

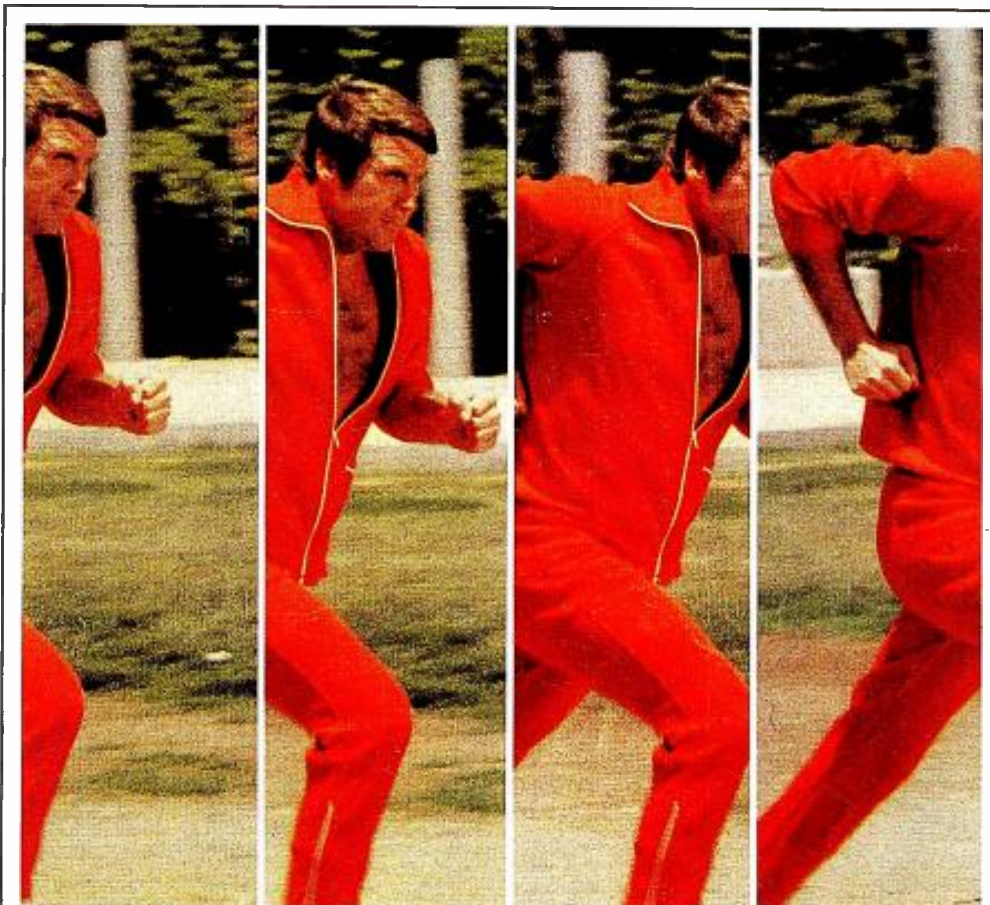
**FCC-FTC: ganging up on TV advertising for drugs
Hot action in syndicated programing for TV**

Broadcasting **Mar 1**

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER



Moving fast. Don't lose him.

mcatv

The Six Million Dollar Man*

*Or another appropriate title.

351121 JARA 65104KXK DEC/76
A II I THORBY
03 475 8900E
SEPTEL AGN SECTICR
MONTGOMRY AI 36112

**A jubilant
celebration
of America's
music!**

"Opryland, USA" comes to television this Fall!

Straight from the popular music recording capital of the nation. And from the world's finest new television production facility.

In this new weekly series, well known hosts, selected from the stars of pop and country music, preside over joyous and often dazzling hours that blend the varieties of America's popular music with the ever expanding scope of country music.

Each song-filled hour showcases big-name artists and popular groups; mixes vocalists with instrumentalists and fast-stepping dancers; and spices the musical entertainment with sparkling comedy routines.

The result is nothing short of a jubilant celebration.

"Opryland, USA" will be produced in its entirety at Nashville's magnificent Opryland, USA entertainment complex, rightfully called "the home of American music."

Get ready for a grand occasion!

Because no series on television today matches the quality, scope and eye-popping production of

**"Opryland,
USA" from
Viacom**



Bonneville offers the best music content for entertaining adult appeal mass audiences by allowing for market distinctions and individual station needs. In addition to flexibility with control, the format includes an information mix that helps to generate excellent results for commercial advertisers. We can bring the expertise of America's foremost programming specialists to your market.

Details of our October/November Arbitron Beautiful Music ratings success follows the information on our newest, proven M.O.R. services.

*Air University Library
Maxwell Air Force Base, Ala.
PROPERTY U. S. AIR FORCE*

MIAMI - FT. LAUDERDALE/HOLLYWOOD

Bonneville's "Classic M.O.R." is a contemporary music format which demonstrates significant gains for the third consecutive book. WAIA/Miami ranks #3 with men 25-49 delivering an 8.1 share, #3 with women 25-49 delivering a 4.9 and #3 with adults 25-49 delivering a 6.4 share. The station climbed to the #9 position (3.0 share) Oct/Nov '75 from the 17th position (2.1 share) April/May '75 (MSA - Total Persons 12+ 6AM-Mid).

The Ft. Lauderdale - Hollywood Arbitron shows WAIA in a strong position with growth in all day parts. WAIA ranks #1 with men 18-49 delivering an 11.9 share, #2 with women 25-49 delivering an 8.9 share, and #1 with adults 18-49 delivering a 9.6 share.

SHARES MON-FRI - MSA

	APR/MAY 1975	OCT/NOV 1975	INCREASE
6AM - 10AM	1.9	3.4	+78%
10AM - 3PM	2.2	6.7	+204%
3PM - 7PM	4.2	6.4	+52%
7PM - MID	2.4	2.8	+16%

The station grew in overall share to a 5.2 Oct/Nov '75 from a 3.1 April/May '75.

CHICAGO

Bonneville's "traditional M.O.R." format is a conservative music sound with substantial vocal content developed for Bonneville's WCLR. Bonneville International Corporation invested over \$150,000 in research and development to create this format which was introduced just six weeks prior to the rating period. Results are excellent. The station maintained its overall position while the demographic profile shifted younger; we estimate that a 70%-80% turnover of audience occurred.

DEMOGRAPHIC PROFILE (MSA - M-S - 6AM - MID)

	MEN				WOMEN			
	18-24	25-34	35-49	50-64	18-24	25-34	35-49	50-64
APR/MAY '75		2.6	3.2	3.9	.3	3.8	7.2	3.2
OCT/NOV '75	.2	5.1	4.0	4.4	1.5	6.9	4.4	3.4

WCLR has strength in all day parts with the greatest showing Mon-Fri 10AM-3PM MSA. The station ranks #4 with men 25-34 delivering an 8.0 share and is tied for #1

Broadcasting Mar 1

DRUG ADS IN SPOTLIGHT □ *FCC, FTC will co-sponsor three panel discussions in May to study effects of over-the-counter drug ads on children.* **PAGE 20.**

NATPE ROUNDUP □ *This year's convention brings big increase in attendance and prestige. Officers elected; later annual meeting date proposed.* **PAGE 21.** *Panel kicks around pros and cons of family viewing. Commissioner Washburn says public is concerned most with excess violence during prime-time.* **PAGE 25.** *Family hour is industry's idea, not FCC's, says Wiley, "If you don't like it, change it."* **PAGE 25.** *Wildlife, game shows bowing out of prime-time access in favor of variety, comedy and documentaries.* **PAGE 26.** *Shortage of off-network shows should stimulate new ideas on stripping.* **PAGE 31.** *White House adviser Mead thinks cigarette ads should be allowed back on TV; likes five-year licenses, and wants to see more innovative programing.* **PAGE 34.** *Panel looks at cable: TV's pals or pirates?* **PAGE 35.** *Programers give tips on how to get higher ratings for movies.* **PAGE 35.** *Crystal ball gazers predict TV's future.* **PAGE 38.** *Networks and their affiliates get together, while independents complain about lack of programs, but first-run syndication offers ray of hope.* **PAGE 44.**

BACKING □ *Community Antenna Television Association decides to give qualified support to Teleprompter copyright plan. It's about as close as industry has ever been to consensus on the issue.* **PAGE 22.**

THAT'S WHAT □ *FCC comes up with definition of speciality station, and in doing so finds first exception.* **PAGE 22.**

TEST □ *WGN Continental won't sell candidates time on its stations in less than five-minute blocks. Ford election agency protests to the FCC.* **PAGE 22.**

SPOT SURVEY RESULTS □ *Study by Torbet-Lasker finds spot radio flights changing targets, length and going after more drive time.* **PAGE 23.**

FCC FAIRNESS REPORT □ *First review of commission policy since 1949 expected this week. It would exempt commercials. Complaints will not be postponed until station's renewal.* **PAGE 24.**

ADVERTISERS TALK SHOP □ *Richard Pinkham of Ted Bates & Co. tells participants at ANA's television workshop that TV will lose impact as new technologies*

(especially satellite and pay cable) develop. **PAGE 46.** *Also announced are terms of new union contract with AFTRA and SAG and how commercial costs will be affected.* **PAGE 48.** *Eight-week rating sweeps pushed, said to reduce "hypoing" and save broadcasters money.* **PAGE 48.**

FAIRNESS SUSPENSION SCRATCHED □ *FCC rejects Chairman Wiley's proposal to exempt major market radio stations from fairness doctrine in 4-to-3 decision.* **PAGE 49.**

FAIRNESS IN THE HIGH COURT □ *Supreme Court upholds lower court rulings that NBC Pensions special and Polish jokes on Dick Cavett Show are not subject to fairness doctrine.* **PAGE 49.**

WASHINGTON GETS RELIGION □ *Four-day joint convention of National Religious Broadcasters and National Association of Evangelicals hears speech by President Ford and reaffirms opposition to "extreme sex and violence" on radio-TV.* **PAGE 50.**

CABLE DE-REGULATION □ *Protect small TV stations from cable if they can prove they need it, was proposal by member of White House regulatory reform group.* **PAGE 51.**

LADIES LAMENT □ *San Francisco chapter of NOW charges four Bay Area VHF's discriminate against women in programing and employment.* **PAGE 53.**

TV STUDY □ *House Communications Subcommittee is looking for firm to study TV spectrum allocations.* **PAGE 54.**

SCHORR SAGA □ *CBS gives Daniel Schorr indefinite suspension from all reporting. Network will support his efforts to protect source of intelligence report, but not his leak to Village Voice.* **PAGE 55.**

COMPROMISE □ *House Speaker Albert and subcommittee on broadcasting reach tentative agreement on who will oversee live broadcasts of House proceedings.* **PAGE 56.**

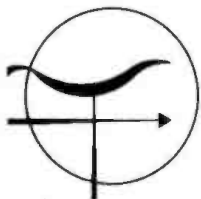
THAT CERTAIN SOMETHING □ *Three decades in motion-picture and TV program distribution have given Alan Silverbach a special touch. It contributed heavily to 20th Century-Fox's banner 1975 and has strengthened his company's outlook on the feature-film sector in the years ahead.* **PAGE 77.**

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"Sure! We know what 'detente' means! Do you?"

Kids today! They know more about everything than we knew about anything when we were their age. That's why the Rust Craft stations have a news program just for them. We call it "News for Little People".

Big people should watch too . . . if they want to be as smart as their kids. "News for Little People" because today Rust Craft has the future in mind.



RUST CRAFT BROADCASTING CO.

WRDW-TV *Augusta, Ga.*

WRCB-TV *Chattanooga, Tenn.*

WJKS-TV *Jacksonville, Fla.*

WROC-TV *Rochester, N.Y.*

WEYI-TV *Saginaw-Flint, Mich.*

WSTV-TV *Steubenville, Ohio*

Closed Circuit®

Insider report: behind the scene, before the fact

Through the roof

Example of what strong demand can do when compounded by unusual inventory shortage: All three TV networks are said to be selling prime time for third quarter, normally year's lowest priced quarter, at costs-per-thousand 20%-25% higher than last year's season-opening fourth quarter. C-P-M's for average 30-second spot are put in \$3-\$3.35 range versus \$2.50-\$2.75 last fall. It's attributed to good business conditions made better by shortening of supply through sales in ABC-TV's summer Olympics coverage, which falls in third quarter, and by this year's political advertising generally. Network sources say there's not lot of third-quarter inventory left.

Some network salesmen say this year's first quarter is, if anything, even more fantastic than third. Though first is normally soft, they say current one is sold virtually solid at rates that, depending on when buys were made, run 10% to 20% or more above year-ago levels. Station sources say spillover into spot is clearly evident—and that business over-all is so good they're already worrying about how they'll top it year from now.

Dark horse?

New proposal for figuring cable copyright fees has been put forth by National Association of Broadcasters: Congress would give cable systems compulsory licenses covering local signals, which cables could carry gratis, leaving systems to negotiate payments with copyright proprietors for use of materials in distant signals. Exception would be made for small cable systems (1,250 subscribers or fewer) which would be given compulsory license covering all signals and might be exempted from royalties.

NAB has long argued cable royalty rates under compulsory license should be arbitrated, as provided in 1971 consensus agreement, rather than legislated, as in S. 22, bill that passed Senate two weeks ago (BROADCASTING, Feb. 23). Having failed to persuade Senate of that, NAB advances new plan to House subcommittee now considering same legislation. Subcommittee already has before it so-called Teleprompter proposal which would let cables carry local signals free and legislate compulsory licenses for distant signals under complicated royalty formula.

Doctor in the house

Paul Klein, for years one of best known names in TV network programming, is due to return to NBC-TV which is eager to shore up sagging ratings. Title expected to have long-range connotation. NBC

sources say he'll report to programing VP, Marvin Antonowsky, and insist there's no basis for persistent reports Mr. Antonowsky is leaving.

Mr. Klein developed reputation for adroit scheduling—and for promoting quality of audience as more important to advertiser than sheer size—while NBC VP, audience measurement. He left that post in 1970 to form Computer Television Inc., in which he was associated with Time Inc. (which has since sold control to Spectradyn Inc., Dallas manufacturer also in hotel-motel entertainment business). He's also well known for his so-called LOP theory: that even when programing isn't very good, people watch anyway, choosing what they consider Least Objectionable Program.

Jersey V

FCC this week is scheduled to take up difficult, politically charged demand by New Jersey residents for VHF station serving their state. Commission staff, which has been wrestling with legal and engineering problems involved, is understood to feel that most it can recommend is that commission act to assure that stations in New York and Philadelphia as well as commercial and noncommercial UHF's now operating in New Jersey meet that state's needs for news and public affairs programing. Staff is expected to suggest that this be accomplished by imposing additional reporting requirements on those stations.

Other, more dramatic approaches, staff feels, are not feasible. Petitioning group—New Jersey Coalition for Fair Broadcasting—has abandoned idea for drop-in as unworkable. And FCC staff feels options such as reallocating WABC-TV's channel 7 from New York to Freehold, N.J., or providing for dual licensing (between, say, New York City and Newark) would involve legal and procedural snarl that would take years to unravel.

Beachhead

What's said to be one of first uses of electronic minicam in shooting TV drama—if not first—occurred Saturday, Feb. 21, when Labine and Mayer Productions used Ikegami camera to record sequences for ABC-TV daytimer, *Ryan's Hope*, on Long Island beach. Producers shot 40 to 50 takes in three hours, recording on battery-powered cassette recorder, later transferred to two-inch tape for editing.

Producers estimate they saved \$300 to \$500 as compared with 16mm film but they say they're no less pleased with picture quality and with time saved by

immediate playback. Though they had no specific plan to do it again, they say if opportunity arises they won't hesitate.

Some slate

Broadcasters are beginning to worry about who will succeed to chairmanship of Senate Communications Subcommittee next January when John O. Pastore (D-R.I.) retires. Senator Vance Hartke (D-Ind.) has seniority, but faces tough race for re-election. There's also notion he might prefer to keep chairmanship of surface transportation subcommittee if he wins. That would leave way open for Frank Moss (D-Utah), consumer advocate who was prominent in campaign that legislated cigarette advertising off air.

Next: free dishes?

NBC-TV has all but decided to run double feature of 90-minute detective movies to occupy one full night of weekly schedule beginning next September. There'll be rotating elements to be produced by MCA-Universal and including trimmed-back versions of *McCloud*, *McMillan and Wife* and, if contractual problems with star, Peter Falk, can be worked out, *Columbo*. Those now rotate in two-hour length on NBC-TV Sundays.

Fourth element will be *Quincy*, starring Jack Klugman as pathologist in coroner's office. NBC-TV hasn't picked night.

Current events

Feb. 20 issue of *Highlights*, weekly news letter distributed to members by National Association of Broadcasters, contained extensive coverage of large-scale pitch made to FCC on cable regulation Feb. 17 (BROADCASTING, Feb. 23). Included were picture of seven commissioners and caption identifying three of them as "Wadsworth" (for Washburn), "Chairman Burch" (for Chairman Wiley) and "Richardson" (for Robinson). Apology from editor appeared in *Highlights* last week. Editor was Milton Magruder, director of publications, said to have suffered from fatigue.

Early warning

Being talked up as prospects for FCC to succeed Commissioner Glen O. Robinson whose term expires next June 30: Joseph R. Fogarty, communications expert on Senate Commerce Committee; Walter R. Hinchman, chief, Common Carrier Bureau, FCC; Sterling (Red) Quinlan, one-time manager of ABC-owned WLS-TV (then WBKB) Chicago, author of several books. It's Democratic vacancy.

**Stay just another
radio station.**

Or be the one that counts.

They decided to count.

**WINZ Miami.
Eight times more audience in
four months.**

**KARM Fresno.
In four months, 73% more
listeners than last spring.**

**KMAX Grand Rapids.
60% above prior audience
levels, total week. And almost
triple previous levels in
morning drive.**

Now you decide.

You can make your radio station all news, 24 hours a day, with NIS. You'll be the only all news station in your city. And you won't have to go to bed each night wondering what format changes the people down the street will make tomorrow.

You'll be writing orders from the most prestigious clients in town.

And broadcasting to upscale listeners using a format backed by a decade of winners.

Far away will be worries about music preferences, dj acceptance, responsive programming, and fairness problems.

So let the people down the street worry. Chuck Renwick at (212) 247-8300 is ready to make your station the one that counts.





Renault □ In its first major advertising effort in four years, Renault U.S., Englewood Cliffs, N.J., is investing more than \$4 million in U.S. during 1976 with about \$2.5 million allocated to introduction of Renault 5. Approximately \$1.5 million is being allocated to TV and radio spot for Renault 5 through July, with first wave of commercials running in eight markets in Northeast until end of June; second wave running in 10 markets in Midwest from late this month until end of June and final wave running in three markets on West Coast from early May until end of June. McCaffrey & McCall, New York, is zeroing in on men, 18 to 34, with incomes of \$15,000 and over. Campaign is built around theme, "Thank Heaven for Little Cars" with TV and radio commercials using music of "Thank Heaven for Little Girls."

General Foods □ Various products by General Foods Corp., White Plains, N.Y., will be subjects of three-month campaign to begin April 5. Substantial number of TV markets will air daytime, fringe and children's show 30's, aimed variously at women, 25 to 54, and at children, 6 to 11. Ogilvy & Mather, New York, is agency.

Mobil Oil □ TV campaign in upwards of 40 markets, begins April 5 for various Mobil Oil products. Fringe, news, prime-time and sports TV 30's will run for six to 10 weeks, depending on market. Target audience is men, 18 to 49. Doyle, Dane, Bernbach, New York, is agency.

Peugeot □ Import car will be given push on spot TV in 16 major markets, starting in late March, with schedule running for eight weeks on alternate weeks. Similar spot-TV venture will be undertaken shortly after Labor Day. Van Leeuwen Advertising, New Haven, Conn., is seeking slots within news and sports programs to reach men, 25 to 54.

Block Drug □ Two campaigns to run 13 weeks in most of 46 chosen markets will promote Block Drug's Arthritis Pain Formula, and BC headache powder, beginning March 29. Dual-product spots

aim headache relief message at adults, 18-plus, arthritis message at adults, 50-plus. Some regional network TV is also planned to accompany spot daytime, fringe 30's. Total budget is approximately \$500,000. Grey Advertising, New York, is agency.

American Motors □ Three three-week flights for American Motors' Jeep are set to begin May 10, June 28 and Aug. 16 in 126 spot-TV markets, with network-TV overlay. Five commercials will rotate in fringe, prime and sports time, targeted to men, 18 to 49. Budget is roughly \$1 million. Compton, New York, is agency.

Norelco □ Spot-TV effort is being launched for women's shavers for eight weeks, starting April 19, in 43 markets and for men's shavers for four weeks in 57 markets, starting May 24. McCaffrey & McCall, New York, is looking for men and women, 18 to 49.

Toiletries Europa □ American distributor of Tabac Original, men's toiletries from Germany, is scheduled to make its debut in network TV in early March with participations on various ABC-TV programs, including *Wide World of Sports*, *American Sportsman*, *World Invitational Tennis* and *Superstars* through next fall. Tabac Original made its U.S. TV debut in spot last December and will resume spot-TV schedule next month in selected number of markets for several weeks. S.R. Leon Co., New York, is aiming for audience of men, 25 and over.

Cities Service Oil □ Cities Service Oil Co., subdivision of Cities Service Co., New York, will run TV spots for up to 15 weeks, in substantial number of markets for Citgo gas. Fringe, news, prime-time and access 30's geared to adults, 18 to 49, are being handled by Media Corporation of America, New York.

Lady Arrow □ Cluett, Peabody & Co., New York, will advertise Lady Arrow shirts for women in some 30 markets for two to three weeks depending on market, beginning April 27. Fringe, news and weekend TV 30's are geared to women, 25 to 49, and are handled by Chalk, Nissen, Hanft Inc., New York.

Amana Refrigeration □ Amana, Iowa-based firm announced last week that it will be spending 285% more in first six

months of 1976 than in comparable period in 1975 for advertising. About \$12,000,000 will be spent in all of 1976. Amana is using all three TV networks, CBS Radio and spot television in addition to print to promote its refrigerators and Radarange microwave ovens. Agency for Amana is Grey-North, Chicago.

Rollins Inc. □ Orkin's Pest Control products will be featured in spot-TV spread to begin in mid-March for 10 weeks in 136 markets. This splurge will be supplemented by network TV participations and will be buttressed by additional flights this summer and early fall. Kinro Advertising, Atlanta, is directing its commercial messages toward men and women, 25 to 54.

True Temper Corp. □ On behalf of its Uni-Spin rods and reels, company is using spot-TV in 26 markets on 78 stations, moving in for one-week flights between now and April 24. Munger Riethmiller, Cleveland, is directing its effort toward men and women, 25 and over.

Lego Systems □ Spot-TV campaign in 50 markets begins March 15 for 10 weeks for Lego toys. Fringe and children's show 30's use theme, "There is no end to Lego." D'Arcy, MacManus & Masius, New York, is agency for Brookfield, Conn., firm.

Garan □ Children's clothes by Garan, New York, will be advertised in three-week campaign beginning March 22 on all three TV networks and in 25 spot markets. Early and late fringe spot-TV 30's and daytime network 30's will use theme "Match the tags for a perfect match" for "Garanimals" tops and bottoms. Women, 25 to 44, and children.

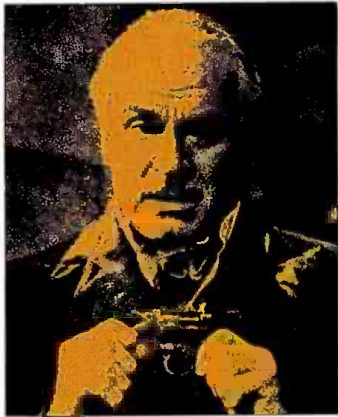
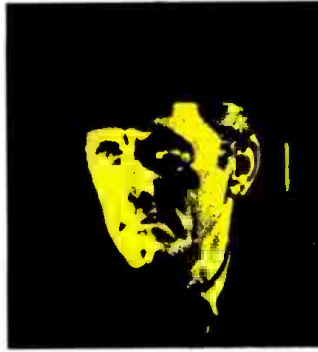
Rep appointments □ The Reach Co., Birmingham, Ala., has been appointed retail sales representative for wwj-tv Detroit. President of Reach is John G. Flack, who was with station for eight years. WILK(AM) Wilkes-Barre, Pa., has appointed McGavren-Guild, New York, as national sales rep. Bernard I. Ochs Co., Atlanta, has been named sales representative in South and Southwest for these stations: WBIL(AM) Tuskegee, Ala., WGSE(AM) New Bern and WSFL(FM) Bridgeton, both North Carolina, and WPCE(AM) Norfolk and WOWI(FM) Portsmouth, both Virginia.

Emergency! Action!



**100 surefire hours for the whole family.
Starts this fall.**

mca tv



Television's new



Viacom
major source for movies.

toddlers to teen-agers, are target. Campaign involves "large-scale" budget according to agency, Shaller Rubin Associates, New York. Back-to-school flight is anticipated for August.

Terminix □ Spot radio and television form basis of campaign on behalf of company's termite control product to be carried in 52 markets, with starting dates varying but latest moving in late March and continuing for seven weeks. Terminix will begin similar spot radio and TV effort in mid-June for two months on behalf of its pest control product. John Malmo Advertising, Memphis, is targeting campaign toward men and women, 25 to 49.

Andrew Jergens □ Barbie bubble bath by Jergens (subdivision of American Brands), Cincinnati, will be advertised in three-week campaign beginning March 29. Target audience is children for TV 30's in substantial number of markets. Cunningham & Walsh, New York, is agency.

Nabisco □ Fruit Pizazz, new concentrated snack drink by Nabisco, New York, will be advertised on TV in five test markets for 13 weeks beginning March 29. Full-scale campaign and product distribution are not planned until

end of year. Daytime, fringe, prime-time and children's show 30's are aimed at women, 18 to 34, and children. Parkson Advertising, New York, is agency.

Airwick □ Two month-long flights for Airwick Twins air freshener are set for

March 15 and March 29 to run in some 30 New England and Mid-Atlantic markets. TV 30's in various dayparts are geared to women, 18 to 49. Theme is "Every household deserves Twins." Della Femina, Travisano & Partners, New York, is agency for Teterboro, N.J.-based Airwick.

Bongrain-Gerard □ Alouette cheese will be accented in six-week spot-radio drive in all day parts, starting in mid-March. McCaffrey & McCall, New York, is directing commercials to men and women, 18 to 49.

Seitz Foods □ Frankfurter and bologna products will be at center of spot-TV and radio drive scheduled to begin in mid-May for six weeks, with radio in 20 markets and television in 10 markets. Fremmerman-Papin Advertising, Kansas City, Mo., is searching for time periods to reach women, 18 to 49 and 25 to 49.

Warner Lambert □ Listerex will be advertised heavily in spot radio in substantial number of markets for four weeks, starting in mid-March. Ted Bates & Co., New York, Listerex agency, is seeking time periods to reach teen-agers.

Frito-Lay □ Cheetos, now in midst of spot-TV effort, will pick up again in late March for another flight in extended list of markets. Young & Rubicam, New York, is advertising cheese-flavored snack in time periods slanted toward women, 25 to 54.

Clorox □ HVR salad dressing, by Household Products Division of Clorox Co., Oakland, Calif., will be subject of TV campaign in substantial number of markets, March 8 through April 4. Young & Rubicam West, Los Angeles, is agency.

BAR reports television-network sales as of Feb. 15

ABC \$109,113,600 (31.4%) □ CBS \$119,641,600(34.5%) □ NBC \$118,517,500 (34.1%)

Day parts	Total minutes week ended Feb. 15	Total dollars week ended Feb. 15	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	141	\$ 757,400	776	\$ 4,394,300	\$ 3,898,000	+12.7
Monday-Friday 10 a.m.-6 p.m.	1,006	11,894,300	6,387	76,411,600	68,875,200	+10.9
Saturday-Sunday Sign-on-6 p.m.	337	8,116,500	2,040	48,665,000	32,180,200	+51.2
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,984,300	663	19,447,800	17,041,000	+14.1
Sunday 6 p.m.-7:30 p.m.	23	1,034,200	158	7,405,900	3,299,900	+144.2
Monday-Sunday 7:30 p.m.-11 p.m.	425	27,576,600	2,691	168,768,800	162,541,000	+ 3.8
Monday-Sunday 11 p.m.-Sign-off	197	3,341,600	1,231	22,179,300	19,261,100	+15.1
Total	\$2,228	\$ 55,704,900	\$13,946	\$ 347,272,700	\$ 307,096,400	+13.1

Source: Broadcast Advertisers Reports

**PROMOTION PEOPLE
READY
FOR A M-O-V-E**

Major broadcaster wants to talk with bright, ambitious people ready to move up in radio or television promotion. Tell us about yourself — in full confidence.

Box Q-44, Broadcasting
1735 De Sales St., N.W.
Washington, D.C. 20036

An Equal Opportunity Employer — Male / Female

Monday Memo[®]

A broadcast advertising commentary from Paul R. Dooling, president, William Esty Co., New York

A 'new' source for programs: local television stations

It was 25 years ago when Edward R. Murrow thrilled television audiences by showing live, simultaneous split-screen images of the Golden Gate bridge and the Statue of Liberty. Perhaps that was and is a fitting image for our television system—a coast-to-coast sameness.

But TV is different in many ways in 1976. Let's assume that television is entering its Age of Considered Judgment. Television viewing seems to be the thing that the majority of people want to do with the majority of their leisure time. Television isn't about to enter its own version of the Dark Ages, where plugs are pulled by the millions and everyone rushes pell-mell to the nearest public library.

But at the same time, we must assume—indeed, common sense tells us—that we cannot depend entirely on the networks and syndicators if television is to continue to grow.

Meaningful change and innovation is the name of the game. The networks haven't yet shown signs that they can come up with the solutions, although I'm sure they're trying. Syndicators, for the most part, follow the path of least resistance.

And let's face it, the group that has almost totally abdicated their responsibility to change and innovate television programming practices are the station owners themselves. Putting aside the more altruistic consideration, it's as if station owners feel that television is invulnerable to the changing needs of its own audience. Maybe it will take pay TV and cable—which are surely going to become important factors in home entertainment.

I'd like to address myself to a more positive aspect of this issue later.

But first, to those independent stations that may feel that the big national advertisers and their agencies harbor some sort of bias against local, unaffiliated television stations: Perhaps, in the past, there was. But now, we look to those stations to help break the mold of sameness, to come up with new programming ideas that speak to the needs of our time.

We are not advocating a fourth network or a fourth option as was proposed at the INTV meeting in Los Angeles—an "American television alternative" in which independents in 35 markets covering 70% of TV homes join together for three hours a day of "quality, substantive programming."

Such a link-up may be feasible for news—as it has proved to be for the Inde-



Paul R. Dooling was elected president of William Esty Co., New York, in 1974. Mr. Dooling joined the country's 16th largest advertising firm in 1963 following five years in sales and marketing at Lever Bros. At Esty, Mr. Dooling worked primarily on the Colgate account. He rose to senior vice president in 1969 and executive vice-president in 1973. As executive vice president, he was responsible for all Colgate and Reynolds Industries business.

pendent Television News Association—but it isn't economically feasible for three hours. At least, not this year or next. The start-up dollars aren't there, nor could the advertising support be generated to make such an effort something other than competition to public television.

Second, to those of you who have been trying to figure out what to do with the local access time and haven't come up with an answer: If my information is correct—and I sure hope it is—the 7:30-8 p.m. time period, for example, in the Michigan markets of Detroit, Flint, Grand Rapids/Kalamazoo, Lansing, Saginaw/Bay City and Cadillac/Traverse City is filled with "least objectionable alternative" programming or worse.

In this region, with one notable exception—*Michigan Outdoors*—which is a perfect example of meaningful local-interest programming, viewers are stuck with *New Treasure Hunt*, *\$25,000 Pyramid*, *Hollywood Squares*, *Let's Make a Deal*, *Price is Right*, *Name That Tune*, *To Tell the Truth* and the rest.

Now, there's nothing intrinsically wrong with those shows. Lots of people like them and we're in business to communicate

with lots of people.

But it's hardly the kind of programming that lets us burst with pride in its originality and creativity. And hardly the kind of programming which gets the television evening off to a big start.

Do we really believe that all our customers want to see different versions of quiz and game shows along with some old reruns from 7:30-8 p.m. every night? Marketing people have long realized the necessity—not just the opportunity—in breaking the mold. Colgate needed a new bar soap entry very badly in 1964, but it spent years perfecting the product and the concept until its national roll-out began in 1971.

Change and innovation, going against the stream, can be expensive and take a lot of time and energy. But it has to become a way of life in order to stay abreast, let alone get ahead.

So what can we do?

To stations, I urgently recommend that you consider how you can program television locally that will regenerate the interest and excitement that the medium has enjoyed in the past. We have to believe that there are knowledgeable and creative people in your organizations who have ideas and concepts about what your viewers would like to see, learn or experience about their lives in their own communities.

For our part, we have a programming department at Esty that is happy and anxious to review and help on programming proposals of all types. We have 11 regional specialists for local television buying who are seldom offered locally-originated programs.

We have clients—no matter how high they may be on the list of national advertisers—who fully understand that all of their sales are ultimately local—to people in their own hometowns. They want to showcase their advertising in programs that create an extra-special interest and involvement among their customers in your hometown.

Give us the opportunity to talk to our clients about the kind of viable alternatives that radio and magazines provide.

Let's not get hung up on the old saw about quality vs. efficiency. Quality need not be extravagant or uneconomical. There is a very special quality inherent in the people and events in your local communities. Local television has practically ignored it.

All this won't happen overnight, but it will never happen without some meaningful action on both our parts—stations and clients. We're talking evolution rather than revolution. I promise that we'll do our part if stations will do theirs.

■ indicates new or revised listing

This week

March 1—Deadline for entries in *Radio Television News Directors Association* annual competition. Awards will be given in four categories each for radio and television, including on-spot news, investigative reporting, editorials and the Edward R. Murrow awards for outstanding enterprise and social awareness in the reporting of a significant community problem or issue. Awards will be for four U.S. regions and one encompassing Canada. Dave Partridge, WFBC-TV Greenville, S.C., is awards committee chairman.

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 1—Deadline for entries in *The Scripps-Howard Foundation's* Roy W. Howard Public Service Awards for public-service reporting in 1975. Cash grants (not to exceed \$2,500) and bronze plaques will be given in newspaper, radio and TV station categories. Runner-up prizes of \$1,000 and \$500 may also be awarded. No entry blank required, but sponsoring letter explaining endeavor should be appended to entry by newspaper editor or station manager WMC building, 1960 Union Avenue, Memphis 38104.

March 1—Deadline for nominations for awards to be presented April 26 at Broadcasting Industry Conference of *San Francisco State University*. Categories: Broadcast Preceptor Awards for individuals; Broadcast Media Awards for local programing in six categories in each of four groups covering commercial and noncommercial radio and TV; CATV Community Service Awards. Contact: Janet Lee Miller, San Francisco State University, 1600 Holloway Avenue, San Francisco 94132; (415) 469-2456.

■ **March 2-3**—FCC oversight hearing before House Communications Subcommittee. Witnesses: FCC commissioners sitting en banc. Rayburn House Office building, Washington.

March 2—*New York State Broadcasters Association* annual meeting and legislative reception. Turf Inn, Albany.

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

March 4—*Hollywood Radio and Television Society's* 16th annual International Broadcasting Awards dinner. Century Plaza hotel, Los Angeles.

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

March 5—FCC's deadline for comments on its inquiry on preparations for 1977 World Administrative Radio Conference for planning of broadcast-satellite service in 11.7 to 12.2 ghz band (Docket 20468). Replies are due March 24. FCC, Washington.

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.

Also in March

March 8-10—Fifth annual seminar for client stations of *The BIAS (Broadcast Industry Automated System)*

Division of Data Communications Corp., Memphis. Speakers will be Terry Bate, Broadcast Data Services which operates BIAS system in London, and Frank U. Fletcher, Washington communications attorney. Regency hotel, Memphis.

March 10—FCC's deadline for comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20693). Reply comments are due March 24. FCC, Washington.

March 12—FCC's new deadline for comments on proposed changes of mandatory regulation of cable system rates by now due April 9. FCC, Washington.

March 12-14—South region meeting of *Women in Communications Inc.* Town House, Atlanta.

■ **March 14**—First open board meeting of *National Public Radio*. Senate room of Statler Hilton hotel, Washington.

Major meetings

March 21-24—*National Association of Broadcasters* annual convention. Chicago. 1977 convention will be March 27-30, Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2.

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

May 5-9—*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.

May 12-15—Annual meeting, *American Association of Advertising Agencies*. Greenbriar hotel, White Sulphur Springs, W. Va.

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

June 13-17—*National Association of Broadcasters* board meeting. Washington.

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

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

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

Oct. 13-16—Annual meeting, *Association of National Advertisers*. Broadmoor hotel, Colorado Springs.

Oct. 24-27—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

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

Dec. 11-16—*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 design

Feb. 12-16, 1977—*National Association of Television Program Executives* 14th annual conference. Fontainebleau hotel, Miami.

March 15—Public Radio Conference for noncommercial public radio professionals, sponsored by the *Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio*. Statler Hilton hotel, Washington.

March 15—Deadline for entries in annual *Broadcast Promotion Association/Michigan State University* awards competition for excellence in broadcast promotion. Twenty categories established, including new one for community events or attractions. Open to BPA member and nonmember stations. For information and entry forms: BPA, Box 5102, Lancaster, Pa. 17601.

March 15—Deadline for submission of entries for *Radio and Television News Directors Foundation Scholarship Awards*. Submissions are to be made to department head of applicant's school. Eligible: any sophomore or advanced undergraduate whose objective is broadcast news students should submit sample 15-minute radio or TV news script prepared by applicant along with statement of interest in the career field.

March 15—Deadline for applications for six scholarships in 1976-77 academic year provided by *The Sigma Delta Chi Foundation of Washington, D.C.* Applicants must be full-time students in sophomore or junior year at a college or university in Washington area. Applications and correspondence: Theodore F. Koop, president, SDX Foundation of Washington, D.C., 2737 Devonshire Place, N.W., Apartment 7, Washington 20008.

March 16-17—*New York State Cable Television Association's* spring meeting; Rowntowner Motor Inn, Albany.

March 17-18—*Kentucky CATV Association* spring meeting. Continental Inn, Lexington.

March 18—FCC's deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw. Replies are due April 19. FCC, Washington.

March 18—*Women in Communications Inc.'s* Jacob Scher Awards dinner. Ritz-Carlton hotel, Chicago.

March 18-20—*Alpha Epsilon Rho The National Honorary Broadcasting Society*, 34th annual convention. Sheraton-Blackstone hotel, Chicago. Information: Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 975-2021.

■ **March 19**—*Pacific Pioneer Broadcasters* luncheon and presentation of Carbon Mike Award to Lowell Thomas. Art Linkletter will be emcee. Sportmen's Lodge, Studio City, Calif.

March 19-20—*American Forces Radio and Television Service* annual worldwide conference. Conrad Hilton, Chicago.

March 19-21—Pacific Northwest region meeting of *Women in Communications Inc.* Battelle Research Center, Seattle.

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

March 24—*Electronic Industries Association* government-industry dinner. Mayflower hotel, Washington.

March 24—Forum on comparative advertising, sponsored by *United States Trademark Association*. Co-chairmen: Byron Hackett, J. Walter Thompson Co., and Lionel Wetnick, BBDO, both New York. Speakers: Robert L. Froelich, Ted Bates & Co.; Stockton Helffrich, National Association of Broadcasters; Alfred Schneider, ABC; Stephen A. Nye, Federal Trade Commission; Roland P. Campbell, National Advertising Division, Council of Better Business Bureaus; Kathryn Feakins, Ogilvy & Mather, and Gilbert Weil of Weil Gutman & Davis. Plaza hotel, New York.

March 26-27—*Alabama Cable Television Association* annual award meeting. George Lindsey, who sponsors *Celebrity Golf Weekend* in Montgomery, Ala., to aid special Olympics for Alabama's handicapped

children, will receive *Citizen of the Year Award*. Kahler Plaza hotel, Birmingham.

March 26-29—Eighth annual international conference of the *International Industrial Television Association*. Sheraton-Anaheim hotel, Anaheim, Calif. Two-Way Radio Show (March 30-April 1). FCC Commissioner Robert E. Lee will be keynote speaker. Las Vegas Convention Center, Las Vegas.

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

March 31—*Council of Churches of the City of New York* 12th annual broadcast awards luncheon. Americana hotel, New York.

April

■ **April 1**—FCC's new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are due April 16. FCC, Washington.

April 1—Deadline for applications for fellowships in the humanities for journalists for the 1976-77 academic year, sponsored by the *National Endowment for the Humanities*. Twelve will be at the University of Michigan, 12 at Stanford University. For applications or information: Director, Fellowships in the Humanities for Journalists, 3564 LSA building, University of Michigan, Ann Arbor 48109, or C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305.

April 2-3—Region 7 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in South Dakota, Nebraska, Kansas, Iowa, Missouri and at Southern Illinois University-Edwardsville, Wichita, Kan.

April 2-3—Region 10 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Washington, Oregon, Idaho, Montana and Alaska. Alderbrook, Wash.

April 2-4—Region 11 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in California, Nevada, Arizona and Hawaii. Nugget hotel, Reno.

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

April 4-7—*Association of National Advertisers* sales promotion conference, Hyatt hotel, Winston-Salem, N.C.

■ **April 5**—FCC's new deadline for comments on commission's inquiry as to its role in format changes at radio stations (Docket 20682). Previous date was Feb. 19. Replies are now due May 5. FCC, Washington.

April 7-8—*Kentucky Broadcasters Association's* spring convention. Stouffers Inn, Louisville.

April 9-10—Region 2 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Maryland, District of Columbia, North Carolina, Virginia. University of Maryland, College Park.

April 9-10—Region 4 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Michigan, Ohio, western Pennsylvania and West Virginia. Ramada Inn, Morgantown, W. Va.

April 9-10—Region 5 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Illinois, Indiana and Kentucky. Ball State University, Muncie, Ind.

April 9-10—Region 6 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in North Dakota, Minnesota and Wisconsin. University of Wisconsin-Madison.

April 9-10—Region 9 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Wyoming, Utah, Colorado and New Mexico. Little America motel Cheyenne, Wyo.

April 10—*Iowa Broadcast News Association* annual seminar. Iowa Memorial Union, Iowa City and Carousel Inn, Coralville. Information: Thomas Bauer, School of Journalism, University of Iowa, Iowa City 52242.

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**—Broadcasting Day, sponsored by *Florida Association of Broadcasters and College of Journalism and Communications, University of Florida*. Reitz Union, Gainesville.

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 14—*New England Cable Television Association* annual meeting. Holiday Inn-Downtown, Portland, Me.

April 16-17—Region 12 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Arkansas, Louisiana, Mississippi and western Tennessee. University of Arkansas, Little Rock.

April 16-17—*Georgia UPI Broadcasters* conference. Royal Coach Inn, Atlanta.

April 21-23—*Indiana Broadcasters Association* spring meeting. Rodeway Inn Airport, Indianapolis.

■ **April 21-23**—*International Radio and Television Society* 13th annual college conference. Richard Pinkham Jr., CBS Television Sales, chairman. Biltmore hotel, New York. Contact: IRTS, 420 Lexington Avenue, New York, N.Y. 10017; (212) 532-4546.

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

■ **April 22-24**—*Kansas Association of Broadcasters* spring convention. New Hilton Inn, Wichita.

April 23-24—SDX Distinguished Service in Journalism Awards and Region 1 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware and all of New England. Rochester, N.Y.

April 23-24—Region 8 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Oklahoma and Texas. Austin, Tex.

April 23-24—*New Mexico Broadcasters Association* annual meeting. Hilton Inn, Albuquerque.

April 23-25—*Women in Communications Inc.* Northeast region meeting. Chatham Center, Pittsburgh.

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

■ **April 24-25**—*Ohio AP Broadcasters* spring meeting. Carousel Inn, Columbus.

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.

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April 25-27—*Canadian Association of Broadcasters* annual meeting. Chateau Laurier, Ottawa.

April 25-30—Annual Broadcast Industry Conference, sponsored by *San Francisco State University* SFSU campus, San Francisco.

April 29-30—*Minnesota Broadcasters Association* spring meeting. L'hotel Sofitel, Minneapolis.

May

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 12-14—*Washington State Association of Broadcasters* spring meeting. Red Lyon Motor Inn, Pasco.

May 12-15—Annual meeting, *American Association of Advertising Agencies*. Greenbriar hotel, White Sulphur Springs, W. Va.

May 12-16—*Pennsylvania Association of Broadcasters* annual convention. Britannia Beach hotel, Paradise Island, Nassau.

May 13-14—*Ohio Association of Broadcasters* spring convention. Speakers include John Eger, acting director of Office of Telecommunications Policy; Ray Seddon, FCC chief of Emergency Broadcast System; Paul Peterson, Federal Trade Commission, and Carl Stevens of Personnel Management Workshops. Sawmill Creek, Huron.

May 13-16—Western Advertising Conference, sponsored by *Western States Advertising Agencies Association*. Friday luncheon speaker will be Erwin D. Canham, editor emeritus, *The Christian Science Monitor*, and past president of U.S. Chamber of Commerce. Canyon hotel, Palm Springs, Calif.

May 16-18—*Illinois-Indiana Cable Television Association* 12th annual convention. Forum 30 hotel, Springfield, Ill.

May 17-18—*Virginia Cable Television Association* spring conference. Holiday Inn, Afton Mountain, Waynesboro. Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804) 797-4131.

May 17-18—*Kentucky CATV Association* spring convention. Continental Inn, Lexington.

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

May 21-22—*Public Radio in Mid-America (PRIMA)* spring convention. KIOS-FM Omaha, Neb.

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

■ **June 3-5**—*Associated Press Broadcasters* sixth annual convention. FCC Chairman Richard Wiley will be featured speaker. Marquette Inn, Minneapolis.

June 3-5—*American Advertising Federation's* 71st annual convention. Statter-Hilton hotel, Washington.

■ **June 3-5**—*Oregon Association of Broadcasters* spring conference. Sunriver Lodge, Bend.

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

June 6-25—Eighth annual *Institute for Religious Communications*. Loyola University, New Orleans. Contact: Dr. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118; (505) 866-5471.

June 8-11—Annual convention of *National Broadcast Editorial Association*. Mayflower hotel, Washington.

June 10-12—*Florida Cable Television Association* annual convention. Don-Ce-Sar Hotel, St. Petersburg Beach.

June 10-12—*Montana Broadcasters Association* annual convention. Many Glacier Lodge.

June 10-12—*South Dakota Broadcasters Association* annual meeting. Holiday Inn of Northern Black Hills, Spearfish.

June 10-13—*Mississippi Broadcasters Association* 35th annual convention. Phil Brady, WAPF(AM) McComb, is convention chairman. Sheraton hotel, Biloxi.

June 12-15—*Television Programing Conference (TVPC)*, Marco Island, Fla. Contact: Tay Voye, secretary for TVPC, WTVJ(TV) Miami.

June 13-16—1976 Summer Consumer Electronics Show, sponsored by *Consumer Electronics Group, Electronic Industries Association*. McCormick Place, Chicago.

June 13-16—*Video Systems Exposition and Conference*, third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show. McCormick Place, Chicago.

June 13-16—*Florida Association of Broadcasters* 41st annual convention. Breakers hotel, Palm Beach.

June 13-17—*National Association of Broadcasters* board meeting. Washington.

June 14-18—Broad/Comm '76, exhibition of broadcasting and communications equipment. Participation is limited to U.S. manufacturers. U.S. Trade Center, Mexico City. Information: Mary R. Wienen, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.

June 15-20—*Broadcasters Promotion Association* 21st annual seminar. Statter Hilton, Washington.

June 16-19—*Virginia Association of Broadcasters* spring convention. Mariner's hotel, Virginia Beach. Convention chairman: Larry Saunders, WTAR(AM)-WKEZ(FM) Norfolk, Va.

June 20-22—*New Jersey Broadcasters Association* 40th annual convention. Great Gorge hotel, MacAfee.

June 20-23—*NBC's* 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.

June 24-27—*Rocky Mountain Broadcasters Association* annual convention. Jackson Lake Lodge, Jackson Hole, Wyo.

■ **June 26-28**—*Georgia Association of Broadcasters* summer convention. Pineisle.

June 26-29—*Georgia Association of Broadcasters* annual convention. Lanier Lake Islands.

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July

July 7—Texas Association of Broadcasters annual convention. Americana Inn of Six Flags, Arlington.

July 14-17—Colorado Broadcasters Association summer meeting. Wildwood Inn, Snowmass.

■ **July 17-23**—National Association of Farm Broadcasters summer convention. Activities planned on three islands of Oahu, Maui and Hawaii with details to be announced later.

July 19-20—Institute of Broadcasting Financial Management-Broadcast Credit Association quarterly board of directors meeting. Washington Plaza, Seattle.

July 18-30—National Association of Broadcasters 10th management development seminar. Harvard University Graduate School of Business Administration, Boston.

July 23—Motion Picture Laboratories-Memphis State University film seminar. University Center, MSU, Memphis.

August

Aug. 12-13—Arkansas Broadcasters Association

summer convention. DeGray State Park Lodge and Convention Center, Arkadelphia.

September

Sept. 12-14—Southern Cable Television Association convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, P.O. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.

Sept. 15-17—Tennessee Association of Broadcasters annual convention. Glenstone Lodge, Gatlinburg.

Sept. 19-22—National Radio Broadcasters Association Conference & Exposition. Hyatt Regency Embarcadero, San Francisco.

Sept. 20-21—Western chapter of National Religious Broadcasters. Open to religious radio and TV producers as well as station owners and operators. Airport Marriott hotel, Los Angeles.

Sept. 24-29—Fifth Vidcom-The International Market for Videocommunications, including exhibits of equipment for broadcast program production and cable television. Palais des Festivals, Cannes, France. U.S. contact: J. Nathan, suite 1103, 250 West 57th Street, New York 10019.

Open Mike®

Second opinion

EDITOR: Some of the things you say in your "Price of Protest" editorial (Feb. 16) bother me greatly.

It's obvious what your definition of success and failure is: "This kind of obstructionism can wreck a sale." Your philosophy seems to suggest that the main purpose of broadcasting is to make money for station owners. I think the main purpose of broadcasting is to communicate, and the making of money is incidental.

True, you can't do one if you don't do the other and do it well. But it has been proved over and over that the passive public will listen to and view anything—so the advertising revenues will be there regardless.

If broadcasters had as their major goal the welfare of the audience and not the golden lining of their pocketbooks, and if broadcasters paid more than lip service to their public interest, convenience and necessity charter, then there would be an embarrassment of riches of both kinds instead of only the one kind.—George Wruck Jr., Dallas.

Zenger memorial

EDITOR: Representative Richard Ottinger (D-N.Y.) has introduced H.R. 667 and Senator Jacob Javits is sponsoring a resolution in the Senate to establish and maintain historic St. Paul's Church, Mount Vernon, N.Y., as a national shrine to the Bill of Rights, particularly to the First Amendment rights of a free press.

St. Paul's was the site of the events leading up to the first freedom-of-the-press trial in the country—the trial of John Peter Zenger, which was responsible for the sub-

sequent incorporation of free-press guarantees in the Constitution.

Many newspaper organizations have endorsed H.R. 667. I hope my fellow broadcasters will support these efforts to see this shrine properly preserved.—William O'Shaughnessy, president, WVOX(AM) New Rochelle, N.Y.

Early start

EDITOR: Your lead article in the Feb. 16 issue states: "Last week may have offered a preview of things to come." This may come as a surprise to you, but WMUR-TV started this whole thing.

That's right, back on Nov. 26th, 1975, WMUR-TV filmed an exclusive, one-on-one interview with President Ford just prior to his China visit.—S.E. Phillips, manager, WMUR-TV Manchester, N.H.

Thought for food

EDITOR: "Every hour of the day 450 people die of hunger or of its associated ailments and diseases."—John Laffin in his book, "The Hunger To Come."

I worked in radio news for eight years, and I remember that almost every death from the violence in Northern Ireland is numbered. But how many people know that hunger's hourly death toll probably exceeds the total deaths for several years from the fighting in Northern Ireland?

I concede that I have no understanding of why a news story is a news story. But the most important fact of physical life is that people have to eat to live. And there isn't enough to eat, so why isn't that the number-one news story?—Bill Caldwell, Springfield, Mass.

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Lynda Dorman, classified advertising manager.

CIRCULATION

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Lucille Paulus, Odell Jackson, Patricia Johnson,
Gregg Karpicky, Joanna Mieso.

PRODUCTION

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* Reg. U.S. Patent Office.
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Top of the Week

TV drug ads will get two-day going-over by FCC, FTC

Commissions co-sponsor three panel sessions that will look into what effects such advertising is having, and who can do what about it

The mounting pressure from Congress and elsewhere regarding television advertising of over-the-counter drugs has led the FCC and the Federal Trade Commission—the agencies feeling the most heat—to join in co-sponsoring an unusual research project on the subject.

The project will take the form of three panel discussions to be held at the FCC on May 20-21, the FCC announced last week. The aim of the panels will be to explore the possible impact of such advertising on children, adolescents and adults, and to consider what if any remedial action should be taken, and by whom.

Commission officials say that the agency's involvement should not be taken as an indication the agency feels it has the responsibility or jurisdiction to act in the event regulatory action is found to be desirable. The jurisdiction issue is not expected even to be raised at the panels. "Debates over jurisdiction might cut off debate over the basic issues," said Karen Hartenberger, director of the FCC's Children's Television Task Force and contact person for the panels project. "Right now, we're just looking at whether there are problems, and if so what the solutions might be," she said.

Technically, at least, the commission finds itself involved because it is the recipient of a petition for rulemaking endorsed by 15 state attorneys general led by Francis X. Bellotti of Massachusetts and aimed at banning all over-the-counter drug advertising before 9 p.m. The commission is also involved along with the FTC, which normally handles complaints about advertising, because more than one congressional committee has made it clear it expects the two agencies to cooperate more and argue less about the jurisdic-

tional question.

The commission took that message to heart in connection with the Bellotti petition and directed its staff to confer with the FTC staff on the questions raised. After several meetings, participants decided that the first question to be answered was, what was the research needed. From there, the decision to hold the panels evolved.

The commission announcement drew a quick and favorable reaction from one of those members of Congress who has been critical of the agencies for allegedly failing to resolve the jurisdiction question—Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee.

"I feel that the joint initiative of the FCC and FTC is an important first step in dealing with this problem," he said. "The very fact that these two agencies have recognized their dual responsibilities to deal effectively with this problem is especially encouraging to me. I commend the two agencies for this initiative and I can assure all concerned that I will continue to follow this issue very closely during the process of congressional oversight."

Representative Macdonald's subcommittee holds two days of FCC oversight hearings this week, and children's television programming will be one of the matters raised.

Broadcast industry representatives were not as pleased by the announcement as the congressman. NAB officials indicated, in fact, they were disturbed. They said it appeared that government was entering an area in which it had not business, and suggested that the panel sessions represented a surrender to the Bellotti petition signers.

Congress has already heard testimony that over-the-counter drug advertising on television is harmful to children. Anthony Kales, of the Pennsylvania State University School of Medicine, for instance, in testimony before the Senate Monopoly Subcommittee in December, expressed the view that such advertising "encourages the widespread use of drugs for what usually are responses to normal frustrations of life," and added: "I believe that for youngsters it is a very small step to extend this concept of immediate self-medication of nonprescription drugs to immediate mood alteration with drugs of abuse" (BROADCASTING, Nov. 3, 1975).

Mr. Bellotti and the state attorneys general who have joined him in the petition have a similar view. Mr. Bellotti used the petition for his text in testifying in July before Representative Macdonald's subcommittee on the effects of television ad-

vertising on children (BROADCASTING, July 21, 1975).

Broadcasters, advertisers and nonprescription drug manufacturers have opposed the Bellotti petition in filings with the commission. They contend that there is no evidence of a link between television advertising and either misuse or abuse of drugs by children.

On the other hand, broadcasters and the Proprietary Association, composed of nonprescription drug manufacturers, have opposed the Bellotti petition. The National Association of Broadcasters code last year attempted to head off government action on the subject by adopting guidelines declaring that nonprescription drugs and vitamins should not be advertised in or adjacent to programs designed for children.

Commission officials preparing for the panel sessions in May plan to limit each to a maximum of 12 members. And they foresee research specialists on the first two panels, which will discuss existing research and the directions future research should take regarding the question of cause-and-effect relationships between the televising of over-the-counter drug advertising and the misuse of the products involved by young children, and between that advertising and the illicit use of restricted drugs by school children, adolescents and adults.

The third panel will discuss not only research needs but the options available for dealing with problems that might be uncovered. And the two commissions are not limiting consideration of those options, for its announcement of the program refers to actions that might be taken "by broadcasters, advertisers, manufacturers, Congress, various governmental entities, schools and the general public."

The commissioners have not yet gotten far in selecting panelists. But it is understood that three likely members of the third panel are Mr. Bellotti and two consumerists, Peggy Charren, of Action for Children's Television, and Robert Choate, of the Council on Children, Media and Merchandising. Mr. Choate, in commenting on the Bellotti petition, had said that, at a minimum, the commission should conduct research into the effect of televised drug advertising on children (BROADCASTING, Oct. 6, 1975).

A fillip added to the format is the opportunity that will be given to selected participants from various governmental agencies to ask questions of the panelists following each panel discussion.

The commission is also inviting the public to attend the panel discussions. And it said it also welcomed written comments from members of the public.



Free-enterpriser. A surprise witness for commercial nondiscrimination at the NATPE conference was presidential adviser Robert Mead, who said the Congress should either permit cigarette advertising on television or deny it to newspapers. Mr. Mead would not say he spoke for the President, but he did represent his remarks as reflecting the White House point of view. That was only one among several headline-making stands he took in San Francisco (story page 34).



Star of the show. Hands-down favorite among NATPE's speakers was Hollywood producer Garry Marshall, who won the crowd both with his humor and his reasoning. Mr. Marshall testified against the family viewing concept, which he views as hobbling television's creative potential (story page 25).



Policymakers. The once, present and future leadership of the National Association of Television Program Executives was represented in this executive committee meeting in San Francisco last week. Left to right: James Ferguson of WAGA-TV Atlanta, last year's president; Phil Boyer of the ABC-owned television stations, who takes office April 1; Marvin Chauvin of WORV-TV Grand Rapids, Mich., current NATPE president, who presided over last week's conference; Jim Major, of WJBK-TV Detroit, who becomes the first vice president and is Mr. Boyer's presumed successor, and Betty Woodland, Lancaster, Pa., the organization's permanent secretary-treasurer.

San Francisco successes fuel NATPE ambitions

Biggest-yet conference ends with high hopes for future ones; possibility is raised of holding meeting later in year and of having fall regional conferences

The National Association of Television Program Executives, riding an uninterrupted string of successes, left San Francisco last week with a large grin on its organizational face. It was firmly established as the unchallenged programing marketplace of U.S. television stations.

Almost 1,900 (officially 1,891) delegates attended five days and nights of its most ambitious conference yet, up almost half again from the year before. It could count a 17.7% increase in its real membership, and an incalculable increase in its prestige. President Marvin Chauvin of WORV-TV Grand Rapids, Mich., who had presided over the San Francisco conference, had reason to be pleased. And Phil Boyer, of the ABC-owned television stations, who will take over as NATPE president in April, had reason to be bullish about the future.

Mixed among NATPE's program executive ranks was an ever-enlarging band of owners, general managers and other corporate brass. One early (and unofficial) count places their number at 280. Their presence was credited with spurring the record rate of program buying at this year's NATPE conference (story page 26); with so many bosses in town, program directors did not have to defer final commitments until they got back home. One syndicator reported he had sold a half-million dollars worth of product before his doors opened officially on Saturday noon (Feb. 21).

"The numbers were very positive," said Mr. Chauvin, "but that's not the total measure. There was a good mood from the moment they [the delegates] got here." He shrugged aside suggestions that NATPE's success meant problems for the National Association of Broadcasters, whose annual convention NATPE has eclipsed as the country's program marketplace. "I don't see ourselves in an adversary role [with the NAB]," he said. "The conflict between our organizations is exaggerated." "I think it would be wrong for us to get involved in hardware exhibits," he said—in the process acknowledging that it was a possibility. NATPE had already been approached on that score.

The next big change for NATPE may be to schedule its conventions later in the year—perhaps in mid to late March. That development would put the organization on an even greater collision course with the NAB, which traditionally schedules its own conferences at that time of year. "We're being forced to make our station decisions too soon," said Mr. Boyer in a NATPE post-mortem. He said that



No one finer. Dinah Shore, of the program by half that name, received NATPE's "Award of the Year"—the second woman in as many years to receive that honor (NBC-TV's Barbara Walters won it last year).



Salute. NATPE's first-ever "President's Award" was made last week to Keith Godfrey, the former MCA TV executive—now seriously ill—who was the organization's first associate member. The honor was accepted by MCA's Lou Friedland, Mr. Godfrey's long-time associate, "partner" and friend.

"utopia" would be to schedule NATPE when the February rating books are out—about the third week in March.

As if the success of NATPE's annual conference weren't enough, Mr. Boyer now has his eye on four one-day regional conferences in the fall. Those would parallel NAB's regionals, at least in concept and time of year. Mr. Boyer will seek board approval for the regionals at a meeting in Toronto May 13-14. Among his other ambitions: making *P.D. Cue*, NATPE's bimonthly magazine, into a monthly.

In addition to his election, NATPE named two other officers last week: Jim Major of WJBK-TV Detroit as first vice president and A. R. Van Cantfort of WSB-TV Atlanta as second vice president. Elected to the board: (for three-year terms) Jack Michaels, WREC-TV Memphis, Tenn.; Tay Voye, WTVJ(TV) Miami; George Curry, WSAB-TV Huntington, W. Va., and Bob Guy of KING-TV Seattle; (for a two-year term) Wynn Nathan, Time-Life Television; (one-year term) Harry Francis, Meredith Broadcasting, and Jerry Smith of Worldvision Enterprises. Mr. Nathan succeeds Henry Gillespie of Viacom as one of the association members (syndicators) on the board, while Mr. Smith becomes the second associate member on the board (out of 14).

Next year's NATPE convention will be in Miami's Fountainbleu hotel, Feb. 12-16. (The 1977 conference is locked in as to date; NATPE's ambitions for a later start will have to wait until 1978 when NATPE goes to Los Angeles.) The program chairman for Miami is Chuck Gingold of KATU(TV) Portland, whose major problem, in the eyes of President-elect Boyer, will be to overcome the "tennis, sea and sun" recreational nature of that city.

If there's going to be copyright liability, CATA prefers proposal by Teleprompter

The Teleprompter copyright plan is making headway within the entire cable industry—big and small system operators alike. The Community Antenna Television Association, which consistently has opposed any copyright liability, passed a resolution during its board meeting last week extending limited approval of the Teleprompter plan.

The primarily small system association resolved to maintain its basic no-copyright position, but with the important provision that if copyright liability is inevitable, CATA favors the Teleprompter plan over the current bill before the House Subcommittee (H.R. 2223) or the bill (S. 22) passed by the Senate (BROADCASTING, Feb. 26).

The copyright issue has plagued the cable industry as an emotional and divisive

All about it. Complete reporting on last week's NATPE conference in San Francisco begins on page 25 with a story on the family viewing panel discussion. It's followed by ones on FCC Chairman Richard Wiley's speech (same page), the syndicators' sales (page 26), the decline in off-network product (page 31), presidential TV adviser Bob Mead's talk (page 34), a session on cable and a movie workshop (page 35), the future of television panel (page 38), and affiliate and independent station meetings (pages 43 and 44).

issue. More than any other issue, copyright gave rise to CATA, which was formed in July 1973.

The National Cable Television Association, while not actually endorsing the Teleprompter plan, is working with Teleprompter executives in pushing the proposal on Capitol Hill. (NCTA's position has remained one in favor of "reasonable copyright" and opposed to giving the proposed royalty tribunal the authority to change the rate base for factoring copyright payments.)

CATA's support for the Teleprompter plan makes it the one copyright position that has received the widest support from all factions of the cable industry. CATA's support of the plan, said Russell Karp, Teleprompter president, dispels any notion that the Teleprompter plan is objectionable to rural system operators.

CATA's qualified backing of the Teleprompter plan also includes a provision that is not part of the Teleprompter scheme. Rather than the Teleprompter exemption for the first \$100,000 in annual revenues as a device to take the burden off small systems, CATA wants a total exemption for all systems with less than 3,500 subscribers.

The Teleprompter copyright plan (BROADCASTING, Nov. 3, 1975), would exempt all local and network signals from copyright liability and assess copyright payments for other signals based upon a marketplace scheme. Copyright payments would be based on a program's popularity determined by its ratings. (This is a refinement from the original Teleprompter plan, which based rates upon a station's share in the market.) And any royalty tribunal would not have the authority to change the rates or revise the rate base under the Teleprompter plan.

FCC defines 'specialty'

Commission comes up with guide to what stations cable systems can carry without working against distant-signal limits; WGPR-TV, black-owned, is included by waiver

The FCC last week managed to get past the obstacles that have prevented the commissioners from agreeing on a definition of a "specialty" station—that is, one that could be carried by a cable television

system without its being counted against its quota of distant independent signals.

Under the definition agreed on, a specialty station is one that devotes one third of its total time and one third of its prime time to religious, foreign language or automated programming, or a combination of those kinds of programming.

The key to unlocking the door to agreement was the inclusion of language that will make it possible for WGPR-TV Detroit, the financially strapped first black-owned television station in the continental U.S., to be carried by cable systems as a "specialty station."

The commission agreed to write into the order a waiver provision that would cover WGPR's situation. It states that in reviewing a waiver request by a station seeking treatment as a specialty outlet, the commission would consider minority participation and ownership.

WGN will make case of five-minute political ad policy

Chicago stations refuse to sell candidates less time than that; Ford election agency goes to FCC

The FCC is being asked to decide whether a station is within its legal rights in refusing to sell political advertising in less than five-minute segments.

WGN Continental Co.'s WGN-AM-TV Chicago are the stations involved in a complaint that was filed with the commission last week on behalf of the candidacy of President Ford.

Attorneys for Campaign '76 Media Communications Inc., a nonprofit advertising agency created to represent the President Ford Committee, said it wants to purchase 60- and 30-second spots on the stations. The spots would feature the President and would be used in his campaign leading up to the Illinois primary to be held on March 16.

However, the stations refuse to accept political advertising of less than five minutes in duration. Their statement of policy on political advertising says that "no spokesman can state his position on political matters in a broadcast" of less time.

But the policy, the complaint alleges, is in violation of the 1971 amendment to the Communications Act which requires broadcasters to give "reasonable access" to or to sell "reasonable amounts of time" to political candidates. The policy also has the effect of preventing candidates from purchasing "reasonable amounts of time because of the high entrance requirement—that the minimum purchase be five minutes of program time," the Ford agency asserted. Beyond that, the agency said, five minutes are an unnatural length, for candidates are in the habit of preparing 30- and 60-second spots—"the almost universally accepted form of political broadcast announcement."

Attorneys for the WGN stations late last

week were preparing a reply which is to be presented to the commission today. They will argue that the five-minute policy, which has been in effect since 1956, accords with the reasonable-access provision of the law and that the commission has never held that broadcasters must make spot time available to political candidates.

WGN said in a statement that "issues and elections are too complex and too important to be presented by the same methods used to sell commercial products," and it noted that its position over the years had received praise from a number of sources.

Spot-radio story: shorter flights, sharper targeting

Other findings in rep's survey: minutes by far most popular length; Arbitron is buyers' rating choice

Spot-radio campaign flights continue to decline in length, are increasingly targeted to women and less to men and are scheduled more and more for drive times.

These are among the trends found by Torbet-Lasker Inc., New York, radio station rep firm, in an analysis of more than 260,000 individual radio schedules covering the 12 months that started last March 1.

More than half of the campaigns—52.3%—specified target audiences in the 18-49 age group, but this was a decline from 54.6% in a similar Torbet analysis last year. Those specifying 25-49 rose from 17.9% to 21.1%, while calls for 18-34 increased from 7.6% to 10.1%. Campaigns aimed at total adults 18-plus remained virtually unchanged—down a tenth of a point at 17.1%. As between the sexes, those targeted only to men dropped to 27.3% from 34.9% while those aimed solely at women increased to 25.2% from 22%.

A total of 46.1% of the schedules were one to four weeks in length, up from 41.4% in the last study. Those running five to eight weeks represented 26.1%, down from 32.7%. Of the other lengths, the most frequent were nine to 12 weeks (9.9%) and 13 to 25 weeks (8.7%). Schedules running 52 weeks rose from 1.3% to 3.4%, but those running less than one week showed an almost identical gain—from 1.7% to 3.4%.

Sixty seconds increased as the most popular length, from 69.2% to 74.5%, but 30's made a much larger relative gain, from 10.5% to 17.7%. Schedules specifying combinations of 60's, 30's and 10's dropped from 17.7% to 5.4%.

Most popular day-parts were drive times, specified or accepted in 27.9% of the cases (up from 22.3%); combinations of drive, midday and weekends (18.4%, up from 7.4%); drive plus midday (17.9%, down from 23.2%) and drive plus weekends (16.8%, down from 22.6%).

The number requiring justification by

In Brief

■ **FCC renewed license of KIRO-TV** Seattle, denying petition by Citizens Institute which charged news distortion favoring Mormon church (which owns station), fairness-doctrine violations, discrimination against women and inadequate children's programming. ■ **FCC also renewed KHOU-TV** Houston on finding that Black Citizens for Media Access lacked specifics in charges of discrimination against blacks in programming and employment. ■ **FCC granted short-term renewal** (to April 1, 1977) to WAXC(AM), Rochester, N.Y., conditioned on filing of details of equal-employment program. Two citizen groups had petitioned to deny for discrimination against minorities. ■ **FCC affirmed earlier renewals** of General Electric's WGY-AM-FM and WRGB(TV) Schenectady, N.Y., dismissing petition for reconsideration filed by Richard C. Greene. Commission said Mr. Greene introduced no new material to support original allegations that stations were used to promote cable system owned by GE subsidiary until 1972. ■ **WABJ(AM)** Adrien, Mich. (1490 kHz, 1 kw daytime, 250 w night), sold by estate of James Gerity to Metrocom Inc. (Robert G. Liggett and associates) for \$530,000. Buyer owns WBCM(AM)-WHNN(FM) Bay City and WFMK(FM) East Lansing, both Michigan, Broker: R.C. Crisler & Co. ■ **Nat Tarnapol, president**, and three other executives of Brunswick Records found guilty of mail fraud and conspiracy by jury in payola trial in Newark, N.J., federal court. Two others, Melvin Moore, promotion director, and Carl Davis, vice president, acquitted. Convicted with Mr. Tarnapol were Peter Garris, vice president; Lee Shep, production manager, and Irving Wiegand, secretary. They're liable to maximum sentences exceeding 100 years and fines of \$32,000 or more each, but are expected to appeal. Sentencing set for April 12. Seventh defendant, Carmine De Noia, was freed earlier (BROADCASTING, Feb. 23). Station music directors admitted taking payola (BROADCASTING, Feb. 23). ■ **Corporation for Public Broadcasting and Public Broadcasting Service** settled differences over which should run **satellite networking** (BROADCASTING, Feb. 23). CPB agreed to assume "basic responsibility and associated risks" including cost overruns that originally had been PBS's responsibility. ■ **There'll be loss of network programming** in Rapid City, S.D. market for next four months. Heart of Black Hills, which lost license for KRSD-TV (ch. 7) Rapid City and satellite KDSJ-TV (ch. 5) Lead, S.D., announced it would go dark Feb. 29. Dakota Broadcasting, authorized to build on Black Hills' channels, is to start operation July 6. KRSD was basic CBS, carried some ABC programs. KOTA-TV (ch. 3) Rapid City and satellites are NBC. ■ **House Communications Subcommittee hearings on cable regulation**, based on staff report (BROADCASTING, Feb. 2) are targeted for week of March 8, aide said, but not firm. ■ **Spain has told Radio Liberty** contract for transmitter facilities near Barcelona won't be renewed when it expires later this month. RL says it has back-up plan, using transmitters in Germany, but with less power. It broadcasts to Russia. Associated Radio Free Europe has been operating main transmitters in Portugal on day-to-day basis since contract expired several months ago. ■ **Federal Trade Commission** was berated for "incompetent" and "disgraceful" performance by Chairman Benjamin Rosenthal (D-N.Y.) of Commerce Subcommittee of House Government Operations Committee. Of 21 proposed rules and guides issued since 1971, only three have reached final action, chairman said. Acting FCC Chairman Paul Rand Dixon said agency was short-staffed, needed more authority. ■ **NBC-TV** on April 12 will replace *The Magnificent Marble Machine* (Monday-Friday, noon-12:30 p.m.) with *The Fun Factory*, comedy-variety-game show with Bobby Van, singer-dancer, as host. ■ **William Ketter** elected vice president for broadcast services, United



Ketter

Press International, moving to New York headquarters from Boston where he has been in charge of New England operations. ■ **Perry Laffery**, for past 11 years CBS-TV vice president, programs, Hollywood, resigns, after completion of 1976-77 schedule, to return to producing and directing. CBS-TV officials expressed regret, said no successor chosen. ■ **Bob Reid**, manager, special events, NBC News, New York, named Atlanta bureau chief with responsibility for 10-state area, Puerto Rico and Bahamas. He succeeds William Leeds Jr., who died (BROADCASTING, Jan. 19).

■ **More one-on-one interviews** at White House with President Ford: Ralph Renick, WTUV-TV Miami, last Thursday; Gene Strul, WCKT-TV Miami, today (March 1). ■ **Western Union** filed tariff with FCC designating 11 more metropolitan areas as **satellite-access cities**, bringing total to 20. (All designated areas are already served by WU's 8,000-mile microwave network.) New tariff will expand company's Westar satellite voice and data transmission services from 25 to 95 city routes.

Arbitron Radio ratings was said to have increased from 60.8% to 84.4%, while those requiring Pulse went from 32.9% to 13.8% and those accepting both Arbitron and Pulse went from 5.6% to 1.1%.

Torbet-Lasker said copies of its analysis are available on request to its New York headquarters, 555 Fifth Avenue, 10017, and will also be available at its hospitality suite at the Hyatt Regency Chicago during this month's National Association of Broadcasters convention.

Inching toward a compromise on ad deletion

U.S. stations will advance plan for setting up Canadian subsidiaries

The efforts on the part of U.S. stations located along the Canadian border to curb that country's campaign to block the flow of advertising dollars to them is approaching another climax. Representatives of the stations expect to meet with the Canadian Radio and Television Commission sometime next week to present a proposal the Americans hope will lead to a change in policy in Ottawa.

Essentially, the proposal involves an offer by the stations to establish Canadian subsidiaries which would be taxed by the Canadian government. Kvos-TV Bellingham, Wash., which does substantial business in Vancouver, B.C., has long had such a subsidiary.

State Department officials have advised the broadcasters to be specific as to how much money would remain in the proposed subsidiaries to be taxed by Canada. And the broadcasters' plan, highly complex and still being worked out, is said to involve a formula that would assure U.S. and Canadian tax collectors a specific percentage of revenues and avoid the danger of both governments taxing the same money.

The proposal is being developed by communications attorneys and tax specialists in response to an invitation from the CRTC to offer an alternative to the Canadian policy of requiring cable television systems to delete commercials from the programs they import from the U.S. stations.

The Canadians, in a meeting between representatives of the two governments, in January (BROADCASTING, Jan. 19), indicated they were not wedded to the commercial-deletion policy as the only means of "achieving the objectives of the Canadian broadcasting system."

The stations' representatives, who hope to meet with the CRTC next week, will not attempt to negotiate with CRTC but will offer the subsidiaries proposal as a basis for further discussion between the two governments, at a meeting expected to be held in Washington later in the month.

The Americans may try to get more mileage out of the proposal than reversal of the commercial-deletion policy—in

FCC stands pat on fairness

Commission reviews report on doctrine, will make no major change; reconsideration petitions rejected

The FCC's fairness report—the first articulation of the fairness doctrine in light of experience under it since it was adopted in 1949—is expected to emerge this week from a period of review pretty much in the form in which it was adopted in June 1974.

The only issue that was in any doubt was resolved last week when the commission decided against making a proposed change offered by the general counsel's office. That was a proposal that complaints under the affirmative-obligation aspect of the doctrine—requiring broadcasters to cover issues of public importance—be considered by the FCC only at license renewal time, when a licensee's over-all record could be reviewed ("Closed Circuit," Feb. 2).

The Broadcast Bureau opposed that proposal, arguing that such complaints should be dealt with as they are received. And the commission agreed that reviewing such complaints at renewal time would be inconsistent with the general policy of reviewing complaints of alleged unfairness, the kind of fairness doctrine complaint normally received, on a case-by-case basis. There was also concern expressed about catching broadcasters unaware at

connection with the tax bill now working its way through Parliament that would deny Canadians who advertise on American stations or in American publications the right to deduct the cost of advertising for tax purposes.

The bill, which passed the lower house last week and is expected to be routinely approved in the upper chamber, would become effective for U.S. television at a date to be proclaimed by the government. However, representatives of the U.S. stations are said to feel that Canada might be persuaded to exempt from the legislation those stations that participate in the Canadian subsidiaries plan.

FCC to restrict rep limitation to same service

Move sets aside change last year in 1969 Golden West rule; curb put on combination time selling for two stations in same market

The FCC listened to a former broadcaster last week, and changed its mind about extending a rule limiting the station customers a broadcaster-owned representation firm can serve.

At issue were petitions for reconsideration of the action the commission took last year extending the so-called Golden West rule. That rule, adopted in 1969, prevents

renewal time with requests that they defend journalistic decisions taken two or even three years earlier.

The issue has not been a particularly troublesome one at the commission. Only two complaints regarding a broadcaster's alleged failure to treat an issue of importance have been received by the commission in the last eight years. And one of those complaints has not yet been resolved.

The report, which among other things, exempts product commercials from application of the fairness doctrine, has been the subject of a number of petitions for reconsideration, and most of those are being denied.

One petition was filed by former FCC General Counsel Henry Geller and urged the commission to consider fairness charges at renewal time, not on a case-by-case basis. Another, by the Committee for Open Media, asked that the commission permit stations to discharge their fairness doctrine obligation by making a block of time available for members of the public who want to express their views on public issues.

Both of those issues are expected to wind up in court on appeal. The report has already been appealed by two citizen groups—the National Citizens Committee for Broadcasting and Friends of the Earth.

a rep firm owned by a licensee from representing a station in the same service as the one affiliated with the firm and in the same area. The commission's action last year was to expand the rule to make it apply to all stations in the same area.

To Commissioner James Quello, one-time manager of WJR-AM-FM Detroit, the expansion of the rule, if not the original rule itself, was superfluous. He argued that the marketplace was all the regulation needed, and noted that, in any event, evidence of the kind of abuse that would warrant concern was lacking.

The argument pretty much carried the day against the staff, which had urged denial of the petitions for reconsideration. The commission did agree to consider AM and FM as a single aural service, however. As a result, a rep firm associated with an AM will not be able to represent an FM in the same area.

In a related matter last week, the commission adopted a proposed rule prohibiting the sale of time on two or more stations in an area in combination, unless they are jointly owned.

The commission last week decided not to try to spell out what it means by the same area. The staff had proposed using AM, FM and TV contours. But commissioners felt that approach—which could result in stations in one city being considered in the same area as stations in a city 35 miles distant—would not reflect the reality of the marketplace, and decided to continue considering such matters on a case-by-case basis.

Family viewing in the lion's den at NATPE session

Three out of four panel members attack it—two producers who say it's censorship, one spokesman for Catholic Conference who says the public wasn't in on the creation of the concept; Kearl for the defense

The family viewing concept took a drubbing from three of the four speakers convened last week for a special panel on the subject of the National Association of Television Program Executives conference in San Francisco.

Both Norman Lear, the producer (*All in the Family*, *Sanford and Son*, *Mary Hartman*, etc.), and Robert B. Beusse, the secretary of communication for the U.S. Catholic Conference, put as one of their main reasons for opposing family hour the fact that it was adopted without public hearings. The Catholic Conference, Mr. Beusse said, is "committed to voluntary self-regulation on the part of the industry." But, he continued, the process "must be open and accountable," and he added, "the public was never consulted" about its feelings in the matter of family viewing time.

Mr. Lear, calling the family hour "a deceit" and "an undefined and abortive attempt at telling people what they should or shouldn't see," said that the networks have, in effect, locked themselves into a schizophrenic position. On the one hand, he continued, their program practices departments "are telling the producers to stop shooting all those violent scenes" while, on the other hand, the programing and research people are insisting that the script writers punch up their story lines "with action—which is really a euphemism for violence."

The networks are now exercising "prior restraint" on the creative community by virtue of the family hour, Mr. Lear went on. This state of affairs, he concluded, could have been avoided if the networks had sat down with the producers and told them "to create more interpersonal relationships between the characters" by writing good dialogue for them rather than resorting to shootings and stabbings and car chases.

Garry Marshall, the third panelist and a Hollywood sitcom producer (*Happy Days*, *Laverne and Shirley*), and whose comic asides repeatedly brought down the house ("How can you ask television to take on the role of parent," he asked at one point, "when 80% of the people in the business are divorced?"), said family hour, as the networks interpret it, really means, "Be nice—make a nice show."

Before family hour, Mr. Marshall continued, half tongue-in-cheek, ABC-TV's "Los Angeles censor" was open to negotiation. "We'd trade him two hells for

one damn," Mr. Marshall said. But in the family-hour climate, he went on, "They have scared this man . . . now we are dealing with a very frightened man [who] won't let us do anything." The result of this new rigidity, he concluded, is that "many of the most creative comedy writers have been driven away from writing for television."

Mr. Marshall got to the heart of the matter from the creative point of view when he said that "one of the things we're trying to stay away from [in programing] is uniformity. Family viewing has made us all do the same things." He related a Mel Brooks story about "air conditioning shows" to illustrate his point—shows that just hum in the background until someone turns them off. His own solution: give the public a choice. "To eliminate the choice is not the answer," he said.

Family hour's one defender on the panel, Wayne Kearl, the chairman of the National Association of Broadcasters TV code review board and president of KENS-TV San Antonio, started off by saying that his remarks would have to be circumscribed by "legal inhibitions" attendant on the suit filed against the FCC, the NAB and the networks by a consortium of producers, writers and directors. But the main point he went on to make was that there should be "one time period on the daily schedule that a family can sit down in front of the set and watch as a family without being embarrassed." Our society has room for both "trailblazers and conservators," he said, suggesting that two hours a day was not too much to set aside for the latter.

The Catholic Conference's Robert Beusse said that although he doesn't like the family-hour guidelines as presently constituted he is in favor of a congressional crackdown on sex and violence on television. Moreover, he suggested the creation of a National TV Ombudsman Council, organized by responsible broadcasters, whose job would be to screen programs and decide which shows would be suitable or unsuitable for family viewing.

The family hour sessions had a surprise participant in FCC Commissioner Abbott Washburn, attending NATPE as an observer, who volunteered from the floor his experience in reading the letters that come

to the FCC. Most, he said, have to do with violent acts during the prime-time hours (an assertion challenged by Norman Lear, who said his own analysis of FCC mail showed that most complaints are about commercials). Mr. Washburn offered his view that family viewing will probably succeed if it reduces depictions of violence. There's a strong sentiment favoring that reduction, he said.

Marvin Chauvin, the president of NATPE and station manager of WOTV(TV) Grand Rapids, Mich., who served as moderator of the session, started off by asking three program directors for their opinions on family hour. Al Barcheski, of WHO-TV Des Moines, Iowa, said that "nobody knows what family hour is."

"Individual broadcasters should be responsible" for what they play on their stations, added Ron St. Charles of WUAB-TV Parma, Ohio and Edward J. Lackman, of KOMO-TV Seattle concluded by saying that what the family hour guidelines add up to is "Somebody is now telling us what we should program . . . we can't play *Manix* at 7 [while] the competition has *Mary Hartman* at 5."

Programing's your business, not mine, Wiley tells NATPE

And so is family viewing, he says: if you don't want it, do something about it; it's a speech in which the FCC chairman puts a little laissez-faire distance between himself and several FCC policies

As far as Richard Wiley is concerned, family viewing is the broadcaster's concept, not his own. "If you don't like it, change it," he challenged the National Association of Television Program Executives last week.

An hour or so later, the same audience that heard the FCC chairman issue that



All in the family viewing. Marv Chauvin (at podium), outgoing president of the NATPE, leads the debate on family viewing. Seated are (l-r): Wayne Kearl, chairman of the National Association of Broadcasters TV code review board, who defended the programing concept; Norman Lear, TV producer, who is among those most outspoken in attacking family viewing; Robert Beusse, of the U.S. Catholic Conference, who is against family viewing but for different reasons than those of Mr. Lear and the other panelist, producer Garry Marshall.

challenge voted 52% to 48% against doing so—or at least they voted in those percentages on the question of whether they favored the family viewing concept. The straw vote—in which perhaps a third of the audience participated—followed a panel discussion on the subject (see separate story). The result belied the room's apparent sentiment on family viewing. Most of the questioning had been hostile to the concept, and the audience responded most favorably to points scored against it.

In his own remarks, Mr. Wiley felt he couldn't avoid discussing family viewing before an audience more concerned about that than any other program subject, but it was obvious he preferred to talk of other things. The thrust of his message was that government ought to stay out of the regulatory arena as much as possible. "I am frankly and deeply concerned," he said, "that we not substitute government regulation for the marketplace."

The chairman made the point again and again. It would be a better world if government officials were not called upon to adjudicate disputes between businessmen, he said. It shouldn't be up to the FCC to determine "whose greed best serves the public interest," he said. It would be a serious mistake to put too much faith in regulation, he said, adding that "I believe that the starting point is to place more confidence in the free marketplace."

Mr. Wiley—who insists that family viewing is self-regulation and thus beyond the governmental interference factor—related his pro-laissez faire posture to two actions the FCC has been called upon to address: the Balmuth petition asking that networks be restricted in the number of reruns they may program, and the prime-time access rule, which restricts the number of hours that networks may program or that may be filled with once-upon-a-network product. Among the reasons stated for the rerun limitation is its effect upon Hollywood employment. Said Mr. Wiley: "I have serious doubts that federal communications policy should be guided by such considerations." And Mr. Wiley said that PTAR—now in its third and relatively lasting configuration—"has cre-



The passing of power. Marv Chauvin (l), outgoing president of the NATPE, congratulates Phil Boyer, vice president for programming for the ABC-owned television stations, on Mr. Boyer's election as next NATPE president. He'll take office in April.

ated relative uniformity" in programming. He voiced his doubt that it would ever succeed in achieving the programming diversity that had been hoped for from it.

But the FCC chairman promised a hands-off approach from the commission while he heads it; the night before, during an NATPE press conference, he offered the assurance that PTAR would be left alone at least until June 1977, when his term expires. It will be up to some future FCC to determine PTAR's ultimate survival, he said.

Whatever they thought of Mr. Wiley's deeds in regard to program influence, the NATPE audience was heartened by his closing words on the subject. "The major decisions in the area of programming," he said, "should be left with the private broadcaster—and the program director."

Prime-time access to get different types of programs

New forms will cut into virtual monopoly of wildlife, game shows; off-network shortage looms

The National Association of Television Program Executives conference in San Francisco last week confirmed predictions that game shows and wildlife shows are giving up some of their ground in the prime-time access periods to programs stressing elements like songs, comedy and travel-documentary.

Last year, for example, the three network-owned groups filled their access periods almost exclusively with quiz and animal programs, the one notable exception being the Chuck Barris-Sandy Frank *Bobby Vinton Show* on CBS. Not only has *Vinton* been renewed for another year but CBS has added *The Muppets*, a new comedy-variety series distributed by ITC. To the previously announced *Andy Williams Show*, syndicated by Grey Advertising, three of the NBC-owned stations have added a Bristol-Myers bartered series called *In Search of . . .*, narrated by Robert Vaughn and concerned with "those mysteries of the present and past which continue to fascinate and plague man's imagination."

And, on the eve of NATPE, the ABC-owned stations, to balance a prime-access schedule that calls for Worldvision's *Let's Make a Deal*, Jim Victory's *Match Game PM* and two half-hours of Rhodes Productions' *Hollywood Squares*, chose to round out its line-up with a new comedy-variety series from Chris Bearde and Chuck Barris called *The Gong Show* (to be distributed by Len Firestone), which has been described as a sort of crackbrained take-off on the talent-scout-type shows that proliferated in the early days of television.

As one independent group-station buyer put it, "Beginning next September, I could run a whole week's worth of access half-hours without once having to resort

to a game or animal show." Whether he would, of course, is something else again. But the potential is there.

And this search for new forms in prime access is expected to continue. Phil Boyer, vice president-programs for the ABC-owned stations, says that "We'll be ready to start looking for new development projects in June," aiming at whatever access periods ABC's five stations need to fill in September 1977. And Wes Harris, vice president-programs for the NBC Television Stations Division, adds that he's ready to lay aside substantial access development money for 1977 and subsequent years.

The biggest access failure of the 1975-76 season was MCA TV's *Don Adams Screen Test* on the NBC-owned stations, which one source close to the situation says was done in by NBC's continuity-acceptance department, which vetoed some of the changes MCA wanted to make on the way the contest was structured. Don Menchel, MCA's vice president and director of sales, said publicly at San Francisco that MCA would get back into access "to stay," beginning in September 1977.

While multistation deals with one of the network-owned groups are still almost a sine qua non for a series' getting off the ground in syndication, the groups are becoming more and more fragmented. Len Firestone, for example, has committed to another season of production on *Candid Camera* despite the fact that CBS, which formerly included the show on three of its owned stations, has renewed it for September only on WCBS-TV New York. And CBS's KNXT(TV) Los Angeles is the only station in the group that had room for the new Jack Barry-Dick Colbert *Break the Bank*, which is patterned after *Hollywood Squares* and which, according to an informal survey of station programmers, was one of two hottest-selling new access shows at the convention, the other being *The Gong Show*. (*The Muppets* and *The Andy Williams Show* had already racked up substantial sales prior to NATPE—they've been on the market since late last year. The same is true of Bert Sugarman's *Celebrity Sweepstakes*, which is being syndicated by 20th Century-Fox Television and which all five of the NBC-owned stations have bought.) Mr. Barry says he may deliberately avoid making a September New York deal for *Break the Bank* to leave himself open for a possible owned-station deal if the show proves to be a hit next fall.

In addition, two long-running syndication hits, Don Fedderson's *The Lawrence Welk Show* and Yongestreet's *Hee Haw*, continue to rack up big syndication ratings despite being denied an O&O deal, and two other nonowned-station first-run series will be much in evidence next September: *Space: 1999*, which is now in production (ITC has given the go-ahead to a full second season's worth of 24 episodes), and Viacom's new version of *The \$64,000 Question*, which in the past year has lined up about 50 markets, including WNEW-TV New York, KTTV(TV) Los Angeles and WPVI-TV Philadelphia. Viacom is also trying to get stations in at

TCR-100 TAPE CART IN TV TECHNICAL AUTOMATION

More than 200 TV stations now use computerized business automation. In general, it has worked out so well that a growing number of stations have been encouraged to look into technical automation.

For stations actively considering technical automation now or in the future, the acquisition of an RCA TCR-100 video tape cart machine should be high in their plans.

TCR-100: useful in technical automation.

The TCR-100 has earned a solid reputation for reliable on-air presentations of pre-programmed short-take segments. Not as well-known is the TCR-100's usefulness as a technical automation system component.

WPIX-TV: a prime example.

WPIX installed two TCR-100 machines in June, 1975. One is used on-air as part of a total automation system. The other functions as an on-air backup, and handles cart dubbing and other production work.

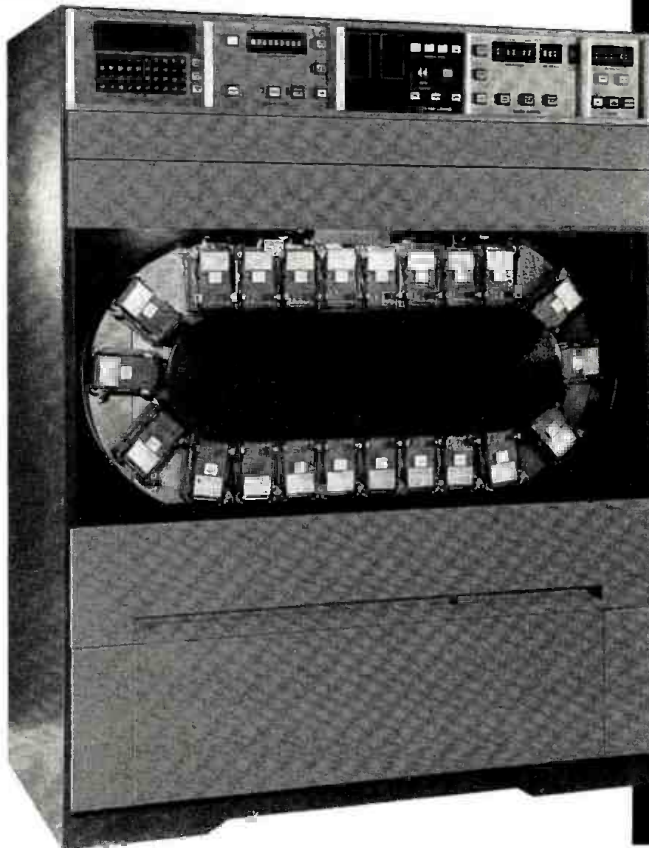
WPIX, an independent operation in the nation's #1 market, programs approximately 19 hours a day, and averages between 400 and 450 cart spots, ranging from 5 seconds to 2½ minutes. The simplicity and reliability of their TCR 100's makes them key tools in technical automation.

The station is using a 14-event stored program real time computer system. This system presets and automatically controls all functions required to air events (selected from 18 signal sources) in real time, elapsed time, duration or manual mode.

Other TCR's in automation systems.

Other stations which recognize the value of the TCR-100 in their automation systems include:

WBRE	WLOX	WTMJ
WDAF	KSLA	WTTV
WTOP	WAPI	WNAC
WNBC	WNEP	WIIC
WABC	KNBC	



RCA

NEWS

"MINIPACK" CCU FREES TKP-45 PORTABLE CAMERA FROM AC POWER.

Part of the one camera camera system.

The TKP-45 studio/portable camera offers a choice of accessories that create a true system in one camera.

High on the list in importance is the "Minipack" CCU. It's a self-contained, 35-pound unit that provides complete independence from outside power sources, yet offers all the features of a full-sized studio camera control unit.

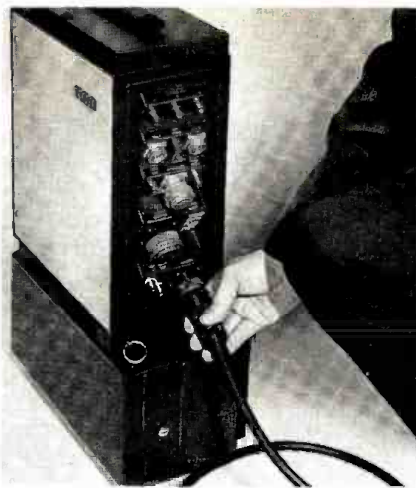
No performance compromise.

Features such as horizontal and vertical contour enhancement with coring and combing are built into the "Minipack." This is a top quality enhancer using 2-line delay. White Balance, Black Balance and Iris Control are automatic in this uncompromising performer. A source sync generator operable in crystal or genloc modes is another integral feature.

Scene Contrast Compression.

This is a valuable and unique RCA "Minipack" feature. It brings out details normally hidden in shadow areas. Colors in the stretched area do not desaturate; accurate color rendition and color balance are assured regardless of the amount of stretch.

Rechargeable nickel cadmium or silver zinc batteries are self-contained in the "Minipack." They are



replaceable in seconds. Where AC current is available, a plug-in adapter can be substituted for the battery pack.

Ask for complete details on the TKP-45, the one camera camera system, and its unique "Minipack" CCU.



RCA

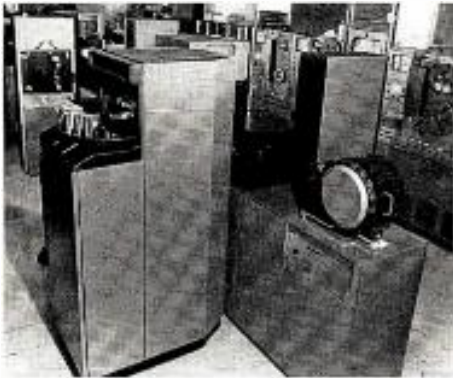
FOR THE

KYTV GOES ALL "CART," REALIZES PRODUCTION BENEFITS.

Planned investment pays off.

KYTV, Channel 3, Springfield, Missouri, is a progressive station that long ago learned the advantages of a planned investment program.

By budgeting for new equipment in advance of depreciation, the station has been able to add the production capability it needs for a growing demand: local programs, commercials, dubbing.



Automatic station breaks, and more.

In 1973, KYTV had acquired a TCR-100 video cart machine. It is now used along with the new TCP-1624 to provide mixed tape and film segment programming automatically. The smooth transition and easy handling of tape and film spots, and the real time film color correction of ASCET, greatly enhance the station's on-air appearance. And the improved film handling efficiency of the TCP-1624 has released one of the telecine islands for production.

Stopped frames and empty slots.

In addition to freeing other equipment, the TCP-1624 is a production aid in itself. For instance, its stop-on-frame capability makes single frame inserts in tapes an easy task. Instant stop-start makes the TCP-1624 ideal for program assembly; for handling film-to-tape transfers of short film segments which could be loaded on cartridges.

Another film cart machine benefit is what KYTV calls "Empty Slot Programming." The cart is sequenced for automatic operation, with an open slot between sequences. The cart then waits for a command to start the next sequence; the empty slot gives the operator an additional sequence control.

KY-3's film facilities now include two new islands with TK-28 color cameras; TP-55 Multiplexers; TP-66 and TP-7 Projectors. The TK-28 cameras include ASCET (Automatic System for Correcting Errors in Telecine).

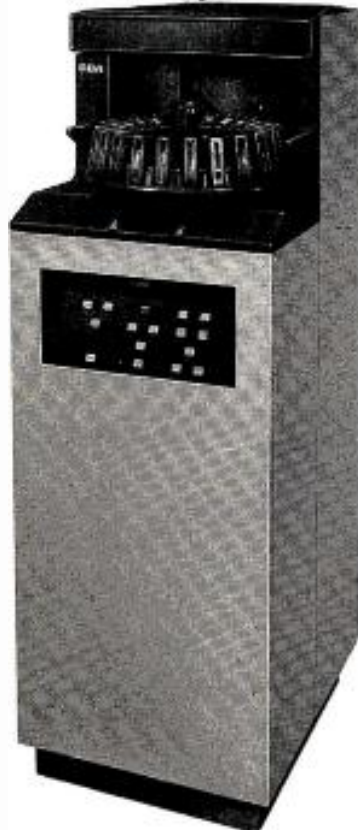
To round out the equipment picture, a TCP-1624 Cartridge Film System is installed on one of the film islands.



Busy carts.

At KYTV, the TCP-1624 film cart averages some 70 plays a day, while the TCR-100 airs up to 130 clips in a 24-hour period.

The complete story of KYTV is told in the December, 1975, issue of RCA Broadcast News. Ask your RCA Representative for a copy.



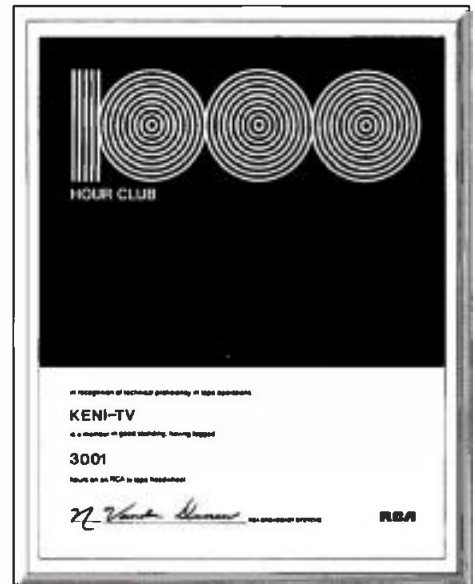
1000 HOUR CLUB MEMBERSHIP REACHES 353.

Update on a successful program.

Broadcasters and teleproducers who return videotape headwheels to RCA for remanufacture receive a handsome 1000 Hour Club membership plaque if the headwheel has performed for more than 1000 hours. Club membership has now been given to 353 stations worldwide.

Alfecon II used in remanufacture.

This superior RCA-developed poletip material is used in a comprehensive reconditioning program. Each headwheel receives all the new panel



testing and precision assembly that go into a new headwheel.

RCA, Ampex units included.

The RCA headwheel reconditioning program is available for all RCA highband headwheels. RCA also remanufactures Ampex Mark X highband panels in Models VR-1100 (highband), VR-1200 and VR-2000 VTR's.

RCA

PRIME TIME

ANTENNAS AND TRANSMITTERS

HOW RCA ANTENNAS AND TRANSMITTERS BRIGHTEN THE PICTURE FOR TWO VERY DIFFERENT TV STATIONS

KGUN-TV, Tucson, Arizona, and WEDH-TV, Hartford, Connecticut are about as different as two TV stations can get. The first is a highband commercial station; the second, a UHF public TV outlet.

One thing they had in common was the need to improve their transmission facilities in a way that would assure stability, low maintenance and improved picture quality.

RCA helped both stations attain their objectives. Here's how:



RCA TT-25FH TRANSMITTER "AN ALL AROUND PERFORMANCE WINNER," SAYS GLEN HILLS, KGUN-TV.

"Our 25 kW RCA transmitter has been operating for well over a year now, from the top of 8500-foot high Mount Bigelow," reports Glen Hills, Chief Engineer, KGUN-TV. "The

"...improved our picture quality substantially."

transmitter has been reliable, very stable, and has improved our picture quality substantially.

"With only two broadband stages, the TT-25FH is easy to tune, but that's rarely necessary. Ours goes three or four months without more than a touch-up. The automatic controls minimize the need for constant tweaking.

"Sometimes in the summer, lightning storms turn Mt. Bigelow blue, but we've had no lightning problems. It doesn't affect the transmitters' solid state circuits. Our picture even looks good when we're

"...just sits up there and runs!"

transmitting with our emergency diesel generator—and the transmitter seems immune from generator effects.

"The TT-25FH just sits up there and runs. It's a winner!"



"TOP-RATED TRANSMISSION ON A BUDGET," SAYS JACK KEAN, VP/ENGINEERING, WEDH-TV.

"Public television needs a quality picture as well as worthwhile programming to get and hold audiences," says Mr. Kean.

"Our RCA Antenna/Transmitter system was installed in 1973. It has given us excellent coverage and signal strength—to the point where WEDH is currently the top-rated Public Television UHF station, and #5, among all Public TV outlets.

"Our new TFCU-20J omnidirectional antenna resulted in a phenomenal

"...phenomenal improvement in signal clarity."

improvement in signal clarity, in null areas and giving us excellent reception to all of Hartford, minimizing the need for roof-top antennas."

The new transmitter for WEDH was an RCA TTU-60BX with an economical standby power option. It is a single-ended 60kW transmitter with a klystron switching arrangement that permits one of the visual klystrons to function as an aural amplifier in the event of an aural klystron failure.

"The TTU-60BX transmitter is remote-controlled from the studio, and its redundancy features are

"...support as outstanding as the equipment."

excellent. The spare exciter with automatic switchover gives us full protection—and we no longer have to man the transmitter site.

"RCA support has been as outstanding as the equipment."

RCA

least 60% of the country to commit themselves to an expensive new 60-minute musical series called *Opryland, USA*. If this goal can be reached in the next three months, says Henry A. Gillespie, the president of Viacom Enterprises, a number of national sponsors, already lined up, will put up the production money for the first 26 episodes in exchange for four minutes of commercial time (with the other six minutes going to the stations as a straight barter deal).

Sources at two syndication houses that failed to make the grade with a network-owned group—Time-Life Television, for *People: Cover Story*, and Rhodes Productions, for *Gambit*—say they'll know by the end of the month whether enough stations are interested in carrying these shows in access to justify the companies' putting them into production.

Two other syndicators who lost out to Bristol-Myers' *In Search of . . .* on the NBC-owned stations—Grey Advertising's *Hollywood Palace* and Columbia Pictures Television's *The Unexplained*—say their series are dead, at least for the immediate future.

One issue that constantly cropped up at this year's NATPE, particularly among the major studios, was the shortage—which seems to get worse every year—of off-network series available for stripping in syndication. Only five such series will begin their recycled lives this September, and two of the five—Worldvision's *The Doris Day Show* and Viacom's *My Three Sons*—are not newly off the network but have been in the vaults for a number of years. Another, MCA TV's *Emergency*, will have to undergo a name change for syndication because it will be running simultaneously on the NBC network (Saturday, 8-9 p.m., NYT), and the fourth, MGM Television's *Medical Center*, will have the same problem if the CBS network decides to renew it for another year. (*Medical Center*, which runs on Mondays, 10-11 p.m., had a solid fourth quarter but has recently taken a licking from ABC's new *Rich Man, Poor Man* competition.) The fifth series is Paramount's *The Odd Couple*.

With only five off-network series in the immediate hopper, a lot of rerun action was being generated at NATPE by the pre-selling of series that are at the peak of their rating power on the networks. MCA TV is selling *The Six Million Dollar Man* for no earlier than September 1978. Because of the dearth of such product (which is known in the trade as nonviolent action), MCA's president, Lou Friedland, says that in the brief time it's been on the market "we've already reached 75% of our potential in terms of dollars." Viacom is selling *The Bob Newhart Show* two or three years in advance of its availability date, as is 20th Century-Fox Television with *M*A*S*H*.

Both MCA's Mr. Menchel and Dick Lawrence, the executive vice president in charge of domestic syndication for Paramount Television, are talking up the idea of putting together packages of off-network series that failed to last long enough in prime-time to accumulate the requisite

number of episodes for stripping, and giving them an umbrella title. Mr. Menchel refers to *Owen Marshall* and *Lucas Tanner* as failed network series that, lumped together, could produce enough material for limited stripping by stations. Mr. Lawrence's candidates are *Petrocelli*, *The Magician* (Bill Bixby as a crime-fighting illusionist) and *Longstreet* (James Franciscus as a blind private eye), which, strung out over a station's schedule in checkerboard fashion, might, he says, serve as much-needed filler.

Rhodes Productions' effort, just beginning, to line up markets to take the five-a-week *Hollywood Squares* game away from NBC ("Closed Circuit," Feb. 23) had the conference a-buzz. Jack Rhodes, the president, is convinced that if he can line up enough stations he'll be able to offer the production company, Heater-Quigley, more money than the network. NBC sources said the network would have no comment while the matter is in negotiation—the contract is up for renewal—but other industry sources were speculating that the move was a bargaining ploy by Heater-Quigley (which owns Rhodes Productions) to extract more money from the network. But Mr. Rhodes says that he's serious about the stratagem, and thinks he could make a go of stripping *Squares* in daytime because there are only three syndicated game-show strips on the market right now that are still in production: Len Firestone's *To Tell the Truth*, Jim Victory's *Concentration* and Metromedia's *The Crosswits*.

Another controversial stratagem put forward at the convention was Group W Productions' attempt to create what its sales vice president, George Back, calls "120-second islands" in the *The Mike Douglas Show*, for the insertion of "network" commercials that Group W would sell. Mr. Back says that "not one second" of the 16 minutes and 40 seconds the stations have for local sale in each 90 minutes would be touched by the move. Instead, one minute would be carved out of the program content and the other minute from the 10- or 15-second "bumpers" that are part of each major station break. If stations agree to take the show in October, when the old contracts run out, with the two network minutes factored in, Mr. Beck projects only minimal increases in license fees, instead of the 30% to 60% jumps made necessary in previous years by escalating production costs.

'Cynthia' didn't defame. Damage suit for \$3 million against MCA-TV, Universal Television, CBS and the producer and writer of an episode of *The Name of the Game*, filed by an environmental group, Friends of the Earth, has been dismissed as not being defamatory by a superior court jury in Los Angeles. Group charged episode, "Cynthia Hampton is Alive and Well and Living in Avalon," depicted FOE as law-skirting demonstrators.

Off-network shortage called mandate to revise traditional ideas about programming

NATPE panellists suggest different tangents in stripping; Corinthian's Eden takes crack at 'under-the-table' deals

Program executives attending a panel discussion on "The Syndication Syndrome" at the NATPE conference last week were urged to alter their present programming patterns in the face of "the dire shortage of off-network product." Sounding the alarm was Don Menchel, the vice president and director of sales for MCA TV, who reminded his San Francisco audience that only five off-network series were being made available for next September, including two sitcoms that had been lying on the shelf for a number of years (*My Three Sons* and *The Doris Day Show*).

Yet with independent stations scrambling for product, Mr. Menchel went on, an MCA TV series like *Owen Marshall* is resisted by the marketplace because the show accumulated only a 66-episode inventory in the three years it ran on the ABC network, a number that's considered too small to accommodate stripping. "The five-days-a-week stripping of shows has become a tyranny," he said, and stations are ending up as "hostages to traditional forms."

To break with these traditional forms, Mr. Menchel suggested what he called "vertical stripping," i.e., programming series with a limited number of episodes (which are now unsaleable in syndication) and multi-hour series like *QB VII* and *Rich Man, Poor Man* by running them for, say, three hours a night over three consecutive nights; or "diagonal stripping," i.e., scheduling one episode of a series on Monday at 7 p.m., another episode on Tuesday at 6 p.m., a third on Wednesday at 8, etc.—and possibly only for limited periods instead of for years on end. "Take the clock and throw it out the window," was his counsel.

Harold Protter, another panelist, who's the vice president and general manager of KPLR-TV, an independent station in St. Louis, agreed that there is "a shortage of product," particularly in large markets with more than one independent station, like New York and Los Angeles. But Mr. Protter said this problem could be eased somewhat by "joint ventures" among independent stations to turn out new product. Later, during the question period, however, he admitted that "there's no wealth of money around for such ventures" and that first-run syndicated product like *Sammy Davis and Company*, *Don Kirshner's Rock Concert* and *Soul Train* "didn't perform half as well in my market as reruns do." Experimenting with different forms can be sheer folly "when a

THE FASTEST SELLING HALF-HOUR
75 Markets including 45 of



The
MUPPET
SHOW

Featuring the greatest entertainers in show business!

The perfect all-family series for prime-time access.
24 brand new perfect comedy • musical • variety half-hours.

SERIES IN THE HISTORY OF TV

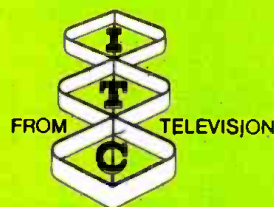
the top 50 sold within 31 days!

New York	WCBS-TV	(CBS)	Los Angeles	KNXT	(CBS)	Chicago	WBBM-TV	(CBS)
Philadelphia	WCAU-TV	(CBS)	Cleveland	WJW-TV	(CBS)	Detroit	WWJ-TV	(NBC)
Boston	WCVB-TV	(ABC)	San Francisco	KRON-TV	(NBC)	Minneapolis	WCCO-TV	(CBS)
Washington, D.C.	WMAL-TV	(ABC)	Pittsburgh	WHIC-TV	(NBC)	St. Louis	KMOX-TV	(CBS)
Houston	KPRC-TV	(NBC)	Miami	WTVJ	(CBS)	Atlanta	WAGA-TV	(CBS)
Indianapolis	WTHR	(ABC)	Baltimore	WJZ-TV	(ABC)	Kansas City	WDAF-TV	(NBC)
Milwaukee	WTMJ-TV	(NBC)	Cincinnati	WLWT	(NBC)	Dayton	WLWD	(NBC)
Hartford/ New Haven	WTNH-TV	(ABC)	Portland, Ore.	KATU	(ABC)	Columbus, O.	WTVN-TV	(ABC)
Albany, N.Y.	WAST	(ABC)	Charlotte	WBTB	(CBS)	Denver	KMGH-TV	(CBS)
Seattle	KOMO-TV	(ABC)	High Point/ Greensboro	WGHP-TV	(ABC)	Phoenix	KTAR-TV	(NBC)
San Diego	KFMB-TV	(CBS)	Portland, Me.	WCSH-TV	(NBC)	Omaha	WOW-TV	(CBS)
Wichita	KTVH	(CBS)	Knoxville	WATE-TV	(NBC)	Fresno	KMJ-TV	(NBC)
Grand Rapids	WOTV	(NBC)	Rockford	WREX-TV	(ABC)	Evansville	WTVW	(CBS)
Sacramento	KOVR	(ABC)	Memphis	WREG-TV	(CBS)	Charleston	WCHS-TV	(CBS)
Mobile/ Pensacola	WEAR-TV	(ABC)	Oklahoma City	KOCO-TV	(ABC)	Bangor, Me.	WLBZ-TV	(NBC)
Louisville	WHAS-TV	(CBS)	Salinas/ Monterey	KMST	(CBS)	Scranton/ Wilkes Barre	WNEP-TV	(ABC)
Tucson	KGUN-TV	(ABC)	Jacksonville	WJXT	(CBS)	Bellingham	KVOS	(CBS)
Cape Girardeau/ Paducah	KFVS-TV	(CBS)	Plattsburg	WPTZ	(NBC)	Boise	KTVB	(NBC)
Cedar Rapids	KCRG-TV	(ABC)	Richmond/ Petersburg	WXEX-TV	(ABC)	Asheville	WLOS-TV	(ABC)
Spokane	KHQ-TV	(NBC)	Norfolk	WAVY-TV	(NBC)	Orlando	WDBO-TV	(CBS)
Honolulu	KGMB-TV	(CBS)	Buffalo	WGR-TV	(NBC)	Fort Wayne	WPTA-TV	(ABC)
						Syracuse	WSYR-TV	(NBC)

...and many more!

Kermit the Frog © Muppets, Inc., 1956, 1976
Sesame Street Characters © Muppets, Inc., 1971, 1976
Other Muppet Characters © Henson Associates, Inc., 1976

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theatrical movie will deliver a 4 rating in prime-time with good demographics," he concluded.

Mr. Protter pointed to a community of interest between affiliates and independents when he suggested they consider "how much of the nut of a *Dinah* or a *Douglas* is paid for by independents." Our fortunes are tied together," he said.

One experiment that appears to be working, however, according to the third panelist, Bob Kelly of KCRA-TV Sacramento, Calif., is a strip magazine-type show in prime access, produced by the station, called *Seven Thirty*, which, he says, is getting "competitive 25-to-30 shares in a six-station market." Mr. Kelly called on other stations to use their local newsmen and cameramen to produce similar magazine shows "as an alternative to the games and wildlife series" that still tend to predominate in access. He added that syndicators should begin gathering and producing magazine-type material as an inducement to get stations to think about committing their resources to such a project.

A fourth panelist, Lee S. Eden, the director of programming for the Corinthian stations, said that the "ethics of competition" in the syndication business were "deteriorating" through "under-the-table deals" in which a station manager buys a possibly inferior show from a syndicator to get that syndicator's strong show away from his, the station manager's, competitor in the market.

The relationship between stations and

syndicators has never been all peaches and cream, he said, but now "it's turning into an adversary relationship." Mr. Eden said "It's incumbent on all of us to weed out the bad apples."

Ave Butensky of Dancer-Fitzgerald-Sample, substituting for an ailing Robert Buchanan of J. Walter Thompson, told the NATPE audience that barter programming was "born out of necessity" because costs in television keep going up. "Once you own something you can control it," he said, explaining one reason agencies got into the act. The agency is in a "defensive position" when there are many time brokers in the market. "We've got to take advantage of the bargains," he said.

Bob Mead's let's make a deal at the NATPE

He offers these views from the White House: broadcast ban on cigarette advertising should be lifted, licenses should be for five years, Congress should be open for broadcast coverage, print and broadcast should have same First Amendment rights, 315 should be lifted for President; what broadcasters can do, he says, is be more innovative in programing

A presidential adviser who introduced himself as "the fellow who steals away your access time," for Mr. Ford's addresses offered a more-than-fair exchange at the National Association of Television Program Executives conference last week: the prospect of the return of cigarette advertising. Robert Mead, who left a job as CBS News producer in Washington to join the administration in 1974, listed a number of things the government could do to help television.

"Congress should either ban antismoking advertising on television and cigarette advertising from newspapers or allow cigarette commercials back on television," Mr. Mead told a startled NATPE luncheon audience. He cited American Cancer Society figures showing smoking statistics up without broadcast commercials, and said it could be surmised that the ban hasn't proved effective. "Let the people make their choice whether to smoke or not," Mr. Mead continued. "I'm not advocating cancer or cigarette smoking. I'm advocating free enterprise, which is the American way."

Mr. Mead acknowledged that his suggestion would be controversial in an election year, and said he expected to be met by demonstrators when he returned to Washington. Asked later if he spoke for the President, he said that he was reflecting the White House point of view, and that while his remarks had not been cleared

with the President, Mr. Ford was aware of them and had posed no objections.

Those weren't all in the way of welcome words Mr. Mead brought from Washington to San Francisco. He also offered a White House consensus that:

- The broadcast license term should be extended from three to five years.

- The Senate and House of Representatives should be opened to live TV coverage.

- The same rights and privileges enjoyed by the print media should be extended to broadcasting as well.

In the same part of his speech, although not exactly in the same gift category, Mr. Mead expressed the President's view that Section 315—the equal-time provision of the Communications Act—should be repealed at least as far as it covers the President, "to allow him to be presidential, even in a campaign year." He cited several examples of Mr. Ford's having been prevented from performing ceremonial duties on television because they were not in the category of news events exempted under the present law. Mr. Mead made clear that he was not suggesting anything that would help Mr. Ford; such repeal would apply only to future Presidents.

Noting that those were among the things the country could do for television, Mr. Mead went on to list the things television could do to better serve the country. "You should use this medium for purposes more than entertainment," he said. "You should want to persuade and influence . . . you need to give the people more than what they want to see."

Mr. Mead, an early advocate of the family viewing concept, expressed his disappointment in it, "and said it's 'steadily gone down hill.'" He questioned CBS's justification for moving the prime-time *All in the Family* after 9 p.m. and then

Another President in Mead's corner.

TV adviser Robert Mead leavened his serious remarks about national communications policy and TV programming with some backstairs revelations about presidential program preferences. The reason the White House didn't request Tuesday at 9 to announce Mr. Ford's intelligence reorganization on Feb. 17 was that *Policewoman* is on NBC-TV at that hour, and it's one of the President's favorite shows (as are *Cannon* and *Kojak*, according to Mr. Mead). By the same token, the White House avoids Monday night pre-emptions during the professional football season—a consideration both personal and political. If possible, rating "sweep" weeks are also avoided, as are pre-emptions of specials. Mr. Mead reported that all three network evening newscasts are video-taped and played back for the President during his lunch periods the next day. Mr. Ford "listens" to the morning news shows while exercising. Mr. Mead said, and watches one of the local 11 p.m. newscasts before going to bed.

scheduling daily reruns in the afternoon. He characterized the present operation of family viewing as a two-hour babysitter. "Television cannot be the chastity belt for American youth," he said, and suggested instead that TV tell the truth, just as the White House was expected to do.

"What are we trying to preserve by not confronting life as it really is?" he asked. "It's my contention that a realistic confrontation with the facts of life is a family affair." He urged his audience to "lose a buck or two" by experimenting with new program forms, and by giving play to the talents represented in NATPE's audience. It remained to be seen, he said, whether "there is enough social responsibility in this room" to challenge the status quo.

NATPE session serves as lightning rod for cable passions

All the old and a good measure of the new antagonisms between the broadcasting and cable industries boiled over during an NATPE panel session on that subject last week. The announced purpose of the panel was to explore whether cable systems make good bedfellows. The discussion revolved around whether they were the unredeemed business pirates of the 20th century.

Panel moderator Bill Hiller of KPX(TV) San Francisco opened the session by noting that cable had now achieved 15% penetration nationwide, and that most major media were expected to take off when they reached 30% (which cable is projected to reach by 1980). That observation prompted David Baltimore, of WBRE-TV Wilkes-Barre, Pa., to note that cable penetration had been at 50% in his market for several years and that 35% of the audience in access time there was tuned to distant stations. Mr. Baltimore, who admitted to being a "hardliner" on cable (see quote), testified that the future is now in Pennsylvania. The result, he said, has been a "tremendously depressing effect" on station income.

The Outlet Co.'s David Henderson agreed, concentrating his remarks on a recital of regulatory, legislative and judicial setbacks the broadcasting industry has suffered in Washington. "We're victims of a high-level conspiracy and piracy," he said, urging his fellow broadcasters to "get off your duffs and get down to Washington... We have not won a damn thing since 1972," he said.

And Mr. Henderson, in turn, was echoed by George Koehler of Gateway Communications, who rose from the floor to urge that broadcasters "get off your wallets and get out and do it [lobby against cable encroachment]." Turning around a remark about the lobby of the San Francisco hotel where NATPE's conference was headquartered, Mr. Koehler said that "the most beautiful lobby is not the Fairmont's but the cable industry's."

That point of view was challenged by



At last year's Atlanta conference of the NATPE, George Koehler of Gateway Communications offered an anti-pay cable fable about the "Fine Car Committee" (BROADCASTING, Feb. 17, 1975) that has become a rallying cry for broadcasters who share its apocalyptic vision. Last week in San Francisco, David Baltimore of WBRE-TV Wilkes-Barre, Pa., commended Mr. Koehler's parable as one broadcasters should read the first thing in the morning and the last at night. Introduced as a "hardliner" on cable, Mr. Baltimore then made his own contribution to the literature of that antagonism with this definition:

"I'll tell you what a hardliner means to me. It means that after working your butt off into the third generation—my father started in our business in 1924 and my son is in it—when somebody is trying to take that business away from you, by fair means or foul, and you object—*you are loudly and strenuously objecting that you don't like this to happen—then you become a hardliner.*"

the FCC Cable Bureau's David Kinley, another panel member, who said that "far too much emphasis has been placed on the effectiveness of various lobbying efforts. I like to think we're dealing with facts," he said, adding that "the commission time and again has asked for new facts, and none were given." He suggested that broadcasters concentrate on developing those new facts.

Mr. Kinley said that passage of a copyright law in the Senate—by a 97 to 0 vote (BROADCASTING, Feb. 23)—was an important new element in the cable vs. broadcasting equation. He said that prospects are good for a similar measure to emerge from the House. And cable attorney Ramsey Woodworth, of Hedrick &

Lane, advised broadcasters to protect their rights under the existing FCC rules—while conceding that those rules have been changing at such a rate as to make that job a difficult one.

Edward Allen of Western Communications, the lone cable industry representative on last week's panel, chose not to return the broadcasters' fire last week, but contented himself with the observation that "broadcasting has not been hurt by cable in the past, and has prospered; that broadcasting is not now being hurt by cable, and is prospering, and that it will not be hurt by cable and will prosper."

Making the most of the movies

NATPE panel explores techniques for upping ratings of films on TV

Station executives were given some pointers on how to get the maximum from movie packages during a "Movie Time Matinee" panel at the NATPE meeting last week.

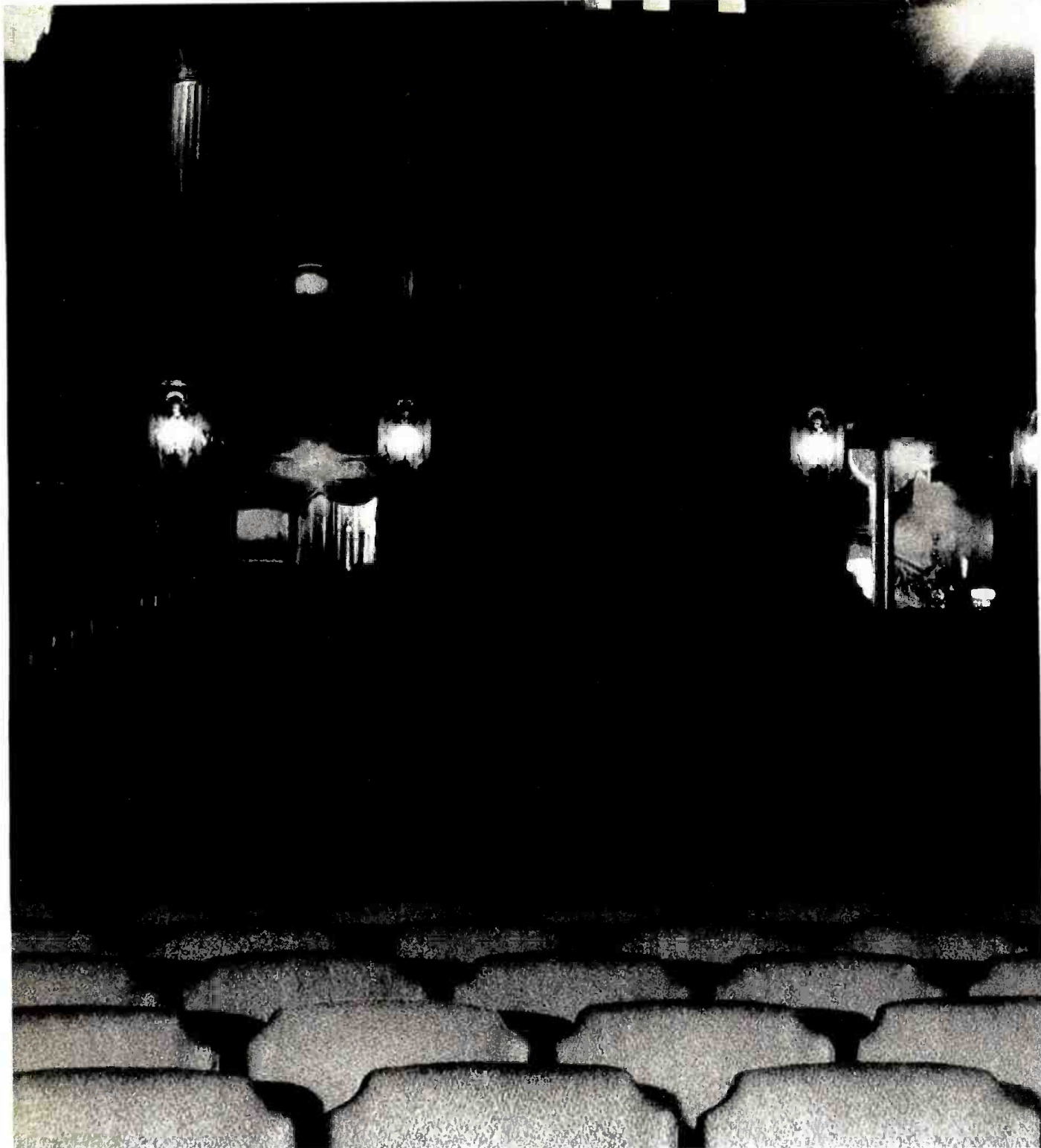
For example, Seymour Horowitz, the program director of WABC-TV New York, made three specific suggestions: Get involved in as many theme situations as your station's movie inventory will permit—everything from science-fiction week to Elvis Presley week; with long movies, run them over the course of two or three days to hook the viewer into sticking with them; try not to schedule a movie twice within the same year.

Jerry Birdwell, director of program administration for independent KTLA-TV Los Angeles, said he had been getting double-digit numbers in early-evening time periods on Sunday with nature documentaries, whose full potential has yet to be tapped by station program directors. He also said that "classic" movies, and even high-quality theatrical hits like Burt Lancaster's "Elmer Gantry," seldom do better than "so-so" in the ratings, whereas an exploitation film like "One Million, B.C.," with Raquel Welch, can go through the roof if properly promoted.

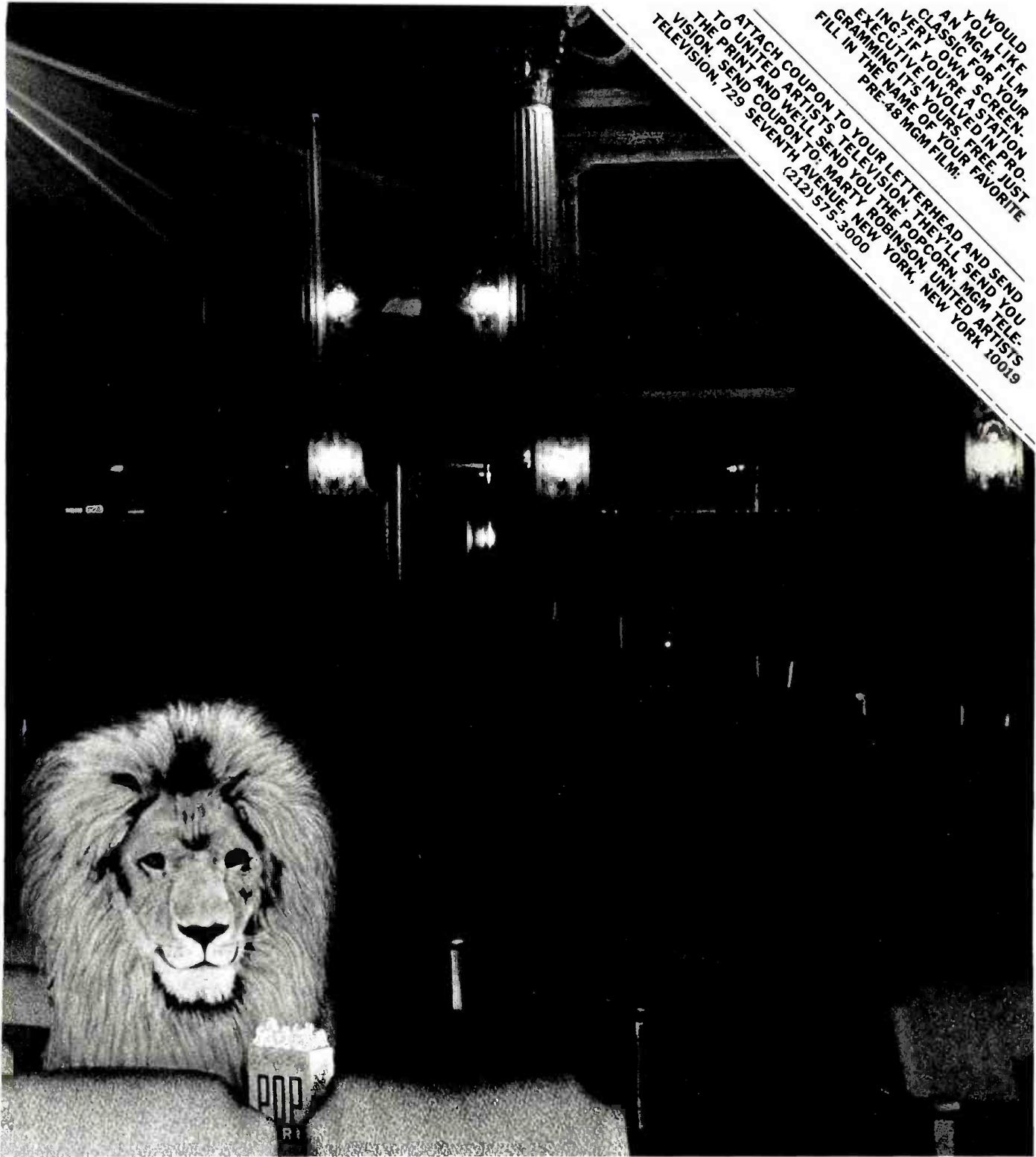
Both Mr. Horowitz and Mr. Birdwell tended to agree that made-for-TV movies don't get the kind of numbers that theatrical movies do in syndication, unless, as Mr. Horowitz put it, the station extracted five horror-suspense items and made them part of a "thriller" week.

Also, since most movie slots are parcelled out in two-hour blocks, stations still haven't figured out what to do with the leftover half-hour. Mr. Birdwell cautioned the station managers that if they try to fill the time by running lengthy teasers and previews of the next day's attractions and station promos and industry-supplied behind-the-scenes filmed material on upcoming productions, they face losing a lot of their audience.

"Quality" made-for-TV movies, said Avra Fliegelman, the third panelist and editor at the Broadcast Information



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Who's in charge here? The man looking as though he wished he were somewhere else (front row, far left) is Bill Carlisle, government relations vice president of the National Association of Broadcasters, who was the heavy last week when representatives of 14 industry organizations got together for a liaison meeting during the National Association of Television Program Executives conference in San Francisco. There were some who thought that meeting had been called as a first step toward a federation of broadcast organizations. Mr. Carlisle was there to disabuse them of that notion.

"In no way was it suggested that NAB be deposed as the umbrella organization of broadcasting," said John Comas of WXII-TV Winston-Salem, N.C., a former NATPE president and the meeting's organizer, during a press conference that followed the meeting. Few who spoke during that encounter would venture that anything had taken place at all. Would there be a second meeting? Not necessarily. The NAB "perceived no need for a meeting of this sort" in the first place, said Mr. Carlisle.

As it turns out, the officers of many of the other organizations represented at the liaison meeting work for owners or general managers who are members of the NAB. The message Mr. Carlisle delivered in San Francisco was that when broadcast industry policy is to be set, it won't be by the hired hands.

The left-to-rights in this family portrait: (seated) Mr. Carlisle; John Cannon, Academy of Television Arts and Sciences; Wayne Vriesman, Radio Television News Directors Association; John Comas, NATPE; (standing) Roger Ottenbach, Broadcast Promotion Association; Kenneth Harwood, National Association of Educational Broadcasters; Herman Land, Association of Independent Television Stations; Stanley Moger, International Radio and Television Society; Roy Danish, Television Information Office; Roger Rice, Television Bureau of Advertising; Jane Cohen, American Women in Radio and Television; Conrad Cagle, Television Programming Conference; Marvin Chauvin, NATPE; Roland Zavada, Society of Motion Picture and Television Engineers, and Ralph Huehn, Production Managers Association, James Greenwald of the Station Representatives Association was unable to attend.

The liaison effort may not yet be over. TIO's Roy Danish has agreed to keep a list of everyone else's telephone number. And Ms. Cohen extended a tentative offer to host a similar meeting at the AWRT convention in Philadelphia this May.

Bureau, and movies like "Eleanor and Franklin" and "The Lindbergh Kidnapping Case," are one answer to the shrinkage in the number of theatrical movies now being turned out by the major studios.

A fourth panelist, Milt DeReyna, general manager of WEAR-TV Pensacola, Fla., told the audience that the best way to avoid the huge cost attendant on shipment of prints from the suppliers to the stations is to transfer the 35mm print onto 3/4-inch cassettes, which can then be easily stored at the station. "In any contract you sign with a distributor of film packages," Mr. DeReyna concluded, "make sure there's a provision that gives you the right to library all the prints in that package on cassettes."

NATPE picks the programs

Twelve NATPE member stations went home from San Francisco bearing program excellence awards last week. They came in two denominations—for the top-25

markets and for "all others"—and recognized a diversity of TV programing. The honored:

Top-25 markets

Religion, WJBK-TV Detroit, for *The Secret Seder*; instructional, WCBS-TV New York, for *The Great American History Test*; children's programing, WNAC-TV Boston, for *The Eddie Cootcha Catcha Camma Tosaneara Tosanaka Samma Camma Wacky Brown Show*; interview, WRC-TV Washington, for *Profile: Barbara Walters*; variety, WBBM-TV Chicago, for *Oscar Brown's Back in Town*; performing arts, WMAQ-TV Chicago, for *Listen to the Land*; public affairs, WKYC-TV Cleveland, for *Epitaph—The Lingering Heart*.

All other markets

Children's programing, WSM-TV Nashville, for *The Scene Machine* series; interview, KVOS-TV Bellingham, Wash., for *Transition at Western: The Flora Years*; variety, KGTV(TV) San Diego, for *Home Grown and Greene*; performing arts, WBTV(TV) Charlotte, N.C., for *Candle in the Wilderness*; public affairs, KWGN-TV Denver, for *Does Anybody Care?*

The future of television: more of everything

More media, more programing are predicted at NATPE panel session

One of the few areas of agreement that emerged from an NATPE panel on "The Vision in Television" was that the technology of the medium is outstripping the ability of programers to keep up with it. "We can do more things technologically than the population can afford," was the verdict of Ampex's Chuck Anderson.

A companion theme was that there would be an increasing balkanization of the television audience as new media joined conventional television in competition for the audience. Pay cable and video disks were cited as the most prominent contributors to a "nibbling at the edges" of TV, according to Bruce Paisner of Time-Life. Although one won't be able to observe abrupt changes along the way, Mr. Paisner predicted a "groundswell of change" within 10 years. Television will have to deal in smaller audiences, he said. "There'll still be mass audiences, but will they be upscaled? That's going to be the problem," he said.

David Levy, the producer, appeared as a representative of the Caucus for Producers, Writers and Directors, a collective that speaks for the creative community in dealings with other industry elements—including the networks and major trade associations—and with the government. He pointed to two creative milestones that had an important effect on today's television programing—the introduction of movies in the early sixties, which influenced the medium's form, and Norman Lear's *All in the Family*, which influenced content—and then pointed to a current milestone—ABC-TV's *Rich Man, Poor Man* series—as one that is having a "shock-wave influence" on all network programers.

Edwin H. James of BROADCASTING magazine said that the future of TV will to a large extent be shaped in Washington and in the Congress. A "long and bloody fight" between cable interests and broadcasters is being mounted now, he said. "We have had a crystallization of the main argument on cable" in the staff report of the House Communications Subcommittee (BROADCASTING, Feb. 2), Mr. James said, but added that he expects "nothing definitive in this Congress . . . in an election year, the politicians cannot win much more than they lose on."

The eventual result of this confrontation will be a compromise, Mr. James said, and "both sides will hate it."

CBS Radio's Jonathan Ward, unable to reach San Francisco following last Tuesday's New Hampshire primary, addressed the session via video tape—using a machine to deliver his message that



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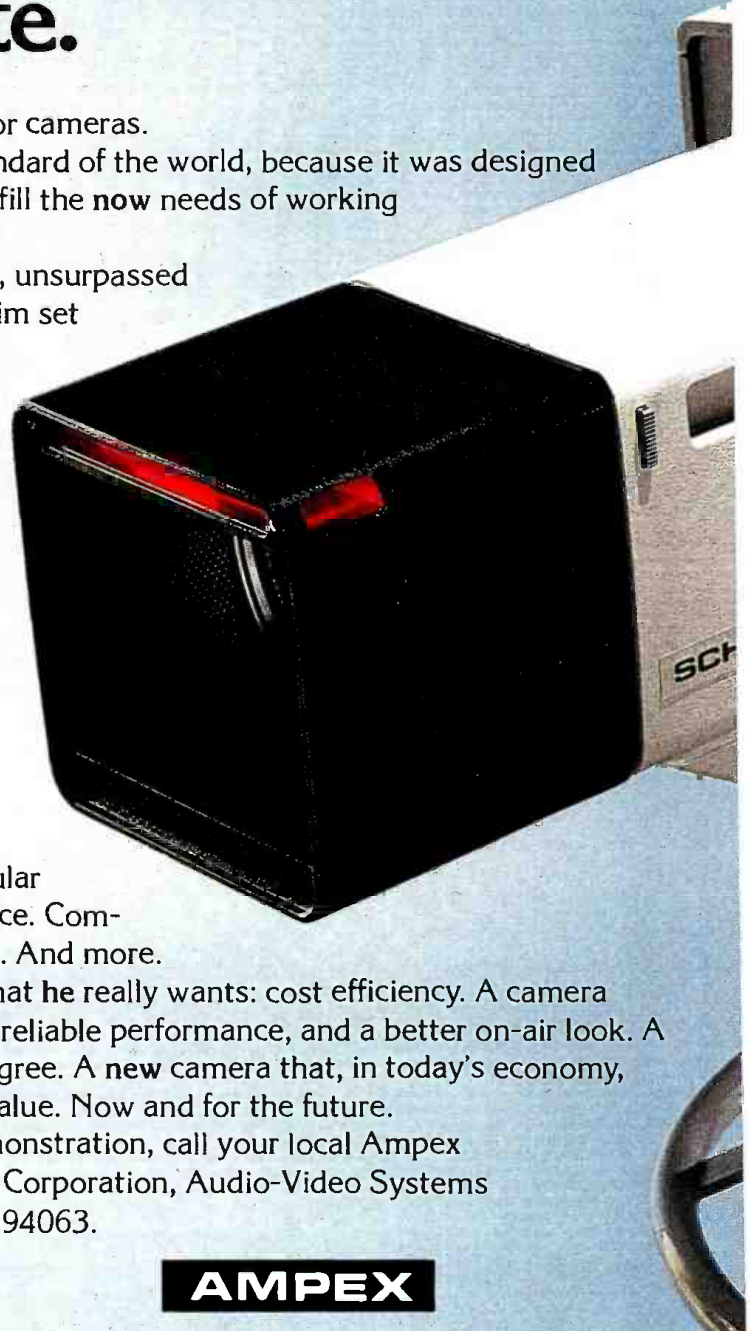
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"We're much better at predicting machines than content." He predicted three trends: that machines would get better and smarter, with a subsequent lowering of the costs of transmission; that more and more people would get into the media, with a consequent lowering of people costs, and that those twin phenomena would produce (a) more programs at lower cost and (b) "more people taking you to lunch" to persuade programmers to buy them.

Mr. Ward suggested there might be a future problem for pay cable if citizens should go to court arguing that access to free television programming was a necessity of life and could not be denied. The author of a book called "Futuring," he also suggested broadcasters may have a potential market in transmitting facsimile communications, "renting out the space between their blanking pulses." Audrey Singer, the controller of the BBC who attended last week's conference both as observer and program source, said that two experimental facsimile systems—Oracle and Ceefax—were being tested in Britain now.

Ampex's Mr. Anderson amplified his complaint about the explosion of the technically possible by lamenting the disrepair of past developments. We should concentrate on doing better with what we have, he said, remarking that "our present TV receivers are junk. We're putting up with inferior product."

As long as they're all in one place

Affiliates take NATPE opportunity to huddle with networks: ABC's meeting is a 'love feast'; NBC's is tense; CBS's reflects concern that it's intruding on local time

Although the main focus of National Association of Television Program Executives conferences is the syndicated and local programming over which program directors have greatest control, the network programming that remains the medium's backbone also comes in for a measure of attention. Each of the three major networks had a meeting with its affiliates during NATPE, importing station relations and programming executives to field their questions and respond to their concerns. Last week's San Francisco sessions were lower-key than usual.

The main grumbling, as usual, centered on network encroachments into local time, particularly in the matter of weekend sports. The reason the meetings were fairly tame, according to managers of stations affiliated with all three, is that no decision-makers were on hand to answer stations' complaints. One program director of a CBS affiliate asked pointedly, "Where were the Bob Woods, the Lee Currilins, the Bob Wusslers?"

Even at NBC, where the tension was

highest because the network appears to be headed inexorably toward a third-place finish in prime-time, no voices were raised and no blood was shed. The tension was even cleared somewhat when John J. McMahon, NBC's West Coast vice president for programs, answered the question "What is NBC's programming philosophy?" by saying, "Whatever that philosophy is, it should probably change." That remark was greeted with loud, boisterous applause.

Then Mr. McMahon went on to say, "NBC has historically championed the long form. But this year we'll have 16 half-hour pilots to choose from, which is more than we've had in the past. And we're try-

ing to move away from police and detective series into more human, contemporary, family drama. We're heavily into variety-show development, and we've got four or five westerns—not *Gunsmoke*-type shows, but westerns with a different slant, with young leads, which will be more realistic, more believable to today's audiences."

Other points that were made at the meeting:

- NBC's vice president for station-relations administration, Ray O'Connell, said that the network would continue to cover the Democratic and Republican primary elections "responsibly," mostly with half-hour specials slotted at 11:30 p.m.

- The network is forced to make late



Out In Front

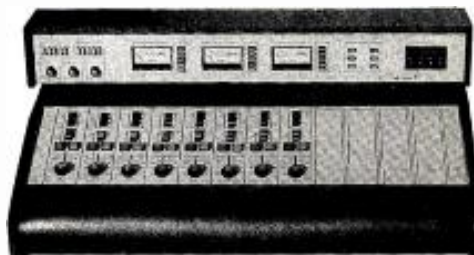
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switches in its schedule (throwing off TV Guide and newspaper listings) for competitive, counterprogramming reasons.

■ To complaints that there's too much "blue" material on NBC's *Saturday Night*, Mr. McMahon said, "When you're on at that late time" (11:30 p.m.-1 a.m. NYT) "you can do a little more in the way of content that might be considered marginal." He added that *Saturday Night* is attracting adult viewers who don't usually watch television and that the series "has got more press attention than any other series since the debut of the *Tonight* show."

■ Mr. O'Connell said there's "no near-term plan" to expand the network evening news because "the economics of the situation don't seem to justify it."

■ Affiliates will have to take all or none of the games on the NCAA basketball package NBC is offering, Mr. O'Connell said, because otherwise stations would just choose the best games and NBC would never be able to sell the entire package to national advertisers.

■ Mr. McMahon admitted that NBC's theatrical-movie titles are "the weakest" of the three networks but said that NBC's programmers are making moves to correct that situation.

ABC, which has finished first in prime-time the last six weeks in a row, and its affiliates participated in what one of the station executives called "a love feast" at their meeting. Some of the matters that were fielded by Robert Fountain, ABC's vice president for affiliate relations:

■ To charges that ABC is still not putting its best foot forward in daytime, he said the network had been number two in recent weeks (behind CBS) and that some program changes will be announced by May 1.

■ ABC's coverage of the Republican and Democratic conventions will, as usual, not be gavel-to-gavel but will instead run about an hour or two a night, with the flexibility to go longer if something big begins happening.

■ The prime-time ABC schedule for fall 1976 will kick off the last week in September, probably on the same day that CBS and NBC start their lineups.

■ ABC will take under advisement a request for more local spots in its weekend sports packages, as well as giving more advance notice to stations about co-op purchases of minutes the network is unable to sell.

The CBS affiliates were most uptight about what one station executive called "creeping networkism," as symbolized by CBS's plan to run a weekly half-hour election report next September and October, not in its own prime-time schedule, but on Fridays at 7:30 p.m., thus knocking off an affiliate prime-time access show for eight weeks of the fall season. But the CBS executives on the panel—Bruce Bryant, vice president and director of affiliate relations; George Zurich, director of the station-clearance department; Jay Eliasberg, the research vice president, and Perry Lafferty, the West Coast vice president for programming—implied that the network was

going ahead with the project and that stations would lose FCC brownie points if they pre-empted it for an access game show.

■ Also, some station executives questioned CBS's increasingly heavy commitment to weekend sports year round, although their unhappiness was overwhelmingly directed to sports programming that gets low ratings.

■ Station sentiment also seemed heavily weighted against Mr. Eliasberg's oft-stated proposal for an eight-week ratings sweep. Their key objection to an eight-week sweep centered on the extra payments of money that would have to be tendered to Nielsen and Arbitron, although the feeling also appeared to be that if all three networks hypo their ratings by front-loading movies and specials during sweep month then they will cancel out one other.

Independents, meanwhile, go off by themselves to bemoan the lack of program product; seen as savior of situation is first-run syndication

Perhaps more acutely than other delegates to the NATPE conference, those representing independent television stations were concerned with the availability of program product. That concern, this year, was heightened by a growing scarcity brought on by family viewing restrictions, an increased rate of network program failures, more and more reruns and a general lessening of conventional sources from which the independents can draw. Thus the subject of first-run syndication—its discovery, care and feeding—was prominent on the minds of those attending an independent stations session held while network affiliates were debating their less life-or-death concerns elsewhere.

The bad news of product scarcity was balanced at least in part by the good news of independent successes in competing against those same affiliates. "You guys ought to be rejoicing," said Worldvision's Jerry Smith. "WNEW-TV New York ran a movie that drew a 40 share in prime time. The PBS (public broadcasting) station knocked off a 36 share." The viewer is looking for an alternative, he said. "When you guys come up with it, the audience is there."

Mr. Smith also remarked about the success of Norman Lear's *Mary Hartman, Mary Hartman* in first-run syndication, saying that it represented a move in the right direction. But he was concerned whether there would be another 26-week cycle. "If he doesn't," Mr. Smith offered, "they'll say, 'If Norman Lear can't make it why should we try?'"

One pessimistic voice from the audience remarked gloomily on the fact that "Nobody has beat a path to any producer's door since then, not a single [first-run] deal has been structured since then."

The family hour concept, particularly onerous to independents because it denies to them the off-network action-adventure series that had been a staple of its early

fringe counterprogramming, drew a split reaction among the panelists. RKO General's Robert Glaser predicted that it would "evaporate" in two or three years. "Its programming requirements are such that we [independents] will have to abrogate them," he said. When others demurred, Mr. Glaser said firmly that "I speak for RKO [and] I say that we will be programming action-adventure in that time period" two years from now.

Mr. Smith, joining others who disagreed that the concept would go away as a programming fact of life, said that "I think we're stuck with family hour." *Kojak* has already been sold to CBS for late night, he said, adding that the networks are "sick and tired" of having their shows go off network to be used by independents against their own news shows. He said family viewing was a network scheme to "take you fellows out of the counterprogramming business."

The idea of a fourth network met generally positive response among the panelists, who included Robert Worthington of KBMA-TV Kansas City, Mo., and Ave Butensky of Dancer-Fitzgerald-Sample. Mr. Glaser said it was worth pursuing. Mr. Smith said he would like to see it happen, although he questioned whether it would come first among independents or in cable. Mr. Worthington said there will be one, and added that it might comprise an intermixture of independents and cable.

Also last week, an ad hoc committee of the Association of Independent Television Stations, under the chairmanship of John Reynolds, Golden West Broadcasting, met to discuss what might be done to encourage such first-run ventures. The consensus: the movement should begin with cooperative ventures among the independent groups.

TV networks keep Nielsen positions

The Olympics were over but the ratings momentum they provided was still there and it carried ABC-TV to first place for the sixth consecutive week. For the Feb. 16-22 period the Niensens gave ABC-TV a 20.1 rating to 19.7 for CBS-TV and 17.7 for NBC-TV.

In the season-to-date, however, CBS was still out front with a 19.7 rating, followed by ABC with 18.5 and NBC with 18.2.

All three networks could find something encouraging in the week's results.

CBS not only retained its grip on the season-to-date ratings, but also claimed three of the week's seven nights, and its much criticized Friday night bout between Muhammad Ali and Jean Pierre Coopman easily swept its time period with a 23.8 average rating and 39 share. CBS's nightly wins were Tuesday, Thursday and Friday.

ABC also claimed three nights—Monday, Wednesday and Sunday—plus eight of the top 10 programs, led by *Six Million Dollar Man*. (CBS's *All in the Family* and

NBC's *Wonderful World of Disney* were the only non-ABC shows to crack the top 10, taking second and fifth respectively.) ABC officials stressed that they won the week even though their new *Laverne and Shirley*, which was number one the week before, was pre-empted on Feb. 17 by President Ford's news conference. They said they were confident ABC's performance for the week had "set the pattern for the rest of the season."

NBC saw its Friday-night numbers—even though it didn't win the night—bounce back with *Sanford and Son* turning in a 23.1 rating and 39 share and its new Danny Thomas series, *The Practice*, holding a 19.3 and 31. What really hurt NBC's averages for the whole week, they said, was a disappointing performance by the Thursday movie, "James Dean," which wound up with a 12.3 rating and 19 share, making it the 64th program in a field of 66. NBC had better luck with its Saturday movie, "Dirty Harry," whose 24.0 rating and 41 share put it in 11th place and gave NBC locks on the night.

Program Briefs

Joins CBS Radio. KOA(AM) Denver becomes affiliate of CBS Radio Network, effective today (March 1). KOA is 50-kw clear-channel station fulltime on 850 khz and is owned and operated by General Electric Broadcasting Co.

Two in Jax. WCMG(AM) and WQIK(FM) Jacksonville, Fla., both licensed to Rowland Broadcasting Co., have joined Mutual Radio Network.

Specials from books. Time-Life Television, New York, and Bush Productions have entered into developmental contract for production of four to eight TV specials based on Time-Life's successful book series, "The Old West."

TM's latest. Initial buyers of You, radio station identification ad campaign produced by TM Productions, Dallas, include: KHJ(AM) Los Angeles, WNBC-AM-FM New York, KLIF(AM) Dallas, KFRC-AM-FM San Francisco, WRKO(AM) Boston, KCMO(AM) Kansas City, Mo., WTAE-AM-FM Pittsburgh and WFIL(AM) Philadelphia.

Offbeat, but popular. TV Sports Scene Inc., Minneapolis, is offering *Weekend Warriors*, 26 half-hour syndicated TV feature package, for prime access time this fall. Program, narrated by William Shatner, features on-spot coverage of over 50 unusual sports events, including hang-gliding, karate, stunt flying and motor-bike racing. 8200 Normandale Boulevard, Minneapolis 57437; (612) 835-4716.

Yukon yesteryears. New, first run one-hour color special, *Days of Adventure—Dreams of Gold*, has been acquired by National Telefilm Associates, Los Angeles. Documentary, narrated by Hal Holbrook, follows fortune seekers and adventurers during Yukon gold rush from 1897 through 1900, using over 700 still photographs taken during that period.



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Tarnish may be gathering on TV's golden age

Pinkham assures ANA workshop that medium is best today, but he fears some erosion has already set in, many new technologies will fragment television's position; New York session also gets some good advice from leading broadcasters, agencies, producers

National advertisers were advised last week to begin thinking now about "alternatives" to television advertising for use in the years ahead.

They will need new methods, they were told by Richard A. R. Pinkham, chairman of the executive committee of Ted Bates & Co., because television, "the greatest selling instrument ever devised," is going to lose impact as other technologies develop and mature.

"Sure we have another five or 10 years, but the rules of the game are going to change and we'd better start thinking of alternatives," Mr. Pinkham said in the keynote address opening an Association of National Advertisers television workshop in New York.

Along with Mr. Pinkham's long-range forecasts the advertisers and their agency and media guests at the two-day workshop heard from a panel of broadcasters on more immediate concerns and received reports and briefings on other subjects ranging from commercial production to union negotiations, "hyoping" and the First Amendment.

Mr. Pinkham, contending that advertisers eventually may realize that "these are the good old days," foresaw for TV and ultimate "steady erosion of impact," for several reasons: that there is little room for

growth in number of TV homes, "programming innovation is running out of gas," programming itself is "moving counter to the thrust of American society" and cable TV and other new technologies are coming if not already here.

Mr. Pinkham blamed stations' access programming as well as network prime-time shows for a situation in which, he said, "for the first time in television's 25-year history homes using television in prime time did not increase." He continued:

"Average ratings are down, the networks are challenging the rating services to little avail and we are spending more money to reach fewer people. And still it's a good buy.

"But can you see any reason why program costs should moderate with talent in short supply and asking for the moon? I can't and I think audiences will continue to go down and costs will continue to go up. I suspect we will be paying double the present costs-per-thousand before the 80's have been with us for very long. And still television will be a good buy."

Mr. Pinkham said that "we have really got it so easy now"—that "we can buy by the numbers, negotiate a guaranteed cost-per-thousand, bludgeon the networks into moving us out of failing programs and the show-biz risk is gone. A well-programmed computer can buy television now—and does. But not tomorrow.

"If CATV and satellite transmission and pay television become widespread, as I think they will, the public will one day have multiple program services to choose from—as many as 60 are technically possible. The three networks will still be there, of course, paying and charging top money for the kind of program which will attract the biggest possible audience. But I doubt there will be any series which regularly delivers 20 million homes to the advertiser. The audience will have to fragment as it becomes more educated, more sophisticated, more demanding of innovation, more bored with the lowest common denominator and has more program services to choose from."

He said public television is available now as "a public relations device" that "can be enormously effective in generating [for advertisers] a climate of accep-

tance." So for advertisers "the real challenge will be in your inventiveness in using the other emerging electronic communication devices and how early you start experimenting with them."

Texaco, Mr. Pinkham recalled, was the first to see network TV's potential and capitalized by sponsoring Milton Berle on NBC-TV at 8 o'clock on Tuesdays, controlling "that golden time period for five years."

"Will there be opportunities like that staring you in the face as CATV and satellite transmission emerge?" he asked. "Will there be opportunities for your company to own its own programming, tailor-made to attract precisely your target audience no matter how small, protected from the escalation of network costs, providing in-show star commercials and generating the gratitude factor we all lost when we went to scatter? I'll bet the answer is yes."

Mr. Pinkham also had some other questions:

"How much thought have you given to the marketing potential of two-way communication? What should your company do to get there first? At least one of our clients is already experimenting with techniques to exploit this kind of one-to-one contact with the consumer in her living room. Are you working on it?

"What will facsimile printout from the television set do for you? Should you start now to devise a sponsored woman's page or crossword puzzle or sports section? Will you be able to devise a TV commercial with printed recipes and perhaps a coupon? Here's a medium which will combine the news impact of newspapers with the visual demonstrations of television. It could be a blockbuster combination.

"Are sponsored video disks a possibility?

"Have you thought of using CATV's low rates to buy time for your sales force to demonstrate your product or show its position on the counter or announce a special cents-off promotion? Should you start now to train them as television salesmen?

"How will you harness worldwide satellite-to-home transmission to your international marketing challenge? Will universal sponsorship become available?



Talking television. Meeting for a little shop talk after the ANA TV workshop (left photo, l-r): Dale Smith of wsb-tv Atlanta; Donald O'Leary of Television Marketing Associates, and John Keavey of Metropolitan



Life Insurance Co. (Right photo, l-r): Richard A.R. Pinkham, chairman of the executive committee of Ted Bates & Co.; Bruce McLaren, senior vice president of Bates, and John Wileha of Standard Brands Foods.

How will you compensate for the 12 different time zones? And what about the language barrier?"

The solution, Mr. Pinkham continued, "may lie in creating your own vehicles to carry your advertising. Forget "Jaws" and *All in the Family*, think small. The future is in fragmented audiences, in informational and local programming at low cost—and that takes ingenuity and guts."

Mr. Pinkham said he knew from experience that newspapers and magazines, though good advertising media, "are not in the same league with television." Another workshop speaker, a day later, had some specifics that lent support.

Mike Reese, president of Mars Advertising, a specialist in co-op advertising, said that on comparable budgets television had outsold print in instance after instance: 98,000 pounds of spare ribs sold by TV versus 40,000 sold by print, for example; or 180,000 hen turkeys versus 90,000; 25,000 cases of Campbell soup versus 6,000; 46,000 pounds of corned beef versus 9,500. As a supermarket chain executive put it in a film portion of Mr. Reese's presentation, television "is the way to go."

Members of the broadcast panel covered a variety of subjects that, for the most part, had been assigned them by the ANA program planners.

Thus the handling and traffic control of commercials at the station end was covered. Dale Smith, manager of WSB-TV Atlanta, questioned whether a major-market TV station can handle current levels of business without some form of computerization. He assured his agency and advertiser listeners that a computerized operation can meet their requirements cleanly, quickly and accurately.

Jack Harris, president of KPRC-TV Houston and WTVF(TV) Nashville, assigned to deal with station/network relations, cautioned buyers not to consider all affiliates of a given network to be alike. He also said networks are trying to take more and more time away from stations. "I'm sure all affiliates are concerned," he added.

As an example he said that at his Houston station on autumn Sundays NBC-TV starts programming at 11 a.m. (noon eastern time) and, with two football games and then *Wonderful World of Disney*, "we have no opportunity to tell our viewers what's going on locally until 10 o'clock at night. We don't like that."

Mr. Harris also said that though network programming represents a large majority of an affiliate's broadcast time only about 10% of his stations' revenues come from networks.

Mr. Harris, describing his and other large stations' facilities for commercial and program production, said KPRC-TV grossed \$1.5 million last year from production alone.

As for the so-called family-viewing hour, another assigned topic, Mr. Harris said "My God, you can't be opposed to it," but "what I'm opposed to is the way it came about."

"No matter how you dress it up," he said, "Senator [John] Pastore and [FCC



Pause that refreshes. L-r, Ralph Countryman of Coca-Cola USA, who moderated an ANA panel, speaks with Jim Thrash of WRET-TV Charlotte, N.C.; Dick Butler of Lever Bros., who was a panelist with Mr. Countryman, and Dick Paul of WITN-TV Washington, N.C.

Chairman] Dick Wiley forced it down the industry's throat."

"Maybe we should have done it ourselves," he added. However, he repeated, government interference is one of the biggest threats facing broadcasters.

James Thrash, president of WRET-TV Charlotte, N.C., reviewed some of the special attractions of UHF stations and independents, among them local sports coverage, extensive movie schedules, specials, telethons and other activities that promote audience and community involvement.

Dick Paul, president of WITN-TV Washington, N.C., described other phases of small-market operation and also outlined his station's effort to keep "clutter"

out of its newscasts. The newscasts avoid production openings and instead "go straight to news," he said, and if any commercial time is unsold it is not filled with promotional material but is used for news coverage.

In a look at recently introduced production techniques, William Duryea, vice president in charge of radio-TV commercial production for Young & Rubicam, cited Continental Camera Systems' Astrovision relay lens system, various computer animation operations, the CBS-Memorex CMX-50 electronic editing system and RCA's TCP-1624 16mm film cartridge projector which, he said, "once loaded is completely automatic."

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the scene at an incredible rate," Mr. Duryea said. Two areas "worth watching," he said, are "laser beam technology, which could conceivably revolutionize transmission techniques, and holography, which is the world of 3-D pictures.

"These two areas could very well be the subjects for discussion at next year's television workshop," he added.

Ways to save money with test commercials were offered by Thomas Hurley, manager of advertising services for Ralston Purina Co., who said the number of test commercials used by his company increased 600% between 1971 and 1975 and that expenditures for them had risen 500% and currently represent about 25% of Ralston Purina's commercial production budget.

In ascending order of cost, he said, the three major types of test commercials are "animatic," which employ still frames or limited animation; "photomatic," which use photographs, and live-action, using motion pictures or video tape. Among ways to save money, Mr. Hurley said, are: Be sure that "true alternatives" are being tested; don't over-produce; use still-frame when possible; concentrate on essentials; keep the number of panels to a minimum; be sure live action is needed before employing it and, even then, keep it simple.

Comparative advertising in prime time has increased over the past three TV seasons but still amounts to less than 10% of all prime-time commercials, according to a study reported by E. A. Rockey, president of Gallup & Robinson.

Mr. Rockey said "comparative advertising carries, on average, a 22% brand name registration premium." But he cautioned that it is not a guarantee of success: "30% of cases observed were below average."

Among other research tips for commercial makers at that session were some from Harold L. Ross Jr., president of Mapes & Ross, on the creation of humorous commercials. "The evidence indicates that humorous commercials perform above the average for all commercials in terms of both proven recall and brand preference change," Mr. Ross said.

For above-average performance, he recommended: Pinpoint the key idea about the product within the opening 10 seconds; use humor that is dependent on the advertised product or key idea rather than humor that could apply to any brand or situation; use characterizations that are relevant to the product category or key idea; involve the viewer in the humor from the beginning and belittle or kid the product or the subject matter but not the consumer.

The featured speaker at the Feb. 25 luncheon was Lee Loevinger, of the Washington law firm of Hogan & Hartson. Mr. Loevinger, a former FCC commissioner, described First Amendment applications to the field of advertising. He stressed there is no protection for advertising of illegal products; for fraudulent advertising or advertising that has the tendency to mislead.

He was critical of the Federal Trade

How the cost of commercials will go up

ANA session gets briefing on new contract with AFTRA, SAG; Goodman calls pact 'reasonable'

Management participants in the first concluded labor negotiations with the broadcast talent unions filled in the audience at the Association of National Advertisers television workshop last week with some details of the new contract (BROADCASTING, Feb. 23).

Hugh Goodman, director of advertising services of the Warner-Lambert Co., Morris Plains, N.J., noted that the three-year contract, retroactive to Nov. 16, 1975, has been approved by the American Federation of Television and Radio Artists and was expected to be ratified by the end of last week by the Screen Actors Guild. He reported network television payments for performers appearing in TV commercials are to go up by 16% and spot TV by about 22%. He said costs for talent in radio commercials will rise by almost 20%.

Mr. Goodman pointed out that the talent unions had to relent on their demands for a pay-for-play formula and for a limitation on non-professionals appearing in commercials. He said there was "a lot of give and take, but we think the contract is a reasonable one, and we can live with it."

Marion Preston, a vice president of the J. Walter Thompson Co., New York, explained the manner in which "real people" (non-professionals) may be used in TV commercials. At the outset she said the agreement with the talent unions has a

"preference of employment" provision under which professional actors are favored for commercials assignments.

In the new agreement, there will be 20 cities (including New York, Los Angeles and Chicago) where "real people" may be used if they are portraying themselves and by their words or actions are giving an endorsement or testimonial, according to Ms. Preston. But if these non-professionals are part of a commercial but their words or actions are not an endorsement or testimonial, a penalty of \$300 for each performer must be paid.

Phillip L. Tomalin, senior vice president and director of broadcast production services, Ogilvy & Mather, pointed to a number of changes in the talent contract: anyone who is the subject of close-up and is identifiable shall be deemed "a player" rather than an extra and in dealer commercials, a tag for the dealer is permissible at the beginning and the end of the commercial, rather than merely at the beginning. Mr. Tomalin said the unions plan to make a policy statement urging members to respect the exclusivity provisions in their contract (though this clause is not part of the new agreement).

He also announced that within several weeks both the American Association of Advertising Agencies and the ANA (which jointly negotiated the contracts with the talent unions) will hold seminars for members in Los Angeles, New York and Chicago explaining the new agreement in detail.

Commission and urged the advertising community to back a bill introduced in the House that would limit the power of the FTC to override state and local statutes.

Ephron fights on for eight-week sweeps

Head of ARF committee on ratings tells ANA gathering that hypoing is costing advertisers money

Advertisers were told last week that "hypoing" by broadcasters may be costing them 10% of their budgets in undelivered audiences and that for their own good they should support efforts—including a proposed lengthening of local sweep periods—to minimize the practice.

The call came from Erwin Ephron, media and marketing consultant and chairman of the Advertising Research Foundation's TV Audience Measurement Committee. In his speech, at the Association of National Advertisers' TV workshop, he also used such terms as "foolishness" and "irresponsible" to describe positions taken by the Station Representatives Association and other opponents of longer sweeps, leading SRA to call for—and be granted—an opportunity to reply on the spot.

Steve Raffel of Harrington, Righter & Parsons, a member of the ARF committee, was granted five minutes for reply.

He denied that broadcasters were "cheating advertisers and standing in the way of change," and said that in making such charges Mr. Ephron sounded like "Chicken Little warning that the sky is falling."

Mr. Ephron said extension of sweep periods to eight weeks from their present four, as recommended by his committee (over the dissent of Mr. Raffel and SRA's other representative), "would certainly help stop hypoing, but the recommendation has been met with massive organized station resistance. And since it is stations who pay the bulk of the cost of ratings, eight-week measurement seems unlikely to happen in the near future."

He held out somewhat more hope for the variation suggested by Arbitron Television, in which Arbitron would stretch four weeks of measurement over an eight-week period by measuring some markets in the first, third, fifth and seventh weeks and the others in the second, fourth, sixth and eighth (BROADCASTING, Jan. 12). He said first reaction of stations, reps and the Television Bureau of Advertising to this plan was "cautious to negative," and that "their jury is still out." Meanwhile, he said, Arbitron is preparing

"a prototype 'checkerboard' report."

Mr. Ephron also said Nielsen is developing an index "to make network sweep hypoing easy to detect" but that "Nielsen is wary" and "a critical word from a network or a major client could upset the balance." Barring that, he said, the index will be ready for release by ARF with the spring sweep reports.

He also said Arbitron and Nielsen are willing to include October and January share data in sweep reports to help make hypoing easier to detect. This, he said, would begin in the fall of 1976, but the plan is to substitute it for year-ago data and "the SRA and TVB may reject the elimination of year-ago data and stall the project."

Mr. Raffel, reconstructing his off-the-cuff remarks afterward, said broadcasters' opposition to the ARF proposal for eight-week sweeps didn't mean they oppose a change in the length—and that, in fact, broadcasters have led the way to change. The industry committee on local television and radio audience measurement (COLTRAM), he pointed out, has set up a subcommittee to undertake feasibility studies with both Nielsen and Arbitron to determine optimum sweep lengths based on current sample size.

He called upon advertisers to "help us to improve our measurements," adding that "you and the broadcasters can only gain by more reliable research. Do not let Chicken Little deceive you. Seek your answers through Hooty the Owl."

Katz splits its TV

Rep's new divisions will be geared more to market size of clients

Katz Television, New York, has reorganized its operation into two separate divisions, Katz Television American and Katz Television Continental.

The new alignment is said to be in response to moves by advertising agencies in assigning buyers to accounts on the basis of market-size rather than geographically ("Closed Circuit," Feb. 23). Katz Television American will be responsible for larger-market stations and Katz Television Continental for stations in other markets.

David S. Allen, president of Katz Television, becomes president of Katz Television American and Frank J. McCann, senior vice president and general manager of the unit was named president of Katz Television Continental. Richard Goldstein, who has been vice president and sales manager for Katz Television, has been named vice president—East for the American unit and Edward Papazian, sales manager, Katz Television, Chicago, has been appointed vice president—East for Continental.

Oliver T. Blackwell, executive vice president of The Katz Agency Inc., parent organization, said the two divisions will make possible "greater responsiveness in matching agency marketing objectives."

Media

High court turns away AIM and Polish Congress fairness cases

Left standing are decisions by appeals courts that 'Pensions' documentary and ethnic jokes on 'Cavett' aren't subject to doctrine

The U.S. Supreme Court last week disposed of two fairness doctrine cases, refusing in both to review lower court decisions in which the positions of the broadcasters involved were upheld. One appeal dealt with the complex and long-running NBC *Pensions* case; the other, a case in which the Polish-American Congress had complained about the airing of Polish jokes on ABC.

Accuracy in Media, a conservatively oriented media watchdog, had been trying for more than three years to have NBC declared in violation of the fairness doctrine as a result of *Pensions: The Broken Promise*, which dealt critically with private pension plans. And on at least one occasion, AIM seemed close to success.

The FCC agreed with AIM's contention that the program was one-sided in that it failed to discuss any positive aspects of the private pension plan industry. However, NBC appealed, contending that the program, which won a George Foster Peabody award, dealt not with over-all performance of the pension industry but with some problems in some plans. And the U.S. Court of Appeals in Washington reversed the commission, contending it had improperly substituted its judgment for NBC's as to the main thrust of the program instead of applying the test of reasonableness.

AIM did not quit. It asked the full nine-court bench to review the case, and it agreed. But then, after the commission last year argued that the case had become moot as a result of enactment of legislation regulating private pension systems, the court sent the case back to the original panel, requesting it to decide that question.

The panel on July 11 finally directed the

DST change. The Senate voted Wednesday to add one month of daylight savings time to the year, making it seven months long, from March 14 to mid-October. The system the nation now operates under has daylight savings time six months of the year from the last Sunday in April through the last Sunday in October. The legislation before the Senate Wednesday would have imposed advanced time eight months, but that was altered under an amendment by Senator Robert Dole (R-Kan.). The bill passed 70-to-23 and was sent to the House.

commission to dismiss the complaint, but only one of the judges—Edward A. Tamm—said that the case had become moot. The other judges—Harold Leventhal and Charles Fahy—agreed to a dismissal order for other reasons.

It was that order AIM appealed to the Supreme Court. Without a forthright decision on the applicability of the doctrine to documentaries, AIM said, the doctrine would be "crippled or eliminated entirely."

Unlike AIM in its battle with NBC, the Polish-American Congress lost its fairness battle with ABC every step of the way. It had complained about Polish jokes told on an Aug. 10, 1972, segment of the *Dick Cavett Show*, on which Steve Allen was guest host. The comedian later apologized on the air for the jokes, but the network contended that a fairness doctrine obligation had not been triggered.

The commission agreed that the jokes did not involve the kind of controversial issue of public importance the fairness doctrine was meant to address. So did the U.S. Court of Appeals for the Seventh Circuit, to which the Polish-American Congress appealed the case.

The group, in seeking Supreme Court review, contended that the "vile, demeaning stories" were by their very nature "controversial" and said they constituted an attack on some 10 million Americans.

But with its brief order last week refusing to grant review, the Supreme Court indicated it saw no need to question the lower court's opinion.

FCC faces facts, kills Wiley's experiment with fairness doctrine

Chairman's idea for test suspension in large radio markets was up against powerful congressional opposition

FCC Chairman Richard E. Wiley's proposal for a test suspension of the fairness doctrine as it applies to radio stations in major markets has been quietly buried.

The commission rejected the proposal on a 4-to-3 vote after little discussion and, several commissioners said, without much argument on the chairman's part.

Chairman Wiley was supported by Commissioners Charlotte Reid and Glen O. Robinson, while Commissioners Robert E. Lee, Benjamin L. Hooks, James Quello and Abbott Washburn voted against the inquiry idea.

Chairman Wiley, who originally proposed the test last September in a speech to the International Radio and Television Society, contended in a meeting two weeks ago that although there is "room for debate" on the question of the commission's authority to suspend the doctrine, the test idea should be pursued.

He suggested issuance of a notice of in-

quiry to examine the desirability of an experiment, its appropriate size and scope, and to give interested parties an opportunity to comment on the question of legal authority.

An alternative, he said, was to propose legislation that would eliminate any doubt as to the commission's authority. However, he said that, "as a practical matter," he did not believe any such legislation would have much of a chance.

This was a reference to outspoken hostility to the chairman's proposal which had been expressed by some members of Congress, particularly Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee.

That hostility appeared to cool Chairman Wiley's enthusiasm for the project. And his hopes for a test suffered a setback when the U.S. Court of Appeals in Washington, in a case involving WMCA(AM) New York, said the doctrine had been "enacted into law" in 1959, when Congress amended the equal time law. Although that was not a judicial ruling, the statement made it more difficult to argue—as some of the chairman's advisers did—that the doctrine had not been codified into the law and, therefore, could be suspended by the commission.

Indeed, Chairman Wiley said at the time he thought the ruling weakened the chances for his plan that he saw as poor even then (BROADCASTING, Jan. 26). Accordingly, the failure of the proposal to carry a majority of the commission was not a surprise.

Religious broadcasters deal with the down-to-earth in Washington

Four-day convention features Ford and large delegation from FCC, who discuss the real-world problems of spreading the Gospel on the air

Some 1,000 broadcasters gathered in Washington last week for prayer, ceremony and business talk on the best ways to use the airwaves to preach the Christian Gospel. At times there were an additional 2,500 participants and spectators at the first joint convention of the National Religious Broadcasters (NRB) and the National Association of Evangelicals (NAE).

The four-day Bicentennial convocation at the Shoreham Americana hotel was marked by confidence. Broadcasters who last year felt threatened, this year flexed their group muscle, rejoicing in the defeat of a proposal to freeze grants of educational broadcast licenses to religious groups by the FCC last August (BROADCASTING, Aug. 4, 1975).

The broadcasters' spirit was lifted even

higher by President Ford, who kicked off the convocation by urging conferees to remember our religious heritage and "to teach it to our children." The presidential address, which drew some 3,500 spectators, was followed by an impassioned speech by Representative John B. Conlon (R-Ariz.). Mr. Conlon reminded broadcasters and evangelicals of the power they can exert. He claimed that a letter-writing campaign sponsored by Christian groups was responsible for the rejection of the freeze, proposed in the so-called Lansman-Milam petition. "You saw what happened when the room filled up with letters," he said. At the time of the FCC decision, more than 700,000 cards and letters had been received at the commission—at that point, the most ever received on a single issue.

The power of letter-writing campaigns was also extolled by the Rev. Cecil Todd, host of the *Revival Fires* television program produced in Joplin, Mo. As a participant at two press conferences and one workshop on "decency in media," Rev. Todd told of the 600,000 letters he delivered last year to representatives of the three TV networks. He said the letters were solicited by more than 700 TV spots aired on about 65 stations from July 1 to Nov. 1 last year. He also said he presented the networks with a 10-point plan for "voluntary responsibility" as part of his "National Clean-Up TV" campaign. Another participant in the press conference was entertainer Pat Boone, who said, "I think the heads of the three networks, for example, wield more influence than most senators, judges, maybe more than anybody but the President."

Mr. Boone applauded the family viewing hours and said he wished they were longer. "It's natural for us to be attracted to sensationalism," he said, but that "doesn't mean we want it spilling out into our living room." He encouraged letter writing directed at program sponsors. "That will get their [the networks] attention fast," he added.

During the panel discussion, the Rev. Ron Marr, president of the Buffalo, N.Y.-based International Christian Communications Inc., spoke of a "lack of integrity" in network news and "brainwashing," especially on the issue of abortion. He also claimed that television shows have been responsible for inciting actual tragedy. That view was widely accepted by panelists, especially Purnell H. Benson, chairman of the Decency in Media Committee, who said, "The major factor in the downhill slide in decency has been the extreme sex and violence extolled in the entertainment media." Dr. Benson, a professor at Rutgers University, claimed TV violence affects "those who are already on the verge of the bad conduct portrayed." The committee later presented the NRB board with a resolution that, according to NRB Executive Secretary Ben Armstrong, is being revised because it put too much stress on the negative aspects of broadcasting.

FCC Chairman Richard E. Wiley, who defended family viewing in an afternoon

luncheon speech, was greeted with open arms and a standing ovation. Mr. Wiley's address—in which he said the "government can do no more" and the rest is up to the people—differed little from a speech he gave to high school principals in Washington the week before (BROADCASTING, Feb. 23). Chairman Wiley, who was making his third appearance before the NRB convention, was joined at the head table by all other FCC commissioners with the exceptions of Benjamin Hooks and Robert E. Lee, and in the audience by several of his staff and his local minister.

Other FCC staff members were on hand for an FCC panel where Broadcast Bureau Chief Wallace Johnson urged conferees to "help us to do everything possible to slow down or stop the mounting flood of mail" regarding the Lansman-Milam petition. Despite the commission's rejection, Mr. Johnson said, letters continue to swamp the commission, "over 11,000 a day" for a total now of "more than three million," filling a storage room "from floor to ceiling, wall to wall." Mr. Johnson said that the burden of coping with the mail is slowing up the commission.

He also explained that the vast majority of letter-writers have the "mistaken view" that the petition was proposed by atheist Madelyn Murray O'Hair and seeks to ban all religious broadcasting. Mr. Johnson encouraged religious broadcasters to inform their listeners of the facts and that the issue is now dead since the commission decision was not appealed. According to Dr. Armstrong, the rumors were spread by "right-wing" Christian groups.

Another representative of the FCC was General Counsel Ashton Hardy, who summed up the status of several current re-regulation issues and urged his audience to keep up their efforts since "our young are impressionable . . . and influenced by what they see on TV." C. Phyll Horne, Field Operations Bureau chief, explained FCC station inspection procedures. Others on the panel were Martin I. Levy, chief, broadcast facilities division; Quentin S. Proctor, chief, license division; William B. Ray, chief, complaints and compliance division; Richard J. Shiben, chief, renewal and transfer division, and Arthur Bernstone, who retires today



Aw, shucks. FCC Chairman Richard E. Wiley quiets an enthusiastic NRB audience before delivering his defense of the family viewing concept.



A prayer for the President. Religious broadcasters and evangelicals pause to ask God to guide the Chief Executive. Among those at the head table were (l-r) Paul E. Toms, NAE president; singer Evie Tornquist; Mrs. and Representative John Conlon (R-Ariz.); Ben Armstrong, NRB executive secretary; President Ford, evangelist Jess Moody; Billy A. Melvin, NAE executive director, and Robert P. Dugan Jr., convention coordinator.

from the rules and standards division.

John Midlen, NRB counsel and member of the Washington communications law firm of Midlen & Reddy, moderated that panel as well as another on cable television. For the 30 persons attending the cable workshop, J. Clay Smith, deputy chief of the FCC's Cable Television Bureau, provided a short course on that medium. Robert Unger, chief of the bureau's research division, told the group that religious broadcasters would "probably be wrong to neglect cable." Jerry Jacobs, the bureau's assistant chief, encouraged involvement by religious broadcasters in FCC matters, claiming that many important rulemakings have been prompted from the outside.

Mr. Midlen was also on hand for the NRB business meeting, where he told of promising results regarding major NRB matters of concern. He said he expects the commission to relax cable carriage regulations by allowing religious stations "specialty" status not counting against a cable system's import quota (see "Top of the Week"). That prediction had also been made by Clay Smith at the cable panel. Mr. Midlen also expressed confidence in NRB's drive to be exempted from mechanical fees regarding music copyright. The exemption for nonprofit organizations was included in legislation passed by the Senate last month and in markup in the House.

One issue that was murmured about but not officially mentioned was one involving KPDQ-AM-FM Portland, Ore., and its decision not to "duplicate any daily religious programs" heard on any other radio station within 15 miles of Portland.

According to David Jack, president of Cascade Broadcasting which owns KLIQ(AM) there, that directive has caused cancellation of four "prestige" programs at his station. Mr. Jack took antitrust and monopoly charges to the circuit court in Portland, was defeated and is now appealing in the U.S. Court of Appeals in San Francisco. Because the case is in court, Dr. Armstrong said it was not put on the convention agenda.

Robert Ball, VP and general manager

of KPDQ, was elected NRB secretary at the convention. The other officers were all incumbents: Abe Van Der Puy, of HCJB Quito, Ecuador, re-elected for a second term as president; Dr. Thomas Zimmerman of Springfield, Mo.-based Assemblies of God churches, first vice president; E. Brandt Gustavson of the Chicago Moody Bible Institute, also a group station owner, second VP, and the Rev. Melvin Jones, of the Lincoln, Neb., program syndicator, Back to the Bible Broadcasting, re-elected treasurer.

Next year's NRB convention, the 34th, has been scheduled again in Washington, from Jan. 23 to 26 at the Washington Hilton. The NRB convention will return to its old policy of convening alone, which will appeal to a few broadcasters who claimed the media issues became too generalized in this year's joint convention. The majority, however, seemed to enjoy the opportunity for a meeting between broadcasters and evangelicals.

Kaiser UHF's turn corner on profits

They make money for first time in 1975; one factor cited is greater use of off-network shows

Twenty years and \$40 million later, Kaiser Broadcasting Co. has returned the first profits to its parent companies. Don B. Curran, president, reported last week that Kaiser made more than \$1.5 million in 1975 pre-tax earnings, contributing over \$1.2 million to the fortunes of Kaiser Industries, which owns 77.5% of the broadcasting company, and the rest to Field Enterprises, a 22.5% owner.

Kaiser Broadcasting is the country's leading all-UHF group, with stations in Boston, Chicago, Detroit, Philadelphia and San Francisco. Mr. Curran attributed the profit turnaround primarily to a quantum jump in its program investments. He cited record ratings for such off-network properties as *Brady Bunch*, *Adam 12* and *Partridge Family*, and said that early in-

dications point to success on *Mary Hartman, Mary Hartman* in Chicago, San Francisco and Philadelphia. Mr. Curran said Kaiser was commanding the same rates as network affiliates in programing *Hartman* against local late news programs.

Mr. Curran also was bullish about performance of the company's two-year-old sales arm, Kaiser Broadcasting Spot Sales, which now counts among its clients KPLR-TV St. Louis, an independent outside the Kaiser fold.

If all that weren't enough, Mr. Curran noted that the first quarter of 1976 is already substantially ahead of 1975. "We expect our profitability to continue to increase with the rising trend in consumer confidence and consumer spending. '1976,' he said, "is whammo."

'Carroll' approach proposed for cable de-regulation by Justice's Rose

Antitrust lawyer and member of White House regulatory reform group tells FCBA that CATV should be set free, but small-market TV's would be protected if they could prove to the FCC they needed help

A member of the Ford administration team assigned to the project of finding ways to reduce government regulation of business broke bread with Washington communications attorneys last week, then suggested an approach for de-regulating cable television: Protect "marginal" stations against cable television, but require them to prove the need for such protection before providing it.

Jonathan C. Rose, a deputy assistant attorney general in the Justice Department's antitrust division and a member of the White House Domestic Council's regulatory reform group, addressed the Federal Communications Bar Association on the subject of "The Broadcast Regulation Debate: Rationality of Emotionalism." He made it clear he felt there was too much emotionalism, particularly on the part of those broadcasters who, he said, see the government as determined to boost cable's fortunes even at the cost of bankrupting all of the nation's broadcasters.

But Mr. Rose also stressed that cable regulation should be kept to a minimum. If cable, in its present, early stage of development, were loaded up with all of the obligations and restrictions government can conceive of, he said, "we may very well have no cable systems to carry them out."

He also said that "we simply don't believe that just because an industry is performing 'satisfactorily,' all other industries that might compete with it must be suppressed by regulation. Mr. Rose played a major role in preparing the Justice Depart-

ment's brief attacking the FCC's pay cable rules as anticompetitive (BROADCASTING, Feb. 9).

Mr. Rose said after his speech he was speaking for the Justice Department and was following a policy line laid down by his predecessor, Donald Baker. Although he was not speaking for the regulatory reform group, he said, the approach he favored had been suggested to it. That group is expected to make its views known sometime this month.

In his prepared remarks and in answer to questions, Mr. Rose left no doubt he felt large-market stations need little if any protection against cable competition. But stations with "marginal profits" do, he said, if the interests of the audience those stations serve are to be considered. He referred specifically to residents of rural areas, where cable operators are reluctant to extend service because of the costs involved.

Accordingly, he suggested a "so-called 'Carroll approach,'" one borrowed from a standard the FCC uses in cases in which a broadcaster opposes the establishment of a new station in his area on the ground that the area could not support another outlet. "If a broadcaster can demonstrate injury to him has occurred or very likely to occur, and can show that the injury will adversely affect the public interest," Mr. Rose said, "then the FCC should be allowed to place limited restrictions on cable television ac-

tivities as needed to foreclose that injury to the public interest."

Mr. Rose said such a test would be related "to the evil feared—namely a decline in the quality of service to the public in broadcast markets with marginal profits."

What's more, he said, it would advance the cause of de-regulation: "It would replace the existing maze of restrictions on pay cable and distant signal importation which seem designed to do little except protect the public from diversity and broadcasters in major markets from any decline in high levels of profit."

Mr. Rose said he did not believe such a policy would result in "the 'wiring of the nation' and the demise of conventional broadcasting." The immediate beneficiaries, he said, would be the 12 million cable subscribers, who "would have immediate access to more diverse programming." As for conventional broadcasters, he said, they would experience "some increased competition."

"The net result," Mr. Rose added, "would be an improvement, but hardly a revolution."

Broadcasting industry representatives were not as sanguine about such a "so-called Carroll approach", which is similar to one suggested by the staff of the House Communications Subcommittee in its report on cable television (BROADCASTING, Feb. 2).

John Summers, executive vice presi-

dent and general counsel of the National Association of Broadcasters, said "hard and fast rules" are needed to assure meaningful protection.

The kind of protection a Carroll approach would provide—after a hearing in which the broadcaster would be required to demonstrate economic hardship, he said would "come much too late to help the station. Furthermore, he said, once a cable system is providing service in an area, the commission would find it impossible to "roll back" that service.

Mr. Summers recalled that the commission has attempted to rely on hearings to reach decisions on economic hardship matters where cable was involved, but with the shoe on the other foot. The commission's cable rules in effect in the late 1960's required systems seeking entry into major markets to demonstrate in a hearing the stations involved would not be adversely affected.

The hearings, he noted, proved to be unduly lengthy and expensive; the rules themselves constituted a freeze on entry, and were eventually dropped. If hearings were unworkable then," Mr. Summers said, they would be "unworkable with regard to broadcasters."

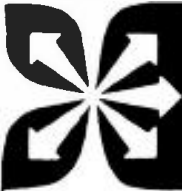
Changing Hands

Announced

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

■ **KSDO(AM) San Diego:** Sold by Generation II Radio San Diego Inc. to Pacific & Southern Inc. for \$1,576,000 plus other considerations at closing. Seller is principally owned by Bertram R. and Darrel H. Firestone who have no other broadcast interests. Buyer is subsidiary of Phoenix-based Combined Communications Corp., publicly held company that is licensee of KTAR-AM-TV and KBBC(FM) Phoenix; KBTV(TV) Denver; KARK-TV Little Rock, Ark.; KOCO-TV Oklahoma City; WPTA(TV) Roanoke, Ind.; WLKY-TV Louisville, Ky.; WXIA-TV Atlanta; WSAI-AM-FM Cincinnati, wwdj(AM) Hackensack, N.J.; KHS-AM-FM Los Angeles, and KEZL(FM) San Diego, and publishes the *Cincinnati Enquirer*. CCC also owns a number of outdoor advertising firms. KSDO is on 1130 khz with 5 kw day, 1 kw night. Broker: Shearson Hayden Stone Inc.

■ **WUNI(AM) Mobile, Ala.:** Sold by WUNI Inc. to Radio Station WUNI Inc. for \$760,000. Seller, estate of Peggy Stone Gilbert, has interest in H/R Stone Inc., New York station representative firm, and has sold WINR(AM) Binghamton, N.Y. (BROADCASTING, June 9, 1975). Buyer, subsidiary of Kirk Broadcasting Inc., is principally owned by James L. Kirk II and is licensee of KVOL(AM) Lafayette, La.; WGIG(AM)-WSBI(FM) Brunswick, Ga.; WGGA(AM) Gainesville, Ga., and WTJS(AM)-WKIR(FM) Jackson, Tenn. Mr. Kirk also has interest in Georgia cable



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franchises. WUNI is on 1410 khz fulltime with 5 kw.

■ **KSOM-AM-FM Ontario, Calif.:** Sold by J. Gordon Campbell, receiver, to Media Management Co. for credit-bid judgment of \$595,263. Buyer is newly formed corporation composed of two Minneapolis loan companies, Industrial Discounts Inc. and Walter D. Giertsen Co., that licensee, Pacific Coast Broadcasting, was indebted to. Principals in Media Management are J. Gordon Campbell and Richard W. Giertsen, who have no other broadcast interests, and William C. Wade who has 55% interest in KNEU(FM) El Centro, Calif. KSOM is on 1510 khz with 10 kw day, 1 kw night. KSOM-FM is on 93.5 mhz with 3 kw and antenna 400 feet below average terrain.

■ **WRKT-FM Cocoa Beach, Fla.:** Sold by Bucks County Radio News to Janus Broadcasting Co. for \$320,000. Seller is owned by Chester and Velma Pike and George Matthews who also own WRKT(AM) there. Principals in buyer are Frederick L. Lindholm (40%), Donald McCoy (40%) and David Johnson (20%). Buyer also owns WGNE-AM-FM Panama City, Fla. WRKT-FM is on 104.1 mhz with 30 kw and antenna 165 feet above average terrain. Broker: Reggie Martin.

■ **KGOY(FM) Bethany, Okla.:** Sold by KGOY Radio Inc. to Jimmy Swaggart Evangelistic Association for \$250,000. Seller is principally owned by David M. Stevenson who also owns WXUS(FM) Lafayette, Ind. Buyer is nonprofit, non-stock corporation that owns WLUX(AM) Baton Rouge, La. KGOY is on 104.9 mhz with 3 kw and antenna 190 feet above average terrain.

■ Other sales reported at the FCC last week include: WAFI(AM) Middlesboro, Ky.; WMGO(AM) Canton, Miss.; WSDC(AM) Hartsville, S.C.; wvwc(FM) Buckhannon, W. Va. (see page 63).

ABC allies with INTV in leapfrogging protest

ABC has joined the battle to get the FCC to set aside its decision to delete the leapfrogging rules, which govern cable TV carriage of distant signals. Last month, the Association of Independent Television Stations petitioned the commission for reconsideration of the rules (BROADCASTING, Feb. 23).

ABC claimed the elimination of leapfrogging restrictions will "severely" affect the ability of independents, particularly UHF stations, to offer local broadcast service. It will "certainly impair, if not totally diminish" the prospects of additional independents beginning operation in underserved areas of the country, ABC added. Local television service—once the most critical component of television allocations policy, said ABC, has been relegated a "back seat to the now paramount concern for CATV development."

NOW charges TV's in Bay Area with sex discrimination

Women's group says four VHF's treat women unfairly in news and in job opportunities

A study produced by the San Francisco chapter of the National Organization for Women has accused the four Bay Area VHF television stations—KRON-TV, KGO-TV, KPX, all San Francisco, and KTVU Oakland—of sexual discrimination both "on the screen" and in employment. The report, which also offers solutions has prompted the scheduling of meetings between station managers and NOW members, a chapter official said last week.

According to the findings—which were said to have been compiled by 57 members who monitored 228 half-hour local news programs last November, a 66% sample—the "people seen on camera do not accurately reflect today's society." Among the allegations is that 43% of the local workforce is female while only 8% of all persons on camera were women in career roles. Patricia Hearst, Lynette Fromme and Sara Jane Moore were said to be subjects of 43% of the stories on women during the sample period. The report claims that 193 local women's groups received no coverage during that time.

Using state employment figures and station public files, the chapter found that men outnumber women six to one in top job categories with twice as many women as men in the lower-level jobs. It also concluded that physical attractiveness and youth weigh more heavily in the hiring of female anchors and reporters than for their male counterparts.

Among the recommendations are that female advisory panels meet with station management monthly, training programs be initiated, serious reporting assignments be divided equally among men and women and broadcasters fund a study on sex roles in television.

WTCCG fine decreased

The FCC has reduced from \$2,000 to \$500 a fine levied against WTCCG(TV) Atlanta for violating the lowest-unit-rate political advertising rule. Turner Communications, licensee of the station, convinced the commission the violation was not indicative of station policy. The commission had fined WTCCG for "willfully and repeatedly" charging a legal candidate—Jack Dorsey, running for judge of the Georgia state court of appeals—an agency commission. Turner said the added charge to Mr. Dorsey was the result of an error by an inexperienced salesman, and the licensee cited other instances during the same election where candidates were charged the proper amount.

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Macdonald committee will farm out study of TV allocations

Search is on for research firm to look into 1952 spectrum plan

The House Communications Subcommittee has laid out guidelines and begun searching for researchers for a study on the FCC's management of the television spectrum. The study stems from the subcommittee staff's book-length examination of cable TV regulation, in which it criticized the FCC's allocation of TV frequencies as being less than efficient (BROADCASTING, Feb. 2).

The time has come, the earlier study said, for a re-examination of the FCC's original 1952 blueprint for television allocation. Although that plan envisioned 2,000 TV stations producing primarily local programming, it yielded in fact less than 900 stations that air primarily national programming, according to the study. "Congress must consider whether or not this is an efficient use of a scarce public resource," it said.

For the new study the subcommittee expects the researcher, an outside firm yet to be picked, to propose changes in the 1952 plan "which would not render the facilities of existing broadcasters unusable," it said in an outline circulated last week. "However, alternatives which would require some additional equipment or modifications of existing equipment are acceptable." With the thought of increasing the capacity of the spectrum, it suggests the researcher consider modifications dealing with directional antenna patterns, methods of frequency control and polarization discrimination.

Included in this study will be an examination of ways to bring UHF TV to technical parity with VHF. The study guideline suggests the researcher look at ways to improve both UHF transmission and reception.

The subcommittee will pay up to \$30,000 for the study.

Who's covered? FCC has asked Office of Telecommunications Policy to make study of coverage areas of all FM stations. This data will supplement material gathered on AM stations when commission concludes its rulemaking on clear channels. OTP study found there are approximately two million persons in 150 counties beyond FM coverage—all in western half of the country.

Storer purchase. Storer Broadcasting's KGBS-FM has purchased System 770 automated radio broadcast equipment from IGM, division of Northwestern Technology of Bellingham, Wash., for value of over \$151,000. Computer-based equipment incorporates IGM's Instacarts, reel-to-reel tape decks and Digital Equipment Corp.'s PDP-8E computer. CBS owned-and-operated FM stations are currently using System 770.

Antenna monitor. Delta Electronics Inc., Springfield, Va., has introduced analog antenna monitor designed for measuring parameters of AM broadcast frequency directional antenna systems. New unit is designated model AAM-1.

Microwave downconverter. Radar Technology Inc., Haverhill, Mass., has designed MDS-1 microwave downconverter for multipoint distribution systems. Built-in low noise preamplifier provides three stages of RF gain and selectivity resulting in 3db sensitivity improvement, allowing extended range of MDS by factor of 1.5 which more than doubles service area.

Circular polarized antenna. Nurad Inc., Baltimore, has developed circularly polarized transmit antenna for remote TV broadcast operations. Called Goldenrod and designated model 20 HE1, antenna is equivalent to performance of two-foot parabolic antenna with feed but presents less wind loading and is less susceptible to handling damage. Unit is designed to complement Nurad's quad polarized 2 ghz receive antenna now in use by more than 50 broadcast stations.

Contract awarded. CCA Electronics Corp., Gloucester City, N.J., was awarded

\$1.6-million contract by U.S. Army Corp. of Engineers for equipment installation and one-year maintenance of multi-channel radio network in Saudi Arabia.

Helping the footsore

Proposed special AM station would provide service to D.C. Bicentennial visitors

This Bicentennial year is producing some ingenious marketing ideas and broadcasting is not being left out. A newly formed firm, Bi-Centennial Broadcasting Corp., has asked the FCC for permission to build a special radio station to serve visitors to Washington.

The company, headed by Peter V. Gureckis (president of Peter V. Gureckis & Associates, consulting engineers), wants to set up a 10 kw station in a Maryland suburb to broadcast on 160 khz. The station would supply information to tourists about Bicentennial exhibits, "waiting time, scheduling time . . . accommodations and traffic conditions, parking, shuttle-bus service and the like."

Bi-Centennial's main source of income will come from the sale of the receivers needed to pick up the station since it is below the frequencies used on standard AM radios. The sets will cost \$7.95 and will enable listeners to hear information (and commercials) daily from 9 a.m. to 10 p.m. Gureckis hopes to have the station on the air 60 days after receiving commission approval and would go dark on Dec. 31.

The application is on file at the FCC for public inspection and comments may be filed until March 15. Then it will be studied by the RF Devices and Experimental Branch which will make a staff recommendation to the full commission who will decide whether or not to grant the application. Herman Garlan, head of the RF branch, has no idea how long all of this will take since it is a special case.

The tourist information idea has been tried by Gureckis before, but on a smaller scale. He operated a low-powered transmitter at the HemisFair in San Antonio, Tex., in 1968 and rented receivers to visitors.

One more megahertz

The FCC has proposed a change in the tuning accuracy of UHF receivers. Present rules require sets to have an accuracy of plus or minus one mhz for UHF channels by July 1, 1977. The commission wants to ease the rules to allow a tolerance of plus or minus two mhz for channels 70-83 since these are reserved for TV translators. The commission would also like comments on the ability of manufacturers to mass produce such a tuner and when they would be ready, and performance data and opinions on the tuners. Comments on the change (Docket 20719) are due by April 2 and replies by April 16.

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Schorr suspended from reporting; CBS will go only part of the way in defending him

Salant says network will support him in flight to protect source of leak of intelligence report, but subsequent leak to 'Voice' was 'individual' act, he says

CBS correspondent Daniel Schorr's professional fortunes have been sinking step by step since the day he let it be known he was responsible for passing the House Intelligence Committee's secret report on the CIA to the New York *Village Voice*. For fourteen months CBS's primary CIA investigator, he was at first barred from doing any more reporting of the House committee, then from covering any intelligence matters, and now from covering anything at all for the network.

His suspension from reporting is for "an indefinite period," according to a statement issued by CBS News President Richard Salant last week, "in view of the adversary situation in which Dan Schorr is placed in pending government investigations."

The House voted two weeks ago (BROADCASTING, Feb. 23) to investigate the "leak" that led to the publication of the intelligence report, with Mr. Schorr the focus. The committee responsible for the investigation, the Committee on Standards of Official Conduct, met twice last week behind closed doors trying to decide how to proceed. Committee Chairman John Flynt (D-Ga.) confirmed reports that the panel has had informal discussions with the Justice Department about the possibility of using the FBI to help find the source of the leak, but said no decision had been made on that.

At the same time a Justice Department spokesman said Attorney General Edward Levi has ordered Justice to determine whether publication of the House report raised grounds for federal prosecution.

Although Mr. Schorr has not been accused of any crimes, CBS News is supporting him with legal counsel, but only for matters relating to his job at CBS. "We will fully support Mr. Schorr against attempts to require him to reveal the source through which he obtained the report," Mr. Salant said. But he added, "In respect of his subsequent actions in arranging for publication of the report Mr. Schorr acted as an individual and, he states, as a matter of individual conscience."

For himself, Mr. Schorr said, "I do not seek the legal contests which may lie ahead, but I am confident that, as they unfold, it will become clear that what is involved beyond specific details of my action is the public's continued right to know in

the face of a secrecy backlash."

With CBS's concurrence, he said, he has retained Washington attorney Joseph A. Califano Jr.

Reports elsewhere have said that unnamed CBS executives are extremely displeased with Mr. Schorr, particularly with the publication he chose to give the House CIA report to. CBS News President Richard Salant refuses to comment beyond his formal statement on the matter. But Mr. Schorr, in answer to reporters' questions last week said, "if those quotations (from CBS executives) are accurate, yes, there is trouble."

In his written statement, Mr. Salant said "we shall postpone further CBS News action relating to Mr. Schorr until all government proceedings have been resolved."

The CBS Radio affiliates' executive committee, which had urged that Mr. Schorr be suspended if not discharged, was reported afterward by Thad Sandstrom of WIBW-AM-FM-TV Topeka, Kan., chairman of the affiliates' board, to be satisfied with the decision to take him off the air and defer further action until the government proceedings are resolved.

Mr. Sandstrom said the executive committee, after a telephone conference call, had sent Mr. Salant a telegram saying that after talking with other radio affiliates the executive committee unanimously considered Mr. Schorr's action in releasing the report a serious breach of newsman's ethics that damaged his credibility as a newsman and that CBS News should take him off the air immediately and seriously consider dismissing him.

Charles Brakefield of WREG-TV Memphis, chairman of the CBS-TV affiliates, also sent Mr. Salant a message expressing concern over Mr. Schorr's action, but he said later that he did so personally, that the TV affiliates board had not met on the subject.

Mr. Schorr has come under attack from some who have charged he is guilty of "checkbook journalism" for having tried to arrange for the Reporters Committee for Freedom of the Press to receive any proceeds from the sale of the secret report. Mr. Schorr has said he found *Village Voice* publisher Clay Felker through an intermediary chosen by the Reporters Committee.

But Mr. Schorr said last week, "I knew of no money. I was paid no money. I saw no money." He said too that Mr. Felker has been quoted saying he does not intend to pay money for the report.

The Reporters Committee issued a statement last week, too, saying it would refuse any money, even if it were offered by Mr. Felker. It said it wanted to avoid the appearance of accepting money in return for its help to Mr. Schorr.

Mr. Schorr talked about the controversy that spotlights him in a speech last Wednesday to the Washington Press Club. Referring to himself as a martyr and "cause celebre," he said, "there have always been, in our country, two great urges—one towards security, one towards liberty. The pendulum constantly swings between them... So what happened to

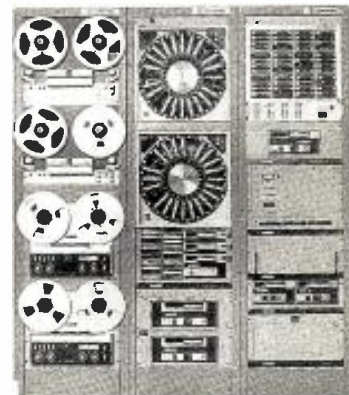
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No Sheehan connection. Seeking "to clear the air of rumor and innuendo" regarding his relationship to the Federal Bureau of Investigation and the Central Intelligence Agency, William Sheehan, president of ABC News, requested and received confirmation from both agencies that he has had no connection with either. Clarence Kelley, FBI director, wrote Mr. Sheehan on Feb. 19 that "... our files do not contain any material which would support the allegation that you have ever been contacted, formally or informally, to elicit information or to enlist your assistance in furtherance of any of the FBI's investigative responsibilities. With regard to Mr. Sam Jaffe's allegation that some of his activities, while employed by ABC News as its Moscow correspondent, were financed through a New York bank account, I can assure you that this bureau never financed any of Mr. Jaffe's activities, in this country or abroad. If such a bank account existed, the FBI had no connection with it." On Feb. 16, George Bush, CIA director, wrote Mr. Sheehan that "a search of our records indicates there has never been any association between the CIA and ABC concerning news coverage or news correspondents. We have no information about the New York bank account mentioned by Mr. Jaffe and can assure you this organization had nothing to do with this account."

me? I got hit by a swinging pendulum." Warned by his lawyer against discussing his own case, he talked of a hypothetical reporter who has received a secret report that at one point appeared headed for public distribution by the House. "If the House appears to be moving, for whatever reasons and under whatever pressures,

toward putting the lid back on secrets, is it the function of the reporter to exercise his own prior restraint and to join the secrecy backlash that will hinder the press in the future?"

"Under the circumstances it seemed to one reporter that, paradoxically, to not publish would have been an act of contempt for the constitutional process," he said. "To publish—and it makes no difference where—was the recognition of our separate roles, the normal and natural thing to do. For, if a body of Congress can, in these peculiar circumstances, forbid publication of information that has already escaped its control, then what can it not forbid? And what can it not ordain?"

Smoothing out wrinkle Albert put in plan for House broadcasting

**Speaker meets with subcommittee
studying live coverage;
tentative solution worked out**

A meeting last Tuesday between the House Speaker, majority leader and members of the Ad Hoc Subcommittee on Broadcasting produced an agreement that a Speaker-appointed advisory board would oversee the proposed broadcasting of House chamber proceedings.

Speaker Carl Albert (D-Okla.) had posed a major hurdle to the subcommittee's resolution to permit the broadcast of daily House proceedings when he objected to the provision making the House Rules Committee overseer of the project (BROADCASTING, Feb. 9). Mr. Albert's staff pointed out several weeks ago that traditionally the Speaker is sole governor of what goes on in the House chamber and suggested that that should apply in this

case as well.

Just how much the objection represents Mr. Albert's own feelings is difficult to tell, but one source pushing the ad hoc subcommittee's plan said last week, "If we only had to deal with him [Speaker Albert], we'd have no problem."

It was reported that Mr. Albert was "co-operative" with the subcommittee chairman B. F. Sisk (D-Calif.), and members last Tuesday and agreed tentatively to having the broadcast system supervised by a board of three Rules Committee members selected by him plus the House majority and minority leaders. But the agreement had not been set on paper by last Wednesday and the aides working on it indicated that would not be an easy task.

Mr. Albert had another demand concerning the subcommittee resolution: that specific mention of the networks and the Public Broadcasting Service as the administrators of the broadcast service be dropped from the text of the measure. The subcommittee was apparently willing to give in on that demand if the compromise on the oversight panel is worked out to its satisfaction. One aide present at the meeting Tuesday said it was generally agreed that the networks would run the system the first year under contract to the House, regardless of the technical wording of the resolution.

House Majority Leader Thomas P. O'Neill's (D-Mass.) presence at the meeting, which was closed to the public, was apparently to back the Speaker. One source reported that Mr. O'Neill announced he is opposed to broadcasting of any type in the House chamber because it would damage the House's image in the public eye. That report was denied, however, by an aide to Mr. O'Neill, who said the majority leader will vote for the measure if it reaches the floor.

The next step for the resolution is consideration by the Rules Committee.

Fates & Fortunes

Media

Vincent M. Cremona, general manager, WQIV(FM) New York, named general manager, WICC(AM) Bridgeport, Conn., replacing **Ray Colonari**. Mr. Colonari continues as VP of WICC parent, Connecticut Broadcasting Co., (subsidiary of WPIX Inc., New York), and will be nominated chairman of CBC at March meeting. (Leavitt J. Pope continues as president of both WPIX Inc. and Connecticut Broadcasting Co.)

David G. King, general sales manager, WGAN-TV Portland, Me., named to additional duties as station manager.

Barry Rimler, general sales manager, WSPB(AM) Sarasota, Fla., named station manager,

WCGI(AM) (formerly WOBSI(AM)) Jacksonville, Fla.

Walter McCroba, sales consultant, Telerama Inc., Ponte Vedra, Fla., named general manager, WYEA-TV Columbus, Ga.

R. Elliott Conway, financial consultant, X-TRA Radio America Inc., San Diego, owner of XETRA-FM Tijuana, Mexico-San Diego, named president.

Brenda Lee Fox, staff attorney for National Association of Broadcasters, Washington, has been named assistant general counsel and NAB legal department specialist on radio affairs.

Kurt Salsburg, assistant news director, WBRU(FM) Providence, R.I., named general manager. **Brad Ruskin**, reporter, named business manager.

Earl Newton, Columbus, Ga., car dealer,

named station manager, WEIZ(FM) there.

Don Koenig, advertising consultant, KVIC(AM) Victoria, Tex., named station manager of co-owned KCWM(FM) there, scheduled to go on air April 5.

Larry Dundon, promotion director, KFRC-FM San Francisco, named public relations director, KFRC(AM) there.

Joseph J. Polcay, promotion/sales director, WQXI-TV (now WXIA-TV) Atlanta, named director of on-air promotion, WWL-AM-FM-TV New Orleans.

Gordon Acker, program director, WCIV(TV) Charleston, S.C., named promotion/program operations director KERO-TV Bakersfield, Calif.

C. Stephen Currie, assistant general manager, operations, WCBD-TV Charleston, S.C., named promotion/program manager, WSFA-TV

Montgomery, Ala.

David D. Perris, promotion department, WTNH-TV New Haven, Conn., named operations assistant. **Paulette C. Pard**, promotion assistant, WTEV(TV) New Bedford, Mass., named to same position, WTNH-TV.

Chuck Bortnick, station manager, noncommercial WVUM(FM) Coral Gables, Fla., named general manager, succeeded by **Bill Keane**, operations director. **Richard Weaver** and **Dana Palley**, students, University of Miami, named operations director and news/public-affairs director, respectively.

Broadcast Advertising

Jack Momeyer, VP/associate manager, Detroit office of Young & Rubicam International, and **James Johnson**, VP/associate creative director, New York office, named senior VP's.

Walter Moore, account executive, WCAU-FM Philadelphia, named general sales manager, WRCP-AM-FM there.

William J. Kemple, general sales manager, WTVR-TV Richmond, Va., named to same position, WRDW-TV Augusta, Ga.

Ronald M. Dadetta, account executive, WHAM(AM) Rochester, N.Y., named general sales manager, WROC(AM)-WPXY(FM) there.

Don Hibbits, account executive, WSUN(AM) St. Petersburg, Fla., named general sales manager.

Donald C. Yeiser, general sales manager, WHP-AM-FM-TV Harrisburg, Pa., named VP, sales.

Robert Melnyk, account executive, WBBM-TV Chicago, named retail sales manager.

Thorn Wierum, media services/administration director, J. Walter Thompson, New York, named senior VP, administration/finance, U.S. Western division, Los Angeles and San Francisco offices.

Herbert Reichlin, manager, S.D. Leidesdorf & Co., New York accounting firm, named VP, finance, Warren, Muller, Dolobowsky advertising there.

Richard Evans and **Sanford Roth**, VP's and creative directors at Ogilvy & Mather, New York, appointed senior VP's.

Wilder D. Baker Jr., senior VP/client services director and president of Boston office, Wilson, Haight & Welch, Hartford, Conn., named executive VP, client services, Warwick, Welsh & Miller, New York. **John Chervokas**, WW&M senior VP/creative director, named executive VP, creative services.

Jay Minsinger, assistant broadcast negotiator,

RIO appointees. Donald G. Jones, KFIZ(AM) Fond du Lac, Wis., has been named chairman of the National Association of Broadcasters Radio Information Office Committee. In addition, the committee has three new members, Jerry Fitch, KDOG(AM) Durango, Colo.; Elliott Franks, WOIC(AM) Columbia, S.C., and William F. O'Shaughnessy of WVOX-AM-FM New Rochelle, N.Y. Other committee members are Len Hensel, WSM-AM-FM Nashville; Bruce Johnson, Sterling Recreation Organization, Broadcast Division, Los Angeles, and Sherril Taylor, CBS Radio Division.

Ketchum, MacLeod & Grove, Pittsburgh, named broadcast negotiator.

Phil Corper sales VP, Television I division, HR Television, New York, and **Al Ritter**, sales VP, Television II division, named general sales manager and VP, administration/VP of parent, Data Base, Inc., respectively.

Robert U. Brown, regional director, *Popular Science* magazine, Los Angeles, named California marketing head, Kenyon & Eckhardt Advertising, San Francisco and Beverly Hills, Calif., offices. **Jon S. Arnold** and **J. Richard Yocum**, creative group heads, named creative director and associate creative director, respectively, K&E, Detroit.

Patrick C. McKeon, media supervisor, Clinton E. Frank, Chicago, named to same position, Needham, Harper & Steers there. **Thomas M. Hazlett**, assistant brand manager, Quaker Oats Co. there, named NH&S account executive.

Christopher C. Gilson Jr., copywriter, Doubleday Advertising, New York, named creative supervisor.

Roy Grace, senior VP/creative management supervisor, Doyle Dane Bernbach, New York, named associate creative director.

Jeffrey S. Krulwich, product manager, Conso Products, Yonkers, N.Y., named account supervisor, Henry J. Kaufman & Associates, Washington advertising agency.

Norman Herwood, creative director, Barickman Advertising, New York, named copy chief, Albert Frank-Guenther Law advertising-public relations there.

John Dorsey, VP, client service, Mace Advertising, Washington, named president of new Dorsey Advertising Inc., Glen Burnie, Md. **James Brennan**, account executive, Mace Advertising, Atlanta, named Dorsey VP, client services. **Marvin Yudell**, media coordinator, Mace, Washington, named Dorsey creative director. **Margaret Hudacik**, traffic director, Mace, Washington, named Dorsey office manager.

Patricia A. Healy, production manager, Hartel, Catalano & Gornick Advertising, New York, named VP, production/traffic. **Eileen Murphy**, copywriter, named broadcast programming supervisor.

Stan Challiss, creative director/copywriter, Ward Archer & Associates, Memphis, named copy chief/creative coordinator, Lindsey, Bradley & Johnston, Chattanooga.

Raymond Coleman, local sales manager, WBEN-TV Buffalo, N.Y., named assistant general sales manager.

Programing



Horowitz

Murray Horowitz, publicity/market research director, Independent Television Corp., New York, named VP, advertising-public relations.

Steve Blackson, national production/special projects director, McLendon Programing Services, Dallas, named special features director, Drake-

Chenault, Canoga Park, Calif.

John Bridges, program director, WLAC(AM) Nashville, named to same position, WUBE-AM-FM Cincinnati.

Christine M. Warshaw, Los Angeles attorney, joins ABC Television's West Coast contracts department as program attorney.

William Nestel, associate, Pryor, Tashman & Sherman, Beverly Hills, Calif., entertainment law firm, named executive assistant to executive VP of business affairs/administration, 20th Century-Fox Television there.

Don Rinker, promotion/program operations director, KERO-TV Bakersfield, Calif., named program operations director, co-owned WRTV(TV) Indianapolis.

Sheila Tucker, communications specialist, Chicago Urban League, named community affairs director, WLS-TV there.

Patricia Barey, producer, noncommercial WTTW(TV) Chicago, named program administrator. **Frank Liebert**, assistant production manager/facilities manager, named production manager.

Gary Brazeal, air personality, KCKN-AM-FM Kansas City, Kan., named program director.

Bill Lichtenstein, programmer, WBRU(FM) Providence, R.I., named program director.

Stan Savran, sports director, WKIS(AM) Orlando, Fla., named to same position, WWSW(AM) Pittsburgh.


Sean McGraw, sports director, WFIL(AM) Philadelphia, named to same position, WTAJ-TV Altoona, Pa.

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Harmon Wages, Philadelphia Eagles running back and occasional color commentator on CBS-TV, named sports announcer, WAGA-TV Atlanta.

William T. Lamb, production manager, WHCT-TV Hartford, Conn., named producer/director, WTNH-TV New Haven, Conn.

Peggy Hughes, broadcast operations supervisor, noncommercial WTTW(TV) Chicago, named program director, noncommercial KAET(TV) Phoenix.

John Angler, producer, *Nova* series at non-commercial WGBH-TV Boston, named executive producer, succeeding **Michael Ambrosino**, who continues with *Nova* as consultant, while pursuing other outside interests.

Broadcast Journalism

James J. McManus, White House correspondent, Westinghouse Broadcasting Co., named reporter, CBS News, Washington. **Chris Kelley**, reporter, CBS News, Chicago, named correspondent.

Mark Rosati, assistant news director/public affairs director, WBRU(FM) Providence, R.I., named news director.

Bob Karr, reporter, KTAN-AM-FM Sierra Vista, Ariz., named news director.

William Wippel, reporter, KIRO(AM) Seattle, named news/program operations director, succeeding **Norm Woodruff**, named assignment editor, KPIX(TV) San Francisco. **Frank Conley**, reporter/newscaster, KOIN(AM) Portland, Ore., succeeds Mr. Wippel as KIRO reporter.

Delores Handy, general assignment reporter, WMAL-TV Washington (BROADCASTING, Feb. 16), named co-anchor/special assignment reporter.

Jim Slade, reporter, Westinghouse Broadcasting, New York, named to same position, WMAL(AM) Washington.

Eric Rabe, special assignment reporter, WTAJ-TV Altoona, Pa., named news director. **Mike Schneider**, sports director, named weekend anchor/weeknight reporter.

George Dean, graduate, Broadcast Centers of America, St. Louis, named news director, WMCL(AM) McLeansboro, Ill.

Donn Pearlman, reporter/anchor, WBBM(AM) Chicago, named executive producer, weekend news.

Don Mahn, reporter, WSAU-TV Wausau, Wis., named to same position at co-owned KCAU-TV Sioux City, Iowa.

John Karcher, reporter, WISN-AM-FM Milwaukee, named reporter/anchor, WSAU-TV Wausau, Wis.

Pam Olson, reporter, KWTW(TV) Oklahoma City, named co-anchor.

Karen Wilson, reporter, WOAI(AM) San Antonio, Tex., named to same position, KSAT-TV there.

Susan Banks, director, Caroline School of Broadcasting, Greenville, N.C., named reporter, WITN-TV Washington, N.C.

Cable

Leslie H. Read, manager, affiliate develop-

ment, Home Box Office, New York, named manager of new Northeast regional office there. **Albert E. Jones**, field marketing manager, Pennsylvania area, named manager of new Southeast regional office, West Palm Beach, Fla. **William G. Hooks**, field marketing manager, Northeast area, named manager, new south central regional office, Dallas.

Robert W. Cross, senior partner, Cross & LeViness, New York law firm, named to board of directors, Vikoa Inc., Acton, Mass.

Jim Matthews, regional representative, Cable Program Services, New York, named Western division manager. **Jacqueline Myer**, live productions producer, named special programming director.

William D. Jordan, territory manager, AFCO Industries, Holland, Mich., named manager, Continental Cablevision's new cable system under construction there.

Charles (Pete) Conrad Jr., VP/chief operations officer, American Television and Communications Corp., Denver, named VP/consultant for McDonnell Douglas Corp., St. Louis.

Equipment & Engineering

Richard H. Edmondson, senior staff engineer, technical development department, NBC, New York, named manager, communications system planning and operations, with responsibility for computer communications system.

Samuel H. Colodny, senior project engineer/deputy engineering director, CCA Electronics, Gloucester City, N.J., named engineering director, succeeding **A.W. Trueman**, named marketing director.

Ward C. Schweitzer, retired executive VP of operations, Pacific Telephone & Telegraph, San Francisco, named to board of directors, Lynch Communications Systems, Reno.

Nathan L. Gordon, systems research laboratory director, RCA Laboratories, Princeton, N.J., named staff VP.

Charles E. Collette, sales manager, UMC Electronics, North Haven, Conn., named sales/marketing manager, UMC Beaucart division.

Robert E. Fisher, general manager, electrical division, Belden Corp., Geneva, Ill., and **Michael J. LaPorte**, general sales manager, electronic division, named VP's of respective divisions.

King Harrison, engineering director, noncommercial WETA-FM-TV Washington, named engineering manager, WJXT(TV) Jacksonville, Fla., succeeding **Ralph A. Thompson**, named chief engineer, co-owned WTOP-TV Washington and engineering manager, Post-Newsweek stations (BROADCASTING, Dec. 15, 1975).

Edward M. Corse, quality control manager, U.S. Electronic Services, Sharon Hill, Pa., named staff engineer, LPB Inc., carrier current AM transmission equipment manufacturer, Frazer, Pa.

Fred W. Hohage, general manager, Robert Bosch, SPA, Italy, named executive VP for U.S. sales and service, Robert Bosch Corp., Broadview, Ill., electronic equipment manufacturer.

M. Kumar Shah, chief accountant, Goldmark Communications, Stamford, Conn., named to newly created post of assistant treasurer.

Don Culp, chief engineer, WWDC(AM)

Washington, named assistant chief engineer, WMAL(AM) there, succeeding **Charles Roder**, retired.

Bill Massey, service manager, radio broadcast products, Harris Corp., Quincy, Ill., named engineering director, WNOE-AM-FM New Orleans.

Kenneth A. Sharpe, European VP, Horizon House publishers, Surrey, England, named director/general manager, Scientific-Atlanta (United Kingdom) Ltd. Slough, England.

Allied Fields

Thomas McKnight, attorney, Cable Television Bureau, FCC, Washington, named staff counsel, Office of Telecommunications Policy there, not general counsel as reported here Feb. 23.

Albert E. Hemsing, manager, U.S. Information Agency, New Delhi, named director of Radio Free Europe, New York, succeeding **Ralph E. Walter**, named programming VP of RFE and Radio Liberty.

William E. Engel, radio product manager of Arbitron's research and production center, Beltsville, Md., named VP, Arbitron Radio sales and marketing, New York. **Simon Salamon**, associate buying director, BBDO, New York, named account executive, Eastern advertiser-agency sales for Arbitron radio/TV.

Jeff Davis, executive VP, corporate development, Frank N. Magid Associates, Marion, Iowa, has opened broadcast management consultant firm. *Jefferson Davis Associates, 603 Dows Building, Cedar Rapids, Iowa 52403.*

Deaths

William E. Steers, 69, retired board chairman of Doherty, Clifford, Steers & Shenfield, New York which later became Needham, Harper & Steers, died Feb. 23 at his farm in Northville, Vt. He retired in 1970 after 26 years with NH&S and predecessor agency. He is survived by his wife, Hannah; daughter, Suzanne Lyons; two sons, William E. Steers Jr. and A. Michael Steers.

Hoyt N. Ware, 58, director, U.S. Information Agency's foreign press center, Washington, died after heart attack Feb. 21 at his home there. Earlier, he was chief of Voice of America's Latin American service. He is survived by his wife, Lillian, one son and one daughter.

Mack Morriss, 56, general manager, WBEJ(AM) Elizabethton, Tenn., died of emphysema in Johnson City, Tenn., Feb. 18. He was combat correspondent during World War II for *Yank* magazine and covered fall of Berlin in 1945. He is survived by his wife, Helen, two daughters and one son.

Angela Baddeley, 71, actress who portrayed cook in *Upstairs Downstairs* TV series, died in London Feb. 22 after brief illness. She and her sister, Hermione (of *Maude* TV series), began careers in 1912. Miss Baddeley is survived by her husband, Glen Byam Shaw, one son and two daughters.

Kathryn Kuhlman, evangelist/author, died Feb. 20 at Hillcrest Medical Center, Tulsa, Okla., of pulmonary hypertension. She had daily syndicated radio program and appeared on weekly television broadcast. She is survived by two sisters.

The Broadcasting Playlist™ Mar 1

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	50 Ways to Leave Your Lover (3:29) Paul Simon—Columbia	1	2	1	1
2	2	Theme from "S.W.A.T." (4:07) Rhythm Heritage—ABC	2	1	2	2
9	3	All By Myself (4:22) Eric Carmen—Arista	4	4	3	3
3	4	I Write the Songs (3:39) Barry Manilow—Arista	6	5	4	5
4	5	Breaking Up Is Hard to Do (2:53) Neil Sedaka—Rocket	3	6	5	7
8	6	December 1963 (3:21) Four Seasons—Warner Bros.	5	3	7	6
7	7	Love Machine, Part 1 (2:55) Miracles—Tamla	7	7	6	4
15	8	Evil Woman (3:15) Electric Light Orchestra—United Artists	9	8	9	9
6	9	Love Roller Coaster (2:52) Ohio Players—Mercury	14	9	11	8
17	10	Lonely Night (Angel Face) (3:17) Captain & Tennille—A&M	8	10	10	10
5	11	Convoy (3:48) C.W. McCall—MGM	11	11	13	14
16	12	Fanny (Be Tender with My Love) (3:26) Bee Gees—RSO	12	12	15	13
14	13	Dream Weaver (3:15) Gary Wright—Warner Bros.	13	18	8	12
20	14	Take It to the Limit (3:48) Eagles—Asylum	10	15	12	18
12	15	You Sexy Thing (3:30) Hot Chocolate—Big Tree	15	14	16	11
11	16	Love to Love You Baby (3:12) Donna Summer—Oasis	19	13	14	16
10	17	Fox on the Run (3:24) Sweet—Capitol	17	16	20	15
13	18	Sing a Song (3:26) Earth, Wind & Fire—Columbia	16	17	19	17
18	19	Love Hurts (3:03) Nazareth—A&M	20	20	17	21
19	20	Dream On (3:25) Aerosmith—Columbia	18	19	21	19
27	21	Money Honey (3:17) Bay City Rollers—Arista	23	24	18	20
29	22	Sweet Thing (3:18) Rufus Featuring Chaka Khan—ABC	22	21	22	24
28	23	I Feel Like a Bullet (5:30) Elton John—MCA	21	22	23	25
22	24	Saturday Night (2:56) Bay City Rollers—Arista	33	23	25	22
31	25	Squeeze Box (2:39) Who—MCA	26	26	24	27
21	26	Walk Away from Love (3:18) David Ruffin—Motown	28	25	31	23
35	27	Only 16 (2:44) Dr. Hook—Capitol	25	27	26	28
34	28	Cupid (3:02) Tony Orlando & Dawn—Elektra	24	28	28	32
25	29	Theme from "Mahogany" (3:19) Diana Ross—Motown	27	33	27	31
33	30	Golden Years (3:27) David Bowie—RCA	30	30	30	30
48	▲31	Right Back Where We Started From (3:16) Maxine Nightingale—United Artists	29	31	29	34
26	32	Wake Up Everybody (3:39) Harold Melvin & the Bluenotes—Phil. Int'l.	31	32	32	29
36	33	Slow Ride (3:45) Foghat—Bearsville	32	34	33	35
32	34	Over My Head (3:17) Fleetwood Mac—Reprise	45	29	40	26
45	▲35	Bohemian Rhapsody (5:55) Queen—Elektra	36	35	35	38
43	36	Deep Purple (2:47) Donnie & Marie Osmond—MGA	34	37	39	36
38	37	Love Is the Drug (3:00) Roxy Music—ATCO	37	36	37	37

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
47	38	Grow Some Funk of Your Own (4:45) Elton John—MCA	38	43	36	39
30	39	Junk Food Junkie (3:03) Larry Groce—Warner Bros.	35	39	43	41
40	40	Paloma Blanca (3:27) George Baker Selection—Warner Bros.	39	44	42	45
42	41	Tracks of My Tears (3:12) Linda Ronstadt—Asylum	40	42	44	44
—	42	There's a Kind of Hush (All over the World) (2:53) Carpenters—A&M	43	47	38	43
—	43	Only Love Is Real (3:32) Carole King—Ode Ode	41	46	41	48
—	44	Action (3:29) Sweet—Capitol	*	*	34	33
—	45	Show Me the Way (3:25) Peter Frampton—A&M	44	45	46	46
39	46	Somewhere in the Night (3:31) Helen Reddy—Capitol	42	48	48	49
24	47	Rock & Roll All Night (3:20) Kiss—Casablanca	*	40	45	40
37	48	That's the Way I Like It (3:06) K.C. & Sunshine Band—TK Records	*	38	*	42
46	49	White Knight (3:57) Cledus Maggard & Citizens Band—Mercury	46	49	49	*
41	50	Fly Robin Fly (3:06) Silver Convention—Midland Int'l.	*	41	*	47

Country

1	1	Good Hearted Woman (2:57) Waylon Jennings & Willie Nelson—RCA	3	1	1	1
4	2	Roots of My Raising (2:44) Merle Haggard—Capitol	1	3	3	2
3	3	Remember Me (2:50) Willie Nelson—Columbia	5	2	5	5
—	▲4	Till the Rivers All Run Dry (3:27) Don Williams—ABC/Dot	2	8	2	6
2	5	Faster Horses (2:51) Tom T. Hall—Mercury	4	6	4	3
8	8	The White Knight (3:57) Cledus Maggard & Citizens Band—Mercury	11	4	7	4
9	7	Since I Fell for You (3:02) Charlie Rich—Epic	6	5	18	14
11	8	Don't Believe My Heart Can Stand Another You (2:48) Tanya Tucker—MCA	7	16	6	7
10	9	Hank Williams You Wrote My Life (3:06) Moe Bandy—Columbia	9	11	8	17
7	10	Broken Lady (2:37) Larry Gatlin—Monument	13	13	11	10
16	11	Somebody Loves You (2:17) Crystal Gayle—United Artists	14	9	16	8
5	12	This Time I've Hurt Her More Than She Loves Me (2:27) Conway Twitty—MCA	10	10	15	13
12	13	Sometimes (2:52) Bill Anderson & Mary Lou Turner—MCA	20	7	14	11
—	▲14	You Are the Song (Inside of Me) (2:50) Freddie Hart & the Heartbeats—Capitol	12	15	12	18
17	15	Love Lifted Me (3:38) Kenny Rogers—United Artists	17	14	13	15
15	16	Standing Room Only (3:04) Barbara Mandrell—ABC/Dot	15	25	9	12
19	17	Don't Stop in My World (2:43) Billy Walker—RCA	8	23	19	23
23	18	If I Let Her Come In (3:05) Ray Griff—Capitol	18	21	10	20
14	19	It's Morning (and I Still Love You) (2:15) Jessi Colter—Capitol	16	20	17	*
13	20	Happiness of Having You (2:16) Charley Pride—RCA	23	12	24	16
18	21	Motels and Memories (3:10) T.G. Shephard—Melodyland	19	17	20	24
20	22	Somebody Hold Me Until She Passes By (2:52) Harvel Felts—ABC/Dot	22	22	*	21
—	23	Wild Side of Life (2:51) Freddie Fender—GRT	24	24	21	22
25	24	Feel Again (2:38) Faron Young—Mercury	21	*	23	*
—	25	Long Haired Redneck (3:20) David Allan Coe—Columbia	*	18	*	19

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. Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1, 1975).

Broadcasting in Congress. New resolution to permit daily live broadcasts of House floor proceedings has been voted out of House Rules Ad Hoc Subcommittee on Broadcasting (BROADCASTING, Feb. 9). Resolution (H. Res. 875), which now goes to full Rules Committee, would have networks and Public Broadcasting

Service producing and administering distribution of broadcast feed under contract with House. Future of H. Res. 875 is uncertain; it has powerful opposition from House Speaker Carl Albert, Rules Committee Chairman Ray Madden (D-Ind.) and Jack Brooks, chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage led to current activity. Mr. Brooks has introduced resolution that provides for congressionally controlled coverage (BROADCASTING, Feb. 16). Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14, 1975). 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, 1975).

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Latest meeting with Canadians on matter resulted in some optimism on commercial-deletion matter, but not on tax law (BROADCASTING, Jan. 19). Private interparliamentary conference of members of U.S. Congress and Canadian Parliament also produced some hope ("Closed Circuit," Feb. 9). Next meeting was scheduled to be held in Washington.

Children's TV. FCC's policy statement on children's television programming, adopted in 1974 (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, 1975).

■ **Commercials contract.** Negotiators for Joint Policy Committee of Association of National Advertisers and American Association of Advertising Agencies have reached tentative agreement with American Federation of Television and Radio Artists and Screen Actors Guild on new three-year contract covering performers appearing in television commercials (BROADCASTING, Dec. 22, 1975). Proposal has been approved by governing board of unions and by membership of AFTRA (BROADCASTING, Feb. 23); ratification by SAG members was expected late last week.

Community ascertainment. FCC has issued new rules designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, Dec. 22, 1975). Rulemaking (Docket 19816) for non-commercial stations has also been issued; comments have been filed (BROADCASTING, Oct. 20, 1975).

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. Promised veto by President apparently has stalled conference to resolve differences between two bills.

■ **Copyright legislation.** Senate has approved unanimously its version (S. 22) of copyright revision (BROADCASTING, Feb. 23). It provides for a compulsory license for public broadcasters and cable television. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, after lengthy hearings, has begun markup on its bill, H.R. 2223.

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 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, 1975). 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 proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (BROADCASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable (BROADCASTING, Feb. 23).

Fairness doctrine bills. Senate action on

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two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

Family viewing suit. Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages. Court has turned down defendant's motions to dismiss (BROADCASTING, Feb. 16). Trial date in Writers Guild case is set for April 6.

■ **FCC and fairness doctrine.** FCC Chairman Richard Wiley's proposal for experiment in which radio stations in larger markets would be exempt from fairness requirements was voted down by commission last week in face of heavy congressional opposition (see story, this issue). Also, commission's fairness doctrine statement exempting product commercials from application of doctrine, rejecting concept of reasonable access to broadcast media and otherwise modifying doctrine, has been subject of petitions for reconsideration filed at commission and appeals filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth. Commission last week turned down those petitions, however (see separate story, this issue).

FCC fees. Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). 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, 1975). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). 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, 1975).

Format changes. FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats (BROADCASTING, Jan. 5). Comments are due April 15, replies April 16.

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) 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, 1975). Commission also fined WXPN(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, 1975).

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

License renewal legislation. House Communications Subcommittee appears to be nearing hearings on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). So far more than 150 representatives and 20 senators have sponsored or co-sponsored renewal bills; 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. Senate will take no action until House makes first move. Meanwhile, National Radio Broadcasters Association continues to work toward introduction in Congress of radio-only renewal legislation.

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, National Association of Broadcasters and number of individual broadcasters. 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, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (BROADCASTING, Nov. 10, 1975). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). 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, 1975); more were held in July (BROADCASTING, July 14, 21, 1975) and last December (BROADCASTING, Dec. 15, 1975).

■ **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, 1975). Group of Brunswick Record officials are scheduled for trial before District Judge Frederick D. Lacey in Newark, N.J. (BROADCASTING, Feb. 23). Several others under investigation have pleaded guilty (BROADCASTING, Jan. 26).

■ **'Pensions' case.** Supreme Court has declined to review appeals court ruling overturning FCC decision that 1972 NBC-TV documentary, *Pensions: the Broken Promise*, violated fairness doctrine (see story, this issue). Accuracy in Media had sought high court review.

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, 1975). 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).

Public broadcasting funding. House Appropriations Subcommittee on Labor, Health, Education and Welfare has held hearings on appropriation for Corporation for Public Broadcasting. CPB asked subcommittee to appropriate money according to ceilings provided in first-ever long-range authorization bill passed by Congress last year—\$88 million for fiscal 1976, \$103 million for 1977, \$121 million for 1978 and \$140 million for 1979. CPB would have to match every federal dollar with \$2.50 from private sources. Administration has recommended \$70 million for 1976 and '77, \$80 million for 1978 and \$90 million for 1979. CPB appropriation measure, which will be in-



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cluded in larger Labor, HEW appropriation package, will emerge from subcommittee sometime in April. CPB President Henry Loomis testified before subcommittee two weeks ago (BROADCASTING, Feb. 16).

■ **Ratings.** Nielsen prime-time averages season-to-date (24 weeks): CBS 19.7, ABC 18.5, NBC 18.2 Twenty-fourth week alone: ABC 20.1, CBS 19.7, NBC 17.7.

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 (BROADCASTING, Sept. 29, 1975). 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, 1975). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17, 1975). 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, 1975). 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. Legislation to renew sports antiblackout law, which expired Dec. 31, 1975, was stalled when House-Senate conferees failed to agree on compromise (BROADCASTING, Dec. 22, 1975). Conference committee will try again in another session, yet unscheduled. Experimental law provided that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. Bill passed by House (H.R. 9566) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

UHF FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975).

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. 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. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975).

WPIX(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, 1975). Case is moving toward oral argument stage.

For the Record

As compiled by BROADCASTING, Feb. 16 through Feb. 20 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.

New stations

AM applications

■ Clinton, Ark.—Victor R. Weber seeks 1110 khz, 250 w-D. P.O. address: Box 345, Kensett, Ark. 72082.

Estimated construction cost \$40,635; first-year operating cost \$44,200; revenue \$60,000. Format: C&W, contemporary. Principal: Mr. Weber owns Arkansas chain of movie theaters and beauty shop. Ann. Feb. 13.

■ Saint Louis, Mich.—Siefker Broadcasting Corp. seeks 1540 khz, 1 kw-D. P.O. address: 6220 V Ave., Vicksburg, Mich. 49097. Estimated construction cost \$28,514; first-year operating cost \$26,750; revenue \$55,301. Format: C&W, modern. Principals: Gregory W. Siefker (75%) and Robert J. Bailey (25%). Mr. Siefker is cost estimator for construction company; Mr. Bailey is owner of excavating company. Ann. Feb. 13.

AM actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WPOM Riviera Beach, Fla. to Aug. 17 (BMP-14137); WGIR Manchester, N.H. to Aug. 1 (BMP-14139); WAMB Donelson, Tenn. to July 1 (BMP-14138); KULF Houston to Aug. 27 (BMP-14135); WZAM Norfolk, Va. to May 2 (BMP-14115); WCAW Charleston, W.Va. to July 28 (BMP-14136). Action Feb. 11.

AM start

■ WQKI Riverside, Calif.—Authorized program operation on 710 khz, 1 kw-D. Action Feb. 4.

FM applications

■ Prattville, Ala.—Hagler Broadcasting seeks 95.3 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Joe F. Hagler, 2137 Campbell Rd., Montgomery, Ala. 36111. Estimated construction cost \$63,019; first-year operating cost \$51,400; revenue \$75,000. Format: Top 40, contemporary. Principals: Joe F. Hagler (98.8%), et al. Mr. Hagler owns WQSI(FM) Union Springs, Ala., WPXC(AM) Prattville, Ala. Ann. Feb. 9.

■ Attica, N.Y.—Batavia Broadcasting Corp. seeks 101.7 mhz, 1.25 kw, HAAT 438 ft. P.O. address: Alva Place, Batavia, N.Y. 14020. Estimated construction cost \$73,196; first-year operating cost \$80,000; revenue \$60,000. Format: C&W, standards. Principals: Applicant is licensee of WBTA(AM) Batavia. Ann. Feb. 18.

■ Ronceverte, W. Va.—Radio Greenbrier seeks 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Roy D. Wooster Jr., Box 100, Ronceverte, W. Va. 24970. Estimated construction cost \$59,485; first-year operating cost \$30,550; revenue \$36,000. Format: Top 50, C&W, MOR. Principal: Applicant is licensee of WRON(AM) Ronceverte. Ann. Feb. 13.

FM actions

■ Warren, Ark.—Weldon Sledge and Violet Sledge. Broadcast Bureau granted 105.5 mhz, 3 kw., HAAT 265 ft. P.O. address: Box 480, 71671. Estimated construction cost \$21,637, first-year operating cost \$8,000; revenue \$12,485. Format: Standard popular, C&W, gospel. Principals: Mr. and Mrs. Sledge (50% each) own KWRF(AM) Warren (BPH-9502). Action Feb. 9.

■ *Williamsport, Md.—Cedar Ridge Children's Home and School. Broadcast Bureau granted 90.5 mhz, 6.7 kw., HAAT 37 ft. P.O. address: Route 2, Williamsport, Md. 21795. Estimated construction cost \$38,854. Principal: Jack A. Drooger Sr., administrator of non-profit corporation (BPED-2035). Action Feb. 9.

■ Sharpville, Pa.—Sanford A. Schafitz. Broadcast Bureau granted 95.9 mhz, 3 kw., HAAT 300 ft. P.O. address: WFAR Radio, 147 Radio Rd., Farrell, Pa. 16121. Estimated construction cost \$74,000; first-year operat-

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ing cost \$36,000; revenue \$12,000. Format: light concert music. Principal: Sanford A. Schafitz owns WFAR (AM) Farrell, Pa. (BPH-9433): Action Feb. 9.

■ Rock Springs, Wyo.—Media West Inc. Broadcast Bureau granted 96.5 mhz, 98.8 kw., HAAT 1,620 ft. P.O. address: Box 2128, Rock Springs 82901. Estimated construction cost \$75,348; first-year operating cost \$7,200; revenue not given. Format: contemporary, C&W. Principals: Arnold H. Morck (90%) and William J. Luzmoor III (10%) own KRKK (AM) Rock Springs. Mr. Morck also has real estate and banking interests and Mr. Luzmoor is general manager of KRKK (BPH-9550). Action Feb. 9.

Ownership changes

Applications

■ KSOM-AM-FM Ontario, Calif. (AM: 1510 khz, 10 kw-D, 1 kw-N; FM: 93.5 mhz, 3 kw)—Seeks assignment of license from J. Gordon Campbell, receiver, to Media Management Co. for \$595,263. Principals: Industrial Discounts Inc. and Walter D. Giertsen Co. are judgement creditors against former licensee of KSOM-AM-FM. Sale figure reflects credit-bid accepted for stations. Two companies then formed Media Management. No consideration will actually be transferred. Richard Giertsen is principal of Giertsen Co.; J. Gordon Campbell and Robert Maddox are principals of IDI. No other present broadcast interests. Ann. Feb. 18.

■ KSDO (AM) San Diego (1130 khz, 50 kw-D)—Seeks assignment of license from Generation II Radio San Diego Inc. to Pacific and Southern Co. for \$1,576,000 plus book value of current assets. Seller wishes to retire from broadcast field. Buyer is subsidiary of Combined Communications Corp., publicly held company, which is licensee of KBTW (TV) Denver, KARK-TV Little Rock, Ark., KTAR-TV-AM Phoenix, KOCO-TV Oklahoma City, WPTA (TV) Roanoke, Ind., WLKY-TV Louisville, Ky., WXIA-TV Atlanta, WSAL-AM-FM Cincinnati, WWDJ (AM) Hackensack, N.J., KIIS-AM-FM Los Angeles and KEZL (FM) San Diego. CCC also owns the Cincinnati Enquirer newspaper. Ann. Feb. 18.

■ KIKI (AM) Honolulu (830 khz, 10 kw-U)—Seeks assignment of license from Yee Hee, receiver to Pacific FM Inc. for \$350,000. Buyers: James J. Gabbert (67.5%) and William S. Grover, trustee in bankruptcy for John S. Wickett (32.5%). Mr. Gabbert is 50% owner of broadcast equipment manufacturing firm, boat charter operation and majority owner of KIOI (AM)-KIQI (FM) San Francisco. Ann. Feb. 18.

■ WVLN (AM)-WSEI (FM) Olney, Ill. (AM: 740 khz, 250 w-D; FM: 92.9 mhz, 50 kw)—Seeks assignment of license from PSB Inc. to Eugene McPherson for \$352,000. Principals in seller are Donald G. Jones, Harold Hoefker, George Ferry and Ken Cordon. PBS is also licensee of WCTW (AM)-WMDH (FM) New Castle, Ind.; WTIM (AM)-WEEE (FM) Taylorville, Ill.; KROS (AM)-KSAT (FM) Clinton, Iowa; KWEB-AM-FM Rochester, Minn., and KFIZ (AM) Fond du Lac, Wis. Mr. McPherson was formerly vice president and general manager of WLWI (TV) Indianapolis. Ann. Feb. 18.

■ WAFI (AM) Middlesboro, Ky. (1560 khz, 1 kw-D, 500 w-CH)—Seeks assignment of license from Tri-State Broadcasters to Country-Wide Broadcasters for \$144,000. Seller: Walter Powell Jr., sole owner of seller, owns Middlesboro coal brokerage firm and has no other broadcast interests. Buyer's principals are William R. Carrigan, Clyde Darnell, Carl Stump, Marc Beaubien and Sandi Lavender. Messrs. Carrigan and Darnell have interests in WECO (AM) Wartburg, Tenn., and WEQO (AM) Whitley City, Ky. Messrs. Stump and Beaubien and Miss Lavender have interests in WEQO. Ann. Feb. 18.

■ WAIL (AM) Baton Rouge (1260 khz, 1 kw-D)—Seeks transfer of control of WAIL Inc. from Angie D. Burge, usufructuary of estate of Ralph L. Burge (90% before; none after) to Angie D. Burge (0 before; 90% after). Consideration: none. Principals: Transferor and transferee are same; transfer will settle estate question. Ann. Feb. 18.

■ WMGO (AM) Canton, Miss. (1370 khz, 1 kw-D)—Seeks transfer of control of Canton Broadcasting Co. from Ralph Williams, John Pass (100% before; none after) to Earl Holland: Bernadine Holland, Glynn E. Holland, Herbert Knotts (none before; 100% after). Consideration: \$66,857. Principals: Sellers wish to leave broadcasting; Holland and Knotts families own WBSJ (AM) Ellisville, Miss. Earl Holland owns ice

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Summary of broadcasting

FCC tabulations as of Jan. 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,433	3	28	4,464	50	4,514
Commercial FM	2,704	0	77	2,781	117	2,898
Educational FM	764	0	48	812	62	874
Total Radio	7,901	3	153	8,057	229	8,286
Commercial TV	701	1	9	711	53	764
VHF	509	1	4	514	9	523
UHF	192	0	5	197	44	241
Educational TV	229	9	14	252	15	267
VHF	90	3	4	97	7	104
UHF	139	8	10	155	8	163
Total TV	930	10	23	963	68	1,031

*Special temporary authorization

**Includes off-air licenses

companies; Bemadine Holland works for county welfare department. Ann. Feb. 18.

■ KGOY(FM) Bethany, Okla. (104.9 mhz, 3 kw)—Seeks assignment of license from KGOY Radio Inc. to Jimmy Swaggart Evangelistic Assn. for \$250,000. Buyer: Non-profit, non-stock corporation also is at least part owner of KGOY(AM) Bethany, Okla., WLUX(AM) Baton Rouge and applicant for Amarillo, Texas station. Ann. Feb. 18.

■ WAPA-TV San Juan, P.R.—Seeks transfer of control of WAPA-TV Broadcasting Corp. from Screen Gems Broadcasting Corp. to Puerto Rico Broadcasting Inc. Consideration: \$11 million. Principals: Sale leaves Columbia Pictures International's holdings at three AM's two FM's and four TV's: WYDE(AM) Birmingham, Ala.; WVUE(TV) New Orleans; WNJU-TV Linden, N.J.; KCPX-AM-FM Salt Lake City; WWVA-AM-FM Wheeling, W. Va., and WOLE-TV Aguadilla, P.R. Buyer, new firm owned by Dale Moore, owner of Montana-based broadcasting group and John Price, Utah building and real estate developer. Mr. Moore owns, through subsidiaries, KSEI(AM) Pocatello and KMTV(TV) Twin Falls, both Idaho; KTVM(TV) Butte, KCAP-AM-FM Helena, KCFW-TV Kalispell and KGVO-AM-TV Missoula, all Montana. Ann. Feb. 13.

■ WSDC(AM) Hartsville, S.C. (1490 khz, 250 w-U)—Seeks assignment of license from Community Broadcasting Company of Hartsville to Community Broadcasting Co. Inc. of Hartsville for \$11,390. Seller: Edmond F. Baddour is selling his 60% ownership to his partner, Harold L. Bledsoe, who owns 40%. Final reorganization of corporation would have Mr. Bledsoe and brother John owning 61.64% and seven others owning equal shares. No other broadcast interests. Ann. Feb. 18.

■ KVLG-AM-FM LaGrange, Tex. (AM: 1570 khz, 250 w-D; FM: 104.9 mhz, 3 kw)—Seeks assignment of license from Lloyd E. Kolbe to Riverside Broadcasting Co. for \$390,000. Seller: Mr. Kolbe has no other broadcast interests. Principals in buyer are Victor Armstrong (30%), fiction writer and former president KDWB(AM) Minneapolis, KMEN(AM) San Bernardino, Calif., and KPOI-AM-FM Honolulu, and Seymour Berns (30%), independent Hollywood film producer. Ann. Feb. 18.

■ KFDR(AM) Grand Coulee, Wash. (AM: 1360 khz.)—Seeks assignment of license from New Deal Broadcasting Co. to Grand Coulee Dam Broadcasting for \$30 and assumption of contracts. Seller: has no other broadcast interests. Buyer: Ms. Gertrude Delvecchio is general manager of station. Ann. Feb. 6.

■ *WVWC(FM) Buckhannon, W. Va. (88.9 mhz, 14 kw)—Seeks assignment of license from West Virginia Wesleyan College to W. Va. Educational Broadcasting Authority for \$15,000. Principals: Both are non-profit institutions. College cannot afford upkeep of station. Buyer is state agency promoting educational TV in W. Va. and is licensee of *WMUL-TV Huntington, *WSWP-TV and *WVVPB(FM) Beckley, all West Virginia. Ann. Feb. 13.

Actions

■ KBMT(TV) Beaumont, Tex. (ch. 12)—Broadcast Bureau granted transfer of control of Harbour Television Systems from A.O. Banning, William G. Hill, N.D. Williams Jr., Sam E. Drake, and Devon Corp. (100% before; none after) to Liberty National Corp. (none before; 100% after). Consideration: release of debt obligation. Liberty National Corp. is a public corporation with over 1,000 stockholders (BTC-7888). Action Feb. 11.

■ KOUL(FM) Sinton, Tex. (103.3 mhz, 100 kw)—Application for assignment of license from Broadcasting Corp. of Southwest to J.W. Brauer dismissed by mutual consent. Ann. Feb. 13.

Facilities changes

TV application

■ KCSM-TV San Mateo, Calif.—Seeks CP to change ERP to 614 kw vis., 123 kw aur.; change type trans.; change type ant.; increase height of ant. structure; HAAT 384 ft. Ann. Feb. 13.

AM applications

■ WFSO Pinellas Park, Fla.—Seeks CP to add nighttime power with 500 w, change hours of operations to unlimited, DA-2. Ann. Feb. 13.

■ WINI Murphysboro, Ill.—Seeks CP to add nighttime power with 500 w DA-N, change hours of operations to unlimited, change ant. trans. location. Ann. Feb. 13.

■ WODY Bassett, Va.—Seeks CP to increase daytime power to 1 kw. Ann. Feb. 13.

FM applications

■ *KERS Sacramento, Calif.—Seeks CP to change frequency to 88.9 mhz; change trans. location to 2.2 miles north of Walnut Grove, Calif.; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 32.3 kw and HAAT 680 ft. Ann. Feb. 13.

■ WFHG-FM Bristol, Tennessee, Virginia—Seeks CP to change trans. location to Holston Mountain near Elizabethtown, Tenn.; install new trans.; install new ant.; make change in ant. system (decrease height); change TPO; ERP 67 kw (H), 59.3 kw (V) and HAAT 2240 ft. Ann. Feb. 18.

FM actions

■ WHCN Hartford, Conn.—Broadcast Bureau granted license covering changes; ERP 19 kw (H), 15.5 kw (V); ant. height 740 ft. (H&V) (BLH-6580). Action Feb. 12.

■ WGER-FM Bay City, Mich.—Broadcast Bureau dismissed license covering changes in main trans.; ERP 86 kw (H&V); ant. height 740 ft. (H&V) (BLH-6550). Action Feb. 11.

■ WWKS Beaver Falls, Pa.—Broadcast Bureau granted license covering changes for main and aux. trans.; ERP main 47 kw (H&V), aux. 11.5 kw (H&V); ant. height 520 ft. (H&V) (BLH-6781). Action Feb. 12.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KNCW Riverside, Calif. (BPH-9150), Feb. 5; KOYE Laredo, Tex. (BPH-8620), Feb. 5; KXOR New Orleans, (BPH-9121), Feb. 4; WAWA-FM Milwaukee, (BPH-9506), Feb. 6; WSRA San Juan, P.R. (BPH-9558), Feb. 5; WTUN Selma, Ala. (BPH-9499), Feb. 6; WVVCY-FM Milwaukee, (BPH-9382), Feb. 5; *WEOS-FM Geneva, N.Y. (BPED-2051), Feb. 6.

In contest

Designated for hearing

■ Fallbrook, Calif., FM proceeding: Major

Armstrong Memorial Stereocasters (MAMS) and Max L. Burdick Jr., competing for 107.1 mhz (Doc. 20696-7) Broadcast Bureau set for hearing. Bureau said MAMS failed to comply with commission's requirement that it ascertain community's needs and had not been sufficiently specific with respect to organizations, activities or other factors which would distinguish Fallbrook from any other community. Bureau said Burdick, too, failed to make satisfactory ascertainment showing and noted that demographic statement told only about Fallbrook's racial breakdown and that it is "Avocado Capital of the World." Action Feb. 9.

■ Fairmont, Minn., FM proceeding: Woodward Broadcasting and Kurth-Bush Broadcasting Co., competing for 106.5 mhz (Doc. 20703-4)—Broadcast Bureau designated for hearing. Bureau designated seven issues to be determined at hearing including ascertainment efforts made by K-B, K-B's financial qualifications, and whether K-B would make time available for presentation of contrasting views on controversial matters. Action Feb. 9.

Case assignments

Chief Administrative Law Judge Chester F. Naumowicz Jr. made following assignments on date shown:

■ Fairmont, Minn., FM proceeding: Woodward Broadcasting and Kurth-Bush Broadcasting Co., competing for 106.5 mhz (Doc. 20703-4)—Designated ALJ Ernest Nash to serve as presiding judge; scheduled hearing for May 4. Action Feb. 19.

■ Dickinson, N.D., AM proceeding: Badlands Broadcasting Co. and Roughrider Broadcasting Co., competing for 1460 khz (Doc. 20691-2)—Designated ALJ James F. Tierney to serve as presiding judge and set hearing for April 28. Action Feb. 11.

Procedural rulings

■ San Francisco, TV proceeding: Lincoln Television Inc. (KTSF-TV) and Leon A. Crosby (KEMO-TV) (Doc. 20633-4)—ALJ Lenore G. Ehrig granted hearing for June 22. Action Feb. 11.

■ Flint, Mich., FM proceeding: WAMN Inc., Flint Family Radio Inc., Fuqua Communications Inc., and Flint Metro Mass Media Inc., competing for 92.7 mhz (Docs. 20570-4)—ALJ Joseph Stirmer set hearing for March 4. Action Feb. 6.

■ Gulfport, Miss., FM proceeding: Broadcasters and Publishers, WGUF Inc., Mississippi Gulfshore Broadcasting Co., and Gulf South Broadcasters of Mississippi, competing for 96.7 mhz (Docs. 20650-3)—ALJ Thomas B. Fitzpatrick scheduled hearing for April 20. Action Feb. 10.

■ Garden City, N.Y., renewal proceeding: WLIR(FM) (Doc. 20590)—ALJ James F. Tierney canceled March 9 hearing. Action Feb. 13.

■ KMCM(AM) McMinnville, Ore., renewal proceeding: Norjud Broadcasting (Doc. 20543)—ALJ Frederick W. Denniston set hearing for March 23 at McMinnville, Ore. Action Feb. 5.

■ Huntingdon, Tenn., FM proceeding: The Bouldin Corp. and Magic Valley Broadcasting Co., competing for 100.9 mhz (Docs. 20524-25)—ALJ Byron E. Harrison rescheduled hearing to April 13. Action Feb. 12.

■ KFDR(AM) Grand Coulee, Wash., renewal proceeding: New Deal Broadcasting Co. (Doc. 20461)—ALJ Walter C. Miller scheduled hearing for June 8 in Grand Coulee. Action Feb. 18.

Dismissed

■ Gulfport, Miss., FM proceeding: Broadcasters and Publishers, WGUF Inc., Mississippi Gulfshore Broadcasting Co., and Gulf South Broadcasters of Mississippi, competing for 96.7 mhz (Docs. 20650-3)—ALJ Thomas B. Fitzpatrick dismissed petition by Broadcasters and Publishers to amend; granted petition by B&P to dismiss its application with prejudice and dismissed application with prejudice. Action Feb. 9.

Joint agreements

■ Morro Bay and Atascadero, Calif., FM proceeding: Morro Bay Investment Corp., R&L Broadcasters, Gateway Broadcasters and West Coast Wireless Co., competing for 104.5 mhz (Docs. 20513-6)—ALJ Lenore G. Ehrig granted joint petition for approval of agreement with payment of \$4,500 to R&L; dismissed with prejudice R&L application; granted Gateway application; terminated proceeding. Action Feb. 9.

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■ Auburn, Me., **FM proceeding**: Andy Valley Broadcasting System and The Great Down East Wireless Talking Machine Co., competing for 100.1 mhz (Doc. 20643-4)—ALJ Ernest Nash granted joint request by applicants and approved settlement agreement; dismissed with prejudice application of Andy Valley Broadcasting; retained in hearing application of The Great Down East Wireless Talking Machine Company; and by separate action, canceled March 30 hearing and, if required, set it for June 8. Action Feb. 18-19.

Initial decision

■ Steamboat Springs, Colo., **AM proceeding**: Big Country Radio and Steamboat Broadcasting Co., competing for 1230 khz (Docs. 20067-8)—ALJ Byron E. Harrison granted application of Big Country Radio in an initial decision. Action Feb. 20.

Fines

■ WOCN(AM) Miami—Broadcast Bureau notified applicant liability of \$500 for permitting person, who held no valid operator authorization to be in charge of transmitting system. Action Feb. 12.

■ KHLO(AM) Hilo, Hawaii—Broadcast Bureau ordered to forfeit \$2,000 for failing to make sponsorship identification on air, failing to log name of sponsor and failing to log duration of commercial matter. Action Feb. 12.

■ WICK(AM) Bogalusa, La.—Broadcast Bureau notified licensee it incurred liability of \$500 for permitting unlicensed person to operate transmitter. Action Feb. 13.

■ WRGB(TV) Schenectady, N.Y.—Broadcast Bureau notified licensee it incurred liability of \$1,000 for failing to make daily tower light observations, failing to make required observations of test signals and failing to make required entries in station logs. Action Feb. 13.

Other actions

■ KFSN-TV Fresno, Calif.—Commission renewed license for remainder of license term to Dec. 1, 1977. Licensee is Capital Cities Communications. Renewal is conditioned on Capital Cities submitting with its next renewal application statement detailing affirmative action undertaken to seek and encourage female applicants for each job opening (including promotional opportunities) arising since this renewal grant, in those positions considered within upper four classifications of officials and managers, professionals, technicians, and sales workers and indicating effects of these efforts on applications for employment, hiring, and promotion of identified females. With exception of placing condition on renewal, commission denied petition by Fresno chapter of National Organization of Women (NOW) to deny KFSN-TV's 1974 renewal application. Action Feb. 18.

■ KNEW(AM) Oakland, Calif.—FCC renewed license of Metromedia and denied petition of San Francisco chapter of Committee for Open Media to deny renewal. COM contended Metromedia's ascertainment efforts were deficient, that it presented inadequate news and public affairs on local issues and made various misrepresentations. Action Feb. 18.

■ KGEI (international broadcast station) Redwood, Calif.—Commission renewed license of Far East Broadcasting Co. In petition to deny, Mobil Oil Estates Limited contended grant of license violated National Environmental Policy Act and renewal could not be granted without environmental impact statement from licensee. Action Feb. 19.

■ WIOQ(FM) Philadelphia—Commission renewed license for period ending Aug. 1, 1978. Station is licensed to Richer Communications. Commission acted on petition by Philadelphia Communications Coalition, et al, to prevent continued violation of FCC's equal employment opportunity (EEO) rules. Petition was directed against renewal applications of 28 stations serving Philadelphia market. Action Feb. 19.

■ Commission ruled that interviews with legally qualified candidates for public office presented on program "60 Minutes" are "bona fide news interviews" and, therefore, exempt from "equal opportunities" requirement of Communications Act. Action Feb. 19.

Allocations

Petitions

FCC received following petition to amend TV table of assignments. Ann. Feb. 18.

■ Oklahoma Educational Television Authority, Oklahoma City—Seeks to assign ch. 12 to Cheyenne, Okla. (RM-2651).

FCC received following petition to amend FM table of assignments: Richard H. Albert, Grand Junction, Colo.—Seeks to assign ch. 300 to Park City, Utah (RM-2649). Ann. Feb. 18.

■ Donald W. Miles, Harold M. Kneller Jr. and David P. West, Bogota, N.J.—Seek assignment of ch. 288A to North Naples, Fla. (RM-2653). Ann. Feb. 20.

■ WNFL(AM) Green Bay, Wis.—Seeks assignment of ch. 240A to Green Bay and to substitute ch. 261A for ch. 240A at Sturgeon Bay, Wis. (RM-2654). Ann. Feb. 20.

Actions

FCC took following actions on FM allocations:

■ Arizona—Broadcast Bureau made following new channel assignments: Phoenix, ch. 260; Chandler, ch. 300; Sedona, ch. 261A; Scottsdale, ch. 264; and removed assignment of ch. 264 from Tolleson. Action Feb. 12.

Rulemaking

Petitions

■ WHYT(AM) Noblesville, Ind.—Requests amendment of Section 73.99 (presunrise service authority) to include the following provision: "Where a Class II station operates on a clear channel other than a Class I-A clear channel, and such Class II station is situated west of any domestic Class I-B station, a presunrise service authority may be issued to such Class II station to operate from 6 a.m. local time until the time of sunrise at the domestic Class I-B station, upon a showing that objectionable interference as determined by the standard broadcast technical standards (Sections 73.182 to 73.190) will not be caused within the 0.5 mv/m 50% skywave contour of such domestic Class I-B station, nor within the 0.5 mv/m 50% skywave contour of any foreign Class I-B station which, by treaty or international agreement, is entitled to such protection." (RM-2650). Ann. Feb. 18.

■ Sandy Frank Program Sales, New York—Requests amendment to Section 73.658(k) to bar multiple exposure of more than one episode of same program (except for local news or public affairs programs) in access time on stations owned by or affiliated with national television network in 50 largest television markets. Ann. Feb. 18.

■ License authorization canceled and call letters deleted at request of licensee. Ann. Feb. 19.

■ License authorization canceled and call letters deleted at request of licensee. Ann. Feb. 19.

■ License authorization canceled and call letters deleted at request of licensee. Ann. Feb. 19.

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Broadcasting

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RADIO

HELP WANTED MANAGEMENT

Gospel radio station in growing Southwest market needs aggressive sales oriented sales manager. Ownership opportunities offered. Guaranteed salary plus bonus. Reply Box A-64, BROADCASTING.

California daytimer, seeking an experienced salesmanager, who can sell, lead and direct sales staff. Salary, incentives and benefits. Box P-46, BROADCASTING.

General Manager. Strong on sales for major market AM. Religious-Gospel format. Good salary and incentives with coast-to-coast chain. Box P-97, BROADCASTING.

Growing gospel radio station in major Rocky Mountain market needs dynamic sales oriented manager with high leadership potential. Box P-102, BROADCASTING.

Sales proven community minded general manager needed for long established midwest AM daytimer in growth area. Station doing strong gross. Position offers challenge, opportunity to build. Box P-123, BROADCASTING.

Palm Springs fulltime facility. Must have current strong, proven small/medium market radio sales record, able to assume management, too. Principals cannot fulfill management duties beginning 2nd half of '76. Interested? Be an early bird. Forward resume, current earnings, etc. in confidence. Box Q-1, BROADCASTING.

Salesmanager: Must be aggressive self starter for small market AM/FM operation grossing over \$400,000 a year. 15% plus over ride. Excellent opportunity for one who must make over \$25,000 a year. EOE. Box Q-12, BROADCASTING.

Manager-Sales Manager for group owned single station midwest city of 13,000. If you see with us the true potential of small market radio and seek the challenge of making it happen, send a complete resume and short discussion of your operating philosophy. Box Q-39, BROADCASTING.

Aggressive Sales Oriented Manager for small market Carolina station. 12-18,000, possible stock option. Box Q-75, BROADCASTING.

Outstanding opportunity for a manager in the Rocky Mountain area. Excellent facilities, good ratings. Established station. Must be strong in sales, innovative, good administrator. Full benefits. Box Q-78, BROADCASTING.

Assistant General Manager in charge of Broadcasting for Illinois Publishing Company must have proven ability to work with university students, have at least a Bachelor's degree and combination of broadcasting and business administration experience. Candidates should be familiar with FCC regulations and knowledge of license renewal procedures. Person will supervise permanent staff and work with student management and staff for 24 hour commercial FM operation. Other duties would include general assistance to company manager. Salary to be negotiated. By March 24 send resume with references to Richard Sublette, Box 2966, Station A, Champaign, IL 61820. An Affirmative Action EOC Employer.

HELP WANTED SALES

Excellent sales position open for experienced salesperson, must be proven salesperson, salary, incentives and benefits. Box P-47, BROADCASTING.

Eastern Michigan AM-FM operation desires experienced salesperson Company benefits. Guaranteed wages. Announcing experience helpful but not necessary. Write Box P-182, BROADCASTING.

Black formatted North Carolina FM needs strong, aggressive sales person. Potential unlimited. Large chain operation. Box P-184, BROADCASTING.

HELP WANTED SALES CONTINUED

Sales Manager for aggressive AM-FM Fulltimers in half-million Great Lakes market. Requires background of proven broadcast sales ability, strong organizational and supervisory skills. A challenging turnaround situation with unusual potential for a serious business-comes-first executive. Send full particulars. EOE. Box P-199, BROADCASTING.

Sales Manager. Radio station in major Mid-Western market seeks experienced sales manager who can locate, train, motivate and administer local sales staff, plus supervise national sales. Equal Opportunity Employer. Send confidential resume of experience, education, personal data and salary requirements to Box Q-3, BROADCASTING.

Colorful Colorado. Great opportunity for the right sales person. Proven radio time sales necessary. Draw plus commission in lucrative market. Box Q-14, BROADCASTING.

Sales Manager, if you're not aggressive and don't want to earn at least \$40,000 per year, please don't bother to write. But if you're a sales heavyweight, seeking a permanent home, our AM/FM Contemporary in a major market in New York State wants you. Our people know of this ad, Equal Opportunity Employer. Box Q-22, BROADCASTING.

Make money with AM-FM in 30 thousand upper Midwest community. Continuous sales training. Sales aptitude test given. Interview required. Box Q-55, BROADCASTING.

Medium market station is looking for a full time sales person, male or female. Experience is necessary. Please send list of references and job track record. An Equal Opportunity Employer. Box Q-60, BROADCASTING.

Need aggressive local sales manager in Texas market of 50,000. Excellent potential. Box Q-61, BROADCASTING.

Metro Pittsburg prog. rocker wants self-starting sales executive. Excellent opportunity for a strong producer. EOE. Box Q-83, BROADCASTING.

Salespeople-southeast coastal area. Country AM, Rock FM, good sales area with great potential for hard workers. Box Q-89, BROADCASTING.

Aggressive station looking for salesperson who wants to move up to a larger market or who wants to leave big city to bring up family in a beautiful vacationland where there are no big city problems. Midwest applicants only and minimum one year previous radio sales experience. Contact Charlie Persons, KVBR, Brainerd, MN 56401.

Two experienced aggressive salespersons needed soon by new contemporary/soul AM serving 600,000. Draw plus excellent commission. Resume and track record to John Galanes, WGFT, Central Tower, Youngstown, OH 44503.

Combo account executive/announcer position at No. 1 contemporary station. Excellent growth opportunities. Send resume, tape to WKWK, Wheeling, WV 26003.

Combo account executive/announcer position at No. 1 area station. Excellent growth opportunities. Send resume, tape to WMCL, McLeansboro, IL 62859.

Religious station has a position open for an announcer-salesperson. Send tape, resume to Dan Miller, Sales Manger, WQXL Radio, PO Box 3277, Columbia, SC 29230, Phone 803-779-7910.

Wanted Experienced sales person for AM-TV and soon FM operation in beautiful Napa Valley California. Base salary plus commission profit sharing; 300 days of sunshine in this 150,000 market. Send resume to George Carl, PO Box 2250, Napa, CA 94558.

HELP WANTED SALES CONTINUED

Young expanding company needs experienced salespeople. All formats, Kansas, Oklahoma, and Colorado. Bob Freeman, President, American Media, 7397 W. Central, Wichita, KS 67212.

Ground floor opportunity in major Southern California market! Contemporary adult AM/FM needs energetic salesperson on way up. Draw against liberal commission. Call Buck Wayne 714-688-1570.

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.

Monterey, California. 24-hour contemporary station has opening for successful local time salesperson. Must have proven record and excellent references. Broadcast career oriented person preferred. EOE/IF. Charlie Powers, Box 68, Moraga, CA 94556. 415-376-0397.

Sales Mgr. Need aggressive pro. who can sell & supervise. Great opportunity/Med Ill. mkt. Resume to: Home Office, Decatur Broadcasting, 2800 S. Walnut, Springfield, IL 62704.

Jingle salesperson top commission, leading producer. Keep your broadcast sales job, still moonlite for us. Box 49, Altamonte Springs, (Metro Orlando) FL 32701.

Immediate opening for an experienced broadcaster ready to move into sales. Salary plus commission. Established list. Plenty of training available. Enjoy a successful future with our growing group. Call Mike Kirchen or Ken Riggie 301-724-5400.

Outstanding opportunity exists at AM-FM for sales/announcer. Base \$600 + commission should total around \$900. Experienced hard worker only, send references that will be checked. Tape, resume Box 37, Sidney, NE 69162. 308-254-5803.

HELP WANTED ANNOUNCERS

Morning person for stereo station in Arizona, immediate opening for stable, responsible announcer with 3rd, salary commensurate with ability. Send resume Box P-197, BROADCASTING.

Excellent opportunity if you're an air talent, who is pretty good, and you can sell, fairly well, if you're mature, with a family, and can handle an MOR format, you will earn major market money. Worker for a man who appreciates good people, and enjoy life in an eastern community of 300,000 with excellent hunting, fishing and boating. Send all particulars, including resume, sales track record and a personal letter outlining career objectives. We will be hiring carefully, as the individual we select will be with us for a long time. Box Q-24, BROADCASTING.

Number One contemporary in New England's fastest growing area seeks a personality jock. Evening shift will allow you to enjoy your days in one of the most desirable living areas in the East. Box Q-77, BROADCASTING.

Chief Announcer. Successful adult station. Morning board shift includes non-news hosting of two hour news briefing. Must be talented, interested in helping fellow workers grow and able to produce spots that sell. Resume and tape. KARN, Little Rock, AR.

DJ needed for leading Top-40 station. Must have first. Send tape and resume to KBIM, Box 910, Roswell, NM 88201.

No. 1 ARB Texas AM/FM Adult Contemporary has immediate opening for bright afternoon/evening air personality, production oriented. Call John Raymond, KIXY, San Angelo, TX, AC 915-653-3387. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS CONTINUED

Top 100 market C&W needs drive-time personality with strong production. Tapes & resumes to Gary Powers, KTRM, PO Box 5425, Beaumont, TX 77706. 713-892-4990.

Morning personality needed by May 1st. Applicants must be able to handle play by play for local college and high school games. Modern studios, ABC affiliate, No. 1 station in area. Tapes and resumes to KTRR/KZNN FM, Rola, MO 65401 or call Mike Ransdell, 314-364-2525.

WGFT(AM) will be on air soon in this 600,000 market. Need two experienced jocks who love rock and soul to work with the finest automation system. Production and news delivery required. Tape, resume to John Galanses, Central Tower, Youngstown, OH 44503.

Personality, personality, personality is what we want in our Progressive Top 40 Rock announcers. We pay equal to many big cities. Our AM has been leader for 25 years. Our FM 100,000 watts covering over a million people, you can make regional leader. We have programed and sold separately over 8 years and are going from automation to live. Send resume, detailing salary requirements, whether morning or afternoon person and tape with two minutes news, several commercials, one without production, and at least ten to fifteen minutes of personality show, top 40 Progressive rock music only, to Hudson Millar, WIRA-WOVV, Fort Pierce, FL. Equal Opportunity Employer. If Program Director, good. We need one.

Combo announcer/account executive position at No. 1 contemporary station. Excellent growth opportunities. Send resume, tape to WKWK, Wheeling, WV 26003.

Engineer, announcer needed immediately. Need 1st phone, and preventative maintenance. Call or write Len Ellis, WLJE, PO Box 149, Valparaiso, IN. 219-462-8125.

Combo announcer/account executive position at No. 1 area station. Excellent growth opportunities. Send resume, tape to WMCL, McLeansboro, IL 62859.

Wanted, bright sounding soul format announcer. No drifters. Third with endorsement a must. Send tape, Dave Oliver, WNOO Radio, PO Box 5156, Chattanooga, TN 37406 now.

Experienced announcer, WQWQ/FM has an immediate opening for a staff announcer with a mature quality voice. Position has potential of advancement to PD. Applicant must have good knowledge of beautiful music. Daily air shift and production responsibilities. 3rd class FCC license required. Contact Bill Winchell, WQWQ/FM, Box 296, Muskegon, MI 49443. 616-722-1681.

Sportscaster, play by play Mississippi State University baseball. High School football, basketball. Sales or announcer. Joe Phillips, WSSO, 601-323-1230.

Immediate opening. Commercial station experience essential. Salary commensurate with talent and performance. EOE. H. Borwick, WVOS, Liberty, NY.

Wanted: Bright up tempo morning person; WMVA Radio, Wheeