alert, industrious college grad seeks newswriting/reporting vacancy. Salary (relatively) unimportant. Andrew Armstrong, 34 Susquehanna Avenue, Cooperstown, NY 13326.

Reporter/Writer/Producer with five years excellent experience, master's, awards. Looking to move into sports in a position oriented toward imaginative, substantive field reporting and features. Call 404-876-1134 after 4p EDT.

Situations Wanted Programing, Production, Others

Top 50 Promotion Director ready for advancement seeks position in Promotion or Program Management in Virginia or New England area, 34, family, degree. Box F-13, BROADCASTING.

Director over 10 yrs. Experience wants to move to production mgr. Complete experience, heavy on news, remotes, live studio, film, installing and operating equipment, much more. Ken 505-821-0482 or Box F-18, BROADCASTING.

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.

What's experience worth without motivation? Expanding Cable TV group has management opportunities for recent college graduates in desirable markets. Send salary requirements and resume to Fred Harms, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted Technical

Chief Technician MSO has So. Illinois opening. Must be experienced in all aspects of cable operation. FCC Second Class license desirable. Send resume to: Mr. C. Dale Criswell, 1745 Richards Avenue, Williamsport, PA 17701.

Help Wanted Programing, Production, Others

Specialist/Program Coordinator in Cable Communication, University of Wisconsin, Extension, Madison. Develop statewide, regional seminars in cable TV. Includes planning, coordinating, instructing, promoting, evaluating workshops, etc. Master's degree in mass communications or related field; media experience, administrative ability, interest in adult education, knowledge of cable regulation, licensing. Start: July 1, 1975. Annual salary \$9,500-\$10,500. Apply to: Director, Department of Communication, UW-Extension, 610 Langdon St., Madison, WI 53706. UW-Extension provides equal opportunities in employment and programing.

BUY-SELL-TRADE

FOR SALE EQUIPMENT

Tower-Self-supporting, 195', all lighting and hardware, on the ground in an A-1 condition. Best offer. Contact Ben Weiss, KCCV Radio, 816-353-8600.

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: RCA TR-70B highband video tape machine-good condition-loaded-cavec, DOC, editor, TEP, RCO, 3 heads \$55K. Contact Don Hain, WQLN-TV, 8425 Peach St., Erie, PA 16509, or 814-868-4654.

Save Money! New and reconditioned Automation and Consoles. Call Joe Terry 214-424-8585 or write Autogram, P.O. Box 456, Plano, TX 75074.

A few competitively priced used Revox A77 decks available. Completely reconditioned by Revox, virtually indistinguishable from new and have the standard Revox 90 day warranty for rebuilt machines. Satisfaction guaranteed. Example A77 with Dolby \$675.00 plus shipping. Write requirements to ESSi, Box 854, Hicksville, NY 11802. 516-921-2620.

Audkopaks!!! The finest carts at bargain prices! 40 sec., 1.78; 70 sec., 1.89; 100 sec., 1.94; 140 sec., 2.05; 2.5 min., 2.10; 10.5 min., 3.42. Other sizes at similar savings. Write or call for complete price list of new and used broadcast equipment. Allied Broadcast Equipment, 124 S. 6th St., Richmond, IN 47374. 317-962-8596.

G.E. 250 Watt Transmitter, Type BT-20-A, tuned to 1340 kHz. Perfect condition. Used as standby for last 10 years. \$300 including instruction books. Contact: Jim Harbart, P.O. Box 610, Pittsburg, KS 66762.

5 KW Collins FM Transmitter, 2900.00. A selection of FM transmitters available. Communication Systems, Inc., 1001 Perry Avenue, Cape Girardeau, MO. 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.

Yankee Doodles! 30-seconds of fun. Inexpensive. Free audition. Write: 915 West 8th St., Cincinnati, OH 45203.

MISCELLANEOUS

TV stations interested in P.I. deal for Bicentennial related record album. VTR one minute commercial. Box E-220, BROADCASTING.

