

**Broadcasters intensify offensive against drop-ins
JWT urges advertiser squeeze on network prices**

Broadcasting Dec 15

The newswEEKly of broadcasting and allied arts

Our 45th Year 1975

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SIOUX CITY, IOWA

NEWSPAPER

Another great family sitcom from Viacom! Right when supply is alarmingly short and demand continues high!

Now you can get the best years of Fred MacMurray's 12-year classic: 160 color episodes that averaged a 22 rating and a 35% share in prime time.

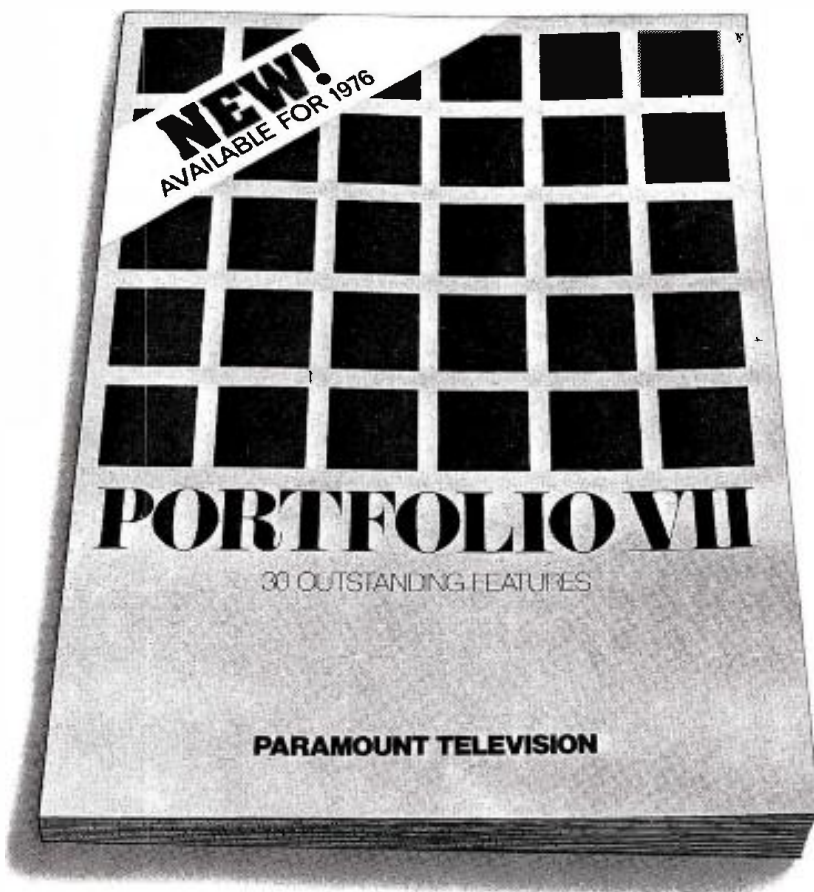


“My Three Sons”

NEW FOR FALL 1976 FROM VIACOM

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When you read the book, you'll want to buy the movies.



30 OUTSTANDING FEATURES!

These are some of the outstanding films in Paramount's Portfolio VII:

True Grit, Serpico, The Odd Couple, Rosemary's Baby, El Dorado, Catch-22, Play It Again, Sam, Paper Moon, The Gambler and Hatari

These are some of the outstanding stars:

John Wayne, Robert Redford, Sean Connery, Barbra Streisand, Ryan O'Neal, Elizabeth Montgomery, Kirk Douglas, Robert Mitchum, Jack Lemmon, Raquel Welch, Walter Matthau, Mia Farrow, James Caan, Robert De Niro, Julie Andrews, Woody Allen and Al Pacino

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The 5 CBS owned stations just did.

Broadcasting
Dec. 15, 1975

Philadelphia



PARAMOUNT TELEVISION SALES

Mr. Levinson's Been Listening

Radio's most remarkable success story — the NIS story — has just become more remarkable.

H. Y. Levinson, one of radio's most respected "old pros," was one of the first to analyze the NIS concept. As founder and operator of W-CAR, a 50,000-watter in Detroit, he was interested in NIS from the start. But he decided to wait and evaluate. To convince himself that all-news from NIS would provide a really valuable service to his community.

Mr. Levinson's been listening — and checking with other NIS subscribers — ever since.

Now he's signed up.

As a result, Detroit — the nation's fifth-ranked market — has its first 24-hour-a-day news station.

Have you been listening?

To see how you can become an NIS subscriber,
call Chuck Renwick (212) 247-8300 ext. 2102



**NBC NEWS &
INFORMATION
SERVICE**

From Sony. A videocassette player that flies by the seat of your pants.

Finally, a U-matic[®] player you can carry onto the plane and tuck under your seat.

It's that compact.

With our new VideoTraveler™ all the advantages of videocassettes go portable. You can take them anywhere.

And when you arrive, the VideoTraveler sets up fast and plays 20-minute cassettes on almost any available TV set.

Dual audio tracks handle technical/non-technical, bilingual, and other duo audio techniques.

Both pause and still-frame controls keep your

presentation as flexible as the situation demands.

And the VideoTraveler is compatible with all other 3/4" U machines.

You already know how well your cassette presentations come across. Now learn how easily they come along. With the Sony VideoTraveler.

You'll really appreciate its compact portability. Whether you're traveling from city to city.

Or just from room to room.

For complete information, write:

Sony Corporation of America, Video Information Center
Dept. 225-A, Box 1594, Trenton, N.J. 08607.

SONY[®]
VideoTraveler.



Monday Memo

A broadcast advertising commentary from Kenneth Kagen, director of research and promotion, H-R Television, New York

A national rep gets involved in the battle for local retail dollars

H-R Television feels that it's in our best interest and the industry's best interest to do everything we can—even as a national representative—to help increase local sales activity. We're out to help stations get their share of local retail co-op advertising dollars.

Now, the word "co-op" is usually followed by a line that goes, "\$7 billion dollars—and television should at least split this huge amount 50-50 with the newspapers." But that's the wrong focus. We're not talking about \$7 billion at the local level. If it's a small retailer, we may be talking \$5,000 a year for advertising. If it's a large retailer, the figure could go as high as \$10 million annually.

The local station sales staff doesn't need information that will help them sell television as a superior medium. They need the kind of support that will deal specifically with a local retail advertiser's problem. This is the approach we use at H-R Television—an approach that considers retail opportunities from the local station's point of view. The station salesperson wants to know this: "What can I do with retailer X, and how do I convince him that he should employ television in his over-all media mix?"

There are two major problems the television industry faces in attracting more retail business. The first one is commercial production apprehension on the part of the retail advertiser. He is afraid that his spot will compare unfavorably with that of the more polished and sophisticated national advertisement. He is concerned with how he can quickly develop a commercial that gets the product's story across, produces more store traffic and projects his store image as he wants it presented.

Secondly, before the local salesman reaches that stage, he must first convince the retailer that his advertising plan can be made far more effective by developing a media strategy that adds television. Until recently, there have been few instances in which a local television person could go to a retailer and explain to him exactly what would occur if he added television to his media mix. Too often we have simply been trying to increase a local station's budget at the expense of the other television stations in the market.

Another product of poor planning is the approach used to determine the retailer's television budget. Retailers first determine how many newspaper pages they're going to use two or three months from now, leaving television in the position of picking up those few remaining dollars



Kenneth S. Kagen joined H-R Television earlier this year as director of research and promotion. He also has had previous background in the rep field as director of research for Telerep Inc. and served Hughes Television Network as coordinator of television traffic operations.

that the retailers might have available as a result of co-op contracts or vendor monies.

Fundamental to a local retail sales effort is the awareness, knowledge and planning that the retailer applies to running his business. We in the television industry must begin to approach retailers entirely differently. We must approach them with a yearly plan, or at least a seasonal campaign. We must approach them on the same basis as newspapers do so that the retailer is planning three months down the road to devote 30% to 60% of his existing budget to television. Once we have reached this stage, many of the other problems that are constant in this business—such as commercial production—become a lot easier to tackle because the inclusion of television will have been planned further in advance.

The local retail advertising business represents an enormous untapped source of potential dollars for television stations. At H-R we are assisting our stations in pursuing a more successful sales program for the retail advertising dollar by providing help and planning through two new computerized systems.

H-R Television, through the facilities of its parent company, Broadcast Data Base Inc., offers a computerized service, CRAMM (computerized retail advertising media mix), which incorporates Arbitron's AID and Telmar's computer programs. CRAMM is designed to help the local television sales force organize more effectively their retail sales tactics by providing intermedia schedule analysis. Increasing television dollars is a step-by-step

project. CRAMM analyzes any weekly media schedule and allows the local salesman to make his presentation to the retailer in the language of reach, frequency, frequency distribution and cost efficiencies.

Noted Starch readership scores are categorically applied to the target and product audiences based on newspaper ad size and target area/demographic circulation. The Arbitron AID system compliments the Telmar programs by adding accurate television viewing data. The AID system also permits an analysis of television viewing on a county-by-county basis, if necessary, to make an intelligent presentation to the retailer based on customized trading-area requirements.

One of Denver's leading retail outlets, the May Co., recently used the CRAMM system, through H-R Television, to provide the local store management with conclusive proof of the increased effectiveness of the television medium when mixed with its newspaper campaigns. Our CRAMM report was also used successfully by the store promotion manager as part of the evidence to support his request to the main office for a larger allocation of his advertising budget to local TV.

Another example of CRAMM's use is in the case of one of our represented stations, WEAR-TV Pensacola, Fla. During a sales discussion at the local Sears store, the WEAR-TV salesman was presented with a particular problem by the store manager. He had been using television in his media plan, but as a result of changes in Sears' regional management, the TV budget was cut by two-thirds. Shortly thereafter, the store manager began to notice a distinct drop in sales. Immediately a proposition was made to all stations in the market that if they could come up with a specific presentation for Sears regional management that would show that the inclusion of TV would develop a more effective advertising effort, the television budget could be restored. H-R's solution was to run a special trading area CRAMM study on Sears' most recent advertising effort. Although only the first steps in this project have been taken, the initial contact with the Sears manager was received with much interest. WEAR-TV is proceeding with step two of the presentation, and they are convinced that CRAMM will play a major role in increasing television's share of the Sears' budget in the market.

H-R Television provides the Computerized Retail Advertising Media Mix system as another feature of the full service representative. With CRAMM, H-R Television stations can employ, at the local level, the same proven media mix techniques used by a majority of national advertisers and their agencies, to increase retail television expenditures.

Business Briefly

General Mills □ Heavy spot-TV effort is being mounted on behalf of various products to run for two months starting in early January. Campaign is expected to run in more than 40 markets, with Campbell-Mithun, Minneapolis, taking aim at women, 25 to 54.

Armour-Dial □ Foote, Cone & Belding/Honig, San Francisco, has been given the assignment for four company products that bill an estimated \$5 million: Tone complexion soap, Manpower men's deodorant, Burley after-shave lotion and Appian Way pizza mix. Products are heavily in broadcast, spending about \$4 million. The products have been at Kenyon & Eckhardt, New York, for seven years.

Colgate □ Seven-week spot-TV campaign begins Jan. 5 for Colgate-Palmolive's Ultra Brite toothpaste. Fringe 30's are set for 18 markets with continuing theme, "How's your love life?" William Esty, New York, is agency.

R.J. Reynolds □ Six-week spot-TV campaign is on drawing board for Reynolds' Chun King Foods to run in substantial list of markets starting in mid-January. Tatham-Laird & Kudner, Chicago, is zeroing in on women, 18 to 49.

Hershey Foods □ New flight of old schedule for Hershey's Rally candy bar begins Jan. 5 for 15 weeks in 29 markets. Campaign is targeted to children. Ogilvy & Mather, New York, is agency.

Campbell Soup □ Chunky Single Serving as well as traditional Red & White soups by Campbell, Camden, N.J., will be advertised in about 30 markets for nine weeks beginning Jan. 5. Daytime and fringe 30's using familiar theme in "The Campbell Life" campaign, are handled by BBDO, New York.

American Can Co. □ Various paper towel, napkin and tissue products will be pushed over in 10-week spot-TV drive to begin in mid-January in more than 40 markets. Commercials will be geared to women, 18 to 49, with Wm. Esty Co., New York, preparing and placing campaign.



Coca-Cola Co. □ New group of TV commercials to be carried on three networks and on spot-TV in long list of markets through February emphasize humor for first time in company's history. Adapted to Coca-Cola's "Look Up, America" motif, commercials use clips from old movies and TV shows of well known comedians, including Groucho Marx (photo), Jackie Gleason and Burns and Allen.

Monsanto □ In extensive spot-television and radio buy, various herbicide products will be highlighted in campaign set for 30 to 40 TV markets and 50 to 60 radio markets. Starting in early February, schedules will run for 10 to 20 weeks, depending on market, with Vitt Media International, New York, handling the purchase.

Gillette □ Four-month spot-TV splurge is planned in approximately 30 major markets on behalf of various products, starting in early January. Adult men and women in various age groups are being sought by Benton & Bowles, New York.

Rep appointments □ McGavren-Guild, New York, has been named national representative for WCZN(AM)-WWCK(FM) Flint, Mich., and for WKBZ(AM) Muskegon, Mich. □ Eastman Radio has been selected as national rep by KFGO(AM) Fargo, N.D., and by KDOWN(AM) Las Vegas. □ KOIN-AM-FM Portland Ore. (not KINK(FM) as reported in Nov. 24 issue) has appointed Century National Sales as representative.

Hunt Wesson □ Whole corporate product line (oil, tomato products, etc.) by Hunt Wesson, Fullerton, Calif., will be advertised in long list of markets via spot TV, beginning Dec. 29 for 13 weeks. Day-, fringe- and prime-time 30's are being placed by S.F.M. Media Corp., New York, with creative work handled in-house by Norton Simon Communications, New York.

Chesebrough-Pond's □ Ragu spaghetti sauce will be focus of spot TV campaign to be carried in approximately 40 markets for six weeks, starting in early January. Waring & La Rosa, New York, is seeking availabilities appealing to women.

American Home □ List of products by American Home, New York, to begin 13-week flights on Jan. 1 or Jan. 5, include Dristan Nasal Mist/Vapor Spray, Dristan Tablets, Dristan Capsules, Arthritis Pain Formula, Primatene mist and tablets, Bisodol tablets, Sleepze, Anbesol, Anacin, Preparation H, Chef Glass sauce, Dennison's chili. Together they will run in some 125 markets as 30's in fringe, prime and access times, aimed at women, 18-49. John F. Murray, New York, is agency.

Quaker □ Two Quaker products will begin campaigns shortly—Aunt Jemima Frozen Jumbo Waffles will be advertised on TV with fringe 30's in some 30 markets, variously for five and six weeks. Ken-L Ration Burger and Liver will be advertised for 16 to 20 weeks in spot and network TV in larger number of markets. Budget for both campaigns totals an estimated \$3 million. J.W. Thompson, Chicago, is agency.

Mrs. Pauls Kitchen □ Extensive spot-radio effort will be launched on behalf of various frozen seafood and vegetable products for four weeks, beginning in late January in at least 50 markets, including New York, Chicago, Los Angeles, San Francisco and Washington. One-minute commercials will be slated to appeal to women, 25 to 49, in both morning and afternoon slots, with J.M. Korn & Son, Philadelphia, handling creative and buying functions.



IT'S NEWS!!!

The things you have been hearing are true. *It's news*, your station's news, that makes the difference between being first or out of the running in your market.

Well-executed local television news develops a warm, strong bond between the audience and the station which is essential to success, and it does it on a daily basis. And the feeling people have about the number one news station overflows into almost all the other areas of its programming. If you doubt this, just check how many stations are number one in total day share that don't lead in news—very few, and almost none in key markets.

We are the only company in our field with two former, major market news directors on our staff—both with masters degrees in journalism. They have successfully overcome the difficulties your news director has every day and can help him solve problems.

Through McHugh and Hoffman, Inc., you can also learn all there is to know about your news personalities, content and visual presentation, not just from observation but also from in-person research with your audience.

Later, based on this information and our combined experience, we make specific suggestions for improvement. We monitor your station and your competitors throughout the year and advise on how the objectives you set for news excellence can be maintained.

Contact ...



McHUGH AND HOFFMAN, INC.

Communications Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

Mrs. & Mrs. "T" Products □ Various cocktail mixes will be advertised for nine weeks in flights in five markets in Florida, starting in early January, in preparation for national rollout in spring. Nonalcoholic products will be aimed at adults, 25 to 34, in time periods between 6 a.m. and 3 p.m.

Lloyd J. Harriss Pie Co. □ Winter and early-spring spot-TV schedule is being set, with various two- and three-week flights to begin in late January, early March and mid-April in selected group of major markets, particularly in Midwest. J.M. Korn & Son, Philadelphia, is searching for time periods aimed at women, 25 to 54.

Sterling Drug □ Traditional cold-weather TV campaign has been set for Fletcher's Castoria, starting on Dec. 29 and continuing for more than three months in substantial list of markets. Cunningham & Walsh, New York, is searching for women, 18 to 49.

Warner-Lambert □ Advertising account of Cool-Ray sun glasses has been assigned to Young & Rubicam International, New York, which replaces Foote, Cone & Belding, New York, as agency. Account bills estimated \$2.5 million, of which about \$1.7 million is in broadcast.

Totinos □ Totinos Finer Foods Inc. has scheduled four- to six-week campaign for pizza product to begin just after Christmas in late fringe and prime time. Paragon Companies Inc., Minneapolis, is creating 30's aimed at women, 25 to 49.

Esskay □ Henry J. Kaufman & Associates, Washington-based advertising agency, has been appointed by Schluderberg-Kurdle Co. Inc. of Baltimore to head up new campaign for its Esskay meat products beginning after first of year. Spots—"heavily in TV, backed up by radio"—in certain eastern states and District of Columbia, will focus on firm's new and yet-undisclosed packaging efforts. Account was formerly held by Lewis & Gilman, Philadelphia.

Cott □ Company's various mixers are being boosted in special six-week December-January spot-TV campaign in 20 markets, including New York, Boston, Pittsburgh and Hartford-New Haven, Conn. Ad agency Weiss & Geller's spots will emphasize Cott's longevity in this area and will be placed on stations that appeal to women, 18 to 49.

Pangburn's Candy □ Riviana Foods Co., Houston, will promote chocolates in pre-Christmas campaign handled by Bloom Advertising, Dallas. Fringe, daytime and some prime-time 30's are set for approximately 56 TV markets beginning in mid-December. Radio spots in seven markets will run concurrently.

ITT Continental Baking □ Thirteen-week campaign for Wonder bread by Continental Baking, Rye, N.Y., is scheduled to begin Dec. 29 in substantial number of markets. Fringe and daytime 30's are geared primarily to women, 18 to 49, and children, 6 to 11. Ted Bates, New York, is agency.

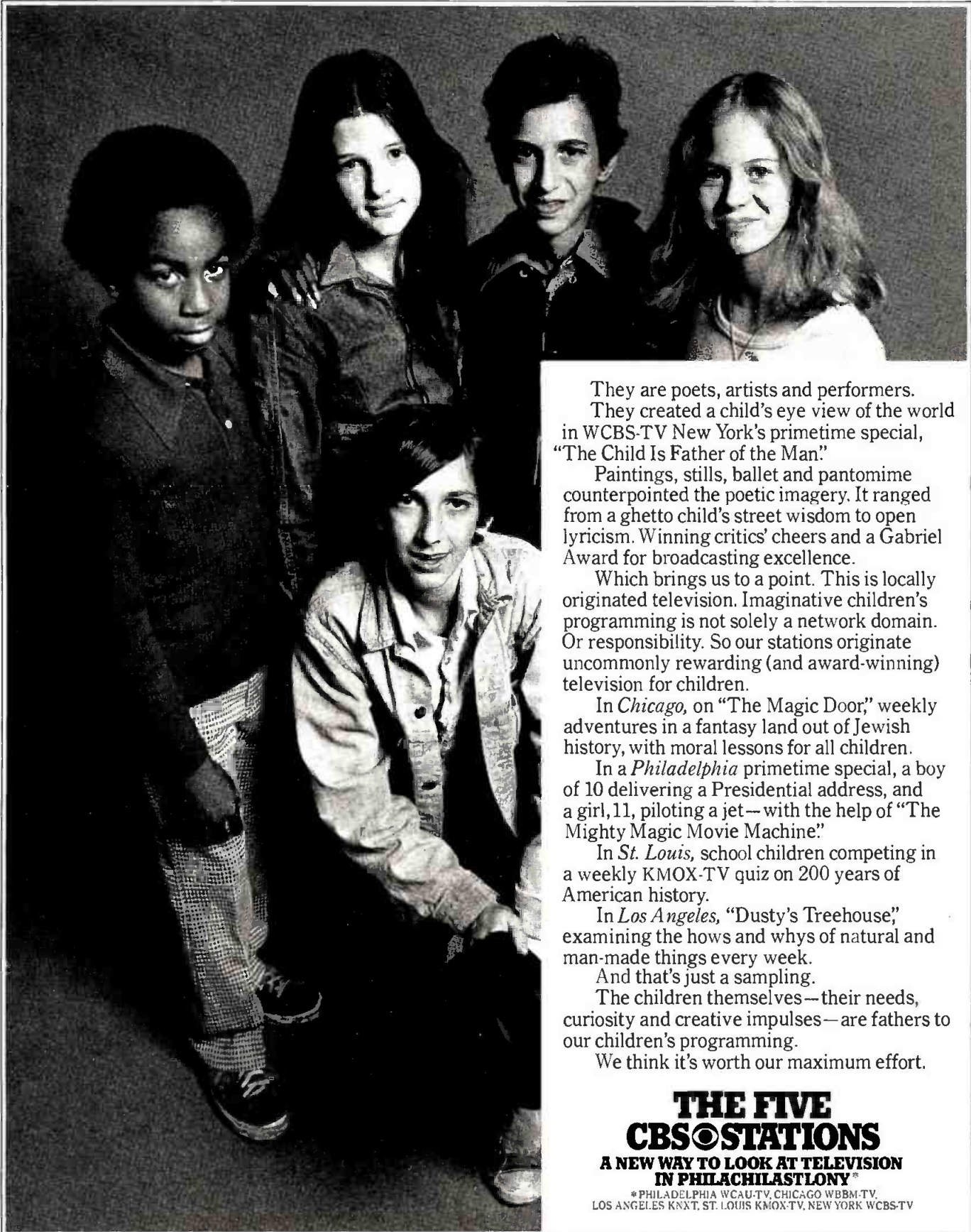
BAR reports television-network sales as of Nov. 23

ABC \$630,743,100 (29.5%) □ CBS \$767,369,800 (36.0%) □ NBC \$736,397,700 (34.5%)

Day parts	Total minutes week ended Nov. 23	Total dollars week ended Nov. 23	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	149	\$ 757,000	5,542	\$ 30,793,600	\$ 22,336,100	+37.9
Monday-Friday 10 a.m.-6 p.m.	1,018	12,655,400	45,707	468,631,900	414,094,900	+13.2
Saturday-Sunday Sign-on-6 p.m.	298	7,699,800	13,466	224,184,300	205,536,500	+9.1
Monday-Saturday 6 p.m.-7:30 p.m.	103	3,336,600	4,665	113,210,300	101,453,000	+11.6
Sunday 6 p.m.-7:30 p.m.	17	702,400	759	20,929,900	15,327,800	+36.5
Monday-Sunday 7:30 p.m.-11 p.m.	411	31,616,800	18,695	1,120,663,300	1,081,114,300	+3.7
Monday-Sunday 11 p.m.-Sign-off	198	3,966,900	8,888	156,097,300	140,286,700	+11.3
Total	2,194	\$60,284,900	97,722	\$2,134,510,600	\$1,980,149,300	+7.8

Source: Broadcast Advertisers Reports

SOME OF THE CREATIVE PEOPLE RESPONSIBLE FOR ONE OF OUR AWARD-WINNING SPECIALS.



They are poets, artists and performers. They created a child's eye view of the world in WCBS-TV New York's primetime special, "The Child Is Father of the Man."

Paintings, stills, ballet and pantomime counterpointed the poetic imagery. It ranged from a ghetto child's street wisdom to open lyricism. Winning critics' cheers and a Gabriel Award for broadcasting excellence.

Which brings us to a point. This is locally originated television. Imaginative children's programming is not solely a network domain. Or responsibility. So our stations originate uncommonly rewarding (and award-winning) television for children.

In *Chicago*, on "The Magic Door," weekly adventures in a fantasy land out of Jewish history, with moral lessons for all children.

In a *Philadelphia* primetime special, a boy of 10 delivering a Presidential address, and a girl, 11, piloting a jet—with the help of "The Mighty Magic Movie Machine."

In *St. Louis*, school children competing in a weekly KMOX-TV quiz on 200 years of American history.

In *Los Angeles*, "Dusty's Treehouse," examining the hows and whys of natural and man-made things every week.

And that's just a sampling.

The children themselves—their needs, curiosity and creative impulses—are fathers to our children's programming.

We think it's worth our maximum effort.

THE FIVE CBS STATIONS

A NEW WAY TO LOOK AT TELEVISION
IN PHILACHILASTLONY*

*PHILADELPHIA WCAU-TV, CHICAGO WBBM-TV,
LOS ANGELES KNXT, ST. LOUIS KMOX-TV, NEW YORK WCBS-TV

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suits charging networks with illegally monopolizing prime time 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 (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court (BROADCASTING, May 5). Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1).

■ **Broadcasting in Congress.** New resolution to permit daily live broadcasts from House floor has emerged from special subcommittee

of House Rules Committee, which has been studying problem (BROADCASTING, Nov. 17). Subcommittee Chairman B.F. Sisk (D-Calif.) is optimistic about resolution's chances of passing; if all goes according to plan, system could be operational by July 4 next year. Hearing on new resolution has been held (BROADCASTING, Dec. 8). Activity was sparked by resolution by Jack Brooks (D-Tex.) (H.Res. 269). Resolution (S.Res. 39) similar to Mr. Brooks's, by Senator Lee Metcalf (D-Mont.) is pending in Senate Rules Committee, but has not yet received any attention.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13).

Children's TV. FCC's policy statement on children's television programing, adopted last

year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (BROADCASTING, Aug. 4).

Community ascertainment. FCC has instituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7). Similar rulemaking (Docket 19816) for noncommercial stations has also been issued (BROADCASTING, Aug. 4); comments have been filed (BROADCASTING, Oct. 20).

Consumer agency. Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is Senate's term for agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill says agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Bill will go to conference between houses to resolve differences, but veto by President is expected.

■ **Copyright legislation.** Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee has completed markup on its bill (S. 22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Register of Copyrights Barbara Ringer, final witness, concluded her testimony Dec. 4 (BROADCASTING, Dec. 8).

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they

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LASSIE KEEPS THE FAMILY TOGETHER

Who says that adults have to leave television when the kids get home from school? Not LASSIE.

Based on her incredible track record, you can have **BOTH** audiences. LASSIE delivers an estimated minimum of **80 kids per 100 viewing households plus 80 women per 100 viewing households**

Few television series have ever maintained as strong a dual audience appeal as LASSIE. No series has ever kept it up for 20 years.

LASSIE'S dual audience appeal translates into increased local sales potential. Her documented positive influence on children's behavior is an extra advantage.



Now, for the first time, 130 episodes of LASSIE never before seen off-network are available for Monday-Friday afternoon stripping on a barter basis.

So, if you want to keep your afternoon viewing family together, consult LASSIE through



919 THIRD AVENUE, NEW YORK 10022 212-751-3394

A presentation by Syndicast, Rosen/Colbert, and  LASSIE TV, INC.

will be argued. Number of parties had petitioned commission to reconsider its order, but commission denied them.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. National Citizens Committee for Broadcasting is seeking appeals court review.

EEO guidelines. FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments have been filed (BROADCASTING, Oct. 27). Commission is also considering EEO policy for cable ("Closed Circuit," Oct. 6).

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, and in fact would prohibit FCC from influencing broadcast programming in any way. S. 1178 by Senator Roman Hruska (R-Neb.) would do that and 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 and fairness doctrine. FCC Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (BROADCASTING, Sept. 22); Office of Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (BROADCASTING, Oct. 13). Also, commission's fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media and otherwise modifying fairness doctrine (BROADCASTING, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth.

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Cases 75-1053 et al.); more than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order

requiring payment of those fees (BROADCASTING, Aug. 4).

■ **Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15). Commission also fined WXPNI(FM) Philadelphia \$2,000 for obscene and indecent broadcast, may set station's license for hearing on ground of license abdication of responsibility (BROADCASTING, Dec. 8).

KRLA(AM). U.S. Court of Appeals in Washington has remanded 11-year-old fight for Pasadena, Calif., frequency to FCC for "clarification" of decision awarding outlet to Western Broadcasting Corp. (Bob Hope and others). Court says commission resolved contest among seven applicants without explicit consideration of comparative factors listed in commission's policy statement on comparative hearings.

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (BROADCASTING, Aug. 4).

License renewal legislation. About 150 representatives and 20 senators have sponsored or co-sponsored license renewal bills 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 Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, sees no chance of hearing before end of year. Meanwhile, National Radio Broadcasters Association (formerly National Association of FM Broadcasters) has as first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations. Commission has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (BROADCASTING, Nov. 10). Commission has to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held in

July (BROADCASTING, July 14, 21).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30). Trial of record promoter Fred Rector for alleged failure to file income tax returns was set to start Dec. 2 before U.S. District Judge Malcolm Lucas in Los Angeles. Group of Brunswick Record officials have been scheduled for trial Jan. 16, 1976, before District Judge Frederick D. Lacey in Newark, N.J. Trial dates for other defendants remain to be set.

'Pensions' case. FCC decision holding that NBC-TV program, *Pensions: the Broken Promise*, violated fairness doctrine was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, had requested full-court rehearing of panel's order, but was turned down. AIM has asked for Supreme Court review of that decision (BROADCASTING, Nov. 10).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. S. 1111 is being considered separately from pending copyright bill, S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

Personal attack rules. FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee, Straus Communications Inc., which claims rules are unconstitutional (Cases 75-1083 and 75-1084). Briefs have been filed and arguments heard (BROADCASTING, Nov. 24).

■ **Public broadcasting funding.** Bills to authorize expenditure of federal funds for Corporation for Public Broadcasting have passed Senate (S. 2584) and House (H.R. 6461), and conference measure has been reported out (BROADCASTING, Dec. 8). Parallel appropriations were stricken from bills in both houses due to objections of House Appropriations Committee. That committee has promised to introduce CPB appropriation as separate measure later, although time frame for appropriation will be three years, instead of five years provided in authorization measures.

■ **Ratings.** Nielsen prime-time averages season-to-date (first 13 weeks): CBS 18.8, NBC 18.6, ABC 18.0. Thirteenth week alone: CBS 22.2, NBC 17.0, ABC 16.5.

Section 315. FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROAD-

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Sources: ARB & NSI, Nov. '74; Feb.-Mar. '75. Subject to survey limitations, available on request.



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CASTING, Sept. 29). Decision is being appealed to U.S. Court of Appeals in Washington and oral arguments have been held (BROADCASTING, Dec. 1). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has obtained all FCC documents involved with commission's order; hearings may result (BROADCASTING, Nov. 3). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17). Also, Senator Pastore has bill (S. 608) that would exempt presidential and vice-presidential candidates from equal-time requirements which has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5). Mr. Macdonald has introduced bill (H.R. 5600) that echoes Mr. Pastore's but it would also provide that programs like *Meet the Press* be exempted from Section 315 and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

■ **Sports antiblackout.** Senate has voted to extend sports antiblackout law for three years

(see story, this issue). Current law, which provides that baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV, expires Dec. 31. House bill, H.R. 9566, by Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) would make law permanent. House Communications Subcommittee marked up bill last week and sent it on to all Commerce Committee. Both bills reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

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 (Case 75-1203).

■ **VHF drop-ins.** In April, FCC adopted inquiry (Docket 20418) 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 tomorrow (Dec. 16).

Washington Star transfer. Texas banker Joe Allbritton has filed as amendment to petition for waiver of FCC's crossownership rules new deal under which he would take control of Washington Star Communications Inc. Agreement requires Mr. Allbritton to comply with crossownership rules within three years, if commission requires that as condition for approving sale. Hearings on waiver have been suspended pending action on amendment (BROADCASTING, Sept. 29). Mr. Allbritton has also reached deal with some of citizen groups opposing sale of Star's Washington stations. He will help in arranging up to \$10 million in financing for minority or women's acquisition of stations in return for groups' dropping petitions against sale (BROADCASTING, Oct. 27).

WPXI(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22). Commission in August refused to approve agreement under which Forum would withdraw its application.

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■ indicates new or revised listing

This week

Dec. 15—FCC's new deadline for comments on proposed rulemaking (Docket 20496) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Previous deadline was Nov. 10. Deadline for replies was extended from Nov. 26 to Jan. 12, 1976. FCC, Washington.

Dec. 15—FCC's new deadline for comments on proposed changes in program logging requirements (Docket 20600). Previous deadline was Oct. 30. Deadline for replies was extended from Nov. 12 to Dec. 31. FCC, Washington.

Dec. 16—FCC's new deadline for comments on inquiry into dropping new VHF channels into top-100 markets (Docket 20418). Deadline previously had been extended from July 11 to Oct. 15. Deadline for replies was further extended from Nov. 18 to Jan. 30. FCC, Washington.

January 1976

Jan. 7-9—1976 Winter Consumer Electronics Show, sponsored by *Consumer Electronics Group, Electronic Industries Association* Conrad Hilton, Chicago.

Jan. 9-10—*Utah Broadcasters Association* winter convention and workshop. Tn-Arc Travelodge, Salt Lake City.

Jan. 10—*Mississippi Broadcasters Association* annual sales conference. Holiday Inn Downtown, Jackson. Contacts: Phil Brady, WAPF(AM) McComb, and Chuck Coopet WCBI-TV Columbus.

Jan. 11-13—*Association of Independent Television Stations (INTV)* third annual convention. Agenda includes session on future of programming with Producers Norman Lear, Grant Tinker, Lee Rich and Giraud Chester as panelists. Century Plaza hotel, Los Angeles.

Jan. 11-13—*Idaho State Broadcasters Association*

midwinter convention. Rodeway Inn, Boise.

Jan. 12—*Radio Advertising Bureau* co-op sales clinic. Plaza Inn International, Kansas City, Mo.

Jan. 12—FCC's new deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Dec. 15. FCC, Washington.

Jan. 13—*Hollywood Radio and Television Society* luncheon. Dinah Shore is speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

Jan. 14—*New Jersey Broadcasters Association* midwinter managers conference. Livingston College (Rutgers University), New Brunswick. Contact: Arnold L. Zucker, Rutgers University.

Jan. 14—*New England Cable Television Association* winter meeting. Sheraton-Wayfarer Motor Inn, Manchester-Bedford, N.H.

Jan. 14—*Television Bureau of Advertising* regional co-op sales workshop. Colonnade hotel, Boston.

Jan. 14—*Radio Advertising Bureau* co-op sales clinic. Sheraton Airport, Denver.

Jan. 16—*Radio Advertising Bureau* co-op sales clinic. Marriott Airport, Minneapolis.

Jan. 17—*Florida Association of Broadcasters* midwinter conference. Daytona Hilton hotel, Daytona.

Jan. 19-23—*National Association of Broadcasters* board meeting. Florida Royal Biscayne Beach hotel. Key Biscayne, Fla.

Jan. 20—*Television Bureau of Advertising* regional co-op sales workshop. Dallas Hyatt House, Dallas.

Jan. 20-21—*Nebraska Broadcasters Association* banquet with state legislature and meeting. Nebraska Club, Lincoln.

Jan. 22—*Motion Picture Laboratories* mini-seminar on "The Film Laboratory." Holiday Inn, Tampa, Fla. Reservations: MPL, Box 1758, Memphis 38101 (no charge).

Jan. 22—*Television Bureau of Advertising* regional co-op sales workshop. Omni International, Atlanta.

Jan. 22-23—*Institute of Broadcasting Financial*

Management-Broadcast Credit Association quarterly board of directors meeting. Westgate Plaza, San Diego.

Jan. 22-24—*Alabama Broadcasters Association* winter conference. Hyatt House, Birmingham.

Jan. 23-24—*Society of Motion Picture and Television Engineers* 10th annual winter TV conference. Subjects will be television newsgathering and digital video with exhibits of all significant ENG and digital equipment. Sheraton-Southfield hotel, Detroit.

Jan. 25—Deadline for entries for 44th annual *Sigma Delta Chi* Distinguished Service Awards contest. There will be separate radio and television awards for reporting, editorializing and public service. Nomination forms may be obtained by writing to the Society of Professional Journalists, Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Jan. 26—*Radio Advertising Bureau* co-op sales clinic. Sheraton Renton, Seattle.

Jan. 27—*Television Bureau of Advertising* regional co-op sales workshop. Michigan Inn, Detroit.

Jan. 27—*Radio Advertising Bureau* co-op sales clinic. Sheraton Airport, Portland, Ore.

Jan. 27-29—*Georgia Association of Broadcasters* annual Radio-Television Institute. Speakers will include Fred Silverman, ABC; Elmer Lower, ABC; Frank Blair, formerly of NBC; C. Edward Little, Mutual; FCC Commissioner Benjamin Hooks and Jane Cohen, American Women in Radio and Television. Center for Continuing Education on the campus of the University of Georgia, Athens.

Jan. 29—*Television Bureau of Advertising* regional co-op sales workshop. Stouffers, Cincinnati.

Jan. 29—*Radio Advertising Bureau* co-op sales clinic. Airport Hilton, San Francisco.

Jan. 30—Deadline for entries for *Janus Awards*, presented annually to commercial radio and TV stations and networks for excellence in financial news programming. Contact: Janus Awards, public relations department, Mortgage Bankers Association of America, 1125, 15th Street, N.W., Washington 20005.

Jan. 30—Deadline for entries in eighth annual *Robert*

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WRGB-Albany	#1 6/35	#1 29	#1 24	#1 14
WAGA-Atlanta	#1 6/45	#1 60	#1 53	#1 34
WBAL-Baltimore	2/20	19	#1 17	#1 9
WKBW-Buffalo	#1 6/39	#1 37	#1 34	#1 17
WCBD-Charleston	#1 12/69	#1 17	#1 16	#1 11
WLWT-Cincinnati	#1 6/33	38	#1 36	#1 17
WLWC-Columbus	#1 7/37	#1 45	#1 40	13
WLWD-Dayton	#1 6/30	#1 30	#1 27	#1 14
WJBK-Detroit	5/22	75	71	34
WSPA-Greenville/Spartanburg, S.C.	#1 6/45	#1 31	#1 25	11
WTNH-Hartford/New Haven	#1 4/33	#1 34	#1 28	#1 16
WPLG-Miami	6/26	58	46	18
WITI-Milwaukee	#1 7/43	#1 52	#1 41	#1 28
WESH-Orlando/Daytona Beach	#1 7/43	#1 32	#1 28	7
WRAU-Peoria	#1 8/38	#1 18	#1 15	#1 9
KOOL-Phoenix	#1 2/55	#1 12	#1 10	#1 5
WSLS-Roanoke/Lynchburg	#1 8/53	#1 27	#1 23	#1 11
WSJV-South Bend/Elkhart	#1 5/30	#1 12	#1 11	#1 7
WTRF-Wheeling/Steubenville	#1 11/52	#1 38	#1 33	#1 12

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F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged. Television and radio are two of the six categories. Contact: Robert F. Kennedy Journalism Awards Committee, 1035 30th Street, N.W., Washington 20007: (202)338-7444.

Jan. 30—Radio Advertising Bureau co-op sales clinic. Holiday Inn, International Airport, Los Angeles.

February 1976

■ **Feb. 1-3—California Broadcasters Association** winter convention. Newporter Inn, Newport Beach.

Feb. 3—Television Bureau of Advertising regional co-op sales workshop. Hyatt Regency, San Francisco.

Feb. 5—Television Bureau of Advertising regional co-op sales workshop. Wiltshire Hyatt House, Los Angeles.

■ **Feb. 5-6—Society of Cable Television Engineers** and Philadelphia chapter of *Institute of Electrical and Electronics Engineers* conference on CATV reliability. Luncheon speakers will include Elmer C. Ports, NCTA, and Dr. Robert Powers, Cable Television Bureau, FCC. Holiday Inn, City-Line, Philadelphia. Registration: James Herman, Jerrold Electronics, 200 Wilmer Road, Horsham, Pa. 19044.

Feb. 8-12—Public Broadcasting Service annual membership meeting. Century Plaza hotel, Los Angeles.

Feb. 9—Radio Advertising Bureau co-op sales clinic. Sheraton Jelpport, Orlando, Fla.

Feb. 10—Television Bureau of Advertising regional co-op sales workshop. Royal Sheraton, Kansas City, Mo.

Feb. 10—Radio Advertising Bureau co-op sales clinic. Sheraton Airport, Atlanta.

Feb. 10-11—Wisconsin Broadcasters Association midwinter convention. The Concourse, Madison. Terry Shockley, WKOW-TV Madison, is chairman.

Feb. 11—Ohio Association of Broadcasters sales workshop. Bowling Green State University Union, Bowling Green.

Feb. 12—Radio Advertising Bureau co-op sales clinic. Holiday Inn, Airport, New Orleans.

Feb. 12-14—Colorado Broadcasters Association winter convention. Stouffer's Denver Inn, Denver.

Feb. 12-14—South Carolina Broadcasters Association winter convention. Former California Governor Ronald Reagan will be speaker at the Friday banquet. Holiday Inn, Florence.

Feb. 13—Radio Advertising Bureau co-op sales clinic. Inn of the Six Flags, Dallas.

Feb. 16-17—North Central Cable Television Association annual spring meeting. Madison Hilton, Madison, Wis.

Feb. 21-25—National Association of Television Program Executives 13th annual conference. Lew Klein, Gateway Communications, is convention chairman; Derk Zimmerman, KBHK-TV San Francisco, is facilities chairman. Fairmont and Mark Hopkins hotels, San Francisco.

Feb. 22-25—Bicentennial combined conventions of the *National Association of Evangelicals* and the *National Religious Broadcasters*. Shoreham Americana hotel, Washington.

Feb. 23—Deadline for entries in 12th annual *Armstrong Awards* program for excellence and originality in FM broadcasting. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

Feb. 23—Radio Advertising Bureau co-op sales clinic. Sheraton LaGuardia, New York.

Feb. 24—Radio Advertising Bureau co-op sales clinic. Colonnade, Boston.

Feb. 26—Radio Advertising Bureau co-op sales clinic. Hilton Inn, Greensboro, N.C.

Feb. 27—Radio Advertising Bureau co-op sales clinic. Marriott, Key Bridge, Washington.

Feb. 27-29—Board of trustees meeting, Educational Foundation of American Women in Radio and Television. Watergate hotel, Washington.

Feb. 27-29—Arkansas Broadcasters Association

Major meetings

Jan. 11-13, 1976—Association of Independent Television Stations (INTV) third annual convention. Century Plaza hotel, Los Angeles.

Feb. 21-25, 1976—National Association of Television Program Executives 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco. 1977 conference will be Feb. 12-16, Fontainebleu hotel, Miami.

March 21-24, 1976—National Association of Broadcasters annual convention. Chicago. 1977 convention will be March 27-30, Shoreham Americana, Washington. Dallas (1979) and New Orleans (1980) have been approved as future sites.

April 4-7, 1976—National Cable Television Association annual convention, Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

May 5-9, 1976—American Women in Radio and Television 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.

June 3-5, 1976—Associated Press Broadcasters annual meeting. Marquette Inn, Minneapolis.

June 15-20, 1976—Broadcasters Promotion Association 21st annual seminar, Statter-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

Sept. 12-16, 1976—Institute of Broadcasting Financial Management annual conference. Sheraton-Boston hotel, Boston. 1977 conference in mid-September in Regency-Chicago hotel, Chicago.

Sept. 19-22, 1976—National Radio Broadcasters Association 1976 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.

Nov. 9-11, 1976—Television Bureau of Advertising annual meeting. Shoreham Americana hotel, Washington.

Nov. 14-17, 1976—National Association of Educational Broadcasters 52d annual convention. Conrad Hilton hotel, Chicago.

Dec. 11-16, 1976—Radio Television News Directors Association international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

winter convention. Mount Aire motel, Eureka Springs.

March 1976

■ **March 1—Deadline** for radio and television entries in 19th annual competition for Gavel Awards of the *American Bar Association*, for programing "increasing public understanding of the American system of law and justice." Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

March 1—Radio Advertising Bureau co-op sales clinic. Quality Inns Tower, Cincinnati.

March 3—Radio Advertising Bureau co-op sales clinic. Hyatt O'Hare-Regency, Chicago.

March 5—Radio Advertising Bureau co-op sales clinic. Hyatt Regency, Dearborn, Mich. (Detroit).

March 5-7—Board of directors meeting, American Women in Radio and Television. Sheraton, Scottsdale, Ariz.

March 7-9—Ohio Cable Television Association annual convention. Marriott Inn, Columbus.

March 7-10—Data Communications Corp., BIAS seminar. Hyatt Regency hotel, Memphis.

■ **March 15—Public Radio Conference** for noncom-

mercial public radio professionals, sponsored by the *Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio*. Statter Hilton hotel, Washington.

March 17-20—Alpha Epsilon Rho 34th annual convention. Site in Chicago to be announced. Information: Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 765-4321, ext 2021.

March 19-20—Armed Forces Radio and Television Service annual worldwide conference. Convention Center, Chicago.

March 21-24—National Association of Broadcasters annual convention. Chicago.

March 24—Electronic Industries Association government-industry dinner. Robert W. Sarnoff, RCA board chairman, will receive EIA's 1976 Medal of Honor. Mayflower hotel, Washington.

March 26-29—Eighth annual international conference of the International Industrial Television Association. Sheraton-Anaheim hotel, Anaheim, Calif.

March 31—Sixth annual Communications Day of Graham Junior College. Boston.

April 1976

April 4-7—National Cable Television Association annual convention. Convention Center, Dallas.

April 9 or 10—Tentative date for President Ford's keynote address on "Press, Freedom and Public Policy" to region 2 meeting of *Sigma Delta Chi*. CBS correspondent Walter Cronkite is to respond to the President's remarks. University of Maryland Adult Educational Center, College Park.

April 12—Presentation of Janus Awards, designed to recognize excellence in financial news programing, at Mortgage Bankers Association of America national conference. Washington.

April 12—Florida Association of Broadcasters and University of Florida College of Journalism & Communications 18th annual Broadcasting Day. J. Wayne Reitz Union, campus of UF, Gainesville.

April 22-23—Institute of Broadcasting Financial Management-Broadcast Credit Association quarterly board of directors meeting. Sheraton-Boston hotel, Boston.

April 24—Sigma Delta Chi annual Distinguished Service Awards banquet. Rochester, N.Y.

April 25-27—Chamber of Commerce of the United States 64th annual meeting. Theme will be "200 Years of Prologue." 1615 H Street, N.W., Washington.

April 25-28—NBC's 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.

May 1976

May 3-5—National Association of Broadcasters annual conference for state broadcast association presidents and executive directors. Mayflower hotel, Washington.

May 5-9—American Women in Radio and Television 25th annual national convention. Marriott hotel, Philadelphia.

May 13-14—Ohio Association of Broadcasters spring convention. Sawmill Creek, Huron.

May 20-22—Iowa Broadcasters Association management conference. Des Moines.

■ **May 27-30—Missouri Broadcasters Association** spring meeting. Rock Lane Lodge, Table Rock Lake, Branson.

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

June 1976

■ **June 3-5—Associated Press Broadcasters** annual meeting. Marquette Inn, Minneapolis.

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

Kodak salutes the NPPA "Newsfilm Station of the Year"



Left to right: Ernie Schultz, Information Director and anchorman for the noon news, Gene Allen, Assignment Editor, Jack Ogle, News Director and anchorman 6 P.M. news, and George Tomek, anchorman 10 P.M. news.

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For the second time in seven years, WKY-TV's newsfilm department has broken the bank. Oklahoma City's Channel 4 was again named "Newsfilm Station of the Year" at the National Press Photographer's Association (NPPA). This time, for 1975.

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"We have a strong commitment to telling local stories in depth on film," says Schultz. "We'd rather tell four good stories than have eight talking heads." This philosophy pays off. WKY-TV News won six out of nine Associated Press awards for superior reporting this year. All of them are trained to originate newsfilm, and most of them carry portable cameras.

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* Subject: Nielsen Report on Syndicated Programs; Feb.-Mar. 1975. Subject to qualifications described in said Report.

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EDITOR: Your article in the Nov. 17 edition related to 1974 radio revenue appears to report a number of decreases in total revenue within certain markets.

I wonder if the figures represent a shifting of dollars rather than an actual decline. As example, among the top-10 markets, it is reported that Detroit was off 2.8% to \$21.3 million in revenue. Yet the total revenue for independent FM stations in Detroit increased from \$5.4 million to \$6.6 million—easily offsetting the total decline reported for AM and AM-FM combinations.

The gains reported by independent FM stations for 1974 over 1973 are substantially higher in many markets than the declines reported in revenues among the AM and AM-FM combinations. If my understanding of the reported figures is correct, now might be the appropriate time for the FCC to reorganize its presentation of this information and to report the totals of all revenue within a market. — *Richard L. Kozacko, vice president, The Keith W. Horton Co., Elmira, N.Y.*

(Reader Kozacko's suggestion has been put to the FCC, and accepted as valid. BROADCASTING has been advised that next year's totals will follow his lead.)

Doubter

EDITOR: Amen to your "Q without A" editorial of Nov. 24. It is definitely disappointing to be nothing more than a set of figures on a print-out ("What did you say your call letters were?") and then to know that the figures are nothing more than "inconsistencies."

If the Broadcast Rating Council is going to "look into the problem" of inconsistencies in rating services, how about starting where they really exist—RADIO! — *A. William Lee, vice president, WKMF(AM) Flint, Mich.*

Claque

EDITOR: I'm amused that FCC officials considered the best of their West Coast public meetings to be that which saw the commission applauded by members of the public. ("FCC encounters some trouble west of Denver," BROADCASTING, Nov. 24). If they find their way to California again, I promise to clap a lot. — *Bill Hartman, Committee for Open Media, Oakland, Calif.*

The Trojans 'Monday Memo'

EDITOR: I read with interest the Nov. 25 "Monday Memo" by Fred C. Poppe with regard to advertising birth-control devices.

I think most people who oppose this kind of advertising do so because of the

moral connotation and the distastefulness. I'm not suggesting sex is immoral or distasteful. I am suggesting that married adults do not need to be reminded of birth-control devices available via radio and television. I would also like to know how anyone could accurately ascertain that "90% of those opposed seem to be kooks, nuts and uneducated radicals." Simply because people are opposed to something does not mean they are maladjusted or second-class citizens. Furthermore, I would like to know why the author labels those who favored the advertising as "appearing to be well educated, intelligent and highly moral."

Let's be honest. This kind of advertising is not needed on radio and television because of the implications. Take a look at the record. This country is on a moral downslide and the use of contraceptives is not going to turn the nation around. — *Eddie W. Hash, general manager, KVIP-AM-FM Redding, Calif.*

The family 45 minutes

EDITOR: Let me register mild disagreement with a statement in your Dec. 1

editorial. You imply that parents were outraged at the bobtailed version of "Willie Wonka" because the kiddies couldn't be hypnotized by the tube while the adults went out to soak up some sauce. My family wanted to watch the show as a *family*. A family show is just that, one for the family—not just for the children. Maybe when networks and others stop using the term "family" to mean "children," television programming will improve. Hopefully this latest debacle will show that nonsports fans can have just as much clout as the sports fans — *William C. Moore, Columbus, Ohio.*

EDITOR: NBC-TV showed that football fans beat kids every time. Why schedule any special—children's or adult—after a sports event that has an unpredictable ending time? Why do they do it over and over again?

I'm not against football. I like it. But I'd like to see the kids get equal time. There may be fewer kids than football fans but there are fewer programs for them also and I think both groups should have been given their whole show. — *Nancy Sauer, Pittsburgh.*

CCA Electronics Corporation
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PHONE: (609) 456-1716 TELEX: 84-5200

Mutual Radio Sports,



Six of the Nations Greatest Bowl Spectaculars!

Check out our Bowl Game schedule. It offers great sales opportunities to your station and great excitement for you listeners.

- Monday, December 22, 1975 - Liberty Bowl,** Memphis, Tennessee - 8:45 PM NYT • UNIVERSITY OF SOUTHERN CALIFORNIA vs. TEXAS A & M UNIVERSITY.
- Monday, December 29, 1975 - Gator Bowl,** Jacksonville, Florida - 8:45 PM NYT • UNIVERSITY OF FLORIDA vs. UNIVERSITY OF MARYLAND.
- Wednesday, Decemer 31, 1975 - Sugar Bowl,** New Orleans, Louisiana - 7:05:10 PM NYT • UNIVERSITY OF ALABAMA vs. PENN STATE.
- Saturday, January 3, 1976 - East-West Shrine Game,** Palo Alto, California - 3:05:10 PM NYT.
- Saturday, January 10, 1976 - Senior Bowl - All-Star-Game -** Mobile, Alabama - 1:05:10 PM NYT.
- Monday, January 26, 1976 - Pro Bowl - Super Dome,** New Orleans, Louisiana - 8:45 PM NYT.

SEND COUPON TO:

Mr. Owen Weber, Director Program Clearance & Syndication
Mutual Broadcasting System
918 16th Street, N.W., Washington, D.C. 20006

Please return coupon immediately to determine availability of these exciting games in your market. Availability subject to prior sale.

My station is interested in broadcasting Mutual's AFC CHAMPIONSHIP GAME, FOUR 1st ROUND NFL PLAYOFF'S AND SIX BOWL GAMES, if they are available in our market.
Please advise immediately!

Comments: _____

Call Letters _____ AM FM AM/FM Combined

Signed _____

Address _____

City _____ State _____ Zip _____

Package From the No.1 Sports Network

JUST ADDED

NFL's Great AFC Championship Game

In Addition To 1st Round
Championship Playoffs

Mutual will broadcast this prestigious game for the first time on January 4, 1976. Six out of the last seven years the winner of this game has gone on to win the Super Bowl. This year's contenders have the potential of doing the same thing and your station will have all the action by signing up now!

As of December 13th, the following teams are still in the race for the AFC Championship: Pittsburgh Steelers; Oakland Raiders; Cincinnati Bengals; Miami Dolphins and the Baltimore Colts.

Before the AFC Championship, Mutual will broadcast for the fourth consecutive year the four 1st Round NFL Championship Playoff games on December 27 and 28, 1975.

The games are all a Mutual "Swap exchange" package. Stations have ten 60-second and four 30-second commercial positions in each game for local sale . . . all at NO COST. Mutual retains eighteen minutes in each for Network clients.

Mutual's AFC Championship Game and 1st Round Playoff radio broadcasts are exclusive, except in the two cities of the participating teams, where they are blacked out. Mutual's 1st Round Playoff games are also not available in cities where participating teams have regional network stations.

Mutual carries these other great sports events throughout the year:

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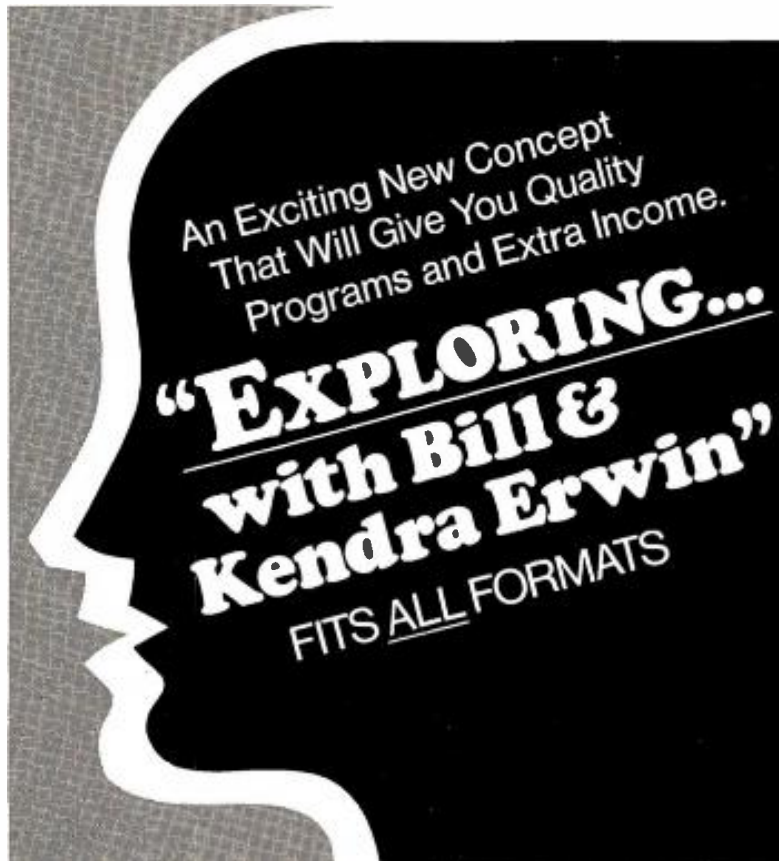
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Please send me a demo disc and more details on this exciting radio show.

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"EXPLORING with Bill & Kendra Erwin" is a copyrighted feature of Myriad Productions.

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Closed Circuit

Insider report behind the scene, before the fact

Freeing the market

Real-world importance of ratings was demonstrated last week when word broke that CBS-TV had won Nielsens in 13th week of new season by big enough margin to put it in first place for season to date (see page 56). Advertisers who had been hanging back suddenly began buying for first and second quarters of 1976. "We did a ton of business in the last couple of days," one high CBS executive said.

Rush of buying on CBS-TV started at about time Donald P. Evanson, J. Walter Thompson VP and media supervisor, was telling group of Wall Street analysts that advertisers had chance to break TV network prices if they held off buying for another week (see page 46).

Copyright prospects

Highest priority of Representative Robert Kastenmeier's (D-Wis.) House subcommittee that's considering copyright bill (H.R. 2223) is to fashion legislation that can be passed by this Congress. That means bill differing little from Senate's S. 22, "but we won't sacrifice all for the expediency of passing a bill," high House source said last week. There's less than 50-50 chance that subcommittee will include provision creating performance royalty that broadcasters would have to pay record performers and manufacturers, source said. Same provision was excluded from Senate bill despite campaign for it by Majority Leader Hugh Scott (R-Pa.).

There's strong possibility that House subcommittee will change formula for royalties that cable systems would have to pay for use of broadcast signals. As written now, bill would assess cable systems one-half to two and a half percent of annual gross receipts, depending on size. Subcommittee could go more in direction of lower royalties proposed by Teleprompter, but giving smaller systems bigger break than Teleprompter would.

11 pounds of ENG

Thomson CSF Laboratories, Stamford, Conn., is about to unveil eight-pound portable color camera for broadcast-quality electronic news gathering. Microcam, to be shown at Society of Motion Picture and Television Engineers winter conference in Detroit Jan. 23-24, is half size of smallest now on market and requires less power. Electronic hip pack weighs only three pounds.

Priced at under \$30,000, new camera

will be sold for earliest delivery next summer. Development of camera started in CBS Laboratories, before professional products department separated to join Thomson CSF, France.

Wearn's turn

Busiest man in broadcasting last week was Wilson Wearn, Multimedia Broadcasting president, who, as chairman of joint boards of National Association of Broadcasters, is working all angles to make NAB's convention in Chicago next March two separate operations—one NAB/Radio and other NAB/TV. Last Friday he obtained agreement from Television Bureau of Advertising to blend its annual meeting into March 21-24 Chicago sessions, as Radio Advertising Bureau had agreed to earlier in week (story page 39).

Obviously designed to ward off efforts of newly organized entities—particularly National Association of Radio Broadcasters—new format for NAB convention is being shaped by broadcasters, as distinguished from operating executives of various trade associations. Mr. Wearn tied together NAB/Radio with Harold J. Neal, president of ABC Radio, as chairman of RAB, and with Dwight Case, RKO Radio, chairman of RAB radio identity committee. Over weekend he cemented TVB's participation with Walter E. Bartlett, Avco senior vice president and chairman of TVB board.

Stymied

After months of work that produced 12 drafts, FCC appears bogged down in effort to propose cable television legislation. Cable Bureau completed 12th draft—basically similar to one that preceded it—several weeks ago. One major problem is disagreement between Cable Bureau and general counsel's office over extent of local authority commission should seek to pre-empt, with general counsel's office worrying over invading localities' police powers and bureau citing government's power under Constitution's interstate commerce clause.

Among others interested in legislation are aides of various commissioners, including Glen O. Robinson, who has expressed concern over wide area of authority bureau is seeking for commission, and Common Carrier Bureau. Reconciling various views—including suggestion of some that perhaps commission does not need cable bill—is expected to take several weeks, so officials

are scratching off their FCC calendar Dec. 19 date commission had set for consideration of proposed bill.

Futures

MCA TV is reported to be placing into pre-release syndication ABC-TV's hottest regular series, *Six Million Dollar Man* (Sun., 8-9 p.m.), for delivery to stations by fall of 1978. MCA TV expects to have more than 100 one-hour episodes by that time.

Semisecret weapon

NBC research authorities appear convinced they have study on drug advertising that can be major deterrent to growing movement to restrict if not ban TV commercials for over-the-counter drugs. Thus they are taking extraordinary care to make it—and keep it—bullet-proof. Though it's been completed for many months, they have disclosed only few details and those only before professional audiences—American Association for Public Opinion Research in 1974 and Proprietary Association last week (story page 51). Nor do they plan to leak more until study itself is published in winter issue of *Public Opinion Quarterly*, due in February.

Though details revealed thus far have been kept sparse, they pack wallop. In essence they say exposure to drug commercials is in no way related to "pill popping" or illicit drug use. But formal report will be exhaustive and technical, covering more than 20 pages in *POQ* and including, as one source put it, "more footnotes than body text." In effort to leave no loopholes, researchers spent six months writing it.

Morning line

Federal Trade Commission watchers are keeping eye on Lee Abrams, antitrust specialist and former chairman of American Bar Association committee on FTC, and John Ferguson, former FTC general counsel, as front-runners for chairmanship soon to be vacated by Lewis A. Engman (BROADCASTING, Dec. 1). Both are now in private practice. Other names being tossed around as prospects for other FTC vacancy are Jodie Bernstein, acting director of FTC's Bureau of Consumer Protection, and Charles E. Bangert, general counsel of Senator Philip A. Hart's (D-Mich.) Subcommittee on Antitrust and Monopoly.

The Week in Brief

SIGNAL-IMPORT CRISIS □ Letter from White House adviser Paul MacAvoy, leaning toward relaxation of cable-import rules even though it would hit more than half existing TV stations, prompts NAB's Wilson Wearn to renew request for White House meeting on cable de-regulation. **PAGE 29.**

CITIZEN AGREEMENT □ FCC policy statement reflects cautious approach, stressing broadcasters are free to make citizen pacts, but must not relinquish responsibility as licensee. **PAGE 31.**

STICKS TO GUNS □ CBS's Arthur Taylor faces some of family viewing's severest critics, reaffirms that concept is here to stay. **PAGE 31.**

DROP-IN DANGERS □ AMST sees proposed plan to shoehorn in more VHF channels as blighting present TV service and creating ineffective additional stations. **PAGE 36.**

TWO IN ONE □ NAB convention in Chicago next March will be split into radio and TV sessions, move regarded as first step in assuring aural medium isn't lost in shuffle. **PAGE 39.**

HARD LOOK AT ACCOUNTING □ FCC will spend \$110,000 to analyze bookkeeping of broadcasters. Some rules may result as commission wonders if varying methods mean it's getting bad information. **PAGE 40.**

BLOW IN BOSTON □ Challenger for WNAC-TV's channel 7 charges parent GT&R had improper dealings with foreign officials. **PAGE 45.**

NETWORK TV PRICES □ J. Walter Thompson's Evanson, thinks rates for second season should break, if advertisers hold off prime-time buying for just a little while. **PAGE 46.**

THE STING □ CBS News thought it was getting exclusive on recovery of Jimmy Hoffa's body, but it winds up with missing tipster and minus \$10,000. **PAGE 51.**

DRUGS AND TV □ NBC survey finds no link between television advertising and drug abuse. **PAGE 51.**

AD MONEY FROM CANADA □ Government committee in Ottawa indicates that Dominion will stick by its plan to disallow tax deductions for money spent on U.S. advertising, effective Jan. 1. **PAGE 51.**

JOURNALISTS' LAMENT □ Panelists at DuPont Awards ceremonies say Watergate is hard act to follow, question 'cosmetic' touch to news and cite sponsor pressures. **PAGE 52.**

BATTLES OF NEW ORLEANS □ WVUE(TV) and its investigative reporter plan legal fight over courthouse ban. **PAGE 54.**

CBS-TV IN FRONT □ Huge Nielsen victory in 13th week of new season permits network to overtake NBC-TV. **PAGE 56.**

ANTIBLACKOUT □ House and Senate go for extension of law affecting sports events but differ as to whether it should be permanent or for three years. **PAGE 56.**

TOP RECORDS OF '75 □ BROADCASTING's annual compilation of the most-popular disks on radio this year is dominated by Elton John who places five songs on list. **PAGE 59.**

GO FOR QUAD □ EIA group's report to FCC says tests of five discrete systems show no problems with four channels. **PAGE 61.**

CHEER FOR KEAR □ NAB's Engineering Award will go to Dr. Frank Kear, whose achievements include pioneering in applications of directional antennas to broadcasting. **PAGE 61.**

NCTA BOARD □ One-day meeting in Washington concentrates on pole-attachment squabble and staff changes. **PAGE 62.**

PR AND THE BOX □ Nobody knows more than Ellis Moore the importance of keeping communications flowing between his company and public. Now vice president in charge of public relations for ABC, he tells how this is best accomplished. **PAGE 79.**

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RKO Radio Representatives is proud to announce its selection as the national sales representative for Dallas' leading radio station, KLIF.

KLIF becomes the latest broadcast facility to join the select group of dominant major market stations on the RKO Radio Representatives roster.

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KHJ Los Angeles

KFRC San Francisco

KIMN AM/FM Denver

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WROR Boston

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K-106 San Francisco

WFYR Chicago

WAXY Ft. Lauderdale/Miami

WGMS AM/FM Washington D.C.

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New York • Chicago • Los Angeles • Detroit • Philadelphia • San Francisco • Atlanta

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New York has a new 10 o'clock news, and its first Monday thru Friday evening TV anchorwoman. Pat Harper and Joe Harper lead a local news team that digs as hard for the good news as for the bad. We try to remember that the good things that happen are as newsworthy as the bad. Viewers can watch an hour of WPIX Action News and still walk away from their TV set feeling pretty good. Our business is news, not melodramatics.



WPIX
Action News 10 O'CLOCK 

The other ten o'clock news in New York

Top of the Week

Up in alarms: White House seems willing to kill half of all stations to unleash cable

MacAvoy letter to Wearn apparently means administration isn't concerned about effect of giving cable unlimited access to signals; NAB chairman demands meeting to emphasize broadcaster position

Relations between the National Association of Broadcasters and the White House over the question of cable television de-regulation appeared last week to be strained almost to the breaking point.

The reason was a letter from Paul MacAvoy, a member of the Council of Economic Advisers, to NAB Chairman Wilson Wearn. The missive, in the view of Mr. Wearn and his colleagues at NAB, reflected a willingness at the White House to see unlimited importation of broadcast signals by cable television cause at least half of the nation's television stations to go dark.

Mr. Wearn, in a letter to Mr. MacAvoy last week, renewed a request for a meeting, stating that one "is badly needed." Their earlier exchange of correspondence, he said, "and your apparent willingness to contemplate the loss of perhaps half the country's local television stations" make it clear "that the differences which separate us on the question of appropriate regulation of cable carriage of broadcast signals are not so much those of economic perspective as a more basic dispute affecting national communications policy."

The exchange of correspondence between Mr. Wearn and Mr. MacAvoy is part of the process the domestic council's regulatory reform group, which Mr. MacAvoy dominates, is going through in drafting cable television regulation. The group over the past several months has met with representatives of all of the affected industries.

Some broadcasters left their meeting

with the group on Oct. 16 decidedly uneasy. Mr. MacAvoy particularly had left some with the feeling that the White House was out of sympathy with their position. Indeed, his opening comments deriding broadcasters' arguments opposing de-regulation of cable as the same kind of self-serving statements he had heard from other industries afraid to face competition prompted CBS President Arthur Taylor to lash back with an accusation of bias and of reviving the Nixon administration's antinetwork stance (BROADCASTING, Oct. 27).

Mr. Wearn was present at the meeting, and evidently read Mr. MacAvoy's letter with that confrontation still fresh in mind.

The exchange of correspondence began with a letter from Mr. Wearn on Nov. 10 that was in response to a request for back-up data concerning the impact of cable on local broadcasting. It said stations in a market with a 50% cable penetration would suffer gross revenue losses of 22% as a result of distant-signal importation, and that a revenue loss of that magnitude "would require many stations either to cut back service or to cease operations entirely."

The letter noted that one quarter of all television stations are currently losing money. It also said that of the profitable stations, 50% reported gross profit margins of less than 22%; in the smaller markets, 64% of the profitable stations were said to

The MacAvoy hypothesis:

"Given . . . your estimates, more than half of the country's local stations . . . would [still] exist in the fact of unlimited cable signal importation. But isn't it more likely that, with two or three local stations all losing money that only one or two would exit? If all were to leave then there would be a large unsatisfied demand of local advertising for one outlet."

have reported profits of less than 22%.

Mr. MacAvoy's Nov. 20 response, which NAB made available last week, was the one interpreted as indicating a readiness to see the ranks of the nation's television stations decimated.

"First," he said, "there is a question of the impact on local versus national broadcasting." He noted that estimates offered by Mr. Wearn and by Rand economist Rolla Park indicate that "more than half of the country's local stations facing today's markets would exist in the fact of unlimited cable signal importation. But isn't it more likely that, with two or three local stations all losing money that only one or two would exit?" he asked.

"If all were to leave," he noted, "then there would be a large unsatisfied demand of local advertisers for one outlet. For all to leave then the most popular local station would have to rank behind the least popular (sixth or seventh) national imported signal for much more locally oriented program offerings."

To Mr. Wearn last week, that passage indicated Mr. MacAvoy takes "comfort in the fact that our figures" suggest that "half of the country's local stations might survive unlimited cable signal importation. Worse," he added, "you indicate you might be satisfied if only one or two out of three local stations in a community were to survive unlimited cable importation."

Mr. Wearn said he found it hard to believe that Mr. MacAvoy and his colleagues had "thought through the implications of this attitude toward the survival of local television stations, the public's major source of news and information in the country."

Nor was that the last of the elements of Mr. MacAvoy's letter Mr. Wearn found disturbing. Mr. MacAvoy, in a reference to a comment in Mr. Wearn's Nov. 10 letter on the FCC's designation of "local service areas as expressed in its table of television allocations," asked whether the commission policy had not "itself led to too much fragmentation in providing local news and coverage of regional events."

Mr. Wearn said he did not know what Mr. MacAvoy meant by the question, and added: "I had thought that in asking broadcasters for data about potential impairment of 'the quality and quantity of broadcast service' you shared the view that competition among television stations is a desirable goal of national policy, but apparently you do not."

"In any event, to sacrifice real, legitimate and existing competition among television stations in local markets for the

spurious 'competition' of unregulated importation of big city television stations by cable systems seems to be a trade-off with no beneficiary except for the cable systems."

Mr. MacAvoy's letter struck broadcast industry observers as indicating political obtuseness; they believe it has seriously damaged whatever chances the administration had of securing congressional approval of cable legislation in the upcoming presidential election year—if in fact President Ford decides to seek such legislation. For Mr. Wearn, who is president of Multimedia Broadcasting Co., is seen by some as expressing the kind of outrage that broadcasters generally would feel at the letter.

Whether Mr. MacAvoy's letter was being misinterpreted—whether he was actually suggesting policy directions he would recommend—could not be determined from the author. Mr. MacAvoy, who has been difficult for reporters to reach throughout his participation in the cable de-regulation project, was not returning their calls last week. But it was evident that Mr. Wearn will question Mr. MacAvoy closely on the matter of the "forthcoming meeting" to which both refer in their letters. The date has not yet been set, but Mr. Wearn hopes it can be scheduled "in the very near future."

The regulatory reform group's work on a draft cable bill has not moved ahead as rapidly as had been anticipated. A draft had been expected to emerge before Christmas but it seems doubtful that one would be completed before mid-January.

The bill, if it is sent up to Congress, will not be the only one dealing with cable television. The FCC is working on a measure and so is the staff of the House Communications Subcommittee. In addition, although the Office of Telecommunications Policy is helping to prepare the administration bill, the cable measure it prepared two years ago has long been in circulation and could find its way into the congressional hopper. In addition, it seems likely the cable and broadcasting industries will submit through friendly members of Congress bills of their own.

The exchange of correspondence between Mr. Wearn and Mr. MacAvoy served not only to illuminate the apparent gap between them but to offer CBS an opportunity to put its new Washington vice president, William A. (Bill) Leonard, to work. It issued a statement attributed to Mr. Leonard, who succeeds Richard W. Jencks, which said that Mr. MacAvoy's letter indicated that the White House assumes the wired nation is around the corner, and added that the assumption was incorrect. It says that for the foreseeable future, most Americans will be served by over-the air television.

As a result, Mr. Leonard's statement said, the unrestricted importation of distant signals that Mr. MacAvoy seems willing to permit will result not only in a local television news monopoly for all television homes, cable and noncable, but in noncable homes having access to only one network news and information service.

Senate hearings on competition policy offered cable's view

Kennedy-Hart bill would strengthen hand of Justice Department, FTC in antitrust

"The FCC's rulemaking on cable TV, and especially pay cable TV, has stifled competition and retarded the growth of this promising industry," the chairman of the Senate Antitrust Subcommittee, Philip Hart (D-Mich.), said last week. He added, "recent subcommittee hearings suggest that the programming and territorial restrictions imposed by the FCC have not been demonstrated as necessary or desirable for the public interest."

Senator Hart made three remarks in a prepared statement at the start of hearings last week on the Competition Improvements Act that he co-sponsors with Senator Edward Kennedy (D-Mass.), who presided at the hearings. As his statement indicates, this is the second time the subcommittee has taken up the pay cable problem. The first hearings, last May and July (BROADCASTING, July 14 and May 26) were called to examine alleged anticompetitive FCC and industry actions that have stifled the growth of pay cable. Legislation to stop the FCC from restricting pay cable's access to feature motion pictures will follow sometime in the future ("Closed Circuit," Nov. 17).

The point in bringing it up again last week was to cite one example of an agency's insensitivity to antitrust principle. The legislation being studied is broad in scope and is designed to force all federal agencies to foster greater competition in the industries they regulate. The Justice Department and the Federal Trade Commission would be given stronger powers to enforce on the agencies the spirit of the antitrust laws (BROADCASTING, Dec. 8).

Among several panels that contributed to the hearings was a group Thursday that commented on the FCC pay cable rules. Its members included Dr. William H. Melody of the Annenberg School of Communications of the University of Pennsylvania; Anthony G. Oettinger, chairman of the Massachusetts CATV Commission; Miles Rubin, chairman of Optical Systems Corp., Los Angeles, and Warren Beatty, motion picture actor and producer. All opposed the FCC's pay cable rules and supported the Competition Improvements Act.

The theme underlying all of their presentations was that the FCC has been overly protective of broadcasters' vested interests at the expense of fair competition from the cable industry. "Ironically," said Dr. Melody, "it is the broadband cable technology that offers the FCC an opportunity to overcome the technical limitations of the radio spectrum that presently

constrain local broadcasting competition and require direct regulation. Cable has provided an opportunity to extend competition where it could not have been extended in the past . . . [But] the FCC has made an heroic effort to preserve the status quo, protect the monopoly power of existing broadcast stations and networks, and regulate cable into a harmless, non-competitive corner."

Mr. Rubin said, "The FCC has managed to protect an industry with one of the highest levels of profitability in relation to sales of any industry in the country, certainly the highest level of profitability in relation to capital investment." He charged that both the FCC rules limiting pay cable access to motion pictures in certain years and the commercial networks' contract exclusivity arrangements with film distributors violate the antitrust laws.

Mr. Beatty said his greatest concern was for the "public's right to see art in the form it is created," and added that motion picture films are in his opinion the "most influential art forms of our time." His point was that movies shown on over-the-air television are inferior art forms because they are constantly interrupted by commercials. "It's like hearing the 'Star Spangled Banner' interrupted every four or five bars by a commercial," he said.

He also argued that the FCC rules have a "negative effect" on investment and employment in films. "By unfairly restricting the market of films on pay cable," he said, "You are eliminating a tremendous amount of opportunity in a very high risk business . . . I think the public is the loser."

Senator Kennedy announced at the end of the hearings that the broadcasters will "have their day" in later hearings.

FCC debates limits on nonduplication

There's agreement that more AM-FM programming should be separate but Wiley and Robinson would go further than staff recommends

The FCC took up but left unfinished last week its rulemaking aimed at tightening up its AM-FM nonduplication rules. But the question troubling the commission was not whether to tighten but how much.

The present rule limits FM duplication of a commonly owned AM in a city of more than 100,000 to 50%. The staff has recommended reducing that amount to 25%, and, in addition, limiting AM-FM duplication to 50% in smaller cities, those with populations between 25,000 and 10,000.

Some commissioners, however, would go further. Commissioner Glen O. Robinson would limit duplication to 25% in all cities, at least those of more than 25,000 population, possibly even 10,000.

Chairman Richard E. Wiley is said to have indicated a willingness to go beyond

the staff's recommendation, but in two steps taken over a period of time. And officials said that a majority might be found for that approach.

The commissioners expressed a willingness to take a tougher stand than the staff had proposed after reviewing statistics on the amount of duplicated programming commonly owned AM-FM stations in cities of less than 100,000 are now doing.

The statistics indicate that many small-market stations apparently do not find substantial amounts of independent programming a hardship. In cities of between 25,000 and 50,000 population that are located outside of all Standard Metropolitan Statistical Areas, about half of 100 FM stations surveyed did no duplicated programming. The same was true of a substantial number of FM stations in cities of between 10,000 and 25,000.

It was that information, reportedly, that led Commissioner Robinson to suggest that the commission consider reducing the cutoff on the duplication restriction to communities of 10,000.

Some staff members, however, contend that no one can predict the economic impact of a ban on duplication on some stations. Accordingly, staffers are urging the commission to proceed by steps.

Citizen agreements are approved by FCC, but only if licensee prevails on responsibility

Policy statement demonstrates commission ambivalence: It wants to encourage dialogue; is fearful of hobbling stations

The FCC is continuing to take a gingerly approach in the matter of broadcaster-citizen agreements. Broadcasters are free to decide whether to enter into them, the commission indicated last week. But they had better not give up any of their responsibility in the process.

The FCC made that clear in a report and order in which it adopted a proposed policy statement governing broadcaster-citizen agreements it had issued in May (BROADCASTING, June 2). And it is reported to say essentially the same thing in a policy statement governing consultative agreements broadcasters reach with citizen groups. The latter was adopted tentatively, subject to some editorial changes.

The commission felt a statement on broadcaster-citizen agreements was needed after reviewing several it felt improper. Some commissioners felt the agreements restricted a broadcaster's freedom to operate a station in a manner he felt was in the public interest. Yet, the FCC was committed to the policy of encouraging citizens and broadcasters to maintain a dialogue as a means of heading

off petitions to deny license renewal, and it recognized that dialogues could lead to agreements.

Accordingly, the commission, in its statement, said that it was neutral on the question of such agreements. But it said that broadcasters who enter into them must retain responsibility for determining how to serve the public interest. The statement was adopted by a 7-to-0 vote, with Commissioner James Quello concurring in the result.

The commission intends to limit its review of the agreements, and then only to those that are written. It said it will review them only to determine if they improperly delegate nondelegable licensee responsibilities, improperly bind the future exercise of a licensee's discretion, and comply with the law and commission rules.

But the commission said that agreements constituting proposals of future performance and filed with a renewal application will assume the status of representation to the commission, and will be treated as such.

The commission will advise parties of agreements it feels are improper, and give them an opportunity to modify them. But where it finds evidence that a party has abused the agreement processes or has acted in bad faith, the commission said, it will take "appropriate action."

Any agreement that is committed to paper will be another document to be filed in a broadcaster's public file. The commission adopted a rule requiring such filing; it said the agreements might be of interest to those living in the station's service area.

The commission warned against the execution of agreements purporting to prevent the filing of a petition to deny renewal; it said it could not accept them. It will, however, accept one aimed at resolving problems that might otherwise generate a petition to deny.

The document dealing with consultative agreements with citizen groups is an outgrowth of concern over the possibility citizen groups would use the leverage of a petition to deny renewal to obtain favorable financial agreements.

The commission is said to recognize the possibility of such a danger, but to feel that it cannot protect a broadcaster against every possible situation. It will regard such agreements, under which groups aid sta-

tions in, say, determining the needs and interests of a community, as private contracts like any others broadcasters sign. And the commission will not require that such agreements be filed.

However, it evidently cannot rule out the possibility of citizen groups seeking to pursue private financial interests rather than the public interest. The commission is expected to say that if it determines such agreements are needed for public information, it will require that they be filed.

An unrelenting Arthur Taylor tells Hollywood family viewing's here to stay

CBS president accentuates the positive in Hollywood; on home turf of harshest critics CBS president defends restraints, claims 30% drop in TV violence

Arthur R. Taylor, president of CBS Inc. and foremost advocate of family-viewing time on television, faced some of that concept's severest critics last week and told them they were mistaken.

Changes typified by the concept are not a threat to creativity but a challenge to become even more creative, Mr. Taylor told a Thursday luncheon of the Hollywood Radio and Television Society, whose audience included some of the producers and talent who are fighting the concept in court.

The family-viewing principle is a positive sign of the maturity and responsibility of TV broadcasters, he said. So, he added, is the finding in a CBS study that the depiction of violence in prime time on the three TV networks is down 30% this year (BROADCASTING, Dec. 8).

"These and other efforts to make television even more responsible and more responsive to the needs of our society will continue," Mr. Taylor said.

"To some extent," he asserted, "our industry has not met its responsibilities as fully as it should. We cannot escape the

Push them back. Spokesmen for all three networks said last week that they would probably start the 1976-77 prime-time season on Sept. 27, which would be two weeks later than usual. In addition, they said the networks would make every effort to lock up their schedules as early as mid-March, or as much as five weeks earlier than last year's fall-schedule announcements.

"There's a great deal of legitimacy in the complaints of the producers and program suppliers," said Robert Wood, the president of CBS-TV, "that they don't have enough lead time to get the kind of quality they want in their episodes." He added that CBS is hoping to have all of its pilots completed by early March so that the schedule can be announced by March 15.

ABC sources said ABC would be shooting for an April 1 deadline for firming up its fall schedule. NBC sources, not as specific as the other two networks, said that imposing a pilot deadline of March 1 might force suppliers to rush to meet what would amount to an arbitrary date. But NBC would still like to get its fall schedule on the street three or four weeks earlier than it did last year, these sources added.

fact that many people believe that television entertainment has too often been characterized by a sameness, a reliance on stale formulas and on an overuse of violence. But we have recognized that change is the law of the creative process—as it is the law of life. As a result, television is changing.

“This change has been seen by some as a threat to creativity. It is not. It is evidence of the exercise of an even greater broadcaster responsibility over programming. It will stimulate talented individuals to greater heights of creativity, by limiting such easy attention-getting devices as brutality or back-room humor. Indeed, there are already signs that it is beginning to inspire the rechanneling of the tremendous creative effort that exists in this industry into healthy new areas of drama and humor.”

All of this is particularly important, he said, because so much television viewing is done by family members together. “When the family gathers and operates as a unit,” he continued, “when choice is a family one and not an individual one, then we have an obligation to program in a manner responsive to the needs, the tastes, the interests of that entire group.”

Mr. Taylor continued:

“The ultimate act of creativity is to create drama and humor that is broad in its appeal and also responsible. There is a desperate need in this country for humor that is not divisive but unifying . . . And what we must continue to strive for is material that reveals not a contempt for the audience, but a respect for it.

“There is also a need for action and adventure that do not espouse and elevate brutality or sadism. Despite the appetite for violence among certain segments of the public, we must discover new and imaginative approaches for sustaining action, adventure and jeopardy without resorting to brutality.

“For I believe that it is our mission and our responsibility to do more than what has been done before. We must be aware of and respond to the need for new people with new ideas, as well as to inspire and encourage the best from those of proven talent. We must be aware of the need to experiment and to find themes that are entertaining and contemporary without diminishing our standards or those of our audience. And we must do all this with respect for the moral values of millions of American families: To do this, we must be eager to recruit new talent. We must be willing to finance their efforts. And we must understand that perhaps only one out of 10 such efforts will work.”

Innovations, Mr. Taylor said, sometimes must be “borne at the short-term expense of company or industry profits.”

“This is vital to all of us,” he said, “for this country is committed to a free and independent broadcasting system—one whose acceptance and success are determined by the viewing audience. And in that situation, the maintenance of the public consensus for free broadcasting is in the interest of us all.”

More bad news than good in KMG's reading of second-season tea leaves; 70% to fail

The TV program department of Ketchum, MacLeod and Grove predicted last week that 12 of the new second-season shows on the networks' schedules would flop before the winter is out.

Conversely, the agency, in its special intra-industry report, a copy of which was made available to BROADCASTING, said that only five of the new series would chalk up ratings high enough to guarantee their survival into next fall. (CBS added its new sitcom *Popi* too late for the agency to include that show in its forecast.)

KMG said the Danny Thomas/MGM-TV sitcom *The Practice* (NBC-TV, Friday, 8:30-9 p.m., NYT) would probably end up with the highest share among the new second-season shows because it's sandwiched between NBC's highest-rated comedy, *Sanford and Son*, and its highest-rated melodrama, *The Rockford Files*.

One other NBC program that KMG says will make it is the MGM-TV cop series *Jigsaw John* (Monday, 10-11 p.m.), which will “pick up the available male audience” opposite CBS's *Medical Center*.

ABC has scheduled two new second-season programs, according to the agency, that should appeal to mass audiences, Paramount Television's *Happy Days* spinoff, *Laverne and Shirley* (Tuesday, 8:30-9 p.m.), and Universal's *Six Million Dollar Man* spinoff, *The Bionic Woman*. *Laverne and Shirley* is “absolutely hilarious,” says Ketchum's report, and about *The Bionic Woman* it says the show will take “significant audiences” away from CBS's *Tony Orlando and Dawn* variety hour.

The only new CBS show that passes the agency's muster is Norman Lear's *One Day at a Time*, which the report calls “a well-done comedy . . . with an attractive lead, Bonnie Franklin.”

The 12 predicted failures, and the share figure the agency expects them to get, are: ABC's movies and special events (Monday, 8:30-10 p.m.; 27 share); *Rich Man, Poor Man* (ABC, Monday, 10-11 p.m.; 27 share); *The Rich Little Show* (NBC, Monday, 8-9 p.m.; 25 share); *City of Angels* (NBC, Tuesday, 10-11 p.m.; 29 share); *The Blue Knight* (CBS, Wednesday, 10-11 p.m.; 27 share); *The Dumplings* (NBC, Wednesday, 9:30-10 p.m.; 26 share); *Grady* (NBC, Thursday, 8-8:30 p.m.; 20 share); *The Cop and the Kid* (NBC, Thursday, 8:30-9 p.m.; 22 share); *Donnie and Marie* (ABC, Friday, 8-9 p.m.; 23 share); *Sarah* (CBS, Friday, 8-9 p.m.; 19 share); *Almost Anything Goes* (ABC, Saturday, 8-9 p.m.; 24 share); and *Superstar* (ABC, Saturday, 10-11 p.m.; 25 share).

Of returning shows that the networks have installed in new time periods, the agency report says seven will succeed and six will fizzle out. The seven that will make

it, and their predicted shares, are: *M*A*S*H* (CBS, Tuesday, 9-9:30 p.m.; 34 share); *Police Woman* (NBC, Tuesday, 9-10 p.m.; 30 share); *Chico and the Man* (NBC, Wednesday, 9-9:30 p.m.; 31 share); *Welcome Back Kotter* (ABC, Thursday, 8-8:30 p.m.; 30 share); *Barney Miller* (ABC, Thursday, 8:30-9 p.m.; 31 share); *Hawaii Five-O* (CBS, Thursday, 9-10 p.m.; 31 share) and *Police Story* (NBC, Friday, 10-11 p.m.; 31 share).

The six that are likely to fall by the wayside are: *On the Rocks* (ABC, Monday, 8-8:30 p.m.; 26 share); *Joe Forrester* (NBC, Monday, 9-10 p.m.; 28 share); *Switch* (CBS, Tuesday, 10-11 p.m.; 29 share); *Barnaby Jones* (CBS, Thursday, 10-11 p.m.; 29 share); *60 Minutes* (CBS, Sunday, 7-8 p.m.; 18 share); and *Ellery Queen* (NBC, Sunday, 8-9 p.m.; 27 share).

The Ketchum report indicates that as many as eight additional holdover series will fall into the sub-survival category once the second-season is under way. These eight are: *Movin' On* (NBC, Tuesday, 8-9 p.m.; 29 share); *Tony Orlando and Dawn* (CBS, Wednesday, 8-9 p.m.; 26 share); *Petrocelli* (NBC, 10-11 p.m.; 26 share); *NBC Thursday Night at the Movies* (9-11 p.m.; 28 share); *The CBS Friday Movie* (9-11 p.m.; 28 share); *S.W.A.T.* (ABC, Saturday, 9-10 p.m.; 26 share); *The Sonny and Cher Show* (CBS, Sunday, 8-9 p.m.; 26 share); and *The NBC Sunday Mystery Movie* (9-11 p.m.; 28 share).

Many-splintered reasons for Nielsen ratings drop still elude researchers

A lot of little things probably contributed to this year's decline in the A.C. Nielsen Co.'s network TV ratings, but the hunt for the real culprit—or culprits—is still on.

Network research executives and Nielsen sources appear to be substantially agreed, at least tentatively, that factors such as the following could have had some bearing on ratings levels:

■ The number of homes in the Nielsen sample showing no viewing at all has been higher this year than last. This may be attributable at least in part to a higher number of homes with sets out of order or out of home for repairs.

■ The sample's proportion of childless homes—which historically do less TV viewing than homes with children—is higher this year. Nielsen sources say the sample is now more in line with U.S. census data, however. (The sample is drawn by geographic area and then consists of whoever occupies—or moves into—those addresses.)

■ There has been a decline, said by some sources to be large, in the amount of viewing done by new homes in the sample this year as compared with sample homes that were held over from last year. This, it was said, could reflect the increase in childless homes and also a tendency of new households to be younger as well as smaller. (Nielsen intentionally replaces

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about 20% of its sample each year, according to Nielsen sources. In addition, 10%-12 of the sample families, move on to other homes, so that annual turnover is around 30%-32%. Some sources say this year's turnover is substantially higher than that.)

Nielsen authorities say these factors could have contributed to some of the network ratings decline but could not by any means account for the whole thing. They also rule out changes in meters and associated hardware, field operations and data processing as being significant contributors.

Beyond that, Nielsen sources contend that local measurements in their two metered markets, New York and Los Angeles, show a decline in total TV usage this year, and that their national diary sample does too. They concede that their first local reports for the new season, covering 23 major markets measured in October, show an uptrend in viewing contrary to the network trend, but they also contend that comparing local and national reports is an "apples and oranges" comparison.

Network sources insist, however, that there has been no real dropoff in network viewing and the network researchers are studying volumes of data that Nielsen supplied 10 days ago in answer to their questions (BROADCASTING, Dec. 8). One said again last week he was still hopeful of finding a solution by the end of the year.

Cottone and FCC's Kehoe charge perjury

The FCC has been asked to request Department of Justice investigation into the possibility of perjury in connection with the conflicting sworn testimony of two commission officials—Administrative Law Judge Ernest Nash and Assistant General Counsel William A. Kehoe Jr.

The testimony was given last month in the hearing the commission is conducting on the professional conduct of attorney Benedict Cottone while representing KAYE (AM) Puyallup, Wash., in a renewal hearing before Judge Nash. The Cottone hearing is to determine whether the commission should take disciplinary action against him, including possible disbarment from practice before the FCC.

Mr. Kehoe testified—as he had in an affidavit he gave Mr. Cottone in May (BROADCASTING, June 2)—that Judge Nash had asked him to have himself assigned to the KAYE case so that they, acting together, could "get Cottone." Judge Nash denied the charge.

One request that the conflicting testimony be referred to the Justice Department was made by Mr. Kehoe. The other request, filed with the commission, was made by Mr. Cottone. He said that "there can be no doubt" that one of the commission officials committed perjury" and that "an immediate determination as to which one (it was) is crucial" is to his defense. He said it was imperative that the commission ask the Justice Department promptly to investigate the matter.

In Brief

■ **U.S. Supreme Court** agreed Friday to review orders of Nebraska state courts restricting news coverage of multiple-murder case that has attracted national attention on issue of free press-fair trial (BROADCASTING, Dec. 8). Court asked for briefs by Dec. 30. Three justices voted to stay gag rule: Thurgood Marshall, William Brennan, Potter Stewart. ■ Special House Rules Subcommittee on Broadcasting voted out resolution providing for six-month trial of **live broadcast coverage** of all regular House floor proceedings. Next stop: full committee next month. ■ Nielsen Television Index Audience Demographics Report for Sept. 29-Oct. 26 found average of **2.5 million children** aged 2 to 11 and 2.66 million aged 12-17 watching TV between 9 and 11 p.m., every night, after family viewing time. Among **biggest attractions** for 2-11 set: *Mary Tyler Moore Show* (CBS, Saturday, 9-9:30 p.m.), 5.21 million children; *The Rookies* (ABC, Tuesday, 9-10 p.m.), 4.89 million. Average audiences in family time, 7-9 p.m., include 5.18 million 2-11-year-olds, 3 million teen-agers. ■ CBS-TV will tape live Moscow performance of **Bolshoi ballet** in Prokofieff's "Romeo and Juliet" Jan. 23 for broadcast next summer, Robert D. Wood, CBS-TV president, announced. Mary Tyler Moore will provide narration. (Miss Moore, at luncheon where ballet plan was announced, affirmed intention to quit her CBS-TV Saturday-night show at end of 1976-77 season. Viacom is pre-selling Moore show in syndication for release in fall, 1977.) ■ FCC has rejected request by Open Channel, New York City citizen group, for ruling that cable television systems can meet **public-access obligations** by providing financial assistance for production of access programming. ■ Federal court in Los Angeles set April 6 for **trial of antitrust suit** against FCC, National Association of Broadcasters, and TV networks, filed by Hollywood guilds and production companies over family viewing time (BROADCASTING, Nov. 3). ■ **RCA domestic satellite** with 24 responders launched Dec. 12, targeted for customer use by March. ■ Screen Actors Guild, American Federation of Television and Radio Artists **continued talks** on day-to-day basis last week with advertisers and agencies after postponing Dec. 7 deadline for strike against TV commercial production. ■ **Xerox Corp.**, Stamford, Conn., has paid Harrison Salisbury, former *New York Times* editor-writer, \$40,000 fee and \$15,000 expenses for 23-page article, "Travels in America," to run in February *Esquire*. Deal is likened to sponsorship of TV specials. Xerox also is committed to \$120,000 in *Esquire* ad space in 1976. ■ **John H. Horne**, VP, management supervisor and corporate director of new business, Kenyon & Eckhardt, New York, elected senior VP and assistant to president. ■ **Robert A. Wilson**, general manager, noncommercial KERA-TV Dallas, resigns effective Jan. 1 to open advertising and consulting firm in Dallas. Mr. Wilson was once mentioned for presidency of Public Broadcasting Service ("Closed Circuit," Nov. 3). His new firm will have working arrangements with three New York enterprises, Paul Klein's Computer TV Corp., Herb Lubalin's graphics studio and Lawrence K. Grossman's advertising agency. (Mr. Grossman is now under consideration for PBS presidency.) ■ **William Milldyke**, senior European producer, ABC News, additionally named London bureau manager. ■ **Herbert Mendelsohn**, VP-marketing, ABC Record and Tape Sales, New York, elected president, succeeding Michael Mallardi, elected VP, chief financial officer and treasurer ABC Inc. (see page 66). **R.A. Harlan**, VP-operations, ABC Record and Tape Sales, elected to new job, executive VP. ■ CBS correspondent **Don Webster** and freelance cameraman **Bill Mutschmann** released after suffering what Mr. Webster described as harsh treatment while detained in Angola (BROADCASTING, Dec. 8).

Headliners



Schwartz

Walter A. Schwartz, formerly president of ABC Leisure II and of ABC Television, appointed president of Blair Television, New York, succeeding **Don Saraceno**, who has resigned to become general manager of Blair-represented KCRA-TV Sacramento, Calif. **James R. Kelly**, VP and manager of Blair Television's spot development division, named VP and general sales manager of Blair Television, succeeding **Oliver T. Trittler**, who has resigned. Mr. Trittler has not announced his future plans.

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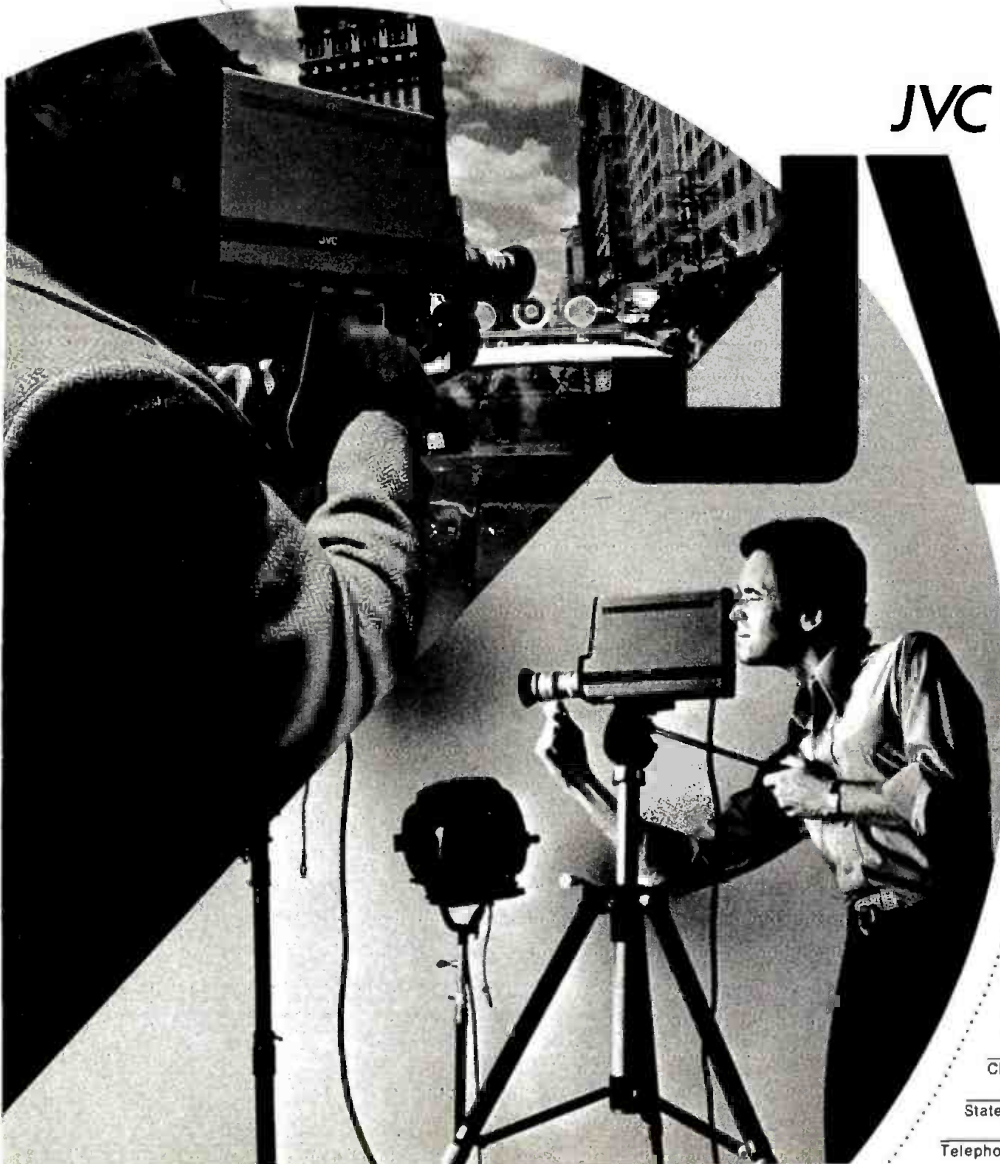
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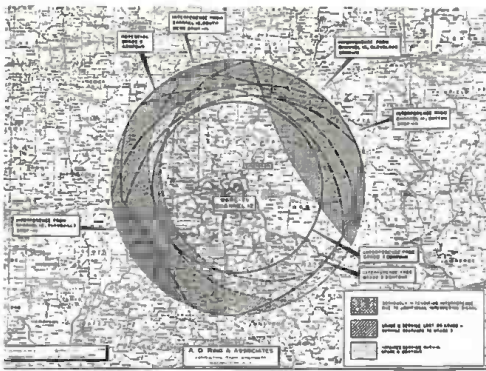
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In one case. This is a close-up view of the kind of interference the Association of Maximum Service Telecasters' consulting engineers say drop-in VHF channel will cause an existing station to which it would be shortspaced. The interference is represented by the shaded areas.

Media

AMST sees V drop-ins as blighting TV service

OTP's design for 88 new stations is denounced as blueprint for destructive interference

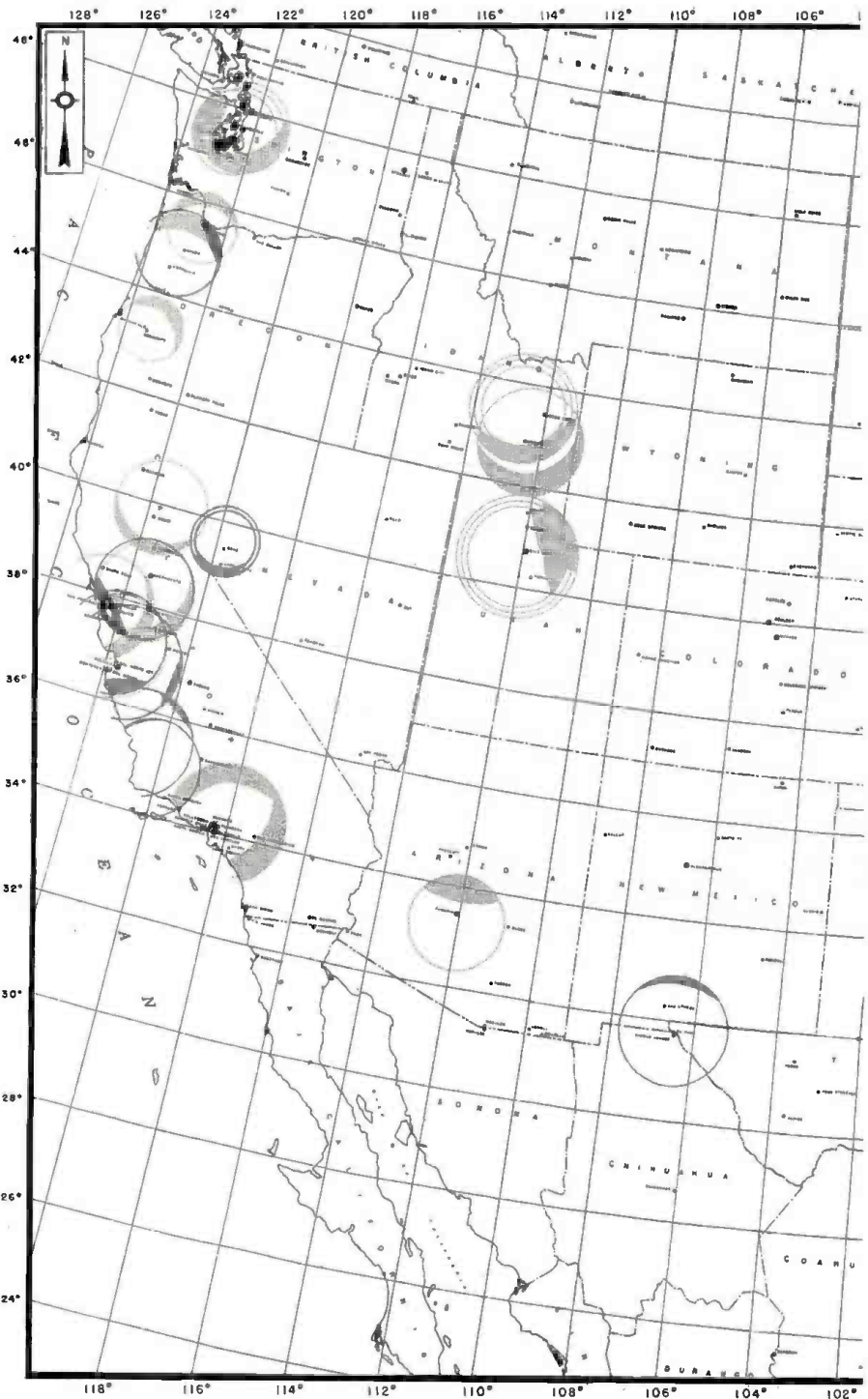
The Association of Maximum Service Telecasters will file a salvo of three heavy volumes this week in a major attack on the proposal that the FCC add 88 short-spaced VHF drop-ins in 51 of the top-100 markets.

The proposal, based on studies by the Office of Telecommunications Policy, was advanced principally by the United Church of Christ.

But AMST, composed of VHF and UHF stations operating at maximum power and traditionally opposed to any reduction in the station mileage separations specified in the commission's table of allocations, believes that the proposal, if adopted, would wreak havoc in the development of UHF television and would result in serious interference to existing VHF stations while permitting the establishment of stations that would be limited to providing minimal service, less than that available from UHF stations.

AMST will file its comments in the commission inquiry sparked by UCC's petition for inquiry on Tuesday, the deadline for filing. And they will consist of two volumes backed by a third containing an engineering statement and maps.

The UCC proposal is based on the second of two drop-in studies done by OTP, one premised on a reduction in co-channel separations by as much as 20%, using directional antenna and frequency offset as allocations tools, and on the use of specific sites for each of the 88 proposed drop-ins.

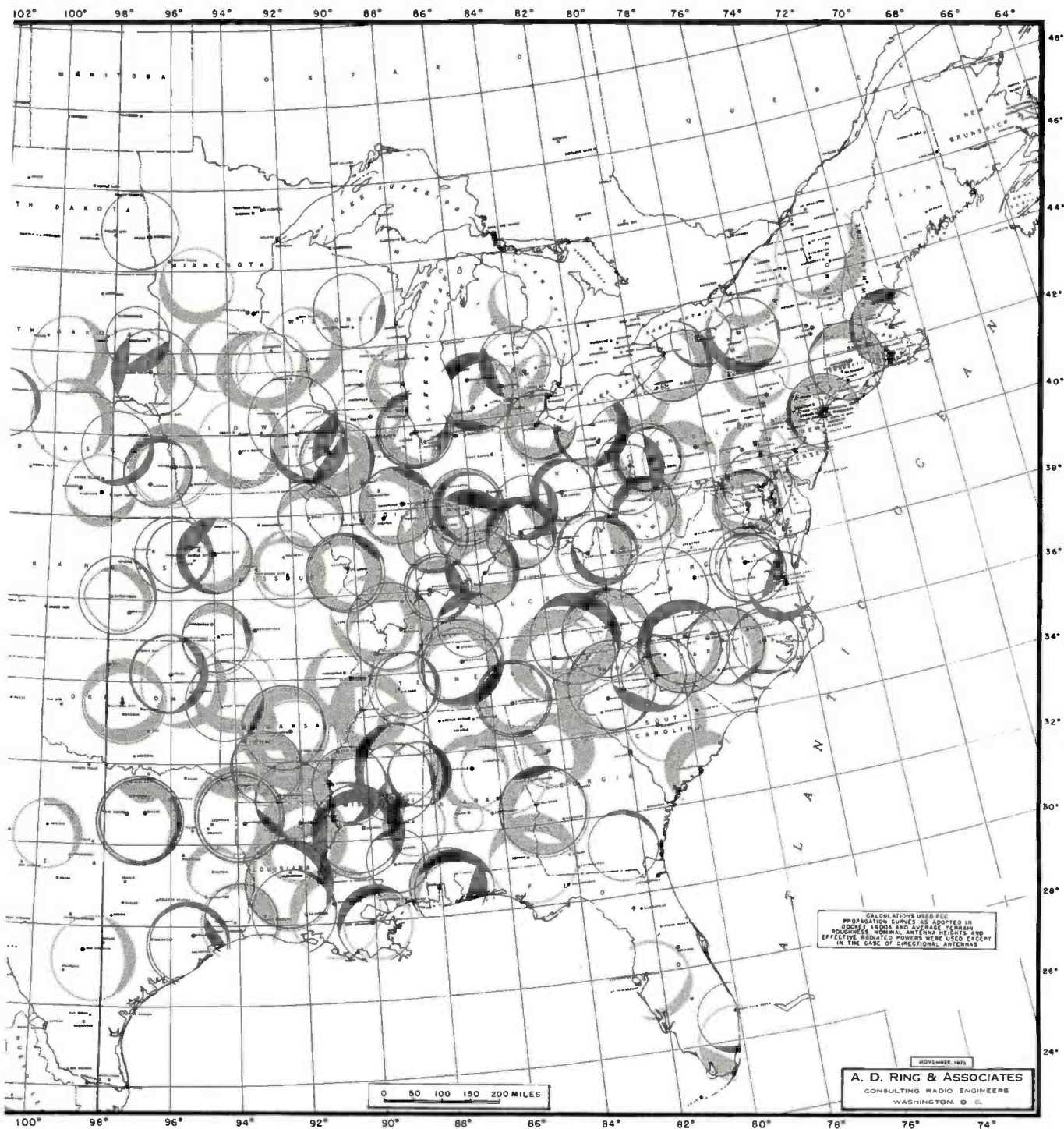


What it could do. This map depicts what the Association of Maximum Service Telecasters' engineering consultants say will be the impact on existing service of the proposed drop-in of 88 short-spaced VHF channels. The circles represent the grade B con-

AMST, which contends the commission's existing table of allocations is based on engineering standards that remain sound today, 23 years after the table was adopted, warns that existing television service would be seriously interfered with by the "radical departure" from fundamental allocations and separations policies" the proposal represents. It notes that there has

not been a VHF drop-in in the continental U.S. since adoption of the table; the proposal would result in 88 channels short spaced to 257 stations, allocations and construction permits.

AMST lays major stress in its comments on the blighting effect it says adoption of the drop-in plan would have on the development of UHF. Years of work by the



tours of existing VHF stations, and the blacked-out areas are where loss of service would occur as a result of dropped-in stations. The existing stations represented include those that would not be short-spaced to the drop-ins as well as those that would be.

commission, supported by Congress in 1962 in the enactment of all-channel receiver legislation, to aid UHF, would be eroded, AMST said. Yet, it adds, UHF development is "vital to the interests of minority and female ownership, expanded public television, a fourth commercial network and greater programming diversity—the goals in whose name the VHF drop-in

proposals are misguidedly advanced."

AMST also says that the drop-in proposal flies in the face of the experience the commission has gained with allocations in the AM band. That experience teaches that "a system of television allocations based on demand would result in an inefficient use of spectrum"—that more assignments can be made and more service pro-

vided if allocations are made on the basis of an over-all system.

Indeed, AMST contends that the proposal would not only deprive many millions of viewers of existing VHF service and impair the service of millions of others, but would provide for stations that, because of interference from stations to which they would be short-spaced, would be limited to providing minimal service—if any. AMST says that the antennas of some of the new stations would be located so far outside the city of license they would not put a city grade signal over it

and that antennas of other new stations would be located on the other side of a city from the antennas toward which the homes' receiving antennas are oriented.

U's still sheltered against V expansion

In two cases FCC rejects VHF attempts to extend contours in U territory

In two decisions last week, the FCC indicated that its UHF protection policy outweighs its encouragement of VHF stations to provide maximum coverage.

The commission's UHF protection policy, initiated in 1960, imposed nearly an across-the-board prohibition against VHF expansion into TV markets where UHF stations are operating or channels assigned. Last week, the commission said that although it had relaxed UHF protection, the policy was still applied "on an ad hoc basis." The commission noted that where the likelihood of injury from VHF expansion is minimal—not substantial, as it determined in the two cases last week—a decision would be made on whether the public interest was best served by protecting potential UHF growth or expanding VHF service.

One of the commission's actions last week involved the reversal of two earlier

Review Board decisions that would have allowed WBTW(TV) Florence, S.C., to relocate its VHF transmitter and increase its antenna height to enlarge its service area. The commission concluded that improvement of the Daily Telegraph Printing Co.'s station would have a "substantial adverse impact" on WRDU-TV, a three-year-old UHF facility owned by Triangle Telecasters Inc. and located in Raleigh-Durham, N.C.

WRDU-TV's grade B signal contour covers about half of Cumberland county, N.C., and all of the city of Fayetteville. If WBTW(TV) were allowed to make the requested facility improvements, it would for the first time place a grade A signal over the city and a grade B signal or better over the entire county.

The FCC Review Board had approved the VHF facility changes earlier, saying that since the two stations involved had different network affiliations, they were not in direct network competition and any increase in audience ratings or sales for one would not come at the expense of the other. After the commission remanded the decision for a reopening of the record in March 1973, the Review Board held to its earlier decision. Triangle Telecasters requested the FCC to rule on the board's decision again last January.

The second case denied by the FCC last week involved the request by four Charleston, S.C., VHF licensees for remand from the U.S. Court of Appeals of a case involving construction permits to

move their respective transmitters to a common site and to use a tall tower.

Their request had been denied by the commission in May 1973 after the FCC administrative law judge determined UHF development existed in five markets within the VHF gain areas, particularly the Florence, S.C. market. The judge ruled the strengthened VHF signals of WCBD-TV, WCIV(TV), WCSC(TV) and noncommercial WITV(TV) would eliminate the UHF potential at Florence. He denied the applications.

The four tall-tower applicants had requested the FCC to petition the court for remand of the proceeding, since they contended there was no realistic prospect for a commercial UHF station to survive in the Florence market. The commission saw "no cogent reason" for seeking remand for the court and denied the petition.

Changing Hands

Announced

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

■ **KOFY(AM)** San Mateo, Calif.: Sold by Spanish Broadcasting System Inc. to Radio Espanol Inc. for \$800,000 which includes noncompetition covenant. Principals in seller are F.T. Crennan (20%) and H. Scott Killgore. Mr. Killgore also has interests in **KUAM-AM-FM-TV** Agana, Guam, and **ZBVI(AM)** Tortola, British Virgin Islands. Buyer's principals are Robert W. Day (32%), Douglas J. Pledger (32%) and Jess J. Carlos (26%). Messrs. Day and Pledger are executives in California public relations-advertising firms and Mr. Carlos own tax and immigration consulting firm and is vice president-station manager of **KOFY**. **KOFY** is 1 kw daytimer on 1050 khz.

■ **WRRR(AM)** Rockford, Ill.: Sold by Radio Rockford Inc. to Miller Broadcasting Inc. for \$500,000. Sole owner of seller is Alan H. Cummings who also owns **WNAM(AM)** Neenah-Menasha, Wis., **KARR(AM)-KOPR-FM** Great Falls, Mont., and recently sold, subject to FCC approval, **WTLN(AM)** Evanston, Ill. (**BROADCASTING**, July 28). Principal in buyer is Howard Miller, **WIND(AM)** Chicago air personality and former owner of **WGIL(AM)** Galesburg, Ill., **WFOX(AM)** Milwaukee (now **WNOV**) and **WGEZ(AM)** Beloit, Wis. **WRRR** is 1 kw daytimer on 1330 khz. Broker: John D. Stebbins Co.

■ **KALO(AM)** Little Rock, Ark.: Sold by Arkansas Broadcasting Corp. to Ron Curtis for \$300,000. Principals in seller are Bernard Mann and Gilbert Gans who also own **WNOS-AM-FM** High Point, N.C., and recently sold, subject to FCC approval, **KEZQ(FM)** Little Rock (**BROADCASTING**, Nov. 24). Mr. Gans has interests in **KQAM(AM)-KSAQ(FM)** San Antonio, Tex.; **KVFM(FM)** San Fernando, Calif., and **KITT(FM)** San Diego. Buyer is principal in **KLAZ(FM)** Little Rock and owns Ron Curtis and Co., communications executive search firm. **KALO** is on 1250 khz with 1



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kw day, 500 w night. Broker: Cecil L. Richards Inc.

■ **WROL(AM)** Knoxville, Tenn.: Sold by WROL Inc. to Radio Knoxville Inc. for \$290,000. Seller is owned equally by Frank E. Pellegrin, Samuel P. Thrower and Carlin S. French estate. Mr. Pellegrin also is principal in WTLV(TV) Jacksonville, Fla., and Mr. Thrower owns Clinton, Tenn., CATV franchise. Principals in buyer are Robert G. Blow and son, Robert B., who both have interests in WJAK(AM) Jackson, Tenn. WROL is on 1490 khz with 1 kw day, 250 w night.

■ **WDHK(FM)** Wilmington, Ohio: Sold by Clinton County Broadcasting Corp. to Richard Jones and William Jefferay for \$80,000 and assumption of liabilities. Principals in seller are Herbert E. and Ann M. Shaper who have no other broadcast interests. Buyers also own WCBT(AM) Roanoke Rapids, N.C. WDHK is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Cecil L. Richards Inc.

Approved

■ Sales approved by the FCC last week include: **WARI-AM-FM** Abbeville, Ala.; **WCTA-AM-FM** Andalusia, Ala.; **WPRJ(AM)** Parsippany-Troy Hills, N.J.; **WMAP(AM)** Monroe, N.C.; **KCFH(AM)** Cuero, Tex.; **KAWA(AM)** Waco-Marlin, Tex.; **WFON(FM)** Fond du Lac, Wis. (see page 69).

Second FM hopeful doesn't want to be fenced in

The fact that there is no noncommercial FM space left in the Washington, D.C., area hasn't stopped groups from applying there. They want the FCC to let them slide down to 87.9, below the 88.1 mhz bottom of the FM band.

First there was the University of Maryland who wanted the new spot (BROADCASTING, Dec. 8). Now there is a second applicant for what is really part of the audio frequency of TV channel 6.

Operation Outreach is a nonprofit, educational organization that filed a petition for rulemaking to add the lower space to FM's noncommercial section. It proposes to operate a 10 watt station that would serve as a free training center for ghetto youths in the "rudiments of radio programming, writing, production" and performing.

Busy signal. FCC Chairman Richard E. Wiley and the other members of the commission's road show who went West last month provided ktvu(TV) Oakland, Calif., with a highly successful call-in show (BROADCASTING, Nov. 24). The dimensions of the success were measured not only by the 1,000 calls that were received at the station during the two-hour program, but ktvu informed the commission last week, the 47,404 calls that could not get through. The station said the local phone company provided that information.

NAB will split radio and TV at '76 convention

Segregated programs announced; sessions on radio management, programming and sales expected.

Executives of the National Association of Broadcasters and the Radio Advertising Bureau, following a joint meeting in New York last week, announced agreement on what will be in effect a separate convention program for radio broadcasters at next year's annual NAB convention March 21-24 in Chicago. The two groups agreed on a plan that will provide "substantial" convention revenues for RAB, an NAB spokesman said. RAB officials declined to elaborate on the joint announcement but it seemed clear that they considered the new agreement satisfactory.

Other sources tended to regard it as a major step toward giving radio what many of its leaders say they want—a convention that does not seem to be dominated by TV.

There seemed little doubt that the RAB board's task force on radio identity, which helped develop the plan with NAB, would no longer be concerned with one of the first questions that had been assigned it—whether radio might not be better off

holding its own national convention apart from NAB.

But it was considered likely that some of the potential features of such a convention—in-depth sessions on radio programming and on radio sales and management, for example—would be incorporated in the radio sessions of the 1976 NAB convention.

NAB is contemplating making a similar cooperative arrangement with the Television Bureau of Advertising, the NAB spokesman said.

With few exceptions radio and television broadcasters will be segregated during convention session. The two groups will come together, according to the plan, for a brief opening assembly, for a Tuesday luncheon with FCC Chairman Richard Wiley speaking and for an FCC panel discussion.

Following the meeting Wednesday NAB President Vincent Wasilewski and RAB President Miles David issued a joint statement that said: "Following our successful NAB-RAB regional radio conventions, we believe coordinated efforts will build the most useful possible, professionalism-oriented radio sessions at the national convention. Radio broadcasters want and will get content targeted to their own needs and entirely separate, except in some governmental subject areas, from TV sessions."

Participants in the meeting were Harold Neal Jr., of ABC Radio and RAB chairman

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Those responsible. Holding the chart that maps the new look for the NAB national convention are the men who approved it in New York last week. They are (l to r): NAB Chairman Wilson Wearn of Multimedia Broadcasting; NAB President Vincent Wasilewski; NAB Executive Vice President Burns Nugent; Dwight Case of RKO Radio and chairman of RAB's task force of radio identity; RAB Chairman Harold Neal of ABC Radio; RAB Executive Vice President Robert Alter; RAB President Miles David; Harold Niven, NAB vice president for planning and development, and NAB Executive Vice President James Hulbert.

Wilson Wearn, of Multimedia Broadcasting and NAB chairman; Dwight Case, of RKO Radio and chairman of the RAB task force on radio identity; Robert Alter, RAB executive vice president; James Hulbert and Burns Nugent, NAB executive vice presidents, and Harold Niven, NAB vice president for planning and development.

Specific plans for the convention sessions will be announced later pending approval of the NAB convention committee.

TV chiefs think medium is going to be around for quite a while

NAB polls executives at regionals on comments by industry leaders on television's future: majority feel it will be on the top in 1990, despite serious threat by pay TV

Most television executives who attended the National Association of Broadcasters six fall conferences around the country this year believe pay cable is the greatest threat to the economic foundation of TV broadcasting, but most also think television broadcasting will still be the dominant medium in 1990.

The TV executives offered those and other opinions in response to statements recorded by 19 prominent figures and played back at the fall TV seminars by the NAB staff (BROADCASTING, Oct. 13). The executives' feelings were registered on ballots that asked them to strongly agree, agree, abstain, disagree or strongly disagree with particular pronouncements by the experts. The responses were released last week.

The broadcasters were read the following statement, for example, by Everett

Erlick, senior vice president and general counsel for ABC: "I have seen only one issue whose resolution could undermine the economic foundation of our industry. That is pay television generally and, particularly pay cable." There were 218 who either strongly agreed or agreed with that; 21 disagreed; four had no opinion.

Of those answering, 212 agreed and 18 disagreed with BROADCASTING Editor Sol Taishoff, who forecast: "Television broadcasting will still be the dominant medium in 1990." Fifteen had no opinion.

Among the other opinions and responses:

"Satellite pay TV networks are inevitable because the American people want it that way" (Gerald Levin, president, Home Box Office Inc., New York): 58 agreed; 180 disagreed; nine had no opinion.

Direct satellite-to-home transmission "would be fatal to the local stations" and should not be allowed (Kenneth Cox, former FCC commissioner, now with the Washington law firm, Haley, Bader & Potts): 216 agreed; 22 disagreed; three had no opinion.

"I believe that values of television properties will be higher five to 15 years from now, largely due to continued growth of television and inflation" (James W. Blackburn Sr., Blackburn & Co., Washington, brokers): 182 agreed; 47 disagreed; 14 had no opinion.

There will be widespread use of recorded video in the home, in the form of disks and tape (Dr. Robert Adler, vice president Zenith Radio Corp.): 110 agreed; 121 disagreed; 14 lacked opinion.

There will be a fourth network made up of UHF and independent stations in the future (Richard C. Block, chairman, Council for UHF Broadcasting, Washington): 91 agreed; 124 disagreed; 29 had no opinion.

In the future there will be recording devices in the home enabling people to record and play back programs at times

most convenient to them (Newton Minow, former FCC chairman, now with the Chicago law firm of Sidley & Austin): 150 agreed; 78 disagreed; 19, no opinion.

"The consensus for free broadcasting in the United States is decreasing" (Arthur Taylor, CBS president): 151 agreed; 71 disagreed; 20 had no opinion.

On Mr. Taylor's argument in favor of family viewing time, 134 agreed; 94 disagreed; 17 had no opinion.

The responses of the TV broadcasters would suggest their opinions are least certain on the technical future of television. Asked to respond to Dr. Adler's prediction that the industry will improve the present 525-line picture resolution standard by the year 1990, 69 offered no opinion (142 agreed and 35 disagreed). Joseph Stern of Stern Communications Corp., New York, and Dr. Herbert Elion of Arthur D. Little Inc., Cambridge, Mass., both predicted growth in the use of glass fiber wiring in major cities that would revolutionize TV, but the prediction drew a blank from the broadcasters, 96 of whom had no opinion (120 agreed, 27 disagreed). Furthermore, 60 of the broadcasters offered no opinion on a question about multipoint distribution services and 58 had nothing to say about broadband communications.

FCC will be taking a hard look at station methods of accounting

Commission set to spend \$110,000 to analyze broadcast bookkeeping; some rules may result as agency worries it's getting bad information; also planned is research into size of clear-channel audiences

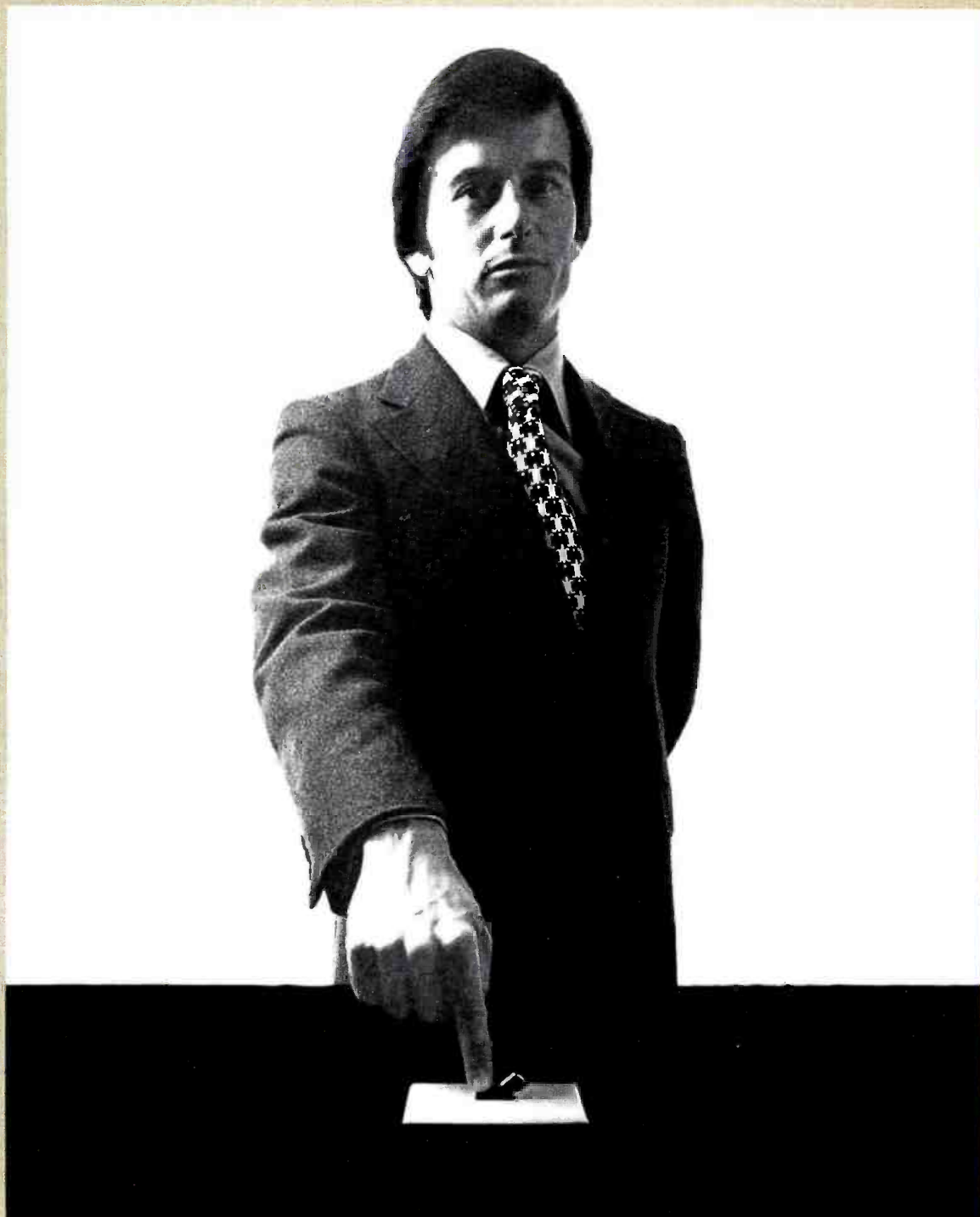
The FCC has authorized a study that could lead to rules requiring broadcasters to change their bookkeeping methods. The study will involve a review of the accounting practices broadcasters follow in filing 324 financial reporting forms, and reflects the commission's concern that, in adopting many of its policies and rules, it has based decisions on faulty financial data.

At present, broadcasters are not required to observe a standardized system of accounting as are many regulated industries. Commission officials do not expect such a system to be adopted following the study, but they indicate some changes may be required and that "some structure may be imposed" on the manner in which broadcasters keep their books.

Officials note that broadcasters can affect their "bottom line" by the manner in which they treat various items—trade-outs, for instance. "So the commission is making important decisions on a mass of inconsequential information," said one staffer last week. "We don't really know the financial health of the industry."

The study, for which a contractor has

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not yet been selected, will cost most of the \$110,000 that the commission has appropriated for three research projects. The other two involve developing techniques for forecasting demand for international telecommunications and an evaluation of a U.S. Independent Telephone Association investigation of the effects of competition.

Officials say the study of the broadcasters' accounting methods is expected to be completed within 12 months, and will involve a random sample of the accounting practices followed by as many as 30 stations. The study is designed to determine what the commission needs in the way of information and the practices of the industry, and how the latter can be redesigned to be more compatible with the former.

One other major project expected to be approved soon involves a study of the size and extent of the audience for clear-channel stations. This would be done by the American Research Bureau and would provide data that would be considered in the inquiry into the future of the clear channels that the commission initiated two weeks ago (BROADCASTING, Dec. 8). The cost of the study would depend on how it is designed, but the Broadcast Bureau is said to have requested \$120,000. Another study dealing with the clear-channel issue has already been completed—the degree to which FM serves areas that do not receive primary AM service.

Media Briefs

Unafraid. Ronald Reagan appeared on TV in Louisville, Ky., as professor in 1952 movie, not as political candidate, but according to FCC, WDRB-TV is subject to equal time requirements. Station Manager Elmer Jaspán said he knew of FCC ruling and ran "She's Working Her Way Through College" anyway since it had been booked months ago and contract had almost expired. He said there have been no requests for equal time from President Ford and Democratic candidates and that he really didn't expect any.

Knocked out. WHLI(AM) Hempstead, N.Y., was off air 7:15 a.m.-4 p.m. Dec. 4 after vandalism to transmitter building. Main transmitter was "smashed beyond belief," said Vice President Steven Godofsky and auxiliary transmitter for sister WIOK-FM was slightly damaged. Repairs tagged at \$50,000. Auxiliary transmitter enabled 10 kw AM to return to air with 1 kw power.

Looking to '79. FCC will consider establishing Citizen's Radio Advisory Committee in addition to six other broadcast groups to study spectrum needs and develop U.S. policy for 1979 General World Administrative Radio Conference. Meeting for interested parties is scheduled for 9 a.m. today (Dec. 15) in room 8109, 2025 M Street, N.W., Washington.

To court on WNYC. Network Project, New York-based public interest group, has appealed FCC's partial denial of its petition to deny renewal of New York City's

licenses for WNYC-AM-FM-TV. Project has urged denial on number of grounds but commission deferred renewal for 30 days only to obtain additional information on stations' EEO.

Alleged sins of parent heaped on head of WNAC-TV

Challenger for Boston channel 7 charges GT&R had improper dealing with foreign officials

General Tire & Rubber Co., owner of 16 AM, FM and TV stations, was accused last week of a pattern of corrupt dealings with officials of foreign countries that included bribery through an illegal "slush" fund, and violating federal laws and regulations. What's more, top officials of GT&R were said to have had knowledge of the alleged fund.

The charges were filed with the FCC last week, in behalf of Community Broadcasting of Boston, one of two applicants seeking to supplant GT&R's subsidiary, RKO General Inc., as licensee of WNAC-TV (ch. 7) Boston.

Community's petition requested the commission to reopen the record in the comparative hearing, in which Dudley Station Corp. is the second new applicant, and to add several new issues, including one to determine whether GT&R had engaged in illegal activities, another to determine whether it had misled the FCC and Securities and Exchange Commission in failing to inform them of such information, and a final one to determine whether RKO has the character qualifications to remain a commission licensee. The administrative law judge in the case issued an initial decision on June 21, 1974, recommending renewal of RKO's license.

Community says that the question of misconduct takes on "overwhelming significance where the applicant both engages in corruption, itself a topical issue of newsworthiness, and controls a major source of the public's access to the news. The public's right to accurate, full and complete disclosure of wrongdoing is impaired when the wrongdoers themselves control broadcast facilities."

Community based its petition on an extensive investigation by its counsel as well as on documents it obtained, including a 1,450-page report of an inquiry conducted by a Chilean lawyer, Miguel Otero Lothrop, at the direction of the board of directors of a Chilean subsidiary of GT&R, Industria Nacional de Neumaticos, known as INSA. The Chilean government is also investigating GT&R's activities.

Over-all the petition describes GT&R as having siphoned profits from INSA, rebates from suppliers and overcharges on material and equipment sold to subsidi-

aries to an account from which it made "under-the-table" payments of political contributions, bribes and salary supplements for employes and directors of their foreign operations."

Originally, the money was funneled to an account numbered "611," in Akron, Ohio, where GT&R's headquarters are located, according to Community's petition. But in 1964, "in an effort to avoid discovery" by U.S. and Chilean officials, GT&R closed out the "611" account, purchased a dormant company in Lichtenstein, Fructal Finanz Anstalt, and channeled some of the money that would have gone into the "611" account into Fructal's bank account.

The petition says GT&R dipped into the "secret" Fructal account to pay a total of \$170,000 to two Chilean politicians and to make an unspecified number of "political" payments in Chile prior to July 23, 1964. The purpose, Community says, was to affect prices for GT&R goods and technical assistance and to protect the company from possible nationalization of its subsidiary.

The petition also says the pattern of payoffs was repeated in two other countries—Rumania, where officials were allegedly paid \$90,000, and Morocco, where government officials were said to have been given an undisclosed amount. The Moroccan payment was said to have been aimed at persuading the government to "bail out" GT&R from its involvement in an unprofitable satellite communications system.

The alleged corruption is not all GT&R should be asked to answer for, according to Community. It says GT&R violated FCC rules and federal law in failing to disclose to the commission, the Securities and Exchange Commission and the Internal Revenue Service the matters detailed in its petition, Community says.

Community says, moreover, that the alleged activities were carried out with the "participation" and "knowledge" of "officials at the highest level of GT&R and RKO." It says the "secret bank account" in Lichtenstein was established at the direction of Frank Duffy, then president of General Tire & Rubber International Corp. It also says these other company officials were aware of the account: M. G. O'Neil, president (notified in 1964); Jan (Jack) Dalton, assistant secretary, (notified in 1964 or 1965) and Joseph Fess, Mr. Duffy's successor at GT&R International (notified in 1967 or 1968).

All of those officials, Community says, "Have been empowered during the license period and subsequently to determine RKO's management and policy by voting 100% of the RKO stock."

The investigation and preparation of the petition to reopen the record were conducted and supervised by new counsel retained by Community last month, Terry F. Lenzner. Mr. Lenzner had been assistant chief counsel of the Senate Watergate committee, and he had been assisted by one of that committee's former investigators, Scott Armstrong. One of the principal documents among hundreds of pages

of material filed with the petition was an affidavit by Mr. Armstrong that detailed an interview with Howard Swires, a former top executive of INSA and later of GT&R International, who is now living in Mexico.

According to the affidavit, the Fructal account is not the only such account. It quotes Mr. Swires as stating a "705" account in Akron is used to receive income "off the top of all contracts with subsidiaries." Mr. Swires is said to have stated that subsidiaries not only are not aware of the skimming off of their profits but that the account "takes such a heavy toll on the profits of the subsidiary that at the end of the year it is virtually impossible for the subsidiaries to make any money." The affidavit does not indicate the purpose to which the "705" funds were used.

GT&R officials in Akron could not be reached for comment.

Fired manager charges university-licensee tried to run ship

Kenneth K. Sleeman, ousted last week as general manager at Georgetown University's WGTB-FM Washington, contends that his dismissal was based on the licensee's desire to primarily serve the university rather than the larger community.

Mr. Sleeman has charged the university

censored certain program material that is not in accord with the principles of the Jesuit school. In particular, he said, the university ordered WGTB-FM to cease broadcasting an announcement for the Washington Free Clinic concerning birth control and abortion. That issue and the subsequent attention given it by the local media, Mr. Sleeman believes, led to his dismissal.

Mary V. Parish, university trustee and acting general manager of the station, replied that the dismissal had "nothing to do with free speech" and was based on Mr. Sleeman's administrative handling of the station's affairs. She would not elaborate, pending the outcome of Mr. Sleeman's review of the dismissal decision, to which he is entitled under university policy.

Other issues surrounding the Sleeman dismissal case, involve the university's past directives that the "alternative-format" station air more school sports and several complaints from listeners to the FCC about the station's broadcast of "sensitive language." The commission has deferred WGTB-FM's license renewal pending its inquiry into those complaints. According to Ms. Parish, the license is in "jeopardy" and Mr. Sleeman's dismissal is related at least in part, to that fear.

Noncommercial WGTB-FM has two full-time paid employees with the rest volunteer staff. Only Mr. Sleeman's salary is paid by the university; the other paid employee is salaried through funds from listener contributions.

Bargains ahead in network, says JWT executive

Prices for first quarter should start to drop soon, Evanson tells Wall Street analysts; others predict growth of TV, cable TV, pay TV, and Wometco Enterprises

Network TV prices may break if advertisers can hold off their second-season buying of network prime time for another week, according to Donald P. Evanson, vice president and media supervisor of J. Walter Thompson Co.

He told a group of Wall Street analysts that he considered NBC-TV's rates currently most vulnerable to pressures. He felt that "CBS will hold" on rates and that ABC-TV's audience gains this year will make it "loathe to reduce pricing." The main questions to him were whether NBC would hold on prices and whether ABC could maintain its "program excitement."

Mr. Evanson said that advertisers buying now were having to pay "competitive prices"—but also said JWT currently has four network orders out including one placed the preceding Friday (Dec. 5) for about \$4 million. He said JWT tries to buy

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KAAT KADO KAFY KALO	KEZQ KATA KAUM-FM KBRG	KCFI KDES KDKB-AM KDKB-FM							



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5201 Old Orchard Road, Skokie, Illinois 60076



Sales Offices: Skokie 60076 (312) 966-8500 / New York 10022 (212) 935-7580 / Los Angeles 90048 (213) 651-2311

before network inventory is 85% depleted, because that's the point at which networks tend to raise prices. Sales for the first quarter of 1976 are now approaching the 85% level, he said, and this makes the current period "critical."

Mr. Evanson said the networks were being somewhat "sluggish" in responding to current orders because they "have a lot to choose from." More than that, he noted, a lot of dollars for the first and second quarters were committed last spring by long-term buyers. Over-all, he speculated that network inventory would be tight in both the second and third quarters of 1976.

Mr. Evanson estimated in response to questions that this season's network pricing, in terms of efficiency, is about even with last year's in prime time but up about 5% in daytime. He said he would expect increases next year amounting to about 5% for prime time and 5% to 6% for sports.

Mr. Evanson spoke at a conference on "The Outlook for the Media," sponsored by the Wall Street firm of Paine, Webber, Jackson & Curtis and held Monday through Wednesday (Dec. 8-10) in New York.

Another agency executive, Allan Miller, vice president and director of media and media research at Needham, Harper & Steers, held out more dismal long-range prospects for the networks. He envisioned ultimate domination of program distribution by cable and foresaw an increasing TV audience fragmentation to the point that the networks together would command less than half the TV audience by 1985-1990 and ultimately would become carrier systems whose only originations would be newscasts.

Mr. Miller said TV growth would continue to show "remarkable vitality" and forecast 85 million TV households with 220 million TV sets by 1985. With the average home by then having 2.5 sets, and many having three to four, he said, there will be less and less family viewing and more and more individual viewing.

Eventually, he continued, there'll be no "new season" in television, as TV broadcasters, like radio broadcasters now, develop their own specialized types of programming. In addition, he said, there will be so much out-of-home viewing that audience research using meters "will have to pass."

Mr. Miller forecast 39 million CATV homes, or 46% of all TV homes, by 1985 and said he is more conservative than many forecasters in anticipating only six million homes on pay cable by that year. He added that it seemed clear to him that "you'll have commercials on pay TV" when pay TV becomes a strong factor.

A fellow panelist, Vice President John Barrington of Time Inc.'s Home Box Office pay-cable service, said the experience of HBO and other pay-TV services "shows that there is a demand and it is being met in a modest but ever-growing way."

He said HBO serves more than a quarter-million subscribers, or about 60% of all pay-TV subscribers. He conceded

October increases. Advertiser spending in network television reached \$262.5 million in October, a rise of 8% from October 1974, according to figures compiled for the Television Bureau of Advertising by Broadcast Advertisers Reports.

The October results raised year-to-date totals to \$1.9 billion, up 8.1% from the same period of 1974.

	1974	1975	% change	1974	1975	% change
Daytime	\$ 80,192.8*	\$ 89,512.4	+11.6	\$ 579,604.4	\$ 652,871.7	+12.6
Mon.-Fri.	50,403.5	58,870.9	+16.8	401,297.2	459,475.7	+14.5
Sat.-Sun.	29,789.3	30,641.5	+ 2.9	178,307.2	193,396.0	+ 8.5
Nighttime	162,927.1	173,026.1	+ 6.2	1,211,885.1	1,283,482.1	+ 5.9
Total	\$243,119.9	\$262,538.5	+ 8.0	\$1,791,489.5	\$1,936,353.8	+ 8.1

	ABC	CBS	NBC	Total
January	\$ 59,183.6	\$ 70,017.4	\$ 71,642.3	\$ 200,843.3
February	58,915.3	67,291.2	62,353.2	188,559.7
March	65,313.5	77,795.9	68,459.7	211,569.1
April	59,488.5	75,237.7	67,688.7	202,414.9
May	59,183.3	78,195.3	67,516.1	206,894.7
June	50,388.5	59,283.6	59,694.3	169,366.4
July	43,566.3	54,177.8	51,055.2	148,799.3
August	43,472.4	53,059.1	51,049.6	147,581.1
September	60,206.0	70,161.3	67,419.5	197,786.8
October	72,545.2	90,313.8	99,679.5	262,538.5
Year To Date	\$572,262.6	\$695,533.1	\$668,558.1	\$1,936,353.8

*Add 000

"this isn't a very impressive figure" in itself, but said "what encourages us is that over three-fourths of our subscribers joined the HBO network during the past year."

Mr. Barrington said HBO is currently serving cable systems in seven states via satellite, and last week was adding Seattle and Tacoma, Wash., and Eugene, Ore. "Several dozen more affiliates for this mininetwork are in the pipeline for early next year," he added.

Rupert Ridgeway, vice president, Arbitron, said his company had found no evidence of a decline in TV audience such as the A.C. Nielsen Co.'s network ratings suggest. Indeed, he said, Arbitron's findings indicate audience gains.

He also reported that cable-TV subscribers tend to watch television more than do nonsubscribers—11-1/2% more, on average, he said.

He estimated that about one-half of current TV households have more than one TV set, and that about half of those have three. In the long run, Mr. Ridgeway said, growth of multiset homes should result in a decline in audience shares but an increase in total audience size.

In a later session, Richard Wolfson, executive vice president of Wometco Enterprises, group TV station owner, said the company had come through 1975 in good condition despite the recession and forecast increases "in both gross and net" for each of the three Wometco stations next year.

He said the problems that U.S. stations along the Canadian border are experiencing with Canadian regulation is "becoming a trade war" whose outcome is difficult to predict, but he added that "the situation is by no means hopeless" and promised that "we will continue the fight." Wometco's KVOS-TV Bellingham, Wash., is one of the border stations involved.

In response to questions, Mr. Wolfson

said he was confident that no adverse impact from the Canadian problem would be felt before 1977, if then. At worst, he estimated, the effect on Wometco stock would be about 20 cents a share.

Mr. Wolfson and Ralph Mann, chairman of the executive committee of International Creative Management and president of the parent Marvin Josephson Inc., who reviewed the role of the program packager for the analysts, showed some disagreement over the new "family hour."

Mr. Mann characterized it as an "honest attempt" to reduce violence. Later, during the question period, Mr. Wolfson volunteered that "I think it's an abomination—I think it's shocking that the networks lay back and let themselves be ripped" instead of "upholding the industry" as "people like Frank Stanton," former president of CBS, used to do. Mr. Wolfson said that as a parent he would prefer his children to watch the programs that are on after 9 p.m., rather than "the junk" that's on before then.

Reassuring words on the outlook for advertising agencies were offered another session of the conference by Carl Spielvogel, vice chairman of the Interpublic Group of Companies.

Mr. Spielvogel said 1975 had been a good year for agencies despite the recession and that 1976 should be better. Advertisers, he said, have learned that money spent for advertising is not an expenditure but an investment and should not be turned off and on like a spigot.

Advertising Briefs

By any other name. Spotmasters Inc. is new name of New York-based Avco TV Sales, which is operating with branch offices in Atlanta, Detroit, Chicago, Dallas, Los Angeles and San Francisco. Edward

D. Outland, who has been manager of Avco office in Dallas, has been named sales manager of Detroit office of Spotsmasters.

Cleared twice. National Advertising Review Board announced last week it has found that radio and television advertising by the Farmers Insurance Group, Los Angeles, offering discount nonsmoker auto liability, was not misleading. National Advertising Division of Council of Better Business Bureaus had come to same conclusion, but Minneapolis and St. Louis Better Business Bureaus, which had brought original complaint, asked NARB for review.

Commercial components. Ziv International, Los Angeles, announces that it has acquired exclusive licensing rights to library of animated footage, produced by The Animators, Las Vegas, suitable for TV commercials. Footage, in 20-, 30- and 60-second lengths, permits advertisers to insert their own voice-overs, plus portions of video. Ziv is licensing library, plus story boards, to stations. There are 60 completed; another 45 in production.

Bar reconsiders ban. American Bar Association may be heading toward abolition of restrictions on advertising by lawyers. Preliminary proposal to allow certain advertisements in newspapers and on radio and TV was presented at Chicago ABA conference. Proposal, which would alter

ABA's canons on ethics, is expected to be formally put before ABA's house of delegates at February meeting. According to ABA staff member, proposal, though controversial, will probably be adopted in light of pressure on ABA, including Justice Department position that ban violates Sherman Antitrust Act.

High prices detour new radio ratings

Not enough demand seen for AMSI's proposed service

Audience Measurement Service Inc., created by the Greyhound Corp.'s Research Information Center to introduce a new radio rating service covering "no less than the largest 25 markets" from the outset (BROADCASTING, Sept. 29), announced last week it was suspending those plans.

Hilda Barnes, president of AMSI and of the research center, said an assessment based on a sampling of radio stations and experience in a 5,000-interview "test sweep" in San Francisco showed that costs would substantially exceed initial demand. "Either the cost per sweep would have to be higher than stations would be comfortable with," she said, "or more stations would have to buy the service than is reasonable to expect during its early

stages, for us to avoid unacceptable financial losses."

Plans had called for AMSI to cover the top 25 markets in a first sweep during the first quarter of 1976 and to add other markets on subsequent sweeps. The largest markets were to be covered on a year-round basis. Sweeps of the others were to be 13 weeks long. The service was also to offer measurement of demographic characteristics of listeners and include some measures of the reading of individual newspapers.

Ms. Barnes said the test run in San Francisco went smoothly and "proved that good sampling techniques (random digit telephone dialing and pre-selected respondents) can be coupled with sound interviewing procedures to collect radio listening information according to standards never before achieved. In fact, we recovered better than the 80% of our sample we had set as our goal."

She said it seemed obvious that stations would "ultimately" support the service but that "we do not feel enough of [them] would pay out the rather high cost of such research before we carried out several sweeps. This in turn would generate financial losses that would take too long for us to compensate for when the bulk of the stations did, in fact, offer their financial support."

Ms. Barnes said the center would be available to conduct customized radio research.

IF YOU'RE A TIMEBUYER...

WE'LL BET YOU A BUCK

You can't get our Century National Sales Rep to tell you the Portland, Oregon Radio Market Story. if you can, ask him for your

KOIN COIN

a new bicentennial dollar

Century National Sales Offices:

New York	489-9650
Chicago	332-2207
Los Angeles	657-0282
San Francisco	788-1900
Detroit	649-2025
Atlanta	352-2563
Dallas	528-6530

KOIN RADIO/97



• Major League Sports



• Adult Contemporary Music



• CBS News & More Local Reporters

Spot TV's good year becomes even better

Top-100 sponsors in third quarter spend \$367 million with eight blue-chip clients billing at least \$2 million above expenditures in same '74 period

Spot-television billings during the third quarter climbed 7.9% above year-ago levels to reach \$367.1 million, according to figures compiled by Broadcast Advertisers

Reports and released by the Television Bureau of Advertising.

Six companies spent more than \$7 million each in spot TV during the three-month period: Procter & Gamble, whose spending totaled \$28.5 million; General Foods, \$12.5 million; Lever Brothers, \$9.6 million; Coca-Cola, \$8.6 million; American Home Products Corp., \$8 million; and Pepsico, \$7.1 million. Four others spent more than \$5 million each (see following list).

Five advertisers exceeded their 1974 third-quarter spot outlays by more than \$2 million: P&G, whose third-quarter spending this year was \$4.2 million higher than last year's; William Wrigley Jr. Co., up

\$3.9 million; Pepsico, up \$2.8 million; Brookville Marketing, up \$2.2 million; and AT&T, up \$2.1 million.

Five companies made their first appearance in the quarterly list of top 100 spot spenders: I.C. Industries (Midas auto parts, Dads root beer and Bubble Up beverage), with expenditures totaling \$1.1 million; American Consumer (Body Trimmer and Cellulite book), \$971,800; Johnson Products (Afro-Sheen, Ultra Sheen, Black Tie men's fragrance and Fashion Fair cosmetics), \$917,300; Owens Illinois (glass bottles), \$780,900; and Polaroid (cameras), \$736,500.

The leading product categories were food and food products, with spot spending totaling \$82.2 million; confectionery and soft drinks, \$42.1 million; toiletries and toilet goods, \$35.3 million; soaps, cleansers and polishes, \$26.6 million; automotive, \$25.1 million; and proprietary medicines, \$23.1 million.

Four out of five spot dollars (80.5%) went into 30-second commercials. The heaviest dollar volume was scheduled at night, \$124.8 million (34%), with other day parts as follows: early evening, \$91 million (24.8%), daytime, \$77.1 million (21%) and late night, \$74.2 million (20.2%).

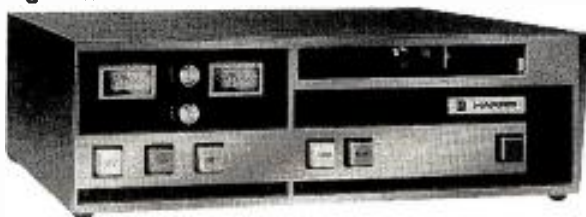
The following top-100 listings for the third quarter are based on estimated dollar activity in 75 leading markets as monitored by BAR one week each month and projected to the month:

We've packaged our compact Criterion three different ways.

Criterion I ... only 8-1/2" wide. Direct capstan drive comparable to the finest reel-to-reel machines. Speed accuracy of 0.2%. 1, 2 or 3 cue signals available for automatic equipment. Handles A & B cartridges. Mount two units side by side in a standard 19" rack.



Criterion II ... offers both record and playback in a single unit. Handles A, B and C cartridges. Fits in 7 inches of standard rack space.



Criterion III ... combines three playback decks in a single compact unit. One, two, or three decks may be operated at the same time, each feeding a different program input. Handles A & B cartridges. Mount twin playback units side by side in 12-1/4" rack space.



For more information, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Harris...originators of the tape cartridge machine.

1. Procter & Gamble	\$28,488,200
2. General Foods	12,469,200
3. Lever Brothers	9,613,000
4. Coca-Cola	8,616,400
5. American Home Products	7,955,300
6. Pepsico	7,076,600
7. William Wrigley Jr.	6,768,500
8. Colgate Palmolive	5,686,900
9. General Mills	5,385,700
10. AT&T	5,374,800
11. Ford Motor	4,937,700
12. ITT	4,644,100
13. Kraftco	4,349,600
14. Bristol-Myers	4,337,400
15. Warner-Lambert	3,672,200
16. Kellogg	3,581,000
17. Gillette	3,494,900
18. Borden	3,340,200
19. Brookville Marketing	3,250,100
20. A.H. Robins Co.	3,196,800
21. Seven Up	3,122,600
22. CPC International	3,064,400
23. Norton Simon	2,914,800
24. Morton-Norwich	2,864,700
25. Triangle Publications	2,776,400
26. Royal Crown Cola	2,727,100
27. Nabisco	2,710,700
28. Mars	2,675,300
29. CBS Inc.	2,613,400
30. Miles Labs.	2,550,600
31. American Can	2,440,800
32. Mege International	2,421,000
33. S.C. Johnson & Son	2,389,600
34. Sterling Drug	2,379,800
35. Scott Paper	2,314,800
36. Alberto Culver	2,233,100
37. Noxell	2,219,300
38. Ideal Toy	2,202,000
39. Campbell Soup	2,165,600
40. Philip Morris	2,050,200
41. Johnson & Johnson	1,989,400
42. Standard Brands	1,962,400
43. Nestle Co.	1,881,300
44. Standard Oil Co. of Ind.	1,794,200
45. Nissan Motor Corp., USA	1,705,700
46. Dr. Pepper	1,670,000

CBS gets stung for \$10,000 hoping to find Hoffa's body

Serious journalistic questions raised by wild tale of tipster who runs off with network's money

Questions of "checkbook journalism" were mixed with chortling, smirking and solemn explanation last week after CBS News acknowledged it apparently had lost close to \$10,000 in gambling that a self-claimed paranoid ex-convict "hit man" would lead it to the body of James R. Hoffa.

The story was a two-day wonder that commanded lengthy newspaper coverage. CBS News judged it to warrant a report in some detail on Tuesday's *CBS Evening News With Walter Cronkite*.

CBS News insisted it had paid the \$10,000 not to the ex-convict, identified as Clarence Newton (Chuck) Medlin, but to the man who had brought him to them, Patrick O'Keefe, a freelance writer and journalism teacher at the University of North Carolina at Greensboro.

This, President Richard S. Salant and other CBS News officials maintained, was standard procedure—payment to a freelance journalist, consultant or informant for services rendered—and thus was in no way to be confused with "checkbook journalism" or paying for hard news.

Mr. Salant said CBS News had done it before and implied it would probably do it again. One prior instance he recalled was a 1969 payment of either \$10,000 or \$15,000 to Seymour Hersh, then a news agency operator and now a *New York Times* correspondent, for making it possible for CBS News to interview Paul Meadlo, a participant in the My Lai massacre.

Asked by CBS News Correspondent Morton Dean on the *Evening News* whether he considered the O'Keefe-Medlin caper a mistake or a reason to review CBS News policy, Mr. Salant replied: "No, I don't think it raises a question of policy. It may have been a mistake in the sense that it—so far it's gone off on a tangent and the body hasn't appeared yet. It won't be a mistake if they find the body."

CBS News's being had, according to sources there, started on Dec. 3 when Lewis Lapham, editor of *Harper's* magazine, called Don Hewitt, executive producer of *60 Minutes*, and said, according to Mr. Hewitt, that two men who claimed to know where Jimmy Hoffa's body was were sitting in his office.

Mr. Hewitt said Mr. Lapham told him that Mr. O'Keefe had written two stories for *Harper's* and that he believed the men's account. Later, Mr. Hewitt said, he learned that Mr. Lapham had sent the men

47. Heublein	1,528,100
48. Mattel	1,493,100
49. Quaker Oats	1,492,600
50. H.J. Heinz	1,473,900
51. K-Tel International	1,467,100
52. Liggett & Myers	1,452,400
53. American Dairy Assn.	1,444,500
54. American Brands	1,427,200
55. Toyota Motor Distributors	1,409,400
56. Rollins	1,339,600
57. American Motors	1,284,900
58. Chrysler	1,279,800
59. Audio Research	1,229,200
60. R.J. Reynolds Industries	1,225,600
61. Beatrice Foods	1,219,700
62. Pet	1,215,500
63. Mutual of Omaha	1,209,100
64. Phillips Petroleum	1,196,200
65. Carnation	1,187,800
66. Consolidated Foods	1,178,500
67. Volkswagenwerk, A.G.	1,166,100
68. Ford Auto Dealers Assn.	1,134,400
69. General Electric	1,126,100
70. Schering-Plough	1,109,200
71. IC Industries	1,085,700
72. Toyo Kogyo Co.	1,057,000
73. Olympia Brewing	1,052,900
74. Block Drug	1,052,900
75. Tampa Marketing Corp.	981,000
76. Shell Oil	975,600
77. American Consumer	971,800
78. IFI International	933,700
79. SCM Corp.	925,800
80. Johnson Products Co.	917,300
81. Hasbro industries	896,200
82. Melville Shoe	895,200
83. Candlelight Records	849,700
84. Cadbury-Schweppes	845,500
85. Schöli Mfg.	827,700
86. Anheuser Busch	805,500
87. Rothmans of Pall Mall Canada, Ltd.	798,000
88. Mitsubishi International Corp.	789,800
89. General Motors	784,900
90. Owens Illinois	780,900
91. American Airlines	775,500
92. Time Inc.	767,400
93. United States Tobacco	766,200
94. American Express	758,100
95. F.W. Woolworth	744,200
96. United Brands	742,300
97. North American Philips	739,300
98. Polaroid	736,500
99. Clorox	728,700
100. Zenith Radio	725,400

Canadians won't get tax break in 1976 for ads in U.S. media

Law will go into effect Jan. 1 despite efforts of border stations

Canadian legislation designed to curtail the flow of advertising dollars from that country to American print and broadcast media is scheduled to become effective Jan. 1. And a decision by the Liberal majority on the House of Commons Broadcasting Committee last week indicated that date was firm—the majority refused to support Conservative party proposals to delay the date for one year.

The decision followed by a week of parliamentary hearings in Ottawa at which officials of four American stations bound to be affected by the legislation—WKBW-TV, WBEN-TV and WGR-TV, all Buffalo, and KVOS-TV Bellingham, Wash.—had argued against its adoption. The bill would deny tax deductions for money Canadians spend on American media for advertising

directed at Canadians. The first response to the action of the Liberals to refuse to delay the legislation's effective date was a decision by *Time* magazine to stop publishing a Canadian edition.

The committee considering the legislation reported it without amendments, and the government hopes to push the measure through both the House and the Senate by Dec. 19, when Parliament will recess for Christmas.

The tax bill is not the only problem Canada is causing U.S. broadcasters. Another includes the policy requiring cable television systems to delete commercials from the American television signals they import. However, Canadian officials have agreed to meet with State Department representatives on this matter in Ottawa on Jan. 13 (BROADCASTING, Dec. 8).

NBC finds no link between drug ads and illicit drug use

And Durgin says TV itself is target of antidrug talk

Television advertising and its relationship—if any—to drug abuse were discussed at a meeting in New York last Wednesday (Dec. 10) of The Proprietary Association.

An NBC study, "TV Drug Advertising and Proprietary and Illicit Drug Use Among Teen-age Boys," was described by Dr. J. Ronald Milavsky, director, social research, NBC. The study showed, he said, that exposure to television drug advertising neither directly nor indirectly leads young people to use illicit drugs.

According to Dr. Milavsky, the NBC study showed that although exposure to television drug advertising is related to proprietary drug use, the use of proprietaries does not lead to the use of illicit drugs. He noted that the study also found that the greater the exposure to television drug advertising, the less the use of illicit drugs.

Don Durgin, president of McCaffrey & McCall, New York, and formerly president of NBC-TV, said that criticism of drug advertising was a television phenomenon.

"The sensitivity has to do more with the medium than the product for two reasons. First, because the medium is so peculiarly a personal and intrusive medium. You cannot avoid the message; you don't select it, as in other media.

"The second and more important reason why TV is so much more sensitive to use than any other medium is that critics of freedom in the marketplace are more unified in criticism of television than any other medium. In their frustration and disappointment over the freedom and power of television which is hard to limit constitutionally, they seek to weaken it and limit it by striking at what they perceive to be its most vulnerable points in terms of public attitudes and confidence."



Salant



Hewitt

\$700 to come to see him in New York. Mr. Hewitt said he told Mr. Lapham he would be interested in talking to them and that Mr. Lapham sent them over.

Mr. Hewitt, who gave his account of the episode in a statement, said Mr. O'Keefe offered him an interview he had taped with Mr. Medlin in Greensboro. Mr. Hewitt said he agreed to buy it for \$1,000 provided that Mr. O'Keefe would also arrange with Mr. Medlin to be interviewed that night by Morley Safer of *60 Minutes*. This was agreed to he said, but Mr. O'Keefe also wanted another \$9,000 if he and Mr. Medlin led CBS News to the body of the former president of the International Brotherhood of Teamsters.

Mr. Hewitt agreed to that, he said, after Mr. O'Keefe signed a stipulation that the money should be paid only if Messrs. O'Keefe and Medlin led them to a body verified by the police as that of Mr. Hoffa. According to Mr. Medlin, who claimed to have been friendly with Mr. Hoffa in prison, the body had been dumped off the coast of Florida.

"I told them that a CBS News producer would be carrying the money and would turn it over to O'Keefe when it was verified that the body was that of Jimmy Hoffa," Mr. Hewitt said. "He agreed to those terms. We then filmed the interview with Medlin which O'Keefe had arranged and took possession of O'Keefe's videotaped interview."

All who were exposed to him described Mr. Medlin as an unbelievably terrifying man. He was said to have bragged about it himself. In any case, he and Mr. O'Keefe returned "unexpectedly" to CBS News the next day (Dec. 4), and "Medlin was even more menacing than the night before and was threatening everyone in sight that if he got crossed or got mad he would become violent," Mr. Hewitt's statement recalled.

"O'Keefe said Medlin would not go to the location unless he, O'Keefe, was carrying the money. O'Keefe was given the money and reminded that per the agreement he signed, the money was to be returned if the body of Hoffa was not located."

The next Mr. Hewitt heard from the two, he said, was late that afternoon when

he got a call from Mr. O'Keefe: "He called me to say that Medlin had left the room he and O'Keefe were occupying in the Downtown Holiday Inn in Tampa, Fla., at 4 in the morning and that Medlin had the \$9,000 with him. I asked O'Keefe why he had given the \$9,000 to Medlin and he told me he was afraid not to. I told him that he was responsible to CBS for that money. O'Keefe said he was aware of that but that he still expected Medlin to return and lead us to the body to fulfill O'Keefe's signed agreement.

"I then notified CBS News management that Medlin had disappeared with the money and I was then instructed to call the New York FBI. Two FBI agents told me they would come over to CBS to look at the film and video tape but that in the meantime I should call O'Keefe and tell him that 'his life could be in danger' and that he should go as quickly as possible to the Tampa police.

"O'Keefe did go to the police, but left the police station and eventually made his way to Key West. Somewhere along the line he told David Jones of the *New York Times* the same story he had told to CBS and to *Harper's*, and Jones sent a reporter by the name of Martin Waldron to Florida to cover the story.

[The story Mr. Waldron's long report covered was almost exclusively that of CBS News's dealings with Messrs. O'Keefe and Medlin and its loss of almost \$10,000 in the process.]

"Friday afternoon [an FBI agent] told me that Chuck Medlin was really Clarence Newton Medlin and that he was listed as armed and dangerous and that he was telling the truth when he said he had been at Lewisburg penitentiary with Jimmy Hoffa. [The agent] indicated that there was a pretty good chance that Medlin had done some work for the Teamsters and further indicated that Medlin was a 'hit man' as Medlin said he was."

On the *Evening News* coverage, correspondent Dean said Mr. Hewitt "refused to be interviewed on film. He said his life may be in jeopardy. He said that Medlin was threatening and abusive during his visit to CBS News."

How abusive was described by Mr. O'Keefe on the same broadcast: "He ter-

rorized an entire first floor there and most of the secretaries and the staff of *60 Minutes*, doing things like kicking pencils out of people's hands, almost kicked Don Hewitt in the head demonstrating a kick, and his foot, you know, smashed into the wall about an inch from Hewitt's head, smashed a ruler out of Morley Safer's hand."

Clips from the Safer interview were also shown on the broadcast, and Mr. Salant was named as "the man who made the final decision to check out Medlin's claim." Later Mr. Salant also said he authorized the payment to Mr. O'Keefe and repeated his contention that it conformed to CBS written policy that forbids payments for news interviews but permits remuneration to informants or consultants.

Mr. Salant said CBS News had intended to notify law-enforcement authorities as soon as it was reasonably satisfied that Mr. Medlin might be a material witness in the Hoffa case, and that it did then notify the FBI when he disappeared.

For a while it appeared that Mr. Medlin had disappeared as completely as Jimmy Hoffa. But the FBI found him Wednesday in New Orleans. He was arrested on a warrant issued in North Carolina in connection with his alleged escape from a halfway house at Greensboro, where he had been serving a 10-year sentence for interstate transportation of a stolen motor vehicle.

FBI authorities said his arrest had nothing to do with the CBS caper but that they would look into it to see if there was anything there for federal jurisdiction. In the meantime, they reported, he had tried to sell the same Hoffa-body story to the *New Orleans Times-Picayune*, but the paper wouldn't buy it.

DuPont panelists lament rocky road of journalists

Watergate level hard to maintain says KNBC-TV's Harris; Elie Abel's skeptical of cosmetic touch to news

Broadcast journalists are having a hard time finding a second act to follow Watergate. "What do we do as an encore?" Don Harris, KNBC-TV Los Angeles, asked rhetorically during a panel discussion, "Broadcast Journalism Since Watergate," held by the 1975 winners of the DuPont-Columbia Awards (BROADCASTING, Dec. 8), at Columbia University's Graduate School of Journalism, New York.

The panel moderator, Dean Elie Abel, questioned whether a "sliding back" in investigative reporting has occurred since the events of Watergate unfolded in the media. Mr. Harris responded that there is no lack of interest on the part of station managements, although the "usual problem of funding" does exist. Tom Pettit, honored for the *NBC Nightly News* series of reports on feeding the poor, said a product of Watergate is that network journalism was freed of government intimidat-

The First Amendment and the Fifth Estate

A double issue to be published Jan. 5, 1976

The broadcasting media were not around in 1776, when it all began for the United States. Nor were they there in 1791, when the First Amendment ordered that "Congress shall make no law . . . abridging the freedom . . . of the press."

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A perspective on broadcast journalism: what's right with it, and what's wrong.

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It's a story the editors have wanted to tell for some time. Now is the time to tell it.

Advertising deadline: December 29.

You belong in Broadcasting ■ Jan 5

tion—but added that broadcasters are still not producing at full capacity. In response to a comment on the competitive situation within the industry, Mr. Pettit said, "Broadcasting isn't free enterprise . . . it's a triopoly."

Warren Doremus, WHEC-TV Rochester, N.Y., said the public's reaction has been "a new awareness, sensitivity and even fear" of the medium. The effect has been to put "tremendous responsibility on the broadcast media which people doubt will be used judiciously," he said.

The "cosmetic measure" implied in the role of news consultants was noted with skepticism by Mr. Abel who said, "editorial decisions imposed for non-editorial reasons" are bound to have adverse effects on the journalistic product. Mr. Harris said that while the problem exists, "if we fail to present serious, in-depth reports in a manner competitive with the more cosmetic approach, then the fault lies with us." Peter Maroney, WCCO-TV Minneapolis, added that serious investigative reporting has an equally large audience appeal, but is a more expensive way to win an audience.

Asked about constraints imposed by sponsors or commercial considerations, Brian Ross, WKYC-TV Cleveland (honored for special reports on "Teamster Power"), said that there had been physical threats made by the "tough group" being covered. His news director, Richard Lobo, said that as a result of a series of special re-

ports on automotive rip-offs, WKYC-TV has lost "in excess of \$70,000 in advertising" this year, as calculated by the station's sales department—although the auto dealers have denied blacklisting the station. Similar pressure followed consumer reporting on drug and supermarket chains but in no case was editorial matter altered in response to pressure, Mr. Lobo said.

Still questioning the ability of a visual medium to handle in-depth a story like Watergate, Mr. Abel acknowledged the "agenda setting" ability of television, which carried the story to the public's attention "as print was unable to do."

New Orleans newsman fights ban on courthouse interviews

WVUE's Angelico and station say they'll go all the way in legal battle to overturn conviction for filming and recording witnesses

Rather than pay a \$500 fine and end the matter, a newsman for WVUE(TV) New Orleans has decided to fight a contempt-of-court ruling and provide a constitutional challenge to a rule prohibiting cameras and interviews with grand jury witnesses in courthouse hallways. According to Richard Angelico, WVUE investigative reporter, he and the station

Ally. Judge John Paul Stevens, President Ford's nominee to replace Justice William O. Douglas on the Supreme Court, told the Senate Judiciary Committee at his confirmation hearing last week that he places "a very high value on the First Amendment." He has, he said, "a great respect for the informing function that the newspapers and the press generally performs." But there were qualifications. "Even in First Amendment cases there is some balancing that must be done" because cases are not neatly demarcated, he said. "There is a question as to whether what is regulated is merely the time and place of speaking as opposed to the content of speaking." He said different kinds of cases would require different kinds of approaches. And in response to a question as to whether legislation limiting the right of the press to comment on trials is desirable, he said he would prefer to see an attempt made to deal with the matter through court or professional disciplinary rules.

will take the case to the U.S. Supreme Court, if necessary.

The charges came following Mr. Angelico's October interview with an alleged kidnap victim in the basement of the Orleans parish criminal court. Criminal court judges there found him guilty of contempt and sentenced him to 30 days in jail or a \$500 fine. Mr. Angelico has taken his case through the lower courts (WVUE is building a \$5,000 legal bill, he said) and has served two four-hour stints in jail.

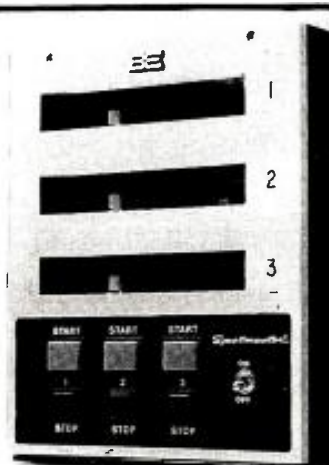
Currently out of jail on an emergency bail order, Mr. Angelico awaits a final decision from a three-judge panel which will decide if he should be incarcerated. A writ of habeas corpus regarding the contempt charges was filed in the U.S. Court of Appeals for the Fifth Circuit, which has yet to schedule a hearing.

According to Julian Murray, attorney for Mr. Angelico, the case will test whether the court has the constitutional right to restrict newsmen in the basement. (Both the attorney and his client said the "basement" is actually an underground parking lot.) A ruling also is being sought as to whether the prohibition is clear enough. "At very best, it was ambiguous," Mr. Murray said. He said the rule's ambiguity would preclude contempt which has "to be willful." As the rule now stands, he said, newsmen "don't know where the move" within the courthouse. Furthermore, he added, print newsmen constantly are violating the rule by interviewing in the hallways and WVUE reporters previously have filmed in the basement.

The Radio Television News Directors Association is filing a friend-of-the-court brief in the case.

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NBC News hits the road

Ten NBC News correspondents will visit nine American cities in January for panel

reports on world conditions, in an annual tour dating back to 1957 which will be expanded this year to mark NBC's 50th anniversary year. The agenda will include local television broadcasts from the network's stations in New York (Jan. 9), Cleveland (Jan. 10), Chicago (Jan. 11), Atlanta (Jan. 12), St. Louis (Jan. 14), Houston (Jan. 15), Los Angeles (Jan. 16), New Orleans (Jan. 17) and Memphis (Jan. 19).

The correspondents are: Tom Brokaw, White House correspondent; John Cochran, Washington; Steve Delaney, NBC News Tel Aviv bureau; Richard Hunt, Northeast bureau and United Nations correspondent; Bob Jamieson, Chicago; Irving R. Levine, economic affairs correspondent, Washington; Tom Pettit, Washington; Carole Simpson, Washington; Garrick Utley, NBC News London bureau; Richard Valeriani, State Department correspondent. Edwin Newman, anchorman, will moderate the session in New York; other moderators are to be announced. Messrs. Simpson and Utley will travel to all of the cities, and Mr. Delaney the most of them; others will travel on a selective basis. Len Allen, director of public affairs, NBC News, is editorial director and Milton Brown, coordinator, NBC News Information Services, is tour coordinator.

Journalism Briefs

Right on NIS. NBC's News and Information Service has signed John Lofton Jr., conservative newspaper columnist, to do political commentary three times weekly.

Evidence wanted. Tennessee Court of Criminal Appeals has taken under advisement request by CBS Inc. for permission to examine ballistics evidence (window sill, rifle, bullet, unspent shells) in 1968 Martin Luther King Jr. slaying. Attorney for CBS—which wants to study and photograph material for Jan. 6 broadcast—claimed evidence is public record. During hearing, however, appellate judges were said to have expressed reservations about granting more access than lower court had, fearing appeal could lead to flood of similar requests.

Keep it quiet. American Bar Association has asked Congress to stop regulatory agencies from issuing press releases or otherwise calling attention to complaints filed against individuals or business. ABA contends such "prejudicial publicity" has badly hurt those that have been cleared later of complaint. Under proposed legislation being taken up by House and Senate Judiciary Subcommittees, regulatory complaints would remain on public file, but reporters would have to discover them.

Mudd stays put. Roger Mudd, CBS News congressional correspondent and occasional substitute anchorman for *The CBS Evening News*, has signed new "long-term" contract with CBS News. Rumored negotiations by representatives of Mr. Mudd with NBC News have been officially denied.

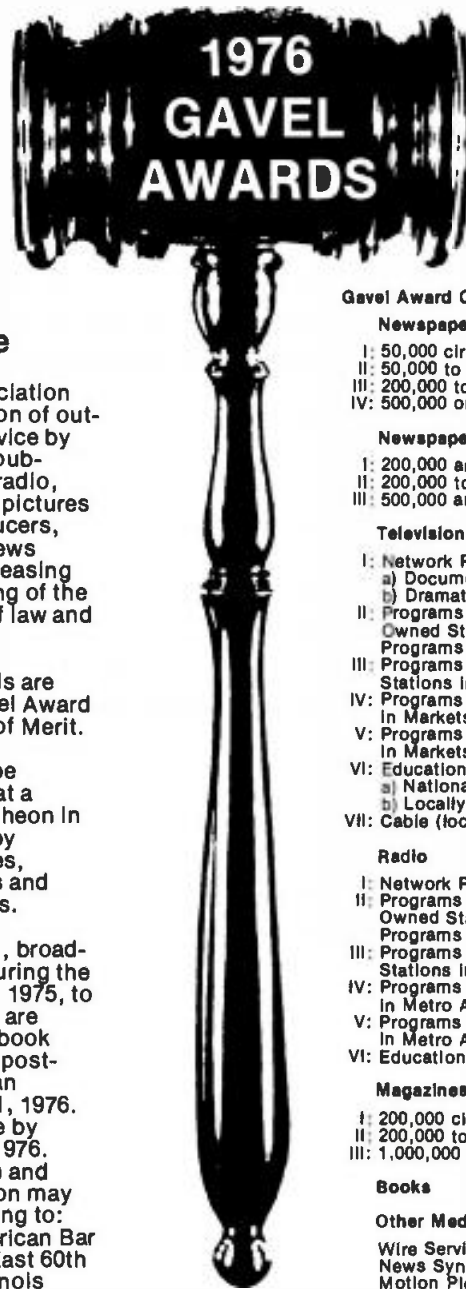
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Materials published, broadcast or presented during the period of January 1, 1975, to December 31, 1975, are eligible. Entries by book publishers must be post-marked not later than midnight February 1, 1976. All other entries due by midnight March 1, 1976. Required entry form and complete information may be obtained by writing to: Gavel Awards, American Bar Association, 1155 East 60th Street, Chicago, Illinois 60637.



Gavel Award Classifications

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- I: 50,000 circulation or under
- II: 50,000 to 200,000
- III: 200,000 to 500,000
- IV: 500,000 or over

Newspaper Magazine Supplements

- I: 200,000 and under
- II: 200,000 to 500,000
- III: 500,000 and over

Television

- I: Network Produced Programs
 - a) Documentary/Educational
 - b) Dramatic
- II: Programs Produced by Network-Owned Stations/Group Produced Programs
- III: Programs Produced by Other Stations in Top 10 Markets
- IV: Programs Produced by Stations in Markets 11-50
- V: Programs Produced by Stations in Markets 51 and over
- VI: Educational/Public Broadcasting
 - a) Nationally Produced
 - b) Locality Produced
- VII: Cable (local origination)

Radio

- I: Network Produced Programs
- II: Programs Produced by Network-Owned Stations/Group Produced Programs
- III: Programs Produced by Other Stations in Top 10 Metro Areas
- IV: Programs Produced by Stations in Metro Areas 11-50
- V: Programs Produced by Stations in Metro Areas 51 and over
- VI: Educational/Public Broadcasting

Magazines

- I: 200,000 circulation or under
- II: 200,000 to 1,000,000
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Now it's CBS's winning season

Network overtakes NBC as it takes top nine shows in 13th week

A huge Nielsen victory in the 13th week of the 1975-76 prime-time season propelled CBS-TV into first place in the season-to-dates for the first time since mid-October.

NBC began squandering its World Series-generated lead in late October and, on the strength of three weekly wins in a row, CBS upped its season-to-date rating (Sept. 8-Dec. 7) to 18.8, with NBC at 18.6 and ABC at 18.0. For the 13th week alone (Dec. 1-Dec. 7), CBS rolled up its best weekly rating of the season (22.2). NBC finished a distant second, with a 17.0 rating, and ABC managed only a 16.5 rating.

The magnitude of CBS's win for the week can be gauged by the fact that the top nine shows belonged to CBS, six of them regular series (*All in the Family*, *Maude*, *Rhoda*, *Phyllis*, *Kojak* and *The Mary Tyler Moore Show*, in that order) and three holiday specials (*Rudolph the Red-Nosed Reindeer*, *Merry Christmas at the Crosbys* and Lucille Ball and Jackie Gleason in *Two for Three*). CBS won five nights (Monday,

Wednesday, Thursday, Saturday and Sunday), with NBC coming in first on Tuesday and Friday.

Two second-season sitcoms premiered in the 13th week, the *Sanford and Son* spinoff, *Grady* (NBC, Thursday, 8-8:30 p.m., NYT), which chalked up a respectable 17.8 rating and 30 share, and *The Cop and the Kid* (NBC, Thursday, 8:30-9 p.m.), which came in with an unacceptable 16.3 rating and 26 share. CBS's *M*A*S*H*, making its debut in a new time slot (Tuesday, 9-9:30 p.m.), prospered with a 24.4 rating and 37 share despite a weak lead-in from the canceled sitcom, *Joe and Sons* (14.3 rating, 22 share). Also in a new time period (Sunday, 7-8 p.m.), CBS's *60 Minutes* got a 15.7 rating and 26 share, good for a public-affairs magazine but probably not sufficient to guarantee its survival.

House says permanent, Senate says 3 years for antiblackout bill

Differences will go to conference; House committee adds amendment limiting blackout area to 75 miles

Disagreement between the House and Senate over whether the sports anti-blackout law should be extended experi-

mentally another three years or made permanent will land this year's antiblackout measure in a conference committee during the last week of this session.

The antiblackout law, which prohibits local TV blackout of home games in professional baseball, football, basketball and hockey if they are sold out 72 hours in advance, is scheduled to expire Dec. 31. The National Football League, however, has said earlier it will continue to abide by the law into next year even if the law expires.

The Senate last week passed by voice vote its version of the bill, S. 2554, to extend the law for three more years.

The House Communications Subcommittee, meanwhile, passed its version of the bill, which provides that the law should be made permanent. The subcommittee accepted an amendment by Representative Louis Frey (R-Fla.), however, that would require the FCC to continue to study the effect of the law on professional sports leagues and to report its findings to Congress annually for the next three years. That bill, with a new number, H.R. 11070, was to be taken up by the full Commerce Committee late last week.

There was another element to the Frey amendment that would prevent NFL games that are blacked out in their home markets from being blacked out on stations more than 75 miles away. Testimony during hearings on the measure revealed that in some instances the blackout zone extends beyond 75 miles, sometimes as far as 150 miles. The subcommittee was told by one witness that virtually the entire state of Colorado is blacked out when the Denver Broncos home games are not sold out.

One of Mr. Frey's fellow representatives from Florida, L.A. Bafalis (R), told the subcommittee during hearings in October that Fort Myers, a town in his home district, is unable to receive blacked-out Miami Dolphins games, even though the town is 146 miles from Miami. Mr. Frey had a personal interest as well, fearing that Orlando, a town in his district, might be blacked out during home games of the newly franchised NFL team in Tampa 80 miles away. The 75-mile limit was chosen by the subcommittee because it is the one provided in the NFL's bylaws.

The Frey amendment would apply only to NFL games and provides specifically that the 75 miles would be measured from the corporate limit of the city in which the game is played (or the county limit in the case of a team like the Green Bay Packers, whose games are played outside the city) to the distant station.

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Singing of San Diego

With more than 42,500 copies of *Homegrown III* already sold, and with a commitment for sale of another 16,000 by year-end, KGB-AM-FM San Diego again has broken its own record with a promotional concept that combines local talent and charity.

Homegrown III is the third annual

album featuring local talent singing about San Diego. It is expected to surpass last year's 45,000 sales and 1973's 30,000 which was said to make *Homegrown I* the biggest seller in San Diego history. The album sells at local record stores and 7-Eleven food stores for \$1.01 (KGB-FM's dial numbers) with about 60 cents deducted for production costs and the rest sent to United Way.

According to Rick Leibert, KGB's acting program director and one of *Homegrown's* creators, the album promotion "reaches almost everybody in town" by such means as United Way drives, newspapers, relatives of performers and by a one-hour *Homegrown*, show on KGTV(TV) there.

This year's 12 cuts were chosen from more than 300 entries. And the concept appears to be spreading. Mr. Leibert says that he's had inquiries from other stations and that KBPI(FM) Denver has come up with a Colorado version.

Wussler on keeping up with network Joneses in manufacturing events for sports broadcasts

Robert Wussler, CBS-TV vice president for sports, said last week that CBS's upcoming *Challenge of the Sexes* series of 10 half hours, although "a manufactured event," was "a legitimate sporting concept."

Speaking before a contingent of out-of-town TV editors and critics in New York last Monday (Dec. 8), Mr. Wussler said that CBS's sports programmers were forced to concoct athletic competitions such as the Jimmy Connors-Rod Laver tennis match from Las Vegas because the other two networks were doing similar things and CBS wanted to remain competitive. But he added that CBS would never trump up a "stunt" like ABC's telecast some months ago of George Foreman fighting "five bums."

Mr. Wussler agreed with one questioner that ABC's recent series of *AM America* telecasts from the Soviet Union had helped to make ABC "an even-money bet" as the network that will eventually get the rights to the 1980 Olympics, which will be held in Moscow. He added, however, that CBS was still not ready to concede these rights to ABC without a battle.

On other questions that came up, Mr. Wussler made the following points.

□ Rick Barry, the star of the Golden State Warriors basketball team, will be signed by CBS as a color commentator for National Basketball Association games when he retires as a player. CBS now has "an open-ended summertime deal" with Mr. Barry to do sports broadcasting on the network from June to September.

□ CBS will hire a woman play-by-play announcer within the next five years, although "it probably won't happen this year or next."

□ The proposal to allow referees the use

of instant-replay camera angles on close calls "will never happen" because "we'd be accused of tampering with the game." An National Football League spokesman source said later that although Commissioner Pete Rozelle has announced that the league is seriously considering an on-field instant-replay setup to help officials in decision-making, "the whole procedure would be too impractical. You would need more camera angles, for one thing, and that would mean more cameras. Each additional camera crew would cost \$5,000 for the coverage of just the one game."

Programing Briefs

'Papillon' captured. CBS-TV said legal maneuverings over network rights to Steve McQueen-Dustin Hoffman movie "Papillon" have been worked out and film will be shown by CBS sometime in late 1978. Network paid reported \$3.75 million for one showing.

IATSE loses. Suit brought in Hollywood by members of International Alliance of Theatrical Stage Employees against CBS, MGM, Universal, Metromedia Producers and others has been dismissed by U.S. District Court judge. Suit wanted industry minority hiring program abolished, saying it resulted in reverse discrimination.

Back again. *Black Journal*, produced for Public Broadcasting Service by WNET(TV) New York, will start eighth season, beginning Jan. 25, 1976, thanks to \$200,000 grant from Pepsi-Cola Co.

Wrapping it up. WBNS(AM) Columbus, Ohio, CBS affiliate since 1927, has announced termination of network affiliation and plans for more emphasis on local orientation of news. General Manager Mike Jorgenson said that his station has been clearing very little CBS-originated programing in past several year. "The affiliation has not been viable or satisfactory to either the network or station," he commented.

High hopes. Blue-ribbon movie package bought by five CBS-owned stations two weeks ago is Portfolio VII, not Portfolio VIII, as reported in BROADCASTING's Dec. 8 issue. Thirty-feature package is expected by Paramount Television to be its most successful ever, exceeding Portfolio VI package that is said by Dick Lawrence, company's president, to have been largest grosser in syndication history. Included in Portfolio VII—which goes into general syndication after first of year; CBS sale, package's first, was in advance of formal release—are such titles as "True Grit," "Paper Moon," "Serpico" and "Rosemary's Baby." CBS stations are expected to use Paramount package in Saturday and Sunday late-night movie operations. Many-million-dollar deal marks first time all five CBS O&O's have bought one package since they took Portfolio VI in 1971.

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The Broadcasting Playlist™ Dec 15

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

Contemporary

Over-all-rank	Last week	This week	Title (length)	Artist-label	Rank by day parts			
					6-10a	10a-3p	3-7p	7-12p
1	1	1	That's the Way I Like It (3:06)	K.C. & Sunshine Band—TK Records	1	1	1	1
4	2	2	Fly Robin Fly (3:06)	Silver Convention—Midland Int'l.	3	3	2	2
5	3	3	Feelings (3:27)	Morris Alpert—ABC	2	2	3	3
8	4	4	Let's Do It Again (3:28)	Staple Singers—Curtom	6	5	4	4
2	5	5	Island Girl (3:48)	Elton John—MCA	4	6	5	7
14	6	6	Saturday Night (2:56)	Bay City Rollers—Arista	5	4	7	5
11	7	7	Sky High (2:53)	Jigsaw—Chelsea	8	8	6	10
3	8	8	The Way I Want to Touch You (2:35)	Captain & Tennille—A & M	7	7	9	6
7	9	9	Nights on Broadway (2:52)	Bee Gees—RSO	10	9	8	8
9	10	10	Bad Blood (3:12)	Neil Sedaka—Rocket	12	10	11	9
6	11	11	Who Loves You (4:04)	Four Seasons—Curb/Warner	9	12	12	11
17	12	12	I Love Music (3:37)	O'Jays—Philadelphia Int'l.	11	11	10	13
15	13	13	My Little Town (3:52)	Simon & Garfunkel—Columbia	14	15	13	12
24	▲14	14	I Write the Songs (3:39)	Barry Manilow—Arista	15	14	14	14
26	▲15	15	Theme From 'Mahogany' (3:19)	Diana Ross—Motown	13	16	15	16
13	16	16	Games People Play (3:29)	Spinners—Atlantic	16	13	17	15
21	17	17	Love Roller Coaster (2:52)	Ohio Players—Mercury	17	17	16	18
25	18	18	Fox on the Run (3:24)	Sweet—Capitol	18	18	18	17
12	19	19	Miracles (3:25)	Jefferson Starship—Grunt	20	19	19	20
23	20	20	Our Day Will Come (3:58)	Frankie Valli—Private Stock	19	20	21	22
20	21	21	S.O.S. (3:22)	Abba—Atlantic	30	21	22	19
10	22	22	Heat Wave (2:46)	Linda Ronstadt—Asylum	21	22	23	26
29	23	23	You Sexy Thing (3:30)	Hot Chocolate—Big Tree	27	27	24	23
42	▲24	24	Convoy (3:48)	C.W. McCall—MGM	31	31	20	21
30	25	25	Walk Away from Love (3:18)	David Ruffin—Motown	25	24	26	24
18	26	26	This Will Be (3:10)	Natalie Cole—Capitol	23	23	31	28
19	27	27	Low Rider (3:11)	War—United Artists	24	26	30	29
46	▲28	28	Paloma Blanca (3:27)	George Baker Selection—Warner Bros.	29	25	29	30
16	29	29	Lyn' Eyes (3:58)	Eagles—Asylum	22	33	25	38
38	30	30	Over My Head (3:17)	Fleetwood Mac—Reprise	26	29	27	31
—	▲31	31	Rock & Roll All Night (3:20)	Kiss—Casablanca	36	28	32	25
22	32	32	#18 with a Bullet (3:30)	Pete Dinklage—Island	28	34	34	34
27	33	33	Rock Show (3:39)	Paul McCartney & Wings—Capitol	33	32	33	32
36	34	34	Last Game of the Season (Blind Man in the Bleachers) (3:30)	David Geddes—Big Tree	32	30	36	35
33	35	35	Sing a Song (3:26)	Earth, Wind & Fire—Columbia	34	35	35	33
—	▲36	36	Winners & Losers (3:13)	Hamilton, Joe Frank & Reynolds—Playboy	44	55	28	27

Over-all-rank	Last week	This week	Title (length)	Artist-label	Rank by day parts			
					6-10a	10a-3p	3-7p	7-12p
—	▲37	37	I Only Have Eyes for You (3:30)	Art Garfunkel—Columbia	42	41	38	41
—	▲38	38	Love Machine, Part 1 (2:55)	Miracles—Tamla	45	39	43	36
39	39	39	Times of Your Life (3:12)	Paul Anka—United Artists	37	37	50	*
32	40	40	Lady Blue (3:28)	Leon Russell—Shelter	39	43	39	*
41	41	41	Country Boy (3:05)	Glen Campbell—Capitol	35	44	45	*
—	42	42	Breaking Up Is Hard to Do (2:53)	Neil Sedaka—Rocket	38	48	42	50
28	43	43	I'm on Fire (2:47)	5,000 Volts—Phillips	*	*	37	43
—	44	44	Schoolboy Crush (3:40)	Average White Band—Atlantic	*	42	49	42
—	45	45	Evil Woman (3:15)	Electric Light Orchestra—United Artists	*	45	47	44
50	46	46	Let's Live Together (3:22)	Road Apples—Polydor	50	46	*	47
44	47	47	Fly Away (2:59)	Olivia Newton-John & John Denver—RCA	48	49	46	*
43	48	48	Fame (3:30)	David Bowie—RCA	*	36	*	40
45	49	49	Ballroom Blitz (3:17)	Sweet—Capitol	*	40	*	37
31	50	50	Rocky (3:34)	Austin Roberts—Private Stock	*	38	*	39

Country

2	1	1	Convoy (3:48)	C.W. McCall—MGM	1	1	1	1
1	2	2	Secret Love (3:35)	Freddy Fender—ABC/Dot	3	3	3	2
9	3	3	Where Love Begins (3:00)	Gene Watson—Capitol	2	4	2	5
4	4	4	Easy as Pie (2:58)	Billy "Crash" Craddock—ABC/Dot	6	2	8	4
17	▲5	5	Last Game of the Season (Blind Man in the Bleachers) (3:30)	Kenny Starr—Big Tree	4	5	7	3
3	6	6	Country Boy (3:05)	Glen Campbell—Capitol	5	7	4	8
5	7	7	Jason's Farm (3:29)	Cal Smith—MCA	7	8	5	6
6	8	8	Love Put a Song in My Heart (2:45)	Johnny Rodriguez—Mercury	8	6	6	9
7	9	9	All in the Movies (3:15)	Merle Haggard—Capitol	9	9	9	7
8	10	10	When the Tingle Becomes a Chill (2:59)	Loretta Lynn—MCA	11	12	11	13
11	11	11	Warm Side of You (2:45)	Ronnie Milsap—RCA	10	14	13	11
10	12	12	Just in Case (2:57)	Ronnie Milsap—RCA	12	10	12	14
18	13	13	Lyn' Eyes (3:58)	Eagles—Asylum	13	11	10	12
15	14	14	Me & Old C.B. (2:47)	Dave Dudley—RCA	14	13	14	10
16	15	15	We Used To (3:10)	Dolly Parton—RCA	15	15	19	18
12	16	16	Are You Sure Hank Done It This Way (2:53)	Waylon Jennings—RCA	17	16	16	15
—	17	17	From Woman to Woman (2:17)	Tommy Overstreet—ABC/Dot	16	17	17	16
14	18	18	I Like Beer (2:52)	Tom T. Hall—Mercury	19	19	15	17
—	19	19	Western Man (2:47)	Lacosta—Capitol	18	18	18	19
21	20	20	Flat Natural Born Good Timin' Man (2:47)	Gary Stewart—RCA	20	22	20	20
20	21	21	All over Me (2:50)	Charlie Rich—Epic	21	20	22	21
13	22	22	Love Is a Rose (2:44)	Linda Ronstadt—Asylum	22	21	21	*
23	23	23	I'm Sorry (3:29)	John Denver—RCA	23	23	23	23
—	24	24	The Song We Fell in Love To (2:23)	Connie Smith—Columbia	25	24	*	*
—	25	25	Blue Eyes Crying in the Rain (2:17)	Willie Nelson—Columbia	*	*	25	24

The Broadcasting top 100 records on radio in 1975

Repeat performance. Elton John, the MCA artist who had four singles each in BROADCASTING'S 1973 and 1974 top-100 charting of the most-heard records on radio, went himself one better in 1975 and placed five songs on the list. Three other artists—two of them new to pop radio in 1975—each had three singles ranking in the top 100: Barry Manilow, who records on Arista; Linda Ronstadt, a Capitol artist who benefited from much country airplay, and the Eagles, perennially popular group on Asylum Records. Despite his five winners, however, Elton John did not capture the top spot in 1975. That went to another new group on the

scene—Captain and Tennille and their *Love Will Keep Us Together*. Elton John did have two hits in the top-10—*Philadelphia Freedom*, at two, and *Someone Saved My Life Tonight*, at seven.

BROADCASTING'S compilation of top-100 records is computed from the weekly "Playlists" from Dec. 17, 1974, through the current chart. And like the weekly feature, the annual list evaluates records in terms of listener impressions—how many people heard each record and how often they heard it. A sampling of top-40 stations is used to measure airplay against audience reach by dayparts, using Pulse Inc. ratings.

- | | | | | | |
|----|---|----|---|-----|---|
| 1 | Love Will Keep Us Together (3:15)
Captain and Tennille—A&M | 35 | He Don't Love You Like I Love You (3:26)
Tony Orlando and Dawn—Elektra | 68 | Never Can Say Goodbye (2:55)
Gloria Gaynor—MGM |
| 2 | Philadelphia Freedom (5:38)
Elton John—MCA | 36 | How Long (3:09)
Ace—Anchor | 69 | Chevy Van (2:54)
Sami Johns—GRC |
| 3 | Have You Never Been Mellow (3:28)
Olivia Newton-John—MCA | 37 | Miracles (3:25)
Jefferson Starship—Grunt | 70 | Some Kind of Wonderful (3:16)
Grand Funk—Capitol |
| 4 | The Hustle (3:27)
Van McCoy—Avco | 38 | Kung Fu Fighting (3:18)
Cari Douglas—20th Century | 71 | Angle Baby (3:29)
Helen Reddy—Capitol |
| 5 | Jive Talkin' (3:43)
Bee Gees—RSO | 39 | Dance with Me (2:59)
Orleans—Asylum | 72 | Heat Wave (2:46)
Linda Ronstadt—Asylum |
| 6 | Mandy (3:15)
Barry Manilow—Arista | 40 | When Will I Be Loved (2:52)
Linda Ronstadt—Capitol | 73 | You Are So Beautiful (2:39)
Joe Cocker—A&M |
| 7 | Someone Saved My Life Tonight (6:45)
Elton John—MCA | 41 | Lyin' Eyes (3:58)
Eagles—Asylum | 74 | How Sweet It Is (To Be Loved by You) (3:33)
James Taylor—Warner Bros. |
| 8 | Listen to What the Man Said (3:53)
Paul McCartney—Apple | 42 | Thank God I'm a Country Boy (2:47)
John Denver—RCA | 75 | Before the Next Teardrop Falls (2:32)
Freddie Fender—ABC/Dunhill |
| 9 | Black Water (3:53)
Doobie Brothers—Warner Bros. | 43 | Lady (2:58)
Styx—Wooden Nickel | 76 | It's a Miracle (3:16)
Barry Manilow—Arista |
| 10 | Bad Blood (3:12)
Neil Sedaka—Rocket | 44 | Fire (3:12)
Ohio Players—Mercury | 77 | It Only Takes a Minute (3:13)
Tavares—Capitol |
| 11 | Rhinestone Cowboy (3:18)
Glen Campbell—Capitol | 45 | Swearing to God (3:58)
Frankie Valli—Private Stock | 78 | Rockin' Chair (3:15)
Gwen McCrae—Dot |
| 12 | My Eyes Adored You (3:28)
Frankie Valli—Private Stock | 46 | Long Tall Glasses (3:05)
Leo Sayer—Warner Bros. | 79 | I Can Help (2:57)
Billy Swan—Monument |
| 13 | Feelings (3:27)
Morris Alpert—ABC | 47 | Why Can't We Be Friends (3:45)
War—United Artists | 80 | Express (3:25)
B. T. Express—Roadshow |
| 14 | Get Down Tonight (3:06)
K. C. & Sunshine Band—TK Records | 48 | Fly Robin Fly (3:06)
Silver Convention—Midland Int'l | 81 | Nights on Broadway (2:52)
Bee Gees—RSO |
| 15 | Magic (3:30)
Pilot—EMI | 49 | At Seventeen (3:56)
Janis Ian—Columbia | 82 | Run Joey, Run (3:52)
David Geddes—Big Tree |
| 16 | Please Mr. Postman (2:48)
Carpenters—A&M | 50 | Please Mr. Please (3:24)
Olivia Newton-John—MCA | 83 | Take Me in Your Arms (Rock Me) (3:39)
Doobie Brothers—Warner Bros. |
| 17 | Lady Marmalade (3:57)
Labelle—Epic | 51 | Pinball Wizard (3:48)
Elton John—Polydor | 84 | Old Days (3:30)
Chicago—Columbia |
| 18 | Best of My Love (3:25)
Eagles—Asylum | 52 | Doctor's Orders (2:56)
Carol Douglas—Midland Int'l. | 85 | Don't Call Us, We'll Call You (3:41)
Sugarloaf—Clairidge |
| 19 | One of These Nights (3:29)
Eagles—Asylum | 53 | When Will I See You Again (2:58)
Three Degrees—Philadelphia Int'l. | 86 | Ballroom Blitz (3:17)
Sweet—Capitol |
| 20 | Lovin' You (3:20)
Minnie Riperton—Epic | 54 | Could It Be Magic (3:37)
Barry Manilow—Arista | 87 | Boogie on Reggae Woman (4:05)
Stevie Wonder—Tamla |
| 21 | Wildfire (4:47)
Michael Murphey—Epic | 55 | I'm Sorry (3:29)
John Denver—RCA | 88 | This Will Be (3:10)
Natalie Cole—Capitol |
| 22 | I'm Not in Love (3:40)
10 C.C.—Mercury | 56 | The Way I Want to Touch You (2:35)
Captain and Tennille—A&M | 89 | Juniors Farm (4:20)
Paul McCartney & Wings—Apple |
| 23 | Games People Play (3:29)
The Spinners—Atlantic | 57 | That's The Way I Like It (3:06)
K.C. & Sunshine Band—TK Records | 90 | The Way We Were/
Try To Remember (4:48)
Gladys Knight & the Pips—Buddah |
| 24 | Island Girl (3:48)
Elton John—MCA | 58 | Midnight Blue (3:25)
Melissa Manchester—Arista | 91 | Emma (3:30)
Hot Chocolate—Big Tree |
| 25 | Sister Golden Hair (3:16)
America—Warner Bros. | 59 | Cats in the Cradle (3:29)
Harry Chapin—Elektra | 92 | Bungie in the Jungle (3:20)
Jethro Tull—Chrysalis |
| 26 | You're No Good (3:35)
Linda Ronstadt—Capitol | 60 | The No-No Song (2:30)
Ringo Starr—Apple | 93 | Walking in Rhythm (2:54)
Blackbyrds—Fantasy |
| 27 | Fame (3:30)
David Bowie—RCA | 61 | Killer Queen (3:00)
Queen—Elektra | 94 | Sky High (2:53)
Jigsaw—Chelsea |
| 28 | Hey Won't You Play Another (3:23)
B. J. Thomas—ABC/Dunhill | 62 | You're the First, the Last,
My Everything (3:25)
Barry White—20th Century | 95 | Rocky (3:34)
Austin Roberts—Private Stock |
| 29 | Fallin' in Love (3:13)
Hamilton, Joe Frank & Reynolds—Playboy | 63 | Love Won't Let Me Wait (3:18)
Major Harris—Atlantic | 96 | Only Women (3:29)
Alice Cooper—Atlantic |
| 30 | Jackie Blue (3:16)
Ozard Mountain Daredevils—A&M | 64 | Shining Star (2:50)
Earth, Wind & Fire—Columbia | 97 | Low Rider (3:11)
War—United Artists |
| 31 | Who Loves You (4:04)
Four Seasons—Curb/Warner | 65 | Bad Time (2:55)
Grand Funk—Capitol | 98 | Rockford Files (3:06)
Mike Post—MGM |
| 32 | Pick Up the Pieces (3:00)
Average White Band—Atlantic | 66 | Lonely People (2:27)
America—Warner Bros. | 99 | Let's Do It Again (3:28)
Staple Singers—Curtom |
| 33 | Lucy in the Sky with Diamonds (5:58)
Elton John—MCA | 67 | Only Yesterday (3:45)
Carpenters—A&M | 100 | My Little Town (3:52)
Simon & Garfunkel—Columbia |
| 34 | Laughter in the Rain (2:50)
Neil Sedaka—Rocket | | | | |

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Bell Canada shifts to 'sound-in-sync' TV transmission

Bell Canada has made the first commercial use in North America of a technique that transmits via land lines television sound signals between the video lines that make up a TV image. The "sound-in-sync" transmission method was used on the telecommunications channel that provides TV service from Toronto to Ottawa for TV Ontario, the regional educational TV network. Sound-in-sync transmission for Bell Canada's TV broadcast customers will extend from Halifax, N.S., on the Atlantic to Winnipeg, Man. in Central Canada by February 1976, said a Bell Canada spokesman.

The advantage to the television broadcaster lies in improved sound quality. Currently, audio portions of TV programs are transmitted on a separate circuit in the 5 khz bandwidth as are normal AM radio signals, explained the spokesman. The sound-in-sync method will allow audio information to be transmitted in the 14 khz band. The signal will approach the quality of FM, which is transmitted on 15 khz.

An additional advantage of the new transmission system for broadcasters is they will no longer suffer periods when the audio portion is lost, as audio and visual signals will share the same circuit.

Basically, a TV image comprises 525 individually transmitted lines. The time period between the transmission of each line is 4.7 microseconds. It is within those gaps in the video signal that sound information is inserted by the sound-in-sync technique.

The system is manufactured by Pye Ltd., of Britain, where it has been used for some time. Philips Broadcast Equipment Corp. is distributing the system in North America.

Canada Bell decided to undertake the conversion to sound-in-sync since it is presently upgrading its facilities. In areas where newer conventional equipment has already been purchased, the sound-in-sync method will not be undertaken.

According to a Bell Canada spokesman, the conversion process was a "break-even proposition" in that context. There is no expected rate change for TV users to accompany the sound-in-sync development.

The method also allows greater ease in breaking out signals along a transmission route for regional programming purposes. Since the audio and video are combined on the same circuit, there may be some savings when programs are routed out of the main feed line, said the spokesman.

RCA sends up one domsat, sells second to Canada

RCA, which was to launch its first domestic communications satellite on Fri-

day (Dec. 12), announced it had also been awarded a \$19.1-million contract to design and build a new one for Telesat Canada.

The new spacecraft, scheduled for delivery by Feb. 1, 1978, will be compatible with the existing Telesat system and also with the earth stations for the Communications Technology Satellite (CTS), a joint Canada-U.S. testing program, scheduled for launch early in 1976. RCA officials said they expect to supply modified versions of the Telesat spacecraft to other nations.

RCA's own first domestic satellite, RCA Satcom I, scheduled for launch at Cape Canaveral, Fla., was designed specifically for Alaska services, with 24 channels capable of simultaneously handling 24,000 one-way telephone messages or 24 color-TV programs. RCA officials said it is urgently needed for expanded voice, record and video services including Alaska Pipeline communications and the start of telephone and public-health services with the first 20 new small-village earth stations under construction and 80 others to be built later.

EIA group says go on quadraphonic

NQRC tests five discrete systems, finds no problems with four channels

Quadraphonic FM broadcasting is feasible, practical and "compatible with existing receivers," concludes a report submitted to the FCC by the National Quadraphonic Radio Committee.

Tests were conducted on five different quad systems to determine basic transmission channel requirements and included experiments in over-the-air and closed-circuit reproduction and subjective listening tests of each system. The companies involved were Quadracast Systems Inc., RCA, Cooper-UMX, GE and Zenith.

All of the systems use four discrete audio signals in one FM main channel, the 38 khz stereophonic subchannel and two additional subcarriers (including the 19 khz pilot subcarrier) that carry amplitude modulation.

Measurements were taken of protection ratios, signal-to-random-noise ratios, intermodulation distortion and other variables to determine co-channel and adjacent-channel interference. The over-the-air tests were conducted with a commercially operating transmitter, studio-to-transmitter link and transmitting and receiving antennas to "demonstrate the practicality of the proposed services."

Results indicated, the report said, that quadraphonic broadcasting is "compatible with existing systems and with the FCC's present station allocation plan." It went on to note that while modulation levels must be lowered for quad broadcasting, the resulting drop in signal-to-noise ratios is not large enough to reduce "significantly" the coverage area of stations now broadcasting in stereo.

Kear to be honored as engineer of year

He's NAB choice for top prize at annual convention

The National Association of Broadcasters' 1976 Engineering Achievement Award will go to Dr. Frank C. Kear, whose achievements have included the development of the radio range beacon, the first instrument landing equipment for aircraft and the application of directional antennas to broadcasting, according to the NAB. The presentation will be made March 23 at the NAB's annual engineering conference, which will run concurrently with the NAB annual convention in Chicago next March.

Now a partner with A.D. Ring & Associates, an engineering consulting firm based in Washington, in a former partnership with the late Robert Kennedy, designed the antenna complex on the Empire State building in New York and participated in setting up TV antenna systems on the John Hancock and Sears buildings in Chicago and the World Trade Center in New York. His work also led to the first combined radio beacon and radio telephone transmitter in 1931.

Mr. Kear served as chief engineer at the Washington Institute of Technology from 1932 to 1941, lectured in electronic communications at the University of Maryland from 1936 to 1941 and during World War II was head of the radio section of the Bureau of Aeronautics in the U.S. Navy.

Technical Briefs

Videotaped meditation. International Video Corp., Sunnysvale, Calif., has received order for 10 IVC-9000 broadcast video-tape recorders from U.S. branch of the Transcendental Meditation Movement. Recorders, which sell for about \$90,000 each, will be used for both commercial and educational broadcasting and in-house training at various worldwide bases of the Meditation Movement.

New name. Cox Data Systems, subsidiary of Atlanta-based Cox Broadcasting Corp., changed its name to Cox Data Services. Company supplies data processing and computer software to radio, TV, cable and pay-TV industries.

By another name. Multronics Inc., Rockville, Md., and Roburn Agencies Inc., New York, have agreed to let Roburn represent Multronics in international market for sales of radio frequency inductors, contractors and other broadcast products.

Low priced downconverter. Radar Technology Inc., Haverhill, Mass., has designed high-performance, low-noise downconverter for use with multipoint distribution service. Built-in low noise microwave preamplifier sells for \$350 and will give extended range, plus ability to use smaller antennas and towers, Radar Technology claims.

NCTA board meets for a quick one

One-day affair concentrates on squabbles with Bell, staff changes

The National Cable Television Association held its board meeting last week in Washington to a one-day affair.

A good part of that day was spent on the pole-attachment issue, looking toward yet unscheduled talks with Bell on nonrate matters. Those talks are expected to cover conflicts over Bell requirements for bonding, make-ready arrangements and trenching.

In the wake of NCTA staff shakeups (BROADCASTING, Dec. 8), President Robert Schmidt outlined some additional changes that will affect the government affairs team. Charles Lipsen, vice president of congressional affairs and Carol Seeger, political coordinator, are out. Now John Kenny, director of government relations, has been moved to the legal department as associate general counsel, leaving yet another vacancy on the government affairs side. Remaining is Josh Lanier, congressional relations coordinator, who is said to be on firm ground. (Charles Lipsen will continue as a consultant to NCTA, however.)

The board also adopted a resolution cri-



Smiling faces. National Cable Television Association followed its Washington board meeting last week with reception for FCC commissioners and congressional committee staffers. (L to r): NCTA president, Robert Schmidt; director, Burt Harris (who appears most likely candidate for chairmanship in upcoming April election); FCC Chairman Richard Wiley, Patti Schmidt and current NCTA Chairman Rex Bradley.

ticizing television broadcasters for circulating "deceitful, misleading and distorted information" about pay cable to the public, legislators and industry regulators. Ralph Baruch, chairman of NCTA's subscription cablecasting committee, suggested "ad TV" is more appropriate for defining commercial broadcasting than NAB's "free TV" reference.

Mel Gilbert, Snyder (Tex.) Community Antenna TV Co., was appointed chairman of NCTA's Independent Operators Board.

Proposal to curb foreign holdings in cable attacked

Opponents tell FCC that needed financing would be cut off; however, there is support for contention that change is in interest of national defense

The FCC's proposed restrictions on foreign ownership of U.S. cable TV systems have attracted mostly unfavorable comment from CATV operators. Most, but not all, claimed that the commission lacked the jurisdiction to regulate cable ownership. The restrictions on alien ownership of broadcast stations are part (Section 310) of the 1934 Communications Act, but inclusion of CATV under those rules would take an act of Congress, cable operators asserted.

Another concern of the cable operators that filed comments at the FCC last week opposing the FCC's rulemaking proposal was monetary. The National Cable Television Association claimed the rules would further restrict an already tight equity market by excluding potential foreign investment. The Community Antenna Television Association echoed: "... with the CATV industry in dire financial straits, it ill behooves the public interest to foreclose foreign investments..."

Communications Properties Inc., a multiple system operator, suggested the problem is that the proposed rules would deny the CATV industry an opportunity to gain support from institutional lenders which in turn have alien ownership interests. Both CPI and Metro Cable Inc., a

Minnesota cable operator with West German interests, claimed there has not been significant foreign ownership in the cable industry that might violate the purposes behind Section 310.

One purpose of the proposed restrictions is to safeguard against foreign control over domestic communications as a national defense safeguard. (The Washington law firm of Greeley, Bernard & Tierney, which initiated the report for FCC rulemaking, gave similar reasons for the alien ownership restrictions in cable.)

Suburban Cablevision, which operates several New Jersey CATV systems and is controlled by the Canadian multiple-system operator—MacLean-Hunter Cable TV Ltd., attacked the national defense argument as a reason for restrictions.

Notwithstanding cable's capability to originate programming, Suburban and MacLean said, CATV is "essentially a passive device" for distributing programming. Any restriction on alien control of communications is best accomplished at the broadcasting level where programs are created and where the Communications Act restricts foreign ownership, Suburban and MacLean added. They also said that the FCC proposal might be viewed as an "escalation" of the ongoing conflicts affecting U.S. and Canadian cable operators, broadcasters and programmers (BROADCASTING, Dec. 8). At any rate, such restrictions would involve conflicts with foreign policy and treaty provisions, Suburban and MacLean-Hunter said.

Not everyone, including cable people, were opposed to the FCC rules. If CPI considered the commission's proposal a "cure for which there is no disease," Citizens for Cable Television in Pennsylvania and the Philadelphia Community Cable Coalition said they believed "prevention is much better than the cure." The Pennsylvania citizens groups urged the FCC to institute rules prohibiting ownership of "vital communications services," including CATV, by aliens.

Time Inc., the parent company of Manhattan Cable TV Inc. and Home Box Office Inc., also supported the rule proposal. Time agreed with national defense arguments that control of the nation's media should not be allowed to come under foreign direction. Regardless of the

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current degree of foreign ownership in cable, Time noted that foreign interests are actively seeking investment opportunities at this time. Time acknowledged that it has received inquiries from foreign investors. The commission has the authority to adopt alien ownership restrictions and should do so, Time maintained.

Intertie asks help

Intertie Inc., Irvine, Calif.-based multiple system operator with 21 cable TV systems and 37,000 subscribers in 13 states, has filed for a Chapter XI proceeding under federal Bankruptcy Act. Intertie is asking the U.S. Central District Court for California for time to pay off its debts while it reorganizes its assets. If the court does not accept the plan, Intertie expects to file a Chapter X bankruptcy petition.

Last summer, Intertie's board of directors voted out the management team of H.D. Thoreau, president, and Jack Glassford, chairman. Officers are now "debtors in possession" and include Stephen W. Murphy, chairman, and Jeffrey Vail, president.

HBO's via-satellite pay package hits one-third penetration

Four systems with service under way report favorable subscriber interest

After almost a month of operation on four cable systems, Home Box Office's satellite-interconnected pay-TV network has achieved a penetration rate of nearly one-third.

HBO's service began Sept. 30 on UA-Columbia's Fort Pierce-Vero Beach, Fla., system and on American Television & Communications' Jackson, Miss., system; Nov. 15 on UA-Columbia's Tulsa, Okla., system, and Nov. 17 on UA-Columbia's Fort Smith, Ark., system. Approximately 58,000 customers—32% of total subscribers—on those earth-station-equipped systems have signed for the HBO package.

UA-Columbia's Laredo, Tex., system is half way through its initial no-cost preview period for the pay offering and claims 9% of its subscribers have requested pay service.

Other cable systems that have initiated pay service via satellite, but which have not had it long enough to calculate subscriber interest include: On-the-Air Inc., Owensboro, Ky., and Teleprompter systems at Mobile, Ala.; Fairmont, W. Va.; Seattle-Tacoma, Wash.; Eugene, Ore., and Tuscaloosa, Ala.

In addition to the 11 operating pay satellite affiliates, there are more than 30 cable-operator applications for earth stations pending at the FCC.

If predictions that were made by industry experts at the initial opening of the pay satellite network hold, there should be between 35 to 75 earth stations operating by

Warning. Teleprompter, armed with a new New York state law against theft of cable service, has had an individual prosecuted and sentenced to 45 days in jail for tapping illegally into its Iliion system. It was the first known action taken under the new law. The MSO also brought action last week against a person charged with stealing service from its Manhattan system. The man was also charged with "menacing"—he allegedly threatened two Teleprompter representatives with a gun. The New York antitheft law, which went into effect Oct. 27, stipulates a maximum penalty of one-year imprisonment and a \$1,000 fine.

the end of 1976 (BROADCASTING, Oct. 6). HBO, which now serves about 230,000 pay subscribers in the Northeast, via terrestrial microwave, expects to double that number by the end of 1976.

Cable Briefs

NBC joins HBO. NBC has petitioned U.S. Court of Appeals in Washington for review of FCC's Oct. 31 order against use of series-type programming on pay cable and asked court to consolidate review with pending Home Box Office case appealing commission's order (BROADCASTING, Nov. 10).

Two more. Microband Corp. of America, multipoint distribution service licensee, has announced plans to deliver pay-TV entertainment programming to home and apartment viewers in Memphis and New Orleans. Pay-program supplier will be Entertainment Network Inc. (in New Orleans) and Memphis CATV, controlled by Tele-Communications Inc. Service is scheduled to begin in early 1976. Microband Corp. has signed 12 contracts to distribute pay movies in 28 cities, with seven operating stations so far.

Caribbean cable. Jerrold Electronics Corp., Horsham, Pa., will provide equipment for 22-mile cable TV system slated for completion in 1976 on Tortola, Virgin Islands, and operated by Cable & Wireless

Limited. Jerrold will supply its Commander II signal-processing equipment and Starline 20 single-ended amplifiers for eight-channel system.

Origination help. Cable Program Services Inc., 39 West 16th Street, New York, has opened its doors as local-origination programming broker, booking and buying service and consultant. CPS currently is assembling film packages for cable TV systems in Maine, New Mexico, Colorado, Arizona, Washington, Florida, Michigan and West Virginia.

Tricky loan package worth the effort for Pa. cable firm

Company gives government agency paper control, which allows lenders tax exemption for interest

Keystone Communicable Inc., operator of CATV systems in Pennsylvania, has obtained financing for acquisition of several systems at lower-than-going-rate interest through a unique arrangement with the York County Industrial Development Authority, a local government agency.

The method involves signing over, on paper, the assets of the cable firm to the development authority, which allows the lenders, Firstmark Financial and the Indianapolis Morris Plan, to exempt the interest payments from their taxes. The savings is passed on to the cable company in the form of a lower interest rate. Keystone leases back from the development authority the assets it signed over; the development authority passes on the interest payments to Keystone.

The loan to Keystone through the development authority amounted to \$1,350,000 and will be used to finance acquisition of systems in the Pennsylvania counties of York, Adams and Lancaster.

J. Patrick Michaels, president of Communications Equity Corp., Minneapolis, which helped put together the loan package, says, however, that he doesn't expect the technique to "mushroom" across the country due to the technicalities involved and differences among the states.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Ted Hepburn, Alex Howard
580 Walnut Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 4008. 85717, phone (602) 795-1050

Broadcasting's index of 135 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Dec. 10	Closing Wed. Dec. 3	Net change in week	% change in week	1975 High	1975 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)			
Broadcasting													
ABC	N	19	19 1/2	-	1/2	-	2.56	27 3/8	13 1/8	7	17,187	326,553	
CAPITAL CITIES	CCB	N	40 3/4	40	+	3/4	+	1.87	43 1/2	22	7,208	293,726	
CBS	N	44 5/8	45	-	3/8	-	.83	44 5/8	20 1/2	11	28,313	1,263,467	
COX	N	26 1/2	25 3/4	+	3/4	+	2.91	26 7/8	10 1/4	14	5,812	154,018	
GROSS TELECASTING	GGG	A	9 1/8	9 1/4	-	1/8	-	1.35	11 1/4	6 7/8	6	800	7,300
LIN	LINB	O	7 7/8	7 1/4	+	5/8	+	8.62	9 3/4	2 5/8	8	2,382	18,758
MOONEY	MOON	O	2 3/8	2 1/4	+	1/8	+	5.55	2 3/4	1 1/4	6	385	914
RAHALL	RAHL	O	5 1/8	5 3/8	-	1/4	-	4.65	6 1/4	2 1/4	11	1,297	6,647
SCRIPPS-HOWARD	SCRP	O	20	20			.00	22 1/2	14 1/4	7	2,589	51,780	
STARR	SBG	M	3	3 1/2	-	1/2	-	14.28	7	2 3/4	3	1,091	3,273
STORER	SBK	N	14 3/4	15 5/8	-	7/8	-	5.60	21 1/4	12 1/8	7	4,571	67,422
TAFT	TFB	N	22 3/8	21 7/8	+	1/2	+	2.28	28 1/2	11 5/8	8	4,042	90,439
TOTAL									75,677	2,284,297			

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	1 5/8	1 3/4	-	1/8	-	7.14	2 1/2	3/4	10	1,248	2,028
AVCO	AV	N	4 1/8	4 1/8			.00	7 5/8	2 3/8	1	11,481	47,359	
BARTELL MEDIA	BMC	A	5/8	5/8			.00	1 5/8	5/8	1	2,257	1,410	
JOHN BLAIR	BJ	N	4 3/4	5	-	1/4	-	5.00	6 1/8	3 7/8	23	2,403	11,414
CHRIS-CRAFT	CCN	N	4 1/2	4 7/8	-	3/8	-	7.69	6 3/4	2 1/8	17	4,164	18,738
COMBINED COMM.	CCA	N	11 1/4	9 3/4	+	1 1/2	+	15.38	15 7/8	5	7	4,673	52,571
COWLES	CWL	N	6	6 5/8	-	5/8	-	9.43	9	4 1/8	5	3,969	23,814
DUN & BRADSTREET	DNB	N	27 1/2	28 1/4	-	3/4	-	2.65	30 7/8	18 3/4	18	26,520	729,300
FAIRCHILD INC.	FEN	N	5 7/8	5 3/4	+	1/8	+	2.17	9 1/2	4 3/8	5	4,550	26,731
FUQUA	FQA	N	4 1/8	4 5/8	-	1/2	-	10.81	7 1/4	3 1/4	7	8,689	35,842
GANNETT CO.	GCI	N	33 1/2	32	+	1 1/2	+	4.68	38 5/8	23	21	21,108	707,118
GENERAL TIRE	GY	N	16 7/8	16 1/8	+	3/4	+	4.65	17 7/8	10 5/8	5	21,523	363,200
GLOBETROTTER	GLBTA	O	1 1/2	1 3/8	+	1/8	+	9.09	3 5/8	7/8	7	2,783	4,174
GRAY COMMUN.	O		6 1/2	6 1/2			.00	7	6	5	5	475	3,087
HARTE-HANKS	HHN	N	17 7/8	18 3/8	-	1/2	-	2.72	19 7/8	6 1/4	12	4,369	78,095
JEFFERSON-PILOT	JP	N	29 3/4	29 1/2	+	1/4	+	.84	38 3/4	26 1/4	12	24,066	715,963
KAISER INDUSTRIES	KI	A	7 3/8	7 5/8	-	1/4	-	3.27	11 5/8	4 5/8	4	27,575	203,365
KANSAS STATE NET.	KSN	O	3 1/4	3 1/2	-	1/4	-	7.14	4 1/8	2 7/8	6	1,815	5,898
KINGSTIP	KTP	A	5 1/4	5 3/8	-	1/8	-	2.32	7 3/8	1 7/8	10	1,154	6,058
KNIGHT-RIDDER	KRN	N	27 5/8	26 7/8	+	3/4	+	2.79	33 1/4	14 1/4	18	8,305	229,425
LEE ENTERPRISES	LNT	A	19 3/4	18 7/8	+	7/8	+	4.63	20 1/4	12	11	3,352	66,202
LIBERTY	LC	N	9 1/2	10	-	1/2	-	5.00	13	7 1/8	4	6,762	64,239
MCGRAW-HILL	MHP	N	11 3/4	12 1/8	-	3/8	-	3.09	13 3/4	6	10	24,569	288,685
MEDIA GENERAL	MEG	A	14	14 3/4	-	3/4	-	5.08	16	13 1/4	5	3,604	50,456
MEREDITH	MDP	N	10 3/8	10 1/2	-	1/8	-	1.19	13 1/2	8 3/8	4	3,041	31,550
METROMEDIA	MET	N	14 3/8	14 3/8			.00	16 7/8	5 1/4	11	6,553	94,199	
MULTIMEDIA	MMED	O	13	12 3/4	+	1/4	+	1.96	14 1/4	8 3/4	9	4,389	57,057
NEW YORK TIMES CO.	NYKA	A	11 1/2	11	+	1/2	+	4.54	15 1/2	7 1/2	7	10,938	125,787
OUTLET CO.	OTU	N	13 1/2	14 1/4	-	3/4	-	5.26	16 1/4	8	5	1,387	18,724
POST CORP.	POST	O	8 1/2	8 1/4	+	1/4	+	3.03	8 1/2	3 1/4	34	870	7,395
PSA	PSA	N	5 1/4	4 3/4	+	1/2	+	10.52	6 7/8	3 3/4	11	3,181	16,700
REEVES TELECOM	RBT	A	1 1/4	1 3/8	-	1/8	-	9.09	2 1/4	3/4	5	2,376	2,970
ROLLINS	ROL	N	21	21 3/4	-	3/4	-	3.44	24	11 1/4	15	13,404	281,484
RUST CRAFT	RUS	A	5 1/4	5 3/4	-	1/2	-	8.69	9 3/4	4 3/4	4	2,328	12,222
SAN JUAN RACING	SJR	N	7 3/8	7 1/4	+	1/8	+	1.72	14 1/4	5 3/4	5	2,509	18,503
SCHERING-POUGH	SGP	N	55 1/8	54 1/8	+	1	+	1.84	67 1/4	44 1/2	23	53,938	2,973,332
SONDERLING	SDB	A	6 1/2	6 3/8	+	1/8	+	1.96	8 1/8	4	5	727	4,725
TECHNICAL OPERATIONS	TO	A	2 7/8	2 7/8			.00	6 1/4	2 3/8	3	3	1,344	3,864
TIMES MIRROR CO.	TMC	N	17 1/2	18 1/2	-	1	-	5.40	19 7/8	10 1/4	10	33,814	591,745
WASHINGTON POST CO.	WPO	A	22	22 1/2	-	1/2	-	2.22	30	16 7/8	7	4,751	104,522
WOMETCO	WDM	N	13	13 1/8	-	1/8	-	.95	17 1/4	6 5/8	8	5,775	75,075
TOTAL									372,739	8,155,026			

Cablecasting

AMECO** *	ACO	O	5/8	3/4	-	1/8	-	16.66	1 7/8	1/8		1,200	750
AMER. ELECT. LABS	AELBA	O	7/8	7/8			.00	2 3/8	1/2	7		1,672	1,463
AMERICAN TV & COMM.	AMTV	O	12 1/2	13 1/2	-	1	-	7.40	17 3/4	6	22	3,304	41,300
ATHENA COMM.** *	O		1/4	1/4			.00	2 1/4	1/4			2,125	531
BURNUP & SIMS	BSIM	O	3 1/4	4	-	3/4	-	18.75	7 3/4	3	6	8,361	27,173
CABLECOM-GENERAL	CCG	A	4 1/2	5 1/8	-	5/8	-	12.19	7 3/4	1 5/8	8	2,560	11,520
CABLE FUNDING	CFUN	O	7	7 3/4	-	3/4	-	9.67	7 3/4	4 1/4	175	1,121	7,847
CABLE INFO. *	O		1/4	1/2	-	1/4	-	50.00	1 1/4	1/4	1	663	165
COMCAST	O		1 7/8	1 7/8			.00	3	3/4	8		1,708	3,202
COMMUNICATIONS PROP.	COMU	O	1 1/2	1 5/8	-	1/8	-	7.69	3 1/2	1 1/4	9	4,761	7,141
COX CABLE	CXC	A	11 3/4	13 1/8	-	1 3/8	-	10.47	17 1/4	4 3/8	19	3,560	41,830
ENTRON *	ENT	O	1 5/8	1 3/8	+	1/4	+	18.18	1 5/8	5/8	12	1,358	2,206
GENERAL INSTRUMENT	GRL	N	7 1/2	7 5/8	-	1/8	-	1.63	31 1/2	7 1/2	5	7,201	54,007
GENERAL TV *	O		1/2	1/2			.00	5/8	1/4	25		1,000	500
SCIENTIFIC-ATLANTA	SFA	A	11 7/8	12	-	1/8	-	1.04	14 1/2	11 3/4	10	1,017	12,076
TELE-COMMUNICATION	TCOM	O	2 3/8	2 3/8			.00	4 3/8	1	2		5,181	12,304
TELEPROMPTER	TP	N	4 1/4	4 1/2	-	1/4	-	5.55	9 1/2	1 1/2	9	16,604	70,567
TIME INC.	TL	N	58	57 1/2	+	1/2	+	.86	61 3/4	24 3/4	12	9,960	577,680
TOCOM	TOCM	O	2 3/8	2 1/4	+	1/8	+	5.55	2 3/8	1 3/4	6	617	1,465
UA-COLUMBIA CABLE	UACC	O	8	8			.00	13	4 5/8	11		1,714	13,712
UNITED CABLE TV	UCTV	O	1 3/4	2	-	1/4	-	12.50	4 1/8	1 1/4	3	1,879	3,288

	Stock symbol	Exch.	Closing Wed. Dec. 10	Closing Wed. Dec. 3	Net change in week	% change in week	1975 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
VIACOM	VIA	N	6 5/8	6 7/8	- 1/4	- 3.63	10	2 3/4	9	3,665	24,280
VIKDA**	VIK	A	1 1/8	1	+ 1/8	+ 12.50	2 3/4	5/8	1	2,534	2,850
TOTAL										83,765	917,857
Programming											
COLUMBIA PICTURES	CPS	N	4 1/2	4 3/8	+ 1/8	+ 2.85	9 5/8	2 3/8	17	6,748	30,366
DISNEY	DIS	N	48 3/8	48 1/8	+ 1/4	+ .51	55 3/4	21 1/4	26	29,755	1,439,398
FILMWAYS	FWY	A	5	5 5/8	- 5/8	- 11.11	6 1/4	2 3/4	6	1,792	8,960
FOUR STAR *			3/8	1/4	+ 1/8	+ 50.00	3/8	1/4	1	666	249
GULF + WESTERN	GW	N	20 1/4	19 1/2	+ 3/4	+ 3.84	22 3/8	18 1/4	3	30,058	608,674
MCA	MCA	N	63 3/8	66 1/2	- 3 1/8	- 4.69	89 1/8	27 3/4	9	8,478	537,293
MGM	MGM	N	13	13		.00	18 3/4	12 1/4	5	12,247	159,211
TELETRONICS INTL.	O		3 3/4	4 1/8	- 3/8	- 9.09	5 3/4	1 3/8	8	943	3,536
TRANSAMERICA	TA	N	8 1/8	8 1/8		.00	10 1/4	6	12	64,945	527,678
20TH CENTURY-FOX	TF	N	10 1/4	10 3/8	- 1/8	- 1.20	15 1/2	5 1/8	10	7,547	77,356
WALTER READE** *	WALT	O	3/8	3/8		.00	3/8	1/4		4,296	1,611
WARNER	WCI	N	17 7/8	16 3/4	+ 1 1/8	+ 6.71	22 7/8	8 1/4	7	16,718	298,834
WRATHER	WCO	A	3	3		.00	5 7/8	1 1/2	5	2,229	6,687
TOTAL										186,422	3,699,853
Service											
88DO INC.	8800	O	16 3/4	17	- 1/4	- 1.47	17 1/2	11 1/8	7	2,513	42,092
COMSAT	CO	N	24 1/2	26 1/4	- 1 3/4	- 6.66	46 1/2	24 1/2	5	10,000	245,000
DOYLE DANE BERNBACH	DDYL	O	8 5/8	8 1/2	+ 1/8	+ 1.47	12 3/8	6 1/4	5	1,816	15,663
FOOTE CONE & BELDING	FCB	N	10 5/8	10 3/8	+ 1/4	+ 2.40	11 1/8	5 1/2	7	2,121	22,535
GREY ADVERTISING	GREY	O	6 5/8	6 7/8	- 1/4	- 3.63	7 3/4	5 1/2	4	1,213	8,036
INTERPUBLIC GROUP	IPG	N	15 1/2	16 3/4	- 1 1/4	- 7.46	19	8 5/8	5	2,290	35,495
MARVIN JOSEPHSON	MRVN	O	7 1/4	7 1/2	- 1/4	- 3.33	10 1/4	2	5	2,030	14,717
MCI COMMUNICATIONS	MCIC	D	1 3/8	1 3/8		.00	3 7/8	1 3/8		13,339	18,341
MOVIELAB	MOV	A	7/8	7/8		.00	1 7/8	5/8	5	1,407	1,231
MPO VIDEOTRONICS	MPO	A	3	3 1/8	- 1/8	- 4.00	4 1/8	1	17	537	1,611
NEEOHAM, HARPER	NDHMA	O	5 3/4	6	- 1/4	- 4.16	6 3/4	3 7/8	8	853	4,904
A. C. NIELSEN	NIELB	O	18 1/2	18 5/8	- 1/8	- .67	24 1/4	10 5/8	17	10,598	196,063
OGILVY & MATHER	OGIL	O	16 1/4	17 1/4	- 1	- 5.79	23 1/2	11 1/2	5	1,805	29,331
J. WALTER THOMPSON	JWT	N	7 3/4	7 1/2	+ 1/4	+ 3.33	8 3/4	4 1/8	10	2,649	20,529
TOTAL										53,171	655,548
Electronics/Manufacturing											
AMPEX	APX	N	4 3/4	5	- 1/4	- 5.00	7 3/8	2 5/8	5	10,885	51,703
CETEC	CEC	A	1 1/4	1 1/4		.00	2 1/8	1	6	2,319	2,898
COHU, INC.	COH	A	2 1/4	2 1/4		.00	3 5/8	1 1/4	25	1,617	3,638
CONRAC	CAX	N	26	25 1/4	+ 3/4	+ 2.97	30 1/4	10 7/8	11	1,278	33,228
EASTMAN KODAK	EASKD	N	104 5/8	104	+ 5/8	+ .60	110	63	27	161,347	16,880,929
FARINDN ELECTRIC	FARN	O	6 1/4	6 3/4	- 1/2	- 7.40	14 3/4	6 1/4	12	3,925	24,531
GENERAL ELECTRIC	GE	N	47	46	+ 1	+ 2.17	52 7/8	32 3/8	15	182,885	8,595,595
HARRIS CORP.	HRS	N	29 1/4	28 7/8	+ 3/8	+ 1.29	33 5/8	14 1/2	20	6,160	180,180
HARVEL INDUSTRIES *	HARV	O	6	6		.00	9	3	38	480	2,880
INTERNATIONAL VIDEO	IVCP	O	1 1/4	1 1/2	- 1/4	- 16.66	3 3/4	1 1/4	2	2,730	3,412
MICROWAVE ASSOC. INC	MAI	N	12 1/2	13 1/4	- 3/4	- 5.66	26 7/8	9 3/4	6	1,320	16,500
3M	MMM	N	57 3/4	58 1/2	- 3/4	- 1.28	66 7/8	46 1/8	29	114,240	6,597,360
MOTOROLA	MOT	N	40 1/2	40 5/8	- 1/8	- .30	57 7/8	33 3/4	19	28,198	1,142,019
N. AMERICAN PHILIPS	NPH	N	21	20 7/8	+ 1/8	+ .59	24 1/4	12 3/8	10	12,033	252,693
OAK INDUSTRIES	OEN	N	7	6 3/4	+ 1/4	+ 3.70	11 1/2	5 1/2	3	1,639	11,473
RCA	RCA	N	19	18 7/8	+ 1/8	+ .66	21 3/8	10 3/8	15	74,547	1,416,393
ROCKWELL INTL.	ROK	N	23	23		.00	25 1/2	18 7/8	7	30,913	710,999
RSC INDUSTRIES	RSC	A	1 1/2	1 1/2		.00	2 1/4	1 1/2	5	3,440	5,160
SONY CORP.	SNE	N	10 1/8	10	+ 1/8	+ 1.25	13 1/4	5	27	172,500	1,746,562
TEKTRONIX	TEK	N	44	41 1/4	+ 2 3/4	+ 6.66	45 1/2	18 1/8	15	8,671	381,524
TELEMATIION	TIMT	O	1	1		.00	1 1/2	1	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	12 3/4	12 3/8	+ 3/8	+ 3.03	18 1/2	6 1/2	12	6,838	87,184
WESTINGHOUSE	WX	N	13 7/8	12 7/8	+ 1	+ 7.76	20	9 3/4	39	87,024	1,207,458
ZENITH	ZE	N	23 1/4	22 7/8	+ 3/8	+ 1.63	28 5/8	10	97	18,797	437,030
TOTAL										934,836	39,792,399
GRAND TOTAL										1,706,610	55,504,980

Standard & Poor's Industrial Average

98.2

98.2

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A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

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

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

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

Campdown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/2	12/2/75
Elkins Institute	1/8	11/20/74
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

Fates & Fortunes

Media

Harold Crump, VP/station manager, WLAC-TV Nashville (now WTVF-TV) named executive VP/general manager. **Tom Ervin**, VP/sales director, named VP/station manager, sales director.



Crump

Duffy

Chris Duffy, broadcast operations director, WLS-TV Chicago, named general manager, WLWI(TV) Indianapolis.

Michael P. Mallardi, president, ABC Record and Tape Corp., New York, elected VP/chief financial officer and treasurer, ABC Inc. (BROADCASTING, Dec. 1). **Warren D. Schaub**, VP/con-

troller, ABC Inc., elected VP, finance/controller.

Bill Wade, account executive, KDAY(AM) Santa Monica, Calif., named president, Media Management Co., licensee of KSOM-AM-FM Ontario, Calif.

John R. Lego, VP, Doubleday Broadcasting Co., and general manager, Doubleday's KHOW(AM) Denver, named VP, Capitol Broadcasting Co., and general manager, Capitol's WWDC-AM-FM Washington.

Jayne Ross, women's issues liaison, CBS Inc., New York, named director, career development program-women.

Charles G. Filippi, general manager, WKKD(FM) Aurora, Ill., named VP, parent, Salter Broadcasting Co. **Reinhard Metzger**, general manager, Salter's WRWC(FM) Rockton, Ill., named VP, FM operations. **Joseph Moen**, general manager, Salter's WBEL(AM) Beloit, Wis., named senior VP. **Dee Checks**, office manager, WBEL, named assistant treasurer.

Ronald M. Miller, account executive, WSLT-AM-FM Ocean City, N.J., named station manager, WMGM(FM) Atlantic City.

John A. Longo, general sales manager, WEDO(AM) McKeesport, Pa., named VP/general manager.

Lewis S. Krone, general sales manager, WGLO(FM) Fort Lauderdale, Fla., named station manager.

Ronald L. Sack, VP, KXYZ(AM) Houston, named general manager, KOB-AM-FM Albuquerque, N.M.

Doug Huber, graduate, Broadcast Center of America, St. Louis, named assistant station manager, WBBA(AM) Pittsfield, Ill.

Wayne Weeks, sales manager, KNAM(AM)-KNFM(FM) Midland, Tex., named business manager.

Jhan Hiber, sales manager, KENI-TV Anchorage, named station manager.

Gary L. Moser, program/production director, KOGA(AM) Ogallala, Neb., named station manager, KNAB(AM) Burlington, Colo.

Michael Mervis and **Barbara Holbrook**, State of Wisconsin Educational Communications board members, elected chairperson and vice chairperson, respectively.

Broadcast Advertising

Larry Hoffner, account executive, NBC-TV sales department, New York, elected VP-Eastern sales. **Richard Plastine**, manager, participating program sales, NBC-TV, New York, named manager, daytime sales.

Howard S. Gittins, account manager, account services, Ketchum, MacLeod & Grove, Pittsburgh, named VP.

John J. Horak, management supervisor, national field staff, Clinton E. Frank, Los Angeles, named general manager, Frank's office there.

Paul Hughes, VP/general manager, WTEN(TV) Albany, N.Y., named executive VP, Tele-Rep., New York.

Jay Keay, account executive, Eastman Radio, New York, appointed manager of Eastman's radio-network division.

Mark Bench, assistant national sales manager, WRFM(FM) New York, named national sales manager.

Edgar Carter, broadcast production director, Zimmer-McClaskey-Lewis, Louisville, Ky., named creative director succeeding **Richard Bridgman**, named creative services director. **John Cunningham**, senior writer, named associate creative director of agency.

Newly elected directors, Association of National Advertisers: **Derek J. Carroll**, Thomas J. Lipton Co.; **Edward W. Dooley**, First National City Bank; **Donald G. Goldstrom**, Armstrong Cork Co.; **William Mack Morris**, Life Savers Inc.; **Robert A. Pittman**, Brown & Williamson Tobacco Corp.; **Orville J. Roesch**, Seven-Up Co.; and **Francis L. Smawley**, Jos. Schlitz Brewing Co.

Michael Y. Bell, account executive, Gordon

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Associates Advertising, West Palm Beach, Fla., named account supervisor.

Jim Francis, production/operations manager, WHNT-TV Huntsville, Ala., named operations manager, LBJ Productions, Chattanooga.

Ron Hobin, general manager, Clarion Productions, Foote, Cone & Belding, Chicago, promoted to executive producer, *Hallmark Hall of Fame*, there.

William Spitzer, owner of burglar-alarm business, returns to WTTG(TV) Washington as production manager.

Joseph S. Capobianco, music director, WAAF(FM) Worcester, Mass., named program manager.

Stan Yudin, account executive, Century National Sales, New York, named national sales manager, WRVR(FM) there.

Daniel J. Lawlor, account executive, Television Advertising Representatives, New York, named sales manager, WJZ-TV Baltimore. Both are Group W-owned.

Timothy DeCapua, sales manager, WGCL(FM) Cleveland, named to same position, WKSW(FM) there.

Michael Ewing, station manager, KMOX-FM St. Louis, named retail sales manager, WEEI(AM) Boston.

J. William Beindorf, VP/general sales manager, WTCN-TV Minneapolis, named general sales manager, WXEX-TV Petersburg, Va.

Harold E. Graves, sales manager, WPOC(FM) Baltimore, named to same position, WISZ-AM-FM Glen Burnie, Md.

Programing

Michael J. Clark, account executive, sports sales, ABC-TV, New York, named sales director, Trans World International, Los Angeles, developer of sports events, films and TV programs. He will be based in New York.

George R. MacKay, general manager/program director, noncommercial WCSG(FM) Grand Rapids, Mich., named national music director, The McLendon Collection, Dallas radio program producer.

Bill Price, promotion director/air personality, WPGC-AM-FM Morningside, Md., named production director, WLS(AM) Chicago.

John Snell, senior production engineer, ABC Radio, resigns to form own production/recording company. He will also serve as production/technical consultant to DWJ Associates Inc. public relations, New York. *John Snell Professional Sound Service, suite 610, 295 Madison Avenue, New York 10017.*

Bob Hale, host, Illinois state lottery drawings and telecasts, returns to WMAQ-TV Chicago as producer/host, religious programing in addition to his lottery duties.

Brian Belrne, program director, WFYR(FM) Chicago, named to same position, KFRC-FM San Francisco.

Tom Gaut, producer/director, WESH-TV Daytona Beach, Fla., named to same position, WTVJ(TV) Miami.

Michael Fields, owner of production firm, Columbia, S.C., named executive producer, WXYZ-TV Detroit.

Jeffrey J. Weber, air personality, WNNJ(AM) Newton, N.J., named program director, WNNJ(AM)-WIXL(FM) there.

Mac Hemion, freelance sports director, joins NBC Sports, New York as director.

Broadcast Journalism

John Hart, NBC News correspondent, Washington, named to replace **Tom Snyder** as TV anchorman, *NBC Sunday Night News* beginning Dec. 28.

Bob Schieffer, CBS News White House correspondent, named to additional duties as TV anchorman, *CBS Evening News* on Sundays. **Gordon F. Joseloff**, editor/correspondent, United Press International, New York, named

radio newswriter, CBS News there.

G. David Fowler, reporter, KPIX(TV) San Francisco, named co-anchor.

Joe Moskowitz, reporter/anchor, WTTV(TV) Bloomington, Ind., named reporter, KHOU-TV Houston.

Nick Young, air personality, WLW(AM) Cincinnati, named anchor, WEEI(AM) Boston.

Mike Wolfe, sports reporter, WWDC(AM) Washington, named to same position, WTOP-TV there.

Maclovlo Perez, reporter/weekend weather person, KMOL-TV San Antonio, Tex., named reporter, KGTV(TV) San Diego.

Paul Udell, reporter/weekend anchor, WBBM-TV

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Chicago, named anchor/reporter, WLWI(TV) Indianapolis.

Dick Bieser, news director, WHIO-TV Dayton, Ohio, named public affairs/news manager, WHIO-AM-FM-TV.

Michael Carpenter, reporter, KOMA(AM) Oklahoma City, named newsreel producer/reporter, KOCO-TV there.

Dale B. Cerbin, news director, KCAU-TV Sioux City, Iowa, named to same position, KCBC(AM) Des Moines, Iowa.

Jack Hurley, community service/editorial director, WHIO-AM-FM-TV Dayton, Ohio, named news director, WHIO-TV. **Winston Hoehner**, morning radio news editor, named radio news director.

Bob Kaplitz, investigative reporter, WFMY-TV Greensboro, N.C., named to same position, WTVJ(TV) Miami. **Bob Beers**, editorial research director, WTVJ, named news manager.

Clarice M. Hagen, public relations director, Goodwill Industries, named night news editor, KSPQ(AM) Spokane, Wash.

Dave Winters, anchor, WWTU(TV) Traverse City, Mich., named producer/anchor, WDBJ-TV Roanoke, Va.

Sydney M. Nickerson, public affairs staff specialist, Pacific Telephone Co., San Francisco, named editorial/public affairs director, KCBS(AM) there.

Dick Nelson, news production coordinator/state capitol correspondent, WKY-TV Oklahoma City, named managing editor, KOMU-TV Columbia, Mo., and assistant journalism professor, University of Missouri. University owns KOMU-TV.

Mark Pierce, reporter/anchor, WKRC-TV Cincinnati, named public affairs/news director, noncommercial WPBT(TV) Miami.

Cable

James R. Van de Velde, national programming director, Teleprompter Corp., New York, named pay cable services director.

Ronald E. Kaplan, North American controller, Wang Laboratories, Tewkesbury, Mass., electronics manufacturer, named VP, administration, Continental CATV Inc., subsidiary of Vikoa Inc., New York.

Marilynne Rudick, information systems manager, National Clearing House on Revenue Sharing, Washington, named information director, Cable TV Information Center there.

Equipment & Engineering

Bernie Holtman, chief engineer, WAVE-AM-TV Louisville, Ky., named engineering director for parent, Orion Broadcasting.

Ralph A. Thompson, engineering manager, WJXT(TV) Jacksonville, Fla., named engineering director of parent, Post-Newsweek Stations, Washington, and chief engineer, Post-Newsweek's WTOP-TV there.

Curtis I. Kring, manager, industry relations-government sales, broadcast products division, Harris Corp., Cleveland, named national marketing director, communications equipment division, Microwave Associates Inc., Burlington, Mass.

Juan C. Gregorio, design engineer, Sparta Electronic Corp., Sacramento, Calif., named to same position, McMartin Industries, Omaha.

Mike Snyder, with Kentucky Educational Television Network, named engineer, New Jersey Public Television, Trenton, assigned to noncommercial WNJT(TV) there.

Joseph N. Phirman, transmitter supervisor, noncommercial WOET-TV Kettering, Ohio, named engineer, noncommercial WCET(TV) Cincinnati.

Allied Fields

Ed Mullinax, who sold WLAG-AM-FM LaGrange, Ga., two months ago (BROADCASTING, Nov. 3), has established station consultancy there with services for both broadcast and CATV. Mr. Mullinax retains interest in several cable systems in state and is serving his fifth term in Georgia House of Representatives.

John W. Breen, Jr., area manager, U.S. Savings Bond program, Austin, Tex., named promotion/broadcast manager, at national headquarters in Washington.

Deaths

K. C. Strange, 46, former promotion manager, WRTV(TV) Indianapolis, died Dec. 5 in Methodist

hospital, Indianapolis, as result of blood clot developed after recent fall. In 1972, he left WRTV to join Market Trends, Chicago marketing research firm as account executive. Mr. Strange was former VP, Broadcasters Promotion Association.



Patterson

from 1950 to 1960 and was with CBS News for seven years before he joined Columbia in 1967. Survivors include his wife, Betty, and four children.

Renee R. Falk, 37, former publicist for WABC-TV New York and previously reporter for *Television Magazine* and *Radio-TV Daily*, died Dec. 5 of cancer in Montefiore hospital, New York. She is survived by her husband, H. William Falk, broadcast director, The Softness Group, New York public relations firm, and three children.

Don Sharpe, 63, creative affairs associate, Charles Fries Productions, North Hollywood, Calif., died there Nov. 20 after apparent heart attack. He packaged original *Four Star Playhouse* and *I Love Lucy* and was partner with Blake Edwards, in *Peter Gunn* and *Mr. Lucky*. He is survived by four daughters.

Gordon Duff, 66, former CBS and NBC producer, died Dec. 2 in Norwalk (Conn.) hospital. Among his productions were *Television Playhouse*, *Studio One* and *Playhouse 90*. He is survived by his wife, Roseclaire, and two sons.

R.P. Adams, founder, KUTE(FM) Glendale, Calif., died after heart attack Nov. 25 in Glendale. He was in his 70's and is survived by his wife, Alice.

Frank Forte, 79, turntable operator, ABC-TV Central Division, Chicago, died after heart attack Dec. 1. He played trombone with NBC radio orchestras in late 30's. He is survived by his wife, Rose, and three daughters.

For the Record

New stations

As compiled by BROADCASTING, Dec. 1 through Dec. 5 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. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

TV start

■ *WCML-TV Alpena, Mich.—Authorized program operation on VHF ch. 6 (82-88 mhz); ERP 100 kw vis, 15.1 kw aur. HAAT 1470 ft. Action Nov. 13.

AM application

■ Marshalltown, Iowa—Marshalltown Radio Corp. seeks 1190 khz, 250 w-N, 500 w-U. P.O. address: 301 Masonic Temple Bldg., Marshalltown 50158. Estimated construction cost \$143,946; first-year operating

cost \$55,644; revenue \$135,000. Format: standard pop, C&W. Principals: Glenn R. Olson (86%) et al. Mr. Olson owns 99% of KQWC-AM-FM Webster City, Iowa. Ann. Nov. 26.

FM applications

■ Parker, Ariz.—B.I.N.A. Broadcasting Co. seeks 99.3 mhz, 3 kw, HAAT—139 ft. P.O. address: Rt. 1, Box 11, Parker 85344. Estimated construction cost \$15,614; first-year operating cost \$49,113; revenue not given. Format: popular music. Principal: Gilbert Leivas (100%) has been developing Project B.I.N.A.: Broadcasting Information for Native Americans. Ann. Dec. 1.

■ *Wallingford, Conn.—Choate Rosemary Hall Foundation seeks 89.9 mhz, 10 w. P.O. address: c/o Ms. Pauline Anderson, Wallingford 06492. Principals: Choate School Foundation, part of present applicant, was licensee of *WWEB(FM) Wallingford, whose license recently expired. New applicant plans to use same technical facilities. Ann. Dec. 5.

■ Presque Isle, Me.—Jack F. Sieber seeks 95.3 mhz, 3 kw, HAAT —88 ft. P.O. address: 457 Main St., Presque Isle 04769. Estimated construction cost \$5,500; first-year operating cost \$9,500; revenue \$25,000. Format: classical, MOR. Principal: Jack Sieber (100%) is chief engineer at WEGP(AM) Presque Isle, owns business building and 80% of retail television, appliance, music store. Ann. Dec. 1.

■ Farmington, Miss.—KBOA Inc. seeks 98.5 mhz, 100 kw, HAAT 868 ft. P.O. address: Box 470, Kenneth, Mo. 63857. Estimated construction cost \$96,318; first-year operating cost \$24,000; revenue \$36,000. Format: standard pop, C&W, folk. Principals: Charles C. Earls (31.49%) and Maurice F. Dunne Jr. (31.02%) are part owners of KTHS(AM)-KAAM-FM Berryville, Ark., and KSIB-AM-FM Creston, Iowa; et al. Ann. Dec. 5.

■ *Salisbury, N.C.—Catawba College seeks 91.1 mhz, 10 w, HAAT 50 ft. P.O. address: E. Innes St. Extension, Salisbury 28144. Estimated construction cost \$9,990; first-year operating cost \$500. Station will have no paid employees, but will be laboratory for radio curriculum in Speech and Drama Department. Ann. Dec. 5.

■ Sapulpa, Okla.—KXOJ Inc. seeks 100.9 mhz, 2 kw, HAAT 360 ft. P.O. address: Box 1250, Sapulpa 74066. Estimated construction cost \$31,439; first-year operating cost \$12,000; revenue \$12,000. Format: MOR. Principals: Michael P. Stevens, W.R. Stubbs and Gordon F. Smith. Ann. Dec. 5.

FM actions

■ *Barrington, Ill.—Community Unity School District No. 220. Broadcast Bureau granted 88.5 mhz, 10 w. P.O. address: 310 E. James St., Barrington, Ill. 60010. Estimated construction cost \$8,200; first-year operating cost \$6,700. Principal: Peter Slovick, chief engineer (BPED-2019). Action Nov. 26.

■ *Castleton, Vt.—Board of Trustees, Vermont State Colleges. Broadcast Bureau granted 91.3 mhz, 10 w. P.O. address: Castleton, Vt. 05735. Estimated construction cost \$6,310; first-year operating cost \$690. Principal: Lowden R. Elkin, station manager (BPED-1982). Action Nov. 26.

FM starts

■ *WKCC Chicago—Authorized program operation on 89.3 mhz, TPO 10 w. Action Nov. 11.

■ KLEE-FM Ottumwa, Iowa—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 170 ft. Action Nov. 25.

■ KXGR Grand Rapids, Minn.—Authorized program operation on 96.7 mhz, ERP 1.7 kw, HAAT 390 ft. Action Nov. 25.

■ *WONY Oneonta, N.Y.—Authorized program operation on 90.9 mhz, TPO 10 w. Action Nov. 11.

■ WBBC Blackstone, Va.—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 300 ft. Action Nov. 11.

■ WXIL Parkersburg, W. Va.—Authorized program operation on 95.1 mhz, ERP 50 kw, HAAT 500 ft. Action Nov. 25.

■ KDLY Lander, Wyo.—Authorized program operation on 97.5 mhz, ERP 25 kw, HAAT —420 ft. Action Nov. 24.

■ KOFY(AM) San Mateo, Calif. (AM: 1050 khz, 1 kw-D)—Seeks assignment of license from Spanish Broadcasting System to Radio Espanol for \$800,000. Buyer: Robert W. Day (32%) is director of advertising-public relations firm. Douglas J. Pledger (32%) owns advertising company. Jess J. Carlos (26%) is station manager of KOFY, and owns tax and immigration consultant firm. Et al. Ann. Dec. 3.

■ WNB(AM) Newburyport, Mass. (1470 khz, 500 w-D)—Seeks transfer of control of Tri-City Broadcasting Co. from Theodore Feinstein (100% before; none after) to Ensign Broadcasting Co. (none before; 100% after). Consideration: \$240,000. Seller: Mr. Feinstein owns WLYN-AM-FM Lynn, Mass. Buyer: Powell and Betty Ensign, and Robert L. Dudley. Mr. Dudley is president of Meeker Co., New York station representative. Mr. Ensign is former radio sales manager for Meeker. Ann. Dec. 3.

Actions

■ WARI-AM-FM Abbeville, Ala. (AM: 1480 khz, 1 kw-D; FM: 94.3 mhz, 3 kw)—FCC granted transfer of control of Abbeville Radio Inc. from Arthur L. Harris (100% before; none after) to James K. Sanders III (none before; 100% after). Consideration: \$100,000. Principal: Mr. Sanders is former principal stockholder of WEIZ(FM) Phenix City, Ala. Action Nov. 25.

■ WCTA-AM-FM Andalusia, Ala. (AM: 920 khz, 5 kw-D, 500 w-N; FM: 98.1 mhz, 26 kw)—Broadcast Bureau granted transfer of control of Andalusia Broadcasting Co. from J. Dige Bishop et al (100% before; none after) to Triple H. Broadcasting (none before; 100% after) and assignment of license to Triple H Broadcasting. Consideration: \$400,000. Principals: Knowlton L. Hollis and Allen U. Hollis (33-1/3% each) are physicians. William K. Hoisington is general manager of, and with Allen Hollis, owns WKYV-FM Vicksburg, Miss. (BAL-8524, BTC-7860). Action Nov. 26.

■ KFIG(FM) Fresno, Calif.—Broadcast Bureau granted transfer of control of Universal Broadcasting Co. from George Mardikian, George D. Snell and B. Floyd Farr to George Mardikian, Snell Family Trust (George D. Snell, Trustee) and Farr Family Trust (B. Floyd Farr, Trustee) (BTC-7886). Action Nov. 26.

■ WIAB(FM) Key West, Fla.—Broadcast Bureau granted involuntary assignment of CP from Denver T., Joel T. and Eugenia S. Brannen to Commercial Bank in Panama City, executor of estate of Denver T., Joel T. and Eugenia S. Brannen (BAPH-585). Action Nov. 26.

■ WEAT-AM-FM West Palm Beach, Fla. (AM: 850 khz, 1 kw-DA-1; FM: 104.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Curt Gowdy Broadcasting Corp. to Gowdy Florida Broadcasting, a limited partnership (Curt Gowdy Broadcasting Corp. general partner) (BAL-8553). Action Nov. 26.

■ KIKI(AM) Honolulu (830 khz, 10 kw)—Broadcast Bureau granted involuntary assignment of license from KIKI Ltd. to Ye Hee, Receiver (BAL-8560). Action Nov. 26.

■ WKRS(AM) Waukegan, Ill. (1220 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of News-Sun Broadcasting Corp. from Elizabeth Swift Just and The First National Bank of Lake Forest, co-executors of estate of J. Ward Just to Elizabeth Swift Just and Ward Swift Just, son of Elizabeth and J. Ward (BTC-7801). Action Nov. 26.

■ WLUX(AM) Baton Rouge, La. (1550 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Jimmie Lee Swaggart to Jimmy Swaggart Evangelistic Association (BAL-8458). Action Nov. 26.

■ KJIN(AM)-KCIL(FM) Houma, La. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 107.1 mhz, 3 kw)—Broadcast Bureau granted involuntary transfer of control of KCIL Inc. from Denver T. Brannen to Commercial Bank in Panama City, executor of estate of Denver T. Brannen (BTC-7885). Action Nov. 26.

■ WPRJ(AM) Parsippany-Troy Hills, N.J. (1310 khz, 1 kw-DA-D)—Broadcast Bureau granted assignment of license from Percypeny Radio to Sound of America for \$230,000. Seller: Paul F. Godley Jr., president, has no other broadcast interests. Buyers: Oscar T. Grann (40%), D. Michael Brandewie (40%) and Daniel J. Hamilton (20%) are engineers for the Federal Aviation Administration. They own WSER(AM) Elkton, Md. (BAL-8512). Action Nov. 25.

■ WJNC(AM)-WRCM(FM) Jacksonville, N.C. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Onslow Broadcasting Corp. to Beasley Broadcast Group of Jacksonville for \$500,000 plus \$100,000 non-competition covenant. Seller: Robert P. Mendelson (60%) and Eileen E. Shuebruk (40%) have no other broadcast interests. Buyer: George C. Beasley (100%) has varied interests in WMOO(AM)-WBLX(FM) Mobile, Ala.; WGAC(AM) Augusta, Ga.; WFAI(AM) Fayetteville, WPMC(AM)-WOKN(FM) Goldsboro, WHNC(AM)-WXNC(FM) Henderson and WKGX(AM) Lenoir, all North Carolina; and WASC(AM) Spartanburg, S.C. Mr. Beasley also owns WDMT(FM) Cleveland (BAL-8510). Action Nov. 25.

■ WMAP(AM) Monroe, N.C. (1060 khz, 1 kw-D)—Broadcast Bureau granted acquisition of position of control of Union Broadcasting Corp. from William D. Benton (44.4% before, none after) to Frank A. Funderburk (44.4% before, 66.6% after). Mr. M. Howard Baucom (11.2% before, 33.4% after) also purchased stock. Each paid \$70,000, total consideration: \$140,000 (BTC-7889). Action Nov. 26.

■ WNOK-AM-FM-TV Columbia, S.C.—Broadcast Bureau granted acquisition of control of Palmetto Radio Corp. from J.W. Lindau III, Irwin Kahn, Samuel Litman, W. Croft Jennings and Francis Carlisle Roberts (de jure) to J.W. Lindau III, Irwin Kahn and W. Croft Jennings (de facto) (BTC-7884). Action Nov. 26.

■ WIDD-AM-FM Elizabethton, Tenn. (AM: 1520 khz, 1 kw-D, 500 w-CH)—Broadcast Bureau granted involuntary assignment of licenses from Holston Broadcasting Corp. and Lynn Mountain Broadcasting Co. to Walter A. Curtis, Receiver (BAL-8555). Action Nov. 26.

■ KCFH(AM) Cuero, Tex. (1600 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Norman Broadcasting Corp. to J.B. Broadcasting of Texas for \$140,000. Seller: Norman Broadcasting, Robert N. Aylin, president, is licensee of KOPY(AM)-KDSE(FM) Alice, Tex. Stockholders also own KSWA(AM)-KWKQ(FM) Graham, Tex. Buyers: A. Jeanette Bumgardner (91%) et al. Ms. Bumgardner owns funeral home, motel and real estate firm in Mineral Wells, Tex. (BAL-8528). Action Nov. 26.

Summary of broadcasting

FCC tabulations as of Oct. 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,426	3	26	4,455	49	4,504
Commercial FM	2,698	0	41	2,739	137	2,876
Educational FM	760	0	27	787	69	856
Total Radio	7,884	3	94	7,981	255	8,236
Commercial TV	699	1	8	708	50	758
VHF	508	1	3	512	8	520
UHF	191	0	5	196	42	238
Educational TV	225	9	17	251	16	267
VHF	89	3	4	96	8	104
UHF	136	6	13	155	8	163
Total TV	924	10	25	959	66	1,025

*Special temporary authorization

**Includes off-air licenses

Ownership changes

Applications

■ KSBW-TV Salinas, Calif. (ch. 8) and KSBY-TV San Luis Obispo, Calif. (ch. 6)—Seeks transfer of control of Central California Communications Corp. from Bank of America NT & SA and Elizabeth Ann Cohan as co-executors of estate of John C. Cohan to same principals as co-trustees of John C. Cohan Trust. Ann. Dec. 5.

■ **KVWG (AM)** Pearsall, Tex. (1280 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Walter H. Herbert Jr and Ramon Montemayor to Pearsall Broadcasters Inc. Mr. Herbert Jr. (70%) and Mr. Montemayor (30%) have formed corporation (BAL-8558). Action Nov. 26.

■ **KAWA (AM)** Waco-Marlin, Tex. (1010 khz, 10 kw-D, DA)—Broadcast Bureau granted assignment of license from Centrum Corp. to Jamar Media for \$265,000. Seller: Dwight Parks, president. Buyers: William Jamar Jr. (51%) and Jane Jamar (49%) own KBWD (AM)-KXOE (FM) Brownwood, KVKM (AM) Monahans, and *Mineral Wells Index*. Mineral Wells, all Tex. They also have interest in KSNY (AM) and cable system in Snyder, Tex. (BAL-8797). Action Nov. 26.

■ **WFON (FM)** Fond du Lac, Wis. (107.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Costas Enterprises from Loula and Kim Beckman and Pamela Beckman Kelly (100% before; none after) to Miller and Gresham M. Roskamp and Donald Rabbitt (none before; 100% after). Consideration: \$400,000. Principals: The Roskamps (33-1/3% each) own nursing home, automation equipment manufacturer and nursing home building company. Mr. Rabbitt (33-1/3%) is general manager of WFON (BTC-7864). Action Nov. 26.

Facilities changes

TV start

■ Following station was authorized program operating authority for changed facilities on date shown: *WMFE-TV Orlando, Fla. (BMPET-840), Nov. 13.

AM applications

■ **KPLY** Crescent City, Calif.—Seeks CP to increase daytime power to 1 kw, correct coordinates, change studio and remote control location. Ann. Dec. 5.

■ **KFAX** San Francisco—Seeks CP to increase nighttime SH to 50 kw, install nighttime DA-2, and change nighttime site to present day site. Ann. Dec. 2.

■ **WCTN** Potomac-Cabin John, Md.—Seeks CP to increase daytime power to 2.5 kw-DA, change type trans. Ann. Dec. 1.

■ **WDON** Wheaton, Md.—Seeks CP to increase daytime power to 5 kw. Ann. Dec. 2.

■ **WRKL** New City, N.Y.—Seeks CP to add nighttime operation with 1 kw-DA, change hours of operation to unlimited and to DA-2. Ann. Dec. 1.

■ **WEBO** Owego, N.Y.—Seeks CP to increase daytime power to 5 kw. Ann. Dec. 1.

■ **KQWB** Fargo, N.D.—Seeks CP to add nighttime operation with 5 kw-DA, change station location to West Fargo, N.D., change hours of operation to unlimited. Ann. Dec. 1.

■ **WHDM** McKenzie, Tenn.—Seeks CP to increase daytime power to 5 kw-DA, make change in ant. system. Ann. Dec. 1.

■ **KVAN** Vancouver, Wash.—Seeks CP to add nighttime operation with 5 kw, DA-N with separate nighttime site at south side of NE 34th St., .4 miles west of NE 162nd Ave. Ann. Dec. 2.

AM actions

■ **KORL** Honolulu—Broadcast Bureau granted CP to install new aux. trans. at main studio location (BP-20145). Action Nov. 28.

■ **WKYR** Burkesville, Ky.—Broadcast Bureau granted mod. of CP to make changes in ant. trans. location, Albany Road, .75 miles S.S.E. Court House, Burkesville (increase height); conditions (BMP-14086). Action Nov. 28.

AM start

■ Following station was authorized program operating authority for changed facilities on date shown: KOGA Ogallala, Neb. (BP-19,449), Nov. 20.

FM applications

■ **WTOC-FM** Savannah, Ga.—Seeks CP to change trans. location to 7.3 miles southwest of Pooler, Ga.; operate trans. by remote control; install new trans. and ant.; ERP: 100 kw; HAAT: 1315 ft. Ann. Dec. 1.

Call letters

Applications

Call	Sought by
	New TV
WHRT	Wolverine-Morningstar Broadcasting, Ann Arbor, Mich.
	New AM's
KBRW	Silakkuagvik/Communications, Barrow, Alaska
WPPC	Penuelas Broadcasting Corp., Penuelas, Puerto Rico
KUGR	Wycom Corp., Green River, Wyo.
	New FM's
*WLCR	Lawrence Township Board of Education, Trenton, N.J.
*WUSB	State University of New York, Stony Brook, N.Y.
WKGI	Camly Broadcasters, New Martinsville, W. Va.
	Existing TV
WHSV-TV	WSVA-TV Harrisonburg, Va.
	Existing AM's
WCCZ	WOGO New Smyrna Beach, Fla.
WOTK	WPRJ Parsippany, N.J.
KOCV	KLEC Oklahoma City
	Existing FM's
WWRK	WSGC-FM Elberton, Ga.
KRKE-FM	KDEF-FM Albuquerque, N.M.
WMIL	WAUK-FM Waukesha, Wis.

Grants

Call	Assigned to
	New FM's
*WBHM	Board of Trustees of the University of Alabama for the University of Alabama in Birmingham, Birmingham, Ala.
KFMG	Alvin L. Korngold, Albuquerque, N.M.
KNPT-FM	Yaquina Radio, Newport, Ore.
*KRTU	Trinity University, San Antonio, Tex.
	Existing TV's
WTVF	WLAC-TV Nashville
WZTV	WTLL Nashville
	Existing AM
WZYO	WMHI Frederick, Md.
	Existing FM's
KZLO	KDZA-FM Pueblo, Colo.
WRYO	WXTR Crystal River, Fla.
WGLY	WOOA Goulds, Fla.
WHTT	WMDR Moline, Ill.
WWJY	WSBT-FM South Bend, Ind.
KGRS	KBUR-FM Burlington, Iowa
WZYO-FM	WMHI-FM Braddock Heights, Md.
WESP-FM	WCEM-FM Cambridge, Md.
WXTO	WATH-FM Athens, Ohio
WKIR	WTJS-FM Jackson, Tenn.
WZYZ	WAMB-FM Nashville

■ **KBEV** Okmulgee, Okla.—Seeks to change frequency to 94.3 mhz, change ant., TPO, HAAT: 300 ft. Ann. Dec. 1.

FM actions

■ **WTUN** Selma, Ala.—Broadcast Bureau granted CP to change trans. location to Landline Rd., near Selma; install new trans. and ant.; make change in ant. system (increase height); Change TPO; ERP 2.5 kw (H&V); ant. height 320 ft. (H&V); condition (BPH-9499). Action Nov. 26.

■ **WSLY** York, Ala.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make change in ant. system (increase height); change TPO and ant. height, 300 ft. (H&V), and delete remote control; ERP 3 kw (H&V) (BMPH-14598). Action Nov. 26.

■ **KWXY-FM** Cathedral City, Calif.—Broadcast Bureau granted change of frequency to 98.5 mhz, change trans. location to Edom Hill, approximately 6 miles north-northeast of Cathedral City, change trans.; change ant.; make change in ant. system (decrease height); change TPO; ERP 50 kw (H&V); and ant. height 500 ft. (H&V); remote control from main studio at Avenue 34 and Via Altamira, Cathedral City (Docket 20242). Action Nov. 28.

■ ***KDVS** Davis, Calif.—Broadcast Bureau dismissed CP to change frequency to 91.1 mhz, install new trans. (BPED-2024). Action Nov. 24.

■ ***KSJC-FM** Stockton, Calif.—FCC granted application to relocate ant.-trans. site approximately 1.5 miles from current location, and make related changes. Action Dec. 2.

■ ***WMHS** Morrison, Ill.—Broadcast Bureau granted CP to change frequency to 90.7 mhz, condition (BPED-1988). Action Nov. 26.

■ ***WGVO** Greenville, Ohio—Broadcast Bureau granted mod. of CP to change frequency to 91.7 mhz, change ant., make changes in ant. system (decrease height), change trans. line, ERP 78 watts (H&V), ant. height 96 ft. (H&V) (BMPED-1284). Action Nov. 26.

■ **WYSP** Philadelphia—Broadcast Bureau granted mod. of CP and license covering change of remote control and studio location to 1 Bala Cynwyd Plaza, 231 St. Asaphs Rds., Philadelphia (BMPH-14666, BRCH-1274). Action Nov. 25.

■ **WHRM** Wausau, Wis.—Broadcast Bureau granted change of frequency to 90.9 mhz, ERP 77 kw (H&V), ant. height 1,120 ft. (H&V) (Docket 20178). Action Nov. 28.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WAYL Minneapolis (BPH-9606), Nov. 25; *KOHM Lubbock, Tex. (BPED-1726), Nov. 24; *WMRA Harrisonburg, Va. (BPED-1762), Nov. 25.

In contest

Case assignment

■ **Gulfport, Miss., FM proceeding:** Broadcasters and Publishers, WGUF Inc., Mississippi Gulfshore Broadcasting Co., and Gulf South Broadcasters of Mississippi, competing for 96.7 mhz (Doc. 20650-3)—Acting Chief ALJ Lenore G. Ehrig designated ALJ Thomas B. Fitzpatrick to serve as presiding judge, set hearing for Feb. 24. Action Dec. 2.

Initial decisions

■ **Crest Hill, Ill., FM proceeding:** Crest Hill Communications and Nelson Broadcasting Co., competing for 98.3 mhz (Docs. 20323-4)—Chief, Office of Opinions and Review granted motion by Crest Hill to withdraw its application; dismissed as moot petition by Crest Hill for reconsideration. Action Dec. 1.

■ **Sault Ste. Marie, Mich., TV proceeding:** Sault Ste. Marie Broadcasting Co. and Northern Entertainment, competing for ch. 8 (Doc. 20541-2)—ALJ David I. Kraushaar granted joint request for approval of reimbursement and dismissal of application; granted petition by Northern to amend its application to submit a revised plan of financing and supplement to petition for leave to amend and reply to Broadcast Bureau's opposition; dismissed Sault Ste. Marie application with prejudice; granted Northern application; terminated proceeding. Action Dec. 2.

■ **Ship Bottom N.J., FM proceeding:** Jersey Shore Broadcasting Corp. and RAAB Communications, competing for 100.1 mhz (Docs. 20613-4)—ALJ Lenore G. Ehrig granted petition by Jersey Shore to amend its application to show that \$10,000 has been deposited in escrow in a bank to secure performance of Jersey Shore's agreement with Raab looking toward dismissal of Raab application; by separate action granted joint petition for approval of agreement filed by Jersey Shore and Raab; authorized reimbursement to Raab in amount of \$10,000; dismissed with prejudice Raab application; granted Jersey Shore application; terminated proceeding. Action Dec. 2.

Fines

■ **WARI-AM-FM** Abbeville, Ala.—FCC notified apparently liable for \$1,500 for numerous violations of logging and technical operating rules. Among violations were failure to enter total duration of commercial matter in each hourly segment or duration of each commercial message in each hour during an entire month, and failure to suppress second harmonic emissions of FM transmitter carrier frequency. Action Nov. 25.

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 Washington, D. C. 20036
 for availabilities
 Phone: (202) 638-1022

- **WCKL(AM)** Catskill, N.Y.—Broadcast Bureau ordered to forfeit \$1,000 for operating with excessive power during presunrise periods. Action Nov. 26.
- **WBUZ(AM)** Fredonia, N.Y.—Broadcast Bureau notified it incurred apparent liability of \$1,000 for failing to have on duty in actual charge of the transmitter an operator holding a radio operator permit of the specified grade, and failing to maintain station's antenna input power within required tolerances or failing to have each log kept by a station employee competent to do so, having actual knowledge of the facts required. Action Nov. 28.
- **WYRU(AM)** Red Springs, N.C.—Broadcast Bureau ordered to forfeit \$600 for operating with excessive power and failing to make entries in operating log at commencement of operation. Action Nov. 28.
- ***WXPN(FM)** Philadelphia—FCC notified apparently liable for \$2,000 forfeiture for broadcasting obscene and indecent matter. Action Dec. 4.
- **WEMB(AM)** Erwin, Tenn.—Broadcast Bureau ordered to forfeit \$500 for failing to have on duty in actual charge of the transmitter an operator holding a radio operator permit of the specified grade. Action Nov. 28.
- **WABH(AM)** Deerfield, Va.—Broadcast Bureau ordered to forfeit \$500 for failing to calibrate its remote ammeter against its regular meter weekly for operation under presunrise service authority, commencing operation with daytime power at times other than those specified in station authorization, beginning program tests with new facilities prior to FCC approval and failing to make required log entries. Action Nov. 26.

Other actions

- **KLOC(AM)** Ceres, Calif.—Broadcast Bureau granted request to identify as Ceres-Modesto, Calif. Action Nov. 21.
- **WTIX** New Orleans—FCC rescinded its designation order, terminated all further hearings, and granted renewal of license for WTIX, licensed to Storz Broadcasting Co. FCC said there was insufficient evidence on which to designate hearing based on allegations by two New Orleans' residents that WTIX broadcast an unsolicited announcement urging armed citizens to assist New Orleans police department in apprehending sniper on roof of motel on January 7, 1973 (Doc. 20200). Action Dec. 2.
- **KGRC(FM)** Hannibal, Mo.—Broadcast Bureau granted request to identify as Hannibal, Mo.-Quincy, Ill. Action Nov. 17.
- **WSTS(FM)** Laurinburg, N.C.—Broadcast Bureau granted request to identify as Laurinburg-Fayetteville, N.C. Action Nov. 17.
- **KUGN(AM)** Eugene, Ore.—Broadcast Bureau granted request to identify as Eugene-Springfield, Ore. Action Nov. 20.
- **WRCV(FM)** Mercersburg, Pa.—Broadcast Bureau granted request to identify as Mercersburg-Upton, Pa. Action Nov. 17.

Allocations

Action

FCC took following action on TV allocations:

- **Eufaula, Okla.**—Broadcast Bureau assigned *ch. 3 to Eufaula. Action was proposed in a notice adopted August 20 in response to a petition by Oklahoma Educational Television Authority, licensee of *KETA-TV Oklahoma City and *KOED-TV Tulsa, Oklahoma (Doc. 20583). Action Nov. 26.

Translators

Actions

- **K12KG and K12KF** Pipeline Pump Station No. 1, Alaska—Broadcast Bureau granted CP for translator, subject to condition to rebroadcast KFAR-TV, KTVF Fairbanks, Alaska via video tape recordings; TPO 10 w (BPTTV-5360, 5348). Action Oct. 30.

- **K05FU** Sitten, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KAKM Anchorage, TPO 10 w (BPTTV-5387). Action Nov. 26.
- **K56AR** Long Valley Region, Calif.—Broadcast Bureau granted CP for translator to rebroadcast KCRA-TV Sacramento, Calif.; TPO 20 w (BPTT-2900). Action Nov. 26.
- **W43AC** Richmond, Ind.—Broadcast Bureau granted CP for translator to rebroadcast WKEF Dayton, Ohio; TPO 1000 w (BPTT-2902). Action Nov. 7.
- **K11MZ** Hoxie, Kan.—Broadcast Bureau granted CP for translator to rebroadcast KLNE-TV Lexington, Neb.; TPO 5 w (BPTTV-5311). Action Nov. 1.
- **K09MN** Beewawe and Crescent Valley, Nev.—Broadcast Bureau granted CP for translator, subject to condition to rebroadcast KTVB Boise, Idaho via translator K60AF; TPO 10 w (BPTTV-5266). Action Oct. 31.
- **Hatch, Utah**—Broadcast Bureau granted CP for K08FK to change to K11NA, change frequency from ch. 8 to ch. 11; K10FL to change to K09MO, change frequency from ch. 10 to ch. 9; K12FP to change to K13NT, change frequency from ch. 12 to ch. 13 (BPTTV-5375, 6, 7). Action Nov. 26.
- **K59AT** Monticello and Blanding, Utah—Broadcast Bureau granted CP for translator to rebroadcast KUED Salt Lake City, TPO 100 w (BPTT-2906). Action Nov. 7.
- **K71AU and K74AY** University of Utah, Salt Lake City—Broadcast Bureau canceled authorization and deleted call letters at request of licensee. Ann. Dec. 2.
- **W57AG** Parkersburg, W. Va.—Broadcast Bureau granted CP for translator to rebroadcast WMUL-TV Huntington, W. Va.; TPO 1000 w (BPTT-2891). Action Nov. 1.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Dec. 5 (stations listed are TV signals proposed for carriage):

- **Greater New England Cablevision Co.**, Lidlow, Mass. (CAC-05840): Requests certification of existing operations.
- **Pocono CATV**, 217 East Ninth St., Hazelton, Pa. 18201 for Foster township, Pa. (CAC-05841): WDAU-TV, WVIA-TV, WNEP-TV, Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WPHL-TV Philadelphia; WOR-TV, WPIX, New York.
- **Coast Communications Co.**, Ocean Shores and North Beach area of Gray's Harbor county, Wash. (CAC-05842,3): Add KCTS-TV Seattle.
- **Tele-Media Co. of Addil**, 116 S. Main St., Columbiana, Ohio 44408 for Hancock county (unincorporated areas), W. Va. (CAC-05829): WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio; KDKA-TV, WTAE-TV, WQED, WIIC-TV, WPGH-TV, WQEX, Pittsburgh; WYTV Youngstown, Ohio; translator W41AA Wheeling, W. Va.
- **Cable TV for Dugger, Ind.** (CAC-05830): Requests certification of existing operations.
- **Lamesa Cable TV Co.** for Lamesa, Tex. (CAC-05831): Requests certification of existing operations.
- **Liberty TV Cable** for North Apollo borough, Pa. (CAC-05832): Requests certification of existing operations.
- **Grenada Video** for Grenada, Miss. (CAC-05833): Add WKNO-TV Memphis.
- **Warner Cable of Fayetteville** for Fayetteville, Ark. (CAC-05834): Requests certification of existing operations and to add KYTV, KOLR, Springfield, Mo.
- **EBH Corp.**, Naples (village of), N.Y. (CAC-05835): WSYR-TV, WHEN-TV, WNY5-TV, Syracuse, N.Y.; WROC-TV, WHEC-TV, WOKR, WXXI, Rochester, N.Y.
- **Hillsboro CATV**, Plant City, Fla. (CAC-05836R): Requests renewal of certificate of compliance.
- **Monticello Cable Communications**, c/Philip Gillespie, 6 Foxhill Road, Monticello, Ill. 61856 for Monticello (CAC-05837): WCIA, WICD, Champaign; WAND Decatur; WICS Springfield; WILL-TV Urbana; WSNS-TV, WGN-TV, Chicago, all Illinois.

- **Loudon County Cable TV**, 104 S. Main St., Clinton, Tenn. 37716 for Loudon and Lenoir City, Tenn. (CAC-05838,9): WATE-TV, WBIR-TV, WTVK, Knoxville, Tenn.; WSJK-TV Sneedville, Tenn.; WRIP-TV, WTCI, Chattanooga; WTCC Atlanta; WCLP-TV Chatsworth, Ga.; WKSO Somerset, Ky.

Certification actions

- **Unincorporated areas of Palm Beach county** (surrounding Palm Beach Gardens), Lost Tree Village and Unincorporated areas of Palm Beach County, Fla. (surrounding Tequesta), Palm Beach Cable Television Co.—Cable Bureau granted applications for recertification of existing cable operations at Lost Tree Village and unincorporated areas surrounding Palm Beach Gardens, and application for certification to commence cable service in specified unincorporated areas of Palm Beach county surrounding Tequesta; authorized the three systems to carry *WPBT, *WTHS-TV, WCKT, WPLG-TV, WLTV, WTVJ, Miami; WPTV Palm Beach; WPEC West Palm Beach; and WKID Fort Lauderdale, Florida; and granted waiver of rules to extent that WTVX Fort Pierce, Fla. may be carried in those areas bordered by Tequesta on the west and south, the Atlantic Ocean on the east and Martin County on the north, but denied for that area located west of the Loxahatchee River (CAC-04953-04954, CAC-05325). Action Nov. 28.
- **Eunice, La.**—FCC denied Cable TV of Acadiana certificate of compliance and special relief to add WRBT Baton Rouge, La. (CAC-05384). Action Nov. 25.
- **Bay City, Essexville, Kawklawlin township, Monitor township, Frankenlust township, Hampton township, Portsmouth, Bangor township, Midland, Midland township, Auburn, and Williams township, Mich.**, Gerity Broadcasting Co.—Cable Bureau denied applications for certificates of compliance to add signal of WJIM-TV Lansing, Mich., to 12 cable systems and granted objections of Rust Craft Broadcasting Co. (CAC-05530-05541). Action Nov. 28.
- **Pasadena, Tex.**, Pasadena CATV Ltd.—Cable Bureau granted application for certificate of compliance and request for special relief to permit temporary carriage of nonnetwork programming on KFDM-TV Beaumont, Tex., and KJAC-TV Port Arthur, Tex., until such time as signals of KXTX-TV Dallas and KTVT Fort Worth are available for carriage (CAC-4144). Action Nov. 28.
- **CATV Bureau** granted following operators of cable TV systems certificates of compliance: Warner Cable of Atchinson county, Fairfax, Mo. (CAC-04713); Horatio Community TV, Horatio, Ark. (CAC-05170); Mill Hall Cable Co., eastern portion of Walker township, Pa. (CAC-05187); Warner Cable of Pottsville, Cressona borough, Pa. (CAC-05237); Lynn County CATV, O'Donnell, Tex. (CAC-05522); Edward's Cable TV, Louisa, Ky. (CAC-05525); TV Cable of Bellefontaine, Bellefontaine, Ohio (CAC-05542); Good-Vue CATV, Spring Valley, Ramapo, and Clarkstown, N.Y. (CAC-05671, 2, 3); Westmoreland Cable Co., (portion of) O'Hara township, Pa. (CAC-05698); Cable Systems, Greensburg, Kan. (CAC-05700); Brazoria Cablevision, Richmond, and Brazoria county (portions surrounding Clute, Freeport and Lake Jackson), Tex. (CAC-05702, 3); Brazoria Cablevision Associates, Freeport, Lake Jackson, and Clute, Tex. (CAC-05704, 5, 6); Bee Line, Madison, Anson, Farmington, and Skowhegan, Me. (CAC-05714, 5, 6, 7); Cotton Hill Cablevision Co., Campbell, Mo. (CAC-05720); Buffalo Televents, Buffalo, Wyo. (CAC-05722); Rapid Cablevision, Big Rapids, Green township, and Big Rapids township, Mich. (CAC-03526, 7, 8); Valley Cable TV, Cavalier, N. D. (CAC-04174); Valley Cable TV Co., East Pittsburgh borough, Pa. (CAC-04497); Coffeyville Cable TV, Coffeyville, Kan. (CAC-05234); Armstrong Utilities, Slippery Rock borough, Pa. (CAC-05446); Mahoning Valley Cablevision, Hubbard township, Ohio (CAC-05575); General Electric Cablevision Corp., Vacaville, Calif. (CAC-05587); Liberty TV Cable, Edmonds, Wash. (CAC-05588); Big Horn Televents, Unincorporated areas of Big Horn county, Wyo. (CAC-05653); Buffalo Televents, Unincorporated areas of Johnson county, Wyo. (CAC-05654); Transwestern Video, Hamburg, Ark. (CAC-05707); Memphis CATV, Memphis, and Shelby county, Tenn. (CAC-05708, 9); Athena Communications Corp., De Soto county, Miss. (CAC-05710); West Memphis Cablevision Corp., West Memphis, Ark. (CAC-05711); Border Area Cable TV, Baudette, Minn. (CAC-05726); Multivision Northeast, Cornelia, Ga. (CAC-05728).

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

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Partner needed to invest in and manage small market in Midwest. \$6250.00 investment. Box M-186. BROADCASTING.

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Experienced radio executive. Heavy in sales, to manage Country Western AM in medium metro market. Station is profitable and respected. Full resume with achievements required. Write Ross Baker, PO Box 1050, Lawton, OK.

Major southeastern 50KW station seeking sales manager. Person we are looking for can motivate and lead ad sales team. Excellent base, override and fringe benefits. Send complete resume to Wynn Alby, Vice President, Screen Gems Radio Stations, 2112 11th Avenue South, Birmingham, AL 35205. We are an Equal Opportunity Employer.

Florida full time AM needs an RAB trained sales manager who is capable of becoming general manager in 6 months. Top rated modern country station and still growing. E.O.E. Send resume immediately to John W. Doran, Vice President, 2070 North Palafax, Pensacola, FL 32501.

Help Wanted Sales

We need two good people to fill out our expanding sales staff in the Northeast. Great opportunity to make decent money, \$12,000-\$17,000, and a chance for advancement within group. Self-starter with experience. Send resumes to Box N-110, BROADCASTING.

Ski country small market station building fast and needs a salesperson. Unlimited potential, no competition. Commission and advancement opportunity. Drive and dedication more important than years experience. KBRR, 520 W. 6th, Leadville, CO 80461.

KRLG Lawton, Oklahoma has opening for double duty salesperson, sports announcer. Excellent sales list. University athletics. Send full details and tape to Ron Kirby, PO Box 1098, Lawton, OK 73501.

Northern California one station market of 150,000 needs salesperson to grow with young dynamic operation. Live and work within an hour of San Francisco. Work with professionals who will give you all the selling help you'll need. Contact John Hart, General Manager, KUIC-FM, 406 Main Street, Vacaville, CA 95688. 707-446-0200. E.O.E.

Sales Person with managerial potential for beautiful music major market Long Island FM station. Proven sales track record. Contact Joseph Lenn, WIOK, Hempstead, NY 11550.

Beautiful music (FM) station in Tampa/St. Petersburg, Florida is expanding sales force to include several self-motivated, promotion minded individuals who can sell in a competitive situation. Only those with experience and a proven track record need apply. Send resume with income requirements and references in complete confidence to Jim Johnson, WQXM, PO 4809, Clearwater, FL 33518. An Equal Opportunity Employer.

Market Reps. A N.Y. based programing and direct response media service needs field reps in a number of U.S. markets. Duties include broadcast station contact. Full-time or free-lance. Broadcast sales or agency media experience preferred. B.B.P., Box 451, Cooper Station, New York, NY 10003.

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Small market, Virginia contemporary Top 40 station, needs jock-announcer, long hours, hard work, low pay; no drifters, no hippies, no know-alls, send resume and expected salary. Equal Opportunity Employer. Reply Box N-97, BROADCASTING.

Experienced 1st ticket Top-40 for Disco-Soul KDKO Littleton (Denver) Colorado. Airmail tape etc. EOE. Box 418, Littleton 80120.

Beautiful Alaska, We're splitting off our FM. Professional voice needed. Immediate opening. 5 day-40 hour week. \$1200 to start. Send tape and resume to Ken Flynn, KHAR, 3900 Seward Hwy, Anchorage, AK 99503. E.O.E.

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.

Contemp jock. First preferred. Will take third. Reply P.D. WINR, t913 Vestal Pkwy, E. Vestal, NY 13850.

Pleasant medium size market needs bright, professional morning MOR personality. Excellent salary scale plus many fringes including profit sharing. Please send tape and resume to WLBR, Box 1270, Lebanon, PA 17042.

Want experienced morning DJ/annr for suburban NY gospel station. Mature voice. Tape/resume: WNYG, Route 109, Babylon, NY 11704.

Wanted Mid-morning announcer for personality oriented MOR. Two years minimum experience. An Equal Opportunity Employer. Send tape and resume to Allen Strike, Box 699, Elkhart, IN 46514.

Nationally known Chicago broadcast advertising agency needs experienced full-time announcer, heavy on commercials and commercial production. Mature voice and style required. This is a permanent career opportunity with an 18-year-old, steadily growing company. Excellent starting salary, plus many incentives and company benefits. Because a knowledge of our home territory is important we only can consider applicants living in the Chicago metropolitan area. Please send tape of commercials (not dj, work) and a brief resume. If your tape shows off your ability as a production person, as well as announcer, so much the better. Reply to Lawrence J. Gutter, President, Chicagoland Broadcasters, Inc., 2622 W. Peterson Ave., Chicago, IL 60659.

Help Wanted Technical

Immediate opening for chief engineer, 3 tower, night directional, 5,000 W. Midwest contemporary AM station. New transmitter. Good pay and hours. EOE. Reply to Box N-89, BROADCASTING.

Chief Engineer for 500 watt to stick daytimer in the Midwest. Must do maintenance, proofs, etc. \$250 per week plus fringe. Permanent position for a permanent person. Box N-224, BROADCASTING.

Wanted experienced Chief Engineer for AM, FM and SMC automation. Excellent opportunity. Good salary. Contact Bill Harrell, KVOZ-KOYE FM, Laredo, TX. 512-723-4396.

Chief Engineer needed for top contemporary FM operation. Excellent opportunity for right person. We encourage minority applications. Equal Opportunity Employer. Contact David S. Noll, WGCL, 1715 Euclid Avenue, Cleveland, OH 44115.

Christian Engineer announcer and/or salesperson for Class IV gospel station. Send resume and tape to WMOC, 3661 Brainerd Road, Chattanooga, TN 37411.

Help Wanted News

Combination newperson/salesperson. Small New England market. Good living. Reasonable salary and benefits. Sales and news important. EOE. Box N-81, BROADCASTING.

Major market all-news station is looking for a heavy morning anchor person who can also do heavy production. Extensive news background is not required. We are looking for someone with good news sense and personality. You'll work with a very professional news team. Get to us fast. Box N-82, BROADCASTING.

We're looking for the best reporter in the business. A top pro only, with solid major market or network experience, capable of street and anchor work, up on politics, good with tape. Contact Box N-84, BROADCASTING.

Soundlike: Most all newpeople do. What makes you stand out in your market? We want a unique, dynamic, creative, witty, adult news director. We don't need journalistic degrees or beginners. We need a seasoned, one to one motivating communicator that will be heard and talked about. Sinad above all others in our market and we'll pay for it. Resume. Box N-88, BROADCASTING.

Colorado AM with new FM coming seeks News Director to angle news block and supervise AM/FM News Department. Tapes and resumes to Jack R. Carter, KDZA, PO Box 93, Pueblo, CO 81002.

Dynamic radio news director for 5 KW station in Phila. market. Solid experience digging, writing and broadcasting local news. Excellent delivery and good voice essential. Good salary, fringe benefits. Send audition tape and resume to Manager, WCOJ, Coatesville, PA 19320. Equal Opportunity Employer.

News Director. WPHM, PO Box 247, Port Huron, MI.

Medium market AM-FM needs newperson with background in all facets of news. Tape, resume to News Director, WTRC, Box 699, Elkhart, IN 46514. EOE.

News Director. No. 1 adult rated station with heavy emphasis on local & investigative news. We are looking for an experienced person who can get the most out of a small news dept. Send tapes and resumes to R.T. Oldenburg, WVOJ Radio, 1435 Ellis Road, So., Jacksonville, FL 32205.

Creating new position in News Department. News oriented 5kw Contemporary. 3/4 news, 1/4 jock. Excellent move up for small market newperson. Some experience helpful. Tapes and resume to Larry Cohen, Box 800, Springfield, VT 05156.

Help Wanted Programing, Production, Others

Operations Director, East Coast beautiful music station has need for a highly qualified, self-motivated professional to take full responsibility for totally automated facility. EOE. Send resume to Box N-72, BROADCASTING.

Radio Research. Creative, growth-minded individual needed to complement the expanding professional staff of the industry's leading supplier of qualitative research and consulting services. Responsibilities of position include questionnaire design, data analysis, and interpretation. Candidates must be willing to relocate; free to travel. Masters degree, research experience, and knowledge of radio mandatory. Salary commensurate with experience. For additional information, submit resume in confidence to Box N-74, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Major market all-news station is looking for a heavy morning anchor person who can also do heavy production. Extensive news background is not required. We are looking for someone with good news sense and personality. You'll work with a very professional news team. Get to us fast. Box N-82, BROADCASTING.

Help Wanted. Program Director. Top rated true country station in Huntsville, Alabama looking for experienced Program Director with superior work record or mature person ready to move out of apprenticeship. Must be capable leader, understand human relations, establish confidence, know FCC rules and regulations, and to exercise the authority of a P.D. It is important that this person understand the demands and pressure of the whole job and thus effectively packages our commodity. Salary depends on qualifications. We offer permanency. Send resume and tape to W.H. Pollard Jr., WBHP Radio, PO Box 547, Huntsville, AL 35804.

Exceptional Program Director opportunity requires exceptional person. Must meet these requirements: at least 5 years in radio; only 2 jobs last 5 years; college degree; general management career goals; desire to work in medium markets. Chance to join management team of one of broadcasting's most successful growth companies. Send tape and resume to John Gorby, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631. All replies answered.

Situations Wanted Management

Successful G.M., experienced programmer, sales, management. FCC rules. Seeking home for family. Complete pro all phases. Box N-80, BROADCASTING.

Even though you are a small market daytimer I can show you how to have \$1,000 per month profit even if you are billing less than \$6,000. Box N-96, BROADCASTING.

Aggressive, young sales manager, with diversified radio background, seeks general management position on East Coast. Box N-203, BROADCASTING.

G.M. 20 yrs. experienced in programing wants station management position. Prefer Florida. 305-689-6233.

Money, let's make it! 17 years, 12 management. Need No. 1 or 2 slot, involvement including sales. Small to medium. 36. Good track. Call Ed 704-274-2744.

General Manager. More than 20 years managerial experience, small to large markets. My name is Dave Williams and I am only interested in the West Coast. If you are looking for cheap help please don't waste your time. If you are looking for knowledge, professional ability and aggressiveness, and the best track record on the West Coast, let's talk! Call 1-209-951-5839.

Situations Wanted Sales

Salesman seeks medium to large market in California or Florida, but all areas considered. Single, first phone. Box N-115, BROADCASTING.

Satisfied stockholders and community commitment met. I can help you make them both a reality. Eleven years experience looking for a career opportunity. Box N-207, BROADCASTING.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Announcer with 4 years previous experience. Looking for a gig. Been away from radio for too long. If you've got an opening, I can fill it! Box M-181, BROADCASTING.

Experienced/stable announcer desires progressive or country station. Good/flexible production. Box N-63, BROADCASTING.

Situations Wanted Announcers Continued

Jazz jock needs gig. All music provided. Take fin and write. Deeply dedicated jazz jock. Tape MOR. 27 single. Experienced 1st. Prefer midnight shift. Box N-85, BROADCASTING.

Small mkt. Top 40 jock. Moving up. Day/night. Box N-86, BROADCASTING.

No. 1 PM Drive, experienced country personality. Creative production, 1st phone, married and stable. Box N-91, BROADCASTING.

1st phone rock jock. Former production director and DJ at college station. Three years experience. 405-751-6432 or Box N-98, BROADCASTING.

Years of experience in small mkt. Radio and TV (some management). Looking for position as staff announcer in major or large market radio. Prefer modern country. Have first phone. Box N-102, BROADCASTING.

Top-rated morning man in competitive small market, looking for good small to medium market station. Any format considered. 3 years experience. If willing to accept developing voice for pleasant personality, write Box N-113, BROADCASTING.

Midwest personality will consider all locations with uptempo MOR format, any shift or as program director in small market. Box N-117, BROADCASTING.

Young D.J.-Announcer, seeking break. 3rd phone. Anywhere. Know music. Dedicated worker. Joe Sarica, 201-862-1258. Box N-118, BROADCASTING.

First break. That's right, looking for my first break on the long road to stardom. 1st phone. College, married, and of course, will go anywhere. Box N-201, BROADCASTING.

12 years experience, college educated, 1st phone announcer, 30, seeking more challenging position. Excellent interviewer (3 year daily interview program host), with sports PBP. MOR-country music background. Prefer interviewing or sports. Need \$225 a week to consider. Box N-202, BROADCASTING.

Contemporary stations only! First phone looking for stable mid-day or PM drive slot. Big voice, No. 1 ratings with women, current air-check available. Box N-209, BROADCASTING.

Telephone talk show host. Can handle music, news & interviews. Prefer radio/TV combination. VTR available. Box N-210, BROADCASTING.

Experienced Top 40 personality looking to move up to a competitive "together" medium market. Box N-211, BROADCASTING.

3 years experience. Includes MD, news, production. MOR, EZ. 29. single with BS. Prefer Penna. and surrounding states. Box N-216, BROADCASTING.

Basketball play-by-play. One of the best Radio or TV. Box N-223, BROADCASTING.

D.J. seeks rock and rap. 25. college grad, 3rd, smooth and polished. S. Chessin, 1371 E. 23 St. B'klyn, NY.

Married couple seek opportunity in developing market, family community. Brown grads, both 1st class. Industrious, work well together. Ken Bills. 2726 13th Ave., Mpls., MN 55407.

Creative radio personality with original wit looking for slot at non-screaming Top 40 or contemporary MOR. Should be major or excellent medium market only. Call immediately. 907-278-1375.

Black Format M.D. Jock 1 year experience. Good voice. Write: Bob Siekendok, 1046 Pollor Ave., Apt. 15, Bronx, NY 56. 1-212-293-4189.

Seek P.D. or announcer position at New England station. Experience, first phone. 617-892-9529.

Experienced D.J. looking for work on a progressive FM rock station willing to relocate. Write Dave Cardoso, 1378 N.W. Lennington Cir., Kankakee, IL 60901 or call 815-933-6779.

Situations Wanted Announcers Continued

Versatile! Young Black communicator, experienced in Top 40, soul, MOR, television news and sportscasting. Seeks right move! Jerry Scott, 2007 F. Ave., No. 1, National City, CA 92050. 714-474-7939.

Morning entertainer, programmer. Top fifty market veteran. Personality MOR, C&W only. 804-233-3462.

Third Endorsed Beginner seeks evenings or weekends. Suburban New York, New Jersey. Currently employed as Production Manager for large corporation. Rick Siifkin, 84 Coit St., Irvington, NJ 07111.

Looking for a Top Top 40 jock? I'm Jim Foehy (believe it or not), an Emerson College grad, 2 years experience, 3rd endorsed, oldies expert, creative, funny, tight board, money-back guarantee on improving your ratings. Prefer NJ or NE. All letters answered. All calls returned. 710 Rhine Blvd., Raritan, NJ 08869. 201-725-8740.

1st phone, 2 yrs experience, good MOR/rock announcer. Better than average sportscaster. Will move. Immediate availability. 612-646-3633.

Experienced DJ, can handle PD or MD. Formerly operations director at C&W AM and beautiful music FM. I can help your station. Call John 305-465-1766.

Situations Wanted Technical

Experienced 1st phone, good maintenance and repair. Age, 23. Excellent education. Box M-212, BROADCASTING.

For hire chief engineer; I'm 50 but the last 30 years spent designing, installing, maintaining broadcast facilities. AM, DA, FM, stereo, proofs, FCC rulings, etc. Box N-64, BROADCASTING.

Engineer; experienced as Chief on standard and "MW" transmitters to 50 KW. D.A.s, also design and construction. Available mid-January. Box N-220, BROADCASTING.

Chief Engineer seeks position. Primary interest FM subcarrier. Background music systems, service calls. 305-428-3161.

Situations Wanted News

Director-News-Public Affairs: Peabody Award, Ohio State, SDX, Abe Lincoln, American Medical Association, RTNDA, Freedoms Foundation, Associated Press, Presidential Commendation, ABA Gavel, and fifty others for the best hard news, public service, public affairs programming in the United States. Box N-114, BROADCASTING.

News Director with outstanding credentials! Eleven years in all market sizes. If you want a take-charge individual with a strong air sound, excellent news judgment and extensive administration experience for your medium or metro market, please contact me by writing to Box N-218, BROADCASTING.

News person aggressive, experienced reliable. Med-small market. Salary requirements reasonable. Chuck Devetsco 216-777-5589.

Recent college grad wants news job. Dedicated worker. Contact Bert DeVeau, 221 W. High St., Hicksville, OH 43526. Phone: 419-542-7220.

Newsman-Editor. 4 years experience. No small markets. Douglas Nagy 313-534-0251.

Tired of the rain-drenched East and ready to follow the sun back home. Seeking broadcast news position in Southern California. Experience in progressive and all-news formats. Miss Danielle Karson 203-561-3348.

Fastest copywriter in the business. Also dee jay and newsman with a 3rd class ticket. Telecommunication major. Married. Write to Frank Dawson, 619 E. Travis Blvd., Fairfield, CA 94533 for tapes.

Situations Wanted Progaming, Production, Others

Black, programmer, administrator, jock, successful, winner. Working, looking for bigger challenge. Box N-59, BROADCASTING.

Major market country jock/PD, No. 1 ratings. Experience, all formats. Want jock or PD position. All markets considered. Box N-101, BROADCASTING.

24 hour problem solver. You know one individual can make the difference. Yes to strong production, musical knowledge, clever promotion, good announcer, solid administration. But I offer your station much more. Intelligence, Innovation, Initiative. Find out how much; Box N-109, BROADCASTING.

Aggressive young black seeks programing position. Has successfully programmed first medium market station, seeks greater challenge. Only serious inquiries, I want stability! Box N-112, BROADCASTING.

On-air PD. Prefer "take charge" position with chain. Top 40 or uptempo MOR. Box N-212, BROADCASTING.

Two headed broadcaster. Top program director, top morning personality. All formats. 305-689-6233.

I know what I'm doing, experienced, can handle PD position. Looking for medium market. Family man. Call now 305-465-1766.

One of America's leading AM personalities now seeking program director situation. 9 year professional that has done it all! Call 312-256-1514.

TELEVISION

Help Wanted Management

Television Sales Manager. Top 50 markets, group ownership, net affiliate in Northeast. Excellent opportunity for right person who must have strong local experience. All replies confidential. An Equal Opportunity Employer. Send resume to Box M-199, BROADCASTING.

General Manager for University TV and FM stations in Northern Idaho, with opportunity for some teaching. Requirements include but are not limited to Masters Degree, ability to prepare and administer budgets, ability to work well with university administration, subordinates and general public, at least 3 years experience in broadcasting at professional level. Salary \$18,000-\$20,000. Deadline for applications Jan. 26, 1976. For more information, write to Dr. Don H. Coombs, School of Communication, University of Idaho, Moscow, ID 83843. (An EEO/AA employer).

Help Wanted Sales

Here is an opportunity for a successful television salesperson to work with a network affiliated station located in one of the fastest growing areas of the U.S., south Florida. Individual must be able to work well with retail accounts in the areas of creativity and scheduling. An established account list is available but individual must be constantly developing new accounts. Applicants must have a minimum of three years' experience in successful television sales. An Equal Opportunity Employer. Reply to: Box M-172, BROADCASTING.

Time to move ahead? Group owned station in Top 60 markets has immediate opening for successful television salesperson. Must be aggressive and knowledgeable to sell in a competitive situation. An Equal Opportunity Employer. Reply Box N-204, BROADCASTING.

Help Wanted Technical

Videotape Editor: Major market teleproduction facility needs top notch videotape editor. Should be experienced in Editec I. Salary commensurate with experience. Box N-104, BROADCASTING.

Chief Engineer for Group owned, network VHF in Northeast. Strong on administration, heavy technical. Send complete resume with salary req. first reply. EOE. Box N-107, BROADCASTING.

Help Wanted Technical Continued

Attention Chief Engineers: We need to add five people of your caliber to our expanding engineering staff. Are you tired of a 7 day week, 24 hour day? Would you like to get that monkey off your back? If you are under 40 with 7 years experience in studio and transmitter supervision and maintenance, and would like to work 5 days a week, 7 hours a day for a damn good salary, send resume to Robert A. Gay, Director of Engineering, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801.

Experienced maintenance engineer for radio and television system, including TK-42 camera, TR-4 and Helical VTRs. First phone required. Contact John Simmons, WCBI-TV, Columbus, MS 39701.

Maintenance/Operations Engineer. Videotape, film, UHF transmitter experience required. ABC affiliate expanding plant. WOPC, Box 609, Altoona, PA 16603. 814-943-2607.

New private closed circuit TV station seeking key person for repair and maintenance of 2" quad tape recorders and Plumbican color cameras. Permanent position with excellent future, top benefits. Reply to Turner, Inc., 22 Vista Terrace, Westport, CT 06880.

Start New year with new job in beautiful Idaho. Top Idaho wages for right videotape technician. Call collect 208-467-3422.

Help Wanted News

TV News Director, medium sized market network affiliate looking for experienced news director with strong leadership qualities and proven successful track record capable of taking good news organization and making it an outstanding one! Professionals only need respond. All replies in confidence to Box M-205, BROADCASTING.

Fifties market station looking for experienced anchor, sports director and weather person. Send resume to Box N-221, BROADCASTING.

Boise ABC affiliate seeks experienced man and woman to write, produce and anchor news/talk show. Contact News Director, 208-336-0500. No collect calls.

Help Wanted Progaming, Production, Others

Creative Art Director. Major SE Mkt. Must be innovative, experienced in television art forms. Send resume and salary requirements to Box N-79, BROADCASTING.

Art Director, for Top 10 market. Responsible for all station and commercial graphics. Professional and inspired. Box N-206, BROADCASTING.

Producer/Anchor. Must be able to take aggressive news team over the top. Produce and present fast-paced visual newscast. Salary open. Equal Opportunity Employer. Tapes and resumes to Dick Wait, News Director, KTIV-TV, PO Box 87, Sioux City, IA 51103.

Producer-Director: 3 years experience, degree or equivalent experience. Available January 5, 1976. Salary, \$12,000 annually. Reply to: Production/Engineering Manager, Auburn Television, Auburn University.

Situations Wanted Management

Ass't GM wants GM position. Can save money and make money. 25 years experience. Prefer small, medium market. Box N-56, BROADCASTING.

Situations Wanted Sales

Sales, Announcer, Producer-Director, ambitious, black degreed broadcaster eagerly seeking career. Thoroughly trained, relocate anywhere. Warren Jones, 1225 El Centro, No. 335, Hollywood, CA 90038.

Situations Wanted News

Reporter-lawyer. Strong beat coverage. 3 years television experience in medium market; wants to move up. Box N-99, BROADCASTING.

Situations Wanted News Continued

Weatherman doing number one show in 28th market desires a move up to a progressive station. Exceptional presentation, appearance, and delivery. Box N-100, BROADCASTING.

Knowledgeable Sports Director, heavy local sports, commentary, "light" film features, football network, excellent references including present employer. Box N-103, BROADCASTING.

Four years experience in small newsrooms. Veteran, discharge in January, seeking return to broadcasting. Widely traveled, mature, responsible, tireless. Will relocate anywhere. Box N-105, BROADCASTING.

Reporter. 32, now in top 5 market. Seeks greater opportunity. 13 years in radio-TV. Extraordinary credentials. Box N-108, BROADCASTING.

Experienced radio writer/reporter seeking similar position in TV with anchor possibilities. Resume & video cassette. Box N-213, BROADCASTING.

Weekend anchor/reporter job wanted by 7 year TV news vet. Resume/tape on request. Box N-219, BROADCASTING.

Young, energetic woman seeks position as television news/sportscaster. Will accept trainee position. Last on camera appearance, 3/27/71, NBC-TV New York. Feature writing experience. Will relocate. Robin Suzon Duncan, Box 186, Hellgate Station, NY 10029. 212-289-1089.

Grad, B.S. Broadcasting, seeks that proverbial first break. College station experience. Prefer reporter/photographer, but will consider all opportunities. 305-427-8921.

Mature, young communicator seeking position as small or medium market reporter. College graduate, black male. Currently employed St. Louis NBC affiliate with news and interview experience. 7½ years experience. Former news director. Cassette and resume ready. Michael Powell, 7288 San Diego, St. Louis 63121.

CABLE

Situations Wanted Management

Experienced System Manager ready to tackle that unique challenging position you thought you would never fill. Background includes both small and large systems, marketing, programing, Masters degree. Bottom-line and PR oriented. Let's get together! Box N-216, BROADCASTING.

BUY-SELL-TRADE

WANTED TO BUY EQUIPMENT

Wanted: Used RCA TTU-30 UHF transmitter tunable to Ch. 50 preferred. R. Moffett, KOCE-TV, 15744 Golden West St., Huntington Beach, CA 92647.

Wanted eight bay Collins horizontal antenna, etc. 608-244-2847 days, 608-244-2882 nights.

FOR SALE EQUIPMENT

Gates BC-1F, 1 KW AM transmitter. Good \$2200.00. Box M-184, BROADCASTING.

Schafer Automation, Model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hitparade format, \$14,500.00 803-279-2330. WZZW, PO. Box 1584, Augusta, GA 30903.

Ampex, Ampex, Ampex. Fully refurbished hi-band color VTR's, like new; VR-2000's & VR-1200's. Call or write A.F. Associates, Inc., 415 Stevens Ave., Ridgewood, NJ 07450. 201-447-0096.

Video truck 1969 Ford 700 Cab over. 24 ft. van body with Tandem rear. Insulated with paneled interior. 9 ton air conditioner, 35 kilowatt generator. Lift gate. Call EUE Video Production 212-867-4030.

For Sale Equipment Continued

Gates BC-IT. 1,000/250 w transmitter 1450 khz. Fine condition. WQIC, Meridian, MS. 601-693-4851.

4 years old in excellent condition. Gates 12 Bay Circular FM antenna or 2-6 Bay Circular FM Antennas. Call Sam Sherwood 612-633-9667.

3 RCA High band TR-22 video tape machines. Contact Bill Brister, WGNO-TV, New Orleans, LA 70130. 504-522-6211.

For Sale. SMC Stereo automation system, 6 carousels, 6 fixed carts, net joiner, plain language logger and spare, 1 Scully, 1 Revox, DP-1 digital programmer and time announce. Presently using country format, asking \$20,000. WOMA, Tallahassee, FL 32302. Ph. 904-222-1270.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

This is Glenn Miller. New 3-hour program. 18 one-minute breaks. Excellent acceptance. Ford Roberts Productions, 1910 66th, Des Moines, IA 50322.

Promotion Commotion! That's what you'll create with our new audience-boosting radio game. 1001 brain-twisters for guaranteed phone-in excitement or clever deejay material. Puzzlers by demographics, a natural for MOR, contemporary, country-western, talk and Top 40 formats. Instructions, advertiser tie-ins, station publicity campaigns, spin-off ideas included, a complete package! Send \$25.00 to: Ideasound, Inc., Box 1644, Washington, DC 20013.

INSTRUCTION

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

Television News, engineering, production, taught by outstanding professionals utilizing superb facilities within a college degree program. Write Columbia College, Department B, 925 North La Brea Avenue, Hollywood, CA 90038.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Jan. 5, Feb. 16, Mar. 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. For details, 213-462-3281, or write: Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-649-0927. 333 East Ontario, Chicago, IL 60611.

Kiis Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: Kiis, 8560 Sunset Blvd., Los Angeles.

Grantham's FCC License Study Guide. New. Covers third, second, and first class radiotelephone exams. 377 pages. \$8.95 postpaid. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

Instruction Continued

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.

Naked girls or free booze are not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC license updates and the lowest prices in the Midwest area are available. 312-236-8105 or 414-445-3090.

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.)

No FCC License? Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO

Help Wanted Programing, Production, Others



Leo Burnett needs a Broadcast Service Supervisor

We're looking for a bright individual with full-time agency or station experience in broadcast business and traffic. Working knowledge of talent unions, local and network station operation is desirable. Knowledge of commercial production will be a plus.

Are you interested?

We'd be interested in hearing from you. Please write or phone:

Leo Burnett U.S.A.
Employee Relations Dept.
Prudential Plaza
Chicago, Illinois 60601
Phone: (312) 236-5959 (Ext. 1116)

An Equal Opportunity Employer (M/F)

Situations Wanted Management

Radio station general manager available. Mature, competent with best character & experience. Call **George Swearingen (912) 638-3288** or write **502 McLane St., St. Simons Island, Ga. 31522.**

Financing

IMMEDIATE CASH AVAILABLE WE WILL PURCHASE YOUR

ACCOUNTS RECEIVABLE

Money is provided to you on a nonrecourse basis—therefore, your Financial Statement is not needed. Our funding does not require a long term commitment or contract that will tie you down.

JUSTIN-BRADLEY ASSOCIATES, INC.

Tower 1-Four Ambassadors
999 South Bayshore Drive
Miami, Florida 33131
305-374-3222.

Situations Wanted Announcers

Major market all-night Top 40 personality seeks day shift with stable and dedicated rocker or AOR. Professional with excellent references. College grad. Let's talk.

Box N-222 BROADCASTING.

Situations Wanted News

Experienced, award-winning network correspondent seeks documentary or production-oriented news work. At 30, have 16 years experience in all facets of daily news. BA and MS, highest credentials.

Reply Box M-179, BROADCASTING.

TELEVISION

Help Wanted Sales

Independent in Top 10 market needs best General Sales Manager in country. Responsible for local and national sales, \$50,000 income. Replies confidential. Box N-205, BROADCASTING.

Help Wanted Technical

ENGINEERS

The Grass Valley Group, Inc is seeking engineers in the following categories.

Circuit Development. Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required.

Television Systems. Applicants should be thoroughly familiar with television systems. Minimum of 5 years experience required.

Send resume and salary requirements to Robert L. Cobler, Grass Valley Group, Inc., PO Box 1114, Grass Valley, Calif. 95945. The company is located in the foothills of the Sierra Nevada, approximately 50 miles northeast of Sacramento.

Help Wanted News

SPORTS ANCHOR

Number one rated CBS affiliate in Jacksonville, Florida looking for experienced on-air personality to anchor Monday through Friday early and late sports. Send resume and tape (cassette preferred) to Ernie Mastroianni, news director, WJXT-TV, Box 5270, Jacksonville, Florida 32207.

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BOOKS FOR BROADCASTERS

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444. **RADIO ADVERTISING—HOW TO SELL IT & WRITE IT**, by Sol Robinson. This comprehensive volume presents an extremely practical approach to radio advertising sales—new and useful methods which the time salesman (and copywriter, too!) can use to obtain better results for himself, the station, and the sponsor. One of the most valuable and helpful features of the book is the large number of actual sales case histories included throughout. The reader can learn much from these first-hand experiences, which detail techniques professional salesmen have used to "crack" reluctant prospective advertisers. This data is particularly prevelant in the Chapter outlining radio advertising prospects, which is an alphabetical classified listing of virtually every possible type of prospect—from abattoir to yarn—with detailed data on how to best approach and sell each particular category listed. 228 pages. **\$12.95**
445. **PROFESSIONAL FILMMAKING**, by Sam Ewing and B. R. Abolin. Thorough and easy-to-read text for anyone interested in filmmaking. Packed with practical info and action shortcuts, plus many case histories from the actual experiences of two seasoned professionals. Serves as a very useful handbook for the practicing producer or photographer and as an extremely informative text for students. Covers the fundamentals of filmmaking, movie production from script to screen, plus a section that offers a host of special tips for avoiding the pitfalls awaiting the unsuspecting movie shooter. 252 pages, 96 illustrations. **\$9.95**

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Send me the books whose numbers I've indicated. Payment for the full amount is enclosed.

Name _____

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Book No.	Price
Total	\$ _____

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Male & Female
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Send a picture and resume. This is for on camera commercials and S.A.G. scale rates will apply. Send all information to Box N-106, BROADCASTING.

Wanted to Buy Stations

Individual has just sold station—wants to buy another. Prefer small market South-West or Mid-South. Cash in bank—ready to act.

Box N-111, BROADCASTING.

Qualified buyer is ready to purchase your station if you offer good frequency. Near metro area in mid-South. AM, AM & FM, or class C FM. Cash available. Buyer situated in resort city of Arkansas. Response strictly confidential. No other broadcast interest. All response will be honored with confirmation. If you have a good buy, write Box N-118, BROADCASTING.

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5 kw AM, Class A FM; single station mkt. with excellent coverage of large nearby mkt. Price including excess real estate—\$500,000 on terms.

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- ... one of the lowest frequencies in America.
- ... 5,000 watts fulltime
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- ... metro more than 250,000
- ... beautiful midwest location

Write to owner for unique reason we're selling this beauty ... Box N-214, BROADCASTING.

AM West \$1,000,000
AM Southwest \$700,000
AM South \$450,000
AM California \$135,000

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Western Business Brokers
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805-541-1900**

**For Sale Stations
Continued**

MAJOR MARKET

Profitable AM full time, non-directional station in Southern Metro Market for sale. Terms to qualified buyer.

Box N-217, BROADCASTING.

IOWA Fulltime AM, mid-dial position, covers two metro areas. \$300,000. Some terms.

IDAHO Class IV. Single station market. Good now and can be much better. \$170,000 cash.

UTAH AM-FM. Excellent potential, well equipped. Includes valuable real estate. \$150,000. Terms.

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Conn.	metro	daytime	325K	SOLD
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**For Sale Stations
Continued**

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Daytimer/FM \$262,500
1975 Estimated Gross \$130,000

MOUNTAIN STATES

Daytimer/FM \$375,000
Monthly Gross Average \$ 17,000
Fulltimer/FM \$550,000
Monthly Gross Average \$ 24,000

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**BROADCASTING'S CLASSIFIED
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Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted. 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted. 40c per word—\$5.00 weekly minimum.
- All other classifications. 60c per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Profile

ABC Inc.'s Ellis Moore, PR and 'that box'

In thinking about the problems that go with his job, Ellis Moore finds himself constantly returning to one question: "Why do people turn on that box?"

That box, of course, is the television set, and although Mr. Moore has the title of vice president in charge of public relations for the entire ABC corporation, "my orientation is toward the TV network," as he puts it. And he leans in that direction for a very practical reason: "The television network constitutes 75% of ABC's total revenues, and 85% of its profits," he says.

Given his focus on the television division, Mr. Moore says that one thing that takes up a good deal of his time is "getting a feel for how the public is reacting toward the shows we're putting on." And, he goes on, the mail that continually pours into the network from viewers is seized upon as, next to the Nielsen ratings, maybe the most important barometer of public reaction.

"We analyze all the mail that comes in," he says, "and then break the letters out according to issues." The same kind of thing, he continues, is done with all the TV reports and columns and critiques that show up in the press. Once all these analyses and breakouts are put in order, they're funnelled to the programming people and, in Mr. Moore's words, "they have a real impact on decision making."

Mr. Moore says he'd also like to commission a scientific survey that would tell him why, for instance, masses of viewers tune into CBS's *Rhoda* (a consistent top-10 show) on Mondays at 8 p.m. instead of NBC's *The Invisible Man* and ABC's *Mobile One*, both of which were done in by low ratings. This proposed survey would ask the TV viewer if he's influenced by newspaper ads for a particular program or by on-air promotion or by the way a show is described in the daily listings or in *TV Guide*—all elements that Mr. Moore has some control over.

But Mr. Moore would be the first to concede that all the promotional hype in the world will be wasted if the show is a dud. "The product really has to stand on its own," he says. "If the product is no good, even the best PR men will not be able to hide that fact—the public will eventually find you out."

Hesitantly, because he doesn't like to single out specific shows, particularly if one of them is programed by another network, he cites as exhibits A and B of the 1975-76 prime-time season ABC's *Saturday Night Live With Howard Cosell* and CBS's *Beacon Hill*. These two series were ushered in late last summer with near-



Ellis Oglesby Moore—vice president in charge of public relations, ABC Inc., New York; b. May 12, 1924, New York; Washington and Lee University, Lexington, Va., 1941-43; radio operator, U.S. Army, 1943-46; reporter, *Pine Bluff* (Ark.) *Commercial*, 1946; reporter, *Memphis Commercial Appeal*, 1946-52; staff writer, NBC press department, New York, 1952-53; manager of business publicity, NBC, 1953-56; director of NBC's New York press department, 1956-58; director of press and publicity, 1958-61; vice president, press and publicity, 1961-63; public-relations executive, Standard Oil of New Jersey, 1963-66; vice president in charge of press relations, ABC-TV New York, 1966-68; vice president, public relations, 1968-70; vice president, public relations, ABC's broadcast division, 1970-72; present post, July 1972; m. Peggy Ann Sorrells, 1944; five children—Ellis, 27; Jane, 26; Cathleen, 21; John, 19; Michael, 16.

record advertising/publicity budgets, he says, but because the shows themselves didn't come anywhere near delivering on the networks' elaborate promises the public tuned them out.

Mr. Moore says he's saddened by the demise of the Cosell program because "the show did a lot of good things" and it was an attempt to recapture the ferment of live television, a ferment that so agitated a young newspaperman down South named Ellis Moore in the late 1940's and early 1950's that he was driven to seek a new career in the new medium.

As a youth in Pelham, N.Y., "I always wanted to be a newspaperman," he says. He chose newspapering as a less strenuous alternative to his father's line of work. "My father was a fairly well known concert pianist in the twenties and thirties, and my mother was also a musician who ran a local music school," he says. (For classical-music buffs, Mr. Moore's father was Francis Moore.) "It seemed as though either my father or my mother was practicing from 8 in the morning until 11 at night"—the kind of disciplined regimen that Mr. Moore discovered, early on, was not for him.

Putting out a neighborhood newspaper in the attic of his Pelham home got him started in journalism, and he served the standard apprentice's tour of duty with his high-school newspaper. A bigger boost to his budding ambitions was supplied by his girl-friend's father, John H. Sorrells, executive editor of the Scripps-Howard chain and "a brilliant newspaperman," as Mr. Moore puts it. Mr. Sorrells advised him to go to Washington and Lee University in Virginia for its journalism program. Mr. Moore took the advice, but in 1943, his sophomore year, World War II imposed more urgent claims on his services.

He married Peggy Ann Sorrells in June 1944, and when he was mustered out of the infantry in 1946 he decided to learn journalism on the job rather than returning to Washington and Lee. He picked up the basics as a \$20-a-week reporter for the *Pine Bluff* (Ark.) *Commercial*, which employed a total editorial staff of four.

It was later, while he was reporting for the Scripps-Howard-owned *Memphis Commercial Appeal*, that he was infected by the television virus, and through a friend of a friend he got an interview with the late Niles Trammell, then chairman of NBC. This contact led to his first TV job, staff writer for the NBC press department, in the summer of 1952. He worked his way up through the ranks of NBC, but was cut down at the height of his power in 1963 when he was fired as vice president for press and publicity.

"It was politics pure and simple," he says, refusing to elaborate. He says he doesn't want to reopen old lesions. Instead, he tries to focus on what the experience—the most bitter of his professional life—taught him. "I learned," he says, "that public-relations people have egos because they're very much achievement-oriented." These egos will clash, he says, unless the head of the department sets the tone by being as understanding as possible about these fundamental facts of human nature.

After three years as a public-relations man for Standard Oil of New Jersey, he got wind of a PR vice president's job at ABC and signed on with the network in August 1966. Although he says he has found fulfillment in public relations, he agrees that the broadcasting industry should reach out more to its public-relations executives to fill top-management posts because "it's the PR man's job to know what his company is doing, what its goals are. In effect, the public-relations person has to know as much about the company as its top-management people do."

"But don't get me wrong," this public-relations man adds, smiling. "I'm not advocating a higher position for myself."

Editorials

Stung

Television journalism has suffered an embarrassment in the revelation that CBS News was conned out of \$10,000 in an improbable search for James Hoffa's body. When gullibility of that magnitude is discovered at the pinnacle of broadcast news, the whole craft cringes a little.

The issue here is not checkbook journalism, as was extensively discussed last week. It is managerial judgment. A freelance journalist from Greensboro, N.C., arrives in New York with a fierce-looking companion who professes to know where Mr. Hoffa lies encased in concrete. Experienced executives send the two off to Key West, Fla., with \$10,000 cash and a promise that \$9,000 will be returned if Mr. Hoffa turns out not to be there. As Groucho Marx might say, "A likely story." CBS officials admit that it is absolutely true.

This of course is at most a minor incident in CBS's long and distinguished record in broadcast journalism and ought not to be magnified. It does remind us all, however, that common sense and journalistic enterprise are perfectly compatible.

Loaded question

The Dec. 6 issue of *TV Guide* contained a report of a survey that may be widely misinterpreted as a resounding endorsement of family viewing time, which broadcasters now deny they inserted in their television code at the instigation of FCC Chairman Richard E. Wiley. The *TV Guide* report itself is not misleading, if read in its entirety. But the survey started with a question that guaranteed answers weighted toward approval of the principle of family viewing time.

The first finding of the survey, conducted by Opinion Research Corp. of Princeton, N.J., was that 58% of the respondents had never heard of family time. To stop with that portrayal of national ignorance would not, of course, have made much of a story, so the interviewers provided an explanation: "'Family viewing time' or the 'family hour' began with this fall's television season and runs in the evening from 7 p.m. to 9 p.m. (6 p.m. to 8 p.m. in the central time zone). During the time period, only programs that are considered appropriate for viewing by all members of the family, including children, can be shown." After that, everybody was asked: "Do you favor or oppose such a rule?" The response was 82% for it, 7% against and 11% with no opinion.

The wonder is that anyone voted against family time in response to that definition and question.

The facts about figures

The FCC has voted to hire outside "experts" at a considerable fee to tell it how to get better information about the financial performances of its broadcast licensees. The agency may be headed in the right direction, but it has chosen an unnecessarily expensive way to get there.

First off, it ought to be said that this publication questioned the legality, propriety and need of the FCC's collection of private financial information at the time the agency began doing it—assertedly on a one-time basis—many years ago. But whatever doubts may still be raised about the practice, it has survived. Licensees have come to accept the annual submission of the FCC's Form 324 as they accept reports to the Internal Revenue Service—disagreeable conditions of doing business.

From time to time there have been modifications in the FCC's

financial reporting form, but there are still criticisms of it. The FCC is correct in deciding that the form needs modernizing if the intelligence to be derived from it is to be meaningful in contemporary terms. But the design for an updating ought to be based not on a neutral "expert's" assumption of what the FCC and other users of the information need but on a survey of users' wishes. The proper instrument would be a public inquiry, with the information collected at the submitters' expense, not the taxpayers'.

Over the years this publication has heard many suggestions for changes in the reporting form. There are broadcasters who think the present methods of classifying expenses, depreciation and profit unfairly emphasize the rate of profit to revenue and conceal the need for accrual of surplus to finance technological improvements. There are others who think operating profits, before deduction of depreciation, interest and taxes, are a more meaningful measurement of station operation than that provided by the present figures, which are profit after depreciation and interest and before federal income taxes. The range of suggestions to be obtained from a notice of inquiry would undoubtedly be wide.

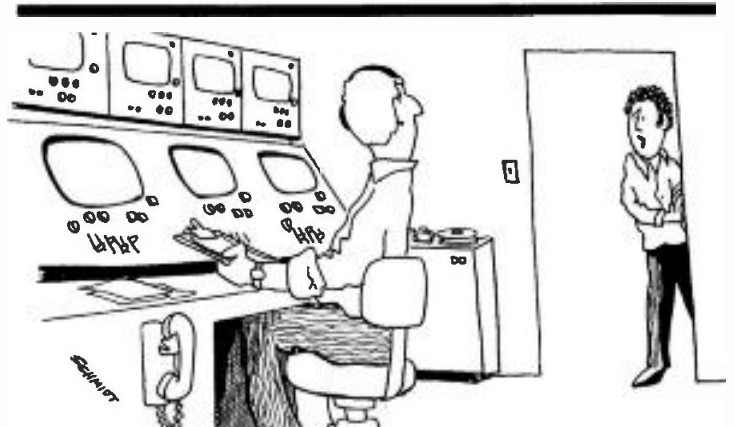
Indeed the inquiry ought not to stop with consideration of the content of the reporting form. It ought to extend to the measures of protecting the confidentiality of individual returns. The potential for corruption of such a storehouse of competitive intelligence is enormous.

If there must be financial reports, they ought collectively to supply useful information that relates to modern accounting practices. The security of individual reports ought not to be compromised for any purpose. A public notice addressed to those ends will get the FCC all the material it needs to do its own updating.

Presto, 21st century

The Department of Commerce's Office of Telecommunications has drafted an elaborate plan of governmental force-feeding to accelerate developments in telecommunications, especially cable. As described in *BROADCASTING* a week ago, the plan assumes that private resources and incentives are inadequate to move things as fast as the Office of Telecommunications wants to move them. Once again, an expanded role for government has been invented at no demonstration of need.

Perhaps the new secretary of commerce, Elliot L. Richardson, will find better things for OT to do after he takes over.



Drawn for *BROADCASTING* by Jack Schmidt

"Are we running the Tuesday or Wednesday night movie tonight?"

FOUR OF COX BROADCASTING'S FIVE TELEVISION STATIONS WIN #1 RANK FOR NEWS PROGRAMMING

WSB-TV, Atlanta, KTVU-TV, Oakland-San Francisco, WHIO-TV, Dayton and WIIC-TV (in a tie with another Pittsburgh station) were named in VARIETY'S Nov. 26th issue announcing the results of a poll of TELEVISION NEWS OPERATIONS in 46 top markets. KTVU-TV was the only independent in the country selected. The poll, representing the combined opinions of TV editors, critics, columnists and reporters across the country makes us very proud.

**When it comes to News...
COX EXCELS.**

COX BROADCASTING STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIIC-TV, Pittsburgh; KTVU-TV, San Francisco-Oakland; WIOD, WAIA-FM, Miami; KFI, Los Angeles.

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