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. University 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.

Oldies Library in mint condition for sale. Top chart hits, 1960-1969. Call 413-783-4626. Will sell to Radio stations only.

INSTRUCTION

Learn broadcasting in LA at KiiS Radio (NBC), in the famous KiiS Broadcasting Workshop. Write or call for literature. 8560 Sunset, LA 90069.

Instruction 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: July 14, August 25, Sept. 29. 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! Inquire about our special summer offer. 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.

No FCC License? Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO Help Wanted Management

General Manager for top rated Arkansas station. \$35,000 salary, bonus arrangement, car, country club membership, health and life insurance and stock options. Confidential. Send resume to:

Box E-123, BROADCASTING

General Sales Manager for leading contemporary station within 200 miles of Dallas. \$20,000 base salary and opportunity to earn \$30K first year.

Box E-124, BROADCASTING

Placement Service

IMMEDIATE OPENINGS

Let us analyze your resume now!

**WILLIAM J. ELLIOTT, JR.
& COMPANY, INC.**

50 S.W. 3rd Avenue
Suite 110F
Boca Raton, Florida 33432
305-392-4210

Not An Employment Agency

If you need help, the right job . . . or for any needs related to Broadcasting:

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR & NEWS DIRECTOR

We are conducting a search for two outstanding persons . . . one to serve as our Program Director and the other, News Director. The PD must have mastered the routine of the PD's job so well that he or she is now on the leading edge of what makes ARB's happen and listeners listen and react . . . the News Director embraces the concept that radio news can be honest, informative and **entertaining**. He or she is now a successful director in a medium market or associate director in another major market . . . rush personal and confidential letter and brief resume only to: Box E-208, BROADCASTING.

An Equal Opportunity Employer

Situations Wanted Management

Strong, experienced, manager with 13 year record of maximum sales, and management ability. Experience in small and major markets. Enjoy hard work and a challenge. Top references. My record speaks for itself.

Box F-24, BROADCASTING.

Situations Wanted Announcers

WANNA BE NO. 1 IN THE MORNING?

Morning personality with 20 yrs exp offers no less. Prefer up-tempo MOR Creative, funny, original. Promotion/Production/Copy pro. 33 & married. 25K min. Hurry! One offer has already poured in.

Box F-3, BROADCASTING

Situations Wanted News

SPORTS DIRECTOR

NEW JERSEY'S NO. 1 SPORTSCASTER IS LOOKING UP. THIS VETERAN PRO WITH PRO FOOTBALL AND COLLEGE BASKETBALL PLAY-BY-PLAY, PLUS COMMENTARY, NEEDS A TEAM TO MATCH HIS PSP ABILITY. YOU'LL SEE THE GAME ON RADIO, AND SEE THE LISTENERS INCREASE. IF YOU'RE HEAVY ON SPORTS, MEDIUM-MAJOR MARKET, I'M YOUR MAN.

PHONE . . . (201) 754-4682

Situations Wanted Programing, Production, Others

FINE ARTS BROADCASTER

More than just a programmer/announcer of classical music. Experienced producer/host in all aspects of the arts: music, theatre, architecture, fine arts, criticism, etc. Man with solid academic, broadcasting, and performance credentials looking for a radio (or TV) station or network that is looking for a mature, effective fine arts communicator. Box F-1, BROADCASTING.

ALOHA HAWAII

I'M LOOKING FOR A PLACE TO PARK MY SURFBOARD THIS SUMMER.

A versatile broadcast communicator is available through October 1st. I'm normally employed by a major Hollywood film studio but have been laid off until the start of the new fall season. First Class Radiotelephone, also Radiotelegraph and Extra Class ham ticket. Extensive engineering background including construction of 6-tower 10-KW AM. Pleasing on camera personality and excellent voice. Looking for a temporary island home while I wait for Hollywood to get its act together. Your reply to Post Office Box 26, Tarzana, California, 91356, will bring a copy of my personal resume by return Air Mail.

You belong in

Broadcasting
The newswEEKLY of broadcasting and allied arts

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.

Situations Wanted Management

Ex. V.P. & Gen. Mgr. currently with group operation. Available Aug. 1, 1975. Good relationship with current employer, who is aware of this ad. TVB and American Management Assoc. trained. Documented track record. Eave ion at all assignments. Can absolutely control expenses and keep people motivated. 14sea" in TV sales & management (12 in management). Excellent references. I can make your operation a winner. Available for personal interview. Box E-211, BROADCASTING.

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.

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.

Employment Service

JOB! JOB! JOB! 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

Business Opportunity

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., 8611 Hickman Road, Des Moines, Iowa 50322, 515-278-5281

Miscellaneous

BROADCASTING SERVICE FIRM FOR SALE

Los Angeles based firm for sale as owner must relocate. Founded in 1963, well-respected, on threshold of expansion. Ideal for a.e. or broadcast manager who wants to own his own firm—and finds L.A. stations too expensive. This is unique in California—it's not a production house, syndicator, creative boutique, or engineering firm. Buyer should know the industry, and many people in it. Capital availability in middle five figures involved.

Contact Box F-2, BROADCASTING.

Placement Service

STATION OWNERS & MANAGERS

We will recruit your personnel at no charge to you. Call the

"PERSONNEL HOTLINE"
305-392-4210
24 HOURS A DAY
7 DAYS A WEEK

For Sale Stations

TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2½ million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

| | | | | |
|-------|--------|------------|-------|-------|
| MW | Small | FM | 200K | 20% |
| SE | Medium | Daytime | 175K | Terms |
| NE | Metro | Profitable | 325K | Terms |
| MW | Metro | Daytime | 600K | Terms |
| Texas | Top 15 | FM | 2.0KK | Terms |



**Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco**
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

For Sale Stations Continued

Highly Profitable 10 Kw AM-full time in sunny Western City of \$750,000 growing over \$700,000 withno. x rating most of the day. Asking only \$1,200,000 with \$500,000 down. Qualified buyer only. Box E-212, BROADCASTING.

AM & FM COMBINATIONS—29% DOWN
MID SOUTH..... \$650,000
PACIFIC COAST..... 365,000
FLORIDA..... 375,000

Please Write
NORMAN W. SMITH, MEDIA BROKER
738 S.E. 9th Ave.,
DEERFIELD BEACH, FLA. 33441

AM-FM Single Station, small mkt.
\$225,000.00 Terms
Ralph E. Meador, Media Broker
P.O. Box 36, Lexington, Mo. 64067
Phone 816-259-2544

SOVRAN ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

For Sale Stations Continued

AT YOUR SERVICE WITH 20 YEARS EXPERIENCE.

RICHARD A. SHAHEEN, INC.
Media Brokers
435 N. Michigan Ave Chicago, Ill 60611
312/467-0040



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
202-223-1553

BROADCASTING

will reach virtually 100% of the industry's decision makers.
YOU BELONG IN BROADCASTING!

BROADCASTING'S CLASSIFIED RATES

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.

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.

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: _____

Dwight Case of RKO: making the most out of retail sales

Dwight Case long ago latched on to one of the hottest tickets in radio sales today—retail—and with it launched himself toward his new post as president of RKO Radio and its 12 outlets.

He began with his sales concept in Sacramento, Calif. Now, he has 37 men and women working for him in a program he established at RKO Radio under the somewhat grandiose title of "The President's Corps." And all they sell is retail.

How successful has the program been? Very. As of the first five months of this year, sales by members of that team have totaled over \$1.25 million, compared to the year-ago \$350,000-\$400,000 level for the same period.

In fact, Mr. Case estimated the other day that retail sales for his 12-station group this year well may reach in excess of \$3 million. "So," he says, "we've more than made up for the shrinkage in national business last year. And this year we'll be ahead no matter what national does."

He admits he had to persevere in the face of heavy opposition to his program in some cases. He recalls that he spent over \$150,000 on the program before it began to show results. "And then the criticism stopped," he says.

Mr. Case has a precise definition of the retail market: Any business that's owned and managed locally, has no ties to any larger, regional or national entity, and has no agency handling its advertising.

Mr. Case has other definite thoughts about radio sales, not the least being the type and caliber of radio salesmen. "One of the things this special retail set-up has permitted us to do," he says, "is to gather people into the broadcast industry who had never been in it before. Like taking a Xerox sales representative and turning him into a radio industry professional."

Most of the time, Mr. Case says, the industry operates under a system of "automatic incest." This means, he says, station A hires Joe Salesman away from station B, which in turn hires a replacement from station C and so on.

But here's how Mr. Case's system works: A good man with some radio sales experience, but never higher than sales manager, is hired as a team leader. All the others who are then hired have never been in the business. "All they know about radio," Mr. Case says, "is that you turn it on and you turn it off."

Then, according to Mr. Case, special training sessions are held for the team beginning with two full days on RKO



Dwight Leland Case, president, RKO Radio; b. June 29, 1929, Modesto, Calif.; BA (cum laude), University of the Pacific, 1956; radarman, U.S. Navy, 1949-52; announcer, copywriter, program director, salesman, sales manager, general manager, KXOB(AM) Stockton, KBOX(AM) Modesto, KCVR(AM) Stockton, KMOD(AM) Modesto, KFIV(AM) Modesto, KRAK(AM) Sacramento, KOB(AM) San Francisco, KLYD(AM) Bakersfield, KROY(AM) Sacramento, all California 1952-67; executive VP-managing director, Peter Frank Organization (radio program syndication), 1962-64 VP-Western region, ASI Communications, 1967-72; VP-general manager, KHJ(AM) Los Angeles, 1972-73 VP-Western region, RKO Radio 1973-74; executive VP, RKO Radio, 1974-75; named president, RKO Radio, May 9, 1975; m. Virginia Lee Smith, March 20, 1960; children—Scott, 20; Craig, 19; Brett, 17 (by previous marriage); Cole, 14; Jaye 13.

Radio's market (the 18-34-year-old, Mr. Case emphasizes), then after 90 days on the street, a week-long intensive sales training session. After that they are on their own, Mr. Case says. He notes also that, on the average, team members make \$20,000 yearly and in a few cases as high as \$30,000.

Mr. Case has a carefully reasoned rationale for the approach he has worked out. Originally, of course, it was to get a cadre of salesmen together devoted to selling the small retailer in the community—a job Mr. Case hastens to explain was considered much below the dignity of regular salesmen. But a second result has come from the first, he explained: "In this kind of selling, you find yourself in better

control of the client; there are no intermediaries between you and the client." And this has resulted in fewer cancellations, he says. Above all, he says, "It's all a 100% dollar."

He has made retail sales a specialized function of radio that has paid off. But, now he's president of the whole 12-station RKO Radio group so his responsibilities now encompass much more than selling. RKO Radio consists of RKO Radio Sales and WOR(AM) and WXLO(FM) New York, WRKO(AM) Boston, WGMS-AM-FM Washington, WAXY(FM) Fort Lauderdale, Fla., WFYR(FM) Chicago, WHBQ(AM) Memphis and KFRC-AM-FM San Francisco.

He anticipates no real break from the way RKO Radio has been run before. After all, he notes, he was executive vice president under Bruce Johnson, who brought him into the group. Mr. Johnson resigned as president of RKO Radio to become president of Sterling Recreation broadcast division.

RKO, Mr. Case said, doesn't meddle with its managers. "I feel that the most important thing I can do is to get these men more involved in their communities ... to get them to try to perceive a better reading on the value of their stations and public affairs without, necessarily, looking at the log and the mathematics ... but how they [the managers] are involved in the community and how they do things."

Mr. Case, a native Californian, has spent his entire professional life there. He was marked as a comer many years ago. Alan Torbet, owner of KRAK(AM) Sacramento when Mr. Case was manager there says, "Dwight Case has fire in his belly."

Another colleague who worked with him in the early days, called him, "One of the best radio operators I've ever worked with. He's a great idea man ... a fantastic salesman." But not all who have known and worked with Mr. Case are enamored of him; some feel his strong-voiced personality can be a little overwhelming at times. Others feel his emphasis on retail selling is a trifle too small-town for someone who is number one in a radio group that includes stations in New York, Los Angeles and San Francisco.

The man they are talking about was born 46 years ago in Modesto, California. Aside from three years in the Navy as a radarman, he has worked at California stations up and down that state: Stockton, Modesto, Sacramento, Bakersfield, San Francisco, Los Angeles.

But Mr. Case is not just the chief administrator of a broadcast radio group. He is a private person too, fully enjoying his family of four sons and one daughter, and playing tennis, skiing in season and golfing "in that order."

Editorials

Too true to be good

Last week's issue of BROADCASTING contained two stories that typified the biggest problem facing today's advertisers: how to advertise effectively despite the debilitating restrictions imposed by government and consumer activists.

One story, accompanied by illustrations, traced the corruption of a campaign for apples as it was bent to this or that demand for truth or full disclosure. As conceived, only partly in jest, by Stanley L. Tannenbaum, chairman of Kenyon & Eckhardt, the campaign proceeded from the simple slogan ("Adam and Eve loved apples. You will too.") through the modified disclaimer ("Adam and Eve liked apples. We think you might too. Then again, you might not."); the buyers' guide, complete with tips on how to detect inferior fruit; the corporate message ("The apple growers association of America is working on ways to prevent bad apples from spoiling the barrel.") and the nutritional advisory complete with medical reference ("One of these a day will not necessarily keep the doctor away."). The campaign closed with a "final desperate approach" with art featuring a gun pointed at a large-eyed setter's head ("If you don't buy our apples, we'll shoot this dog.").

It would have been funnier if it hadn't come in the same week that the Federal Trade Commission chose to issue an elaborate new set of restraints on testimonials and endorsements. The cumulative effect of the FTC's latest work will lay yet another dead hand of government on advertising creativity.

No one can legitimately object to a government rule against fraudulent testimonials or endorsements, but that rule is already on the books in the form of the FTC's basic authority to act against deception. For the FTC now to issue detailed guides on the use and presentation of celebrities, experts, consumers or actors is merely to make more work for lawyers and more trouble for artists and writers. And worst of all, the action bespeaks the typical bureaucratic concept of an American public too dumb to think for itself.

Under review by the incumbent Federal Trade Commission and its ever-watchful staff, Mr. Tannenbaum's apple advertiser, at the first decline in sales, would have to pull the trigger.

Every Monday's memo

In this publication's "Monday Memo" for May 26, John P. Warwick, the respected agency president, proposed that broadcasters finance a research project to find out what the public will reject or accept in televised sex or violence. Mr. Warwick argued that research was a necessary alternative to the present system under which "a few men of CBS, NBC and ABC decide what shows will go on their networks and into the homes of millions of families" in the new family viewing hours as well as in other times.

Well, perhaps, but there are difficulties, as Mr. Warwick himself recognized. No two viewers, he said, "or the members of the National Association of Broadcasters or the FCC or even my wife and I can agree 100% on what is or is not acceptable family viewing." Difficulty number one in any research project of the kind Mr. Warwick suggested would be to decide the incidence of reaction, negative, positive or neutral, that would rule. What percentage of viewers of that broomstick rape in *Born Innocent* would have to find it objectionable to disqualify it for presentation on the air in family time? Or, for that matter, at some other time?

Broadcasting would be an easier business if audience testing—which we assume Mr. Warwick to be proposing—were something closer to a science than it is. Under the best circumstances it can

only be a guide, as the history of program casualties in each television season amply demonstrates. Applied as Mr. Warwick has suggested, it could be another guide, but it would not relieve those "few men of CBS, NBC and ABC" or the more numerous station operators whom Mr. Warwick didn't mention from the basic responsibility of deciding what is fit to go on the air.

Money machine

Without the issues of Vietnam and Watergate, unemployment and the national economy are of greatest concern.

That is the stated reason for the upcoming summit conference called by President Ford on a date to be announced of all of the independent agencies dealing with public matters. The President, according to those reports, wants to inculcate in members of the various commissions (like the FCC and Federal Trade Commission) the need to make the public cognizant of the efforts of the executive branch and of Congress to reduce regulation, to "deregulate", so to speak, and thereby effect economy in government.

We hope all this comes about. But it is difficult to reconcile the objectives with what otherwise is going on in Washington. A consumer protection agency is proposed at an initial cost of about \$15 million in the first year. It's reported the President intends vetoing the measure if it clears Congress.

But what about those independent agencies and economy in government? FCC spokesmen in recent weeks appeared before congressional committees on a record budget for fiscal 1976. What happened? No thought of cutting at all; duly-elected representatives were more interested in programming matters.

Evidently the Democrat-controlled House isn't interested in effecting economies where it is concerned. Adding \$10 million to the current \$90 million overhead of the House membership for a good round figure of \$100 million slipped through without a ripple. It enlarged each members' staff and payroll, provided more frequent trips home, plus certain fringe benefits.

The teachings of our frugal forefathers postulated that if we saved our pennies, the dollars would take care of themselves. In today's economy if the Congress and its creatures saved the millions, the billions would show up in our Treasury balance, to the benefit of everyone.



Drawn for BROADCASTING by Jack Schmidt

"Sure you're a star... And if you want to stay a star, we're not going to call it The Tom Moravitzki Show."



He worked all day for Lederle— then he worked all night to help save a little girl's life.

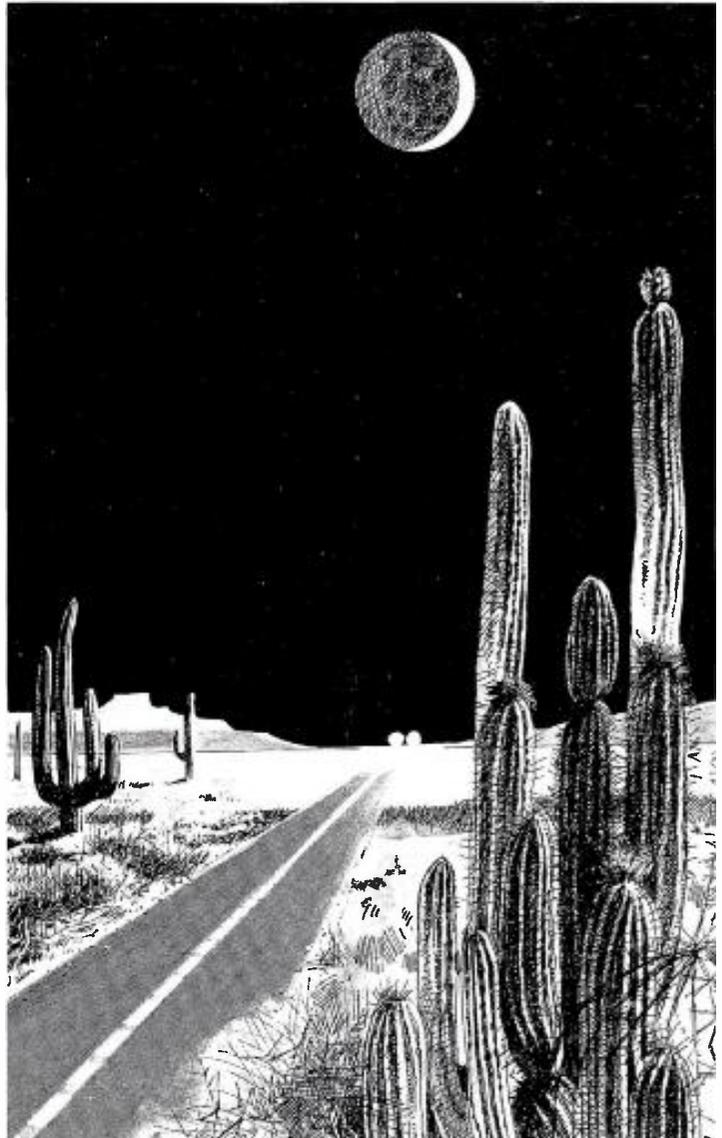
It was a cold Monday night in Tyler, Texas.

H. C. Rodgers, a Lederle Laboratories Medical Service Representative was relaxing after a full day calling on physicians, pharmacists and hospitals. The phone rang. It was the emergency room of a community hospital 70 miles away. "We need anti-rabies serum for a little girl. And we need it fast!" Emergency calls to a Lederle representative are not unusual. Mr. Rodgers's reply was immediate—"I'll bring it to you personally." He called the Lederle Distribution Center and arranged to meet a fellow Lederle employee 30 miles outside of Dallas. The coordination between Mr. Rodgers and the Distribution Center saved over 60 minutes when every minute was crucial. He would still have to drive over 150 miles to the hospital.

By 12:30 A.M., after a five-hour race with death, Hal Rodgers delivered the serum.

Several hours later and finally home again he received another call. "Thanks." "She's out of danger."

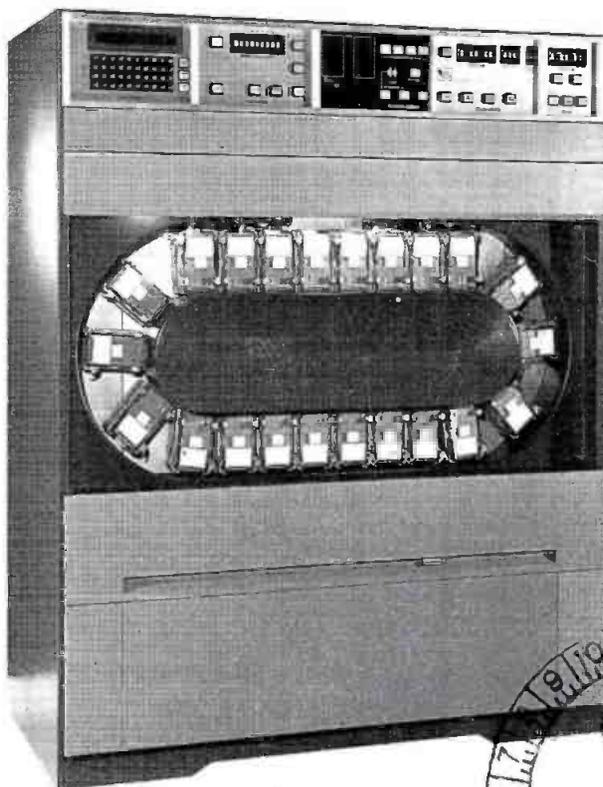
Lederle is on call 24 hours a day.



LEDERLE LABORATORIES. A Division of
American Cyanamid Co., Pearl River, New York 10965

Broadcast equipment designed today for the day after tomorrow.

WHY THE "CART" IS NOW THE HORSE.



The RCA TCR-100A Automatic Cartridge Tape Recorder—the "Cart"—is now the workhorse of more than 200 TV stations. Time has proved its in-use simplicity, reliability and cost-effectiveness. Just check a station that owns one. **RCA**



Call your RCA Representative for a winning demonstration.

Broadcasting Jun 2

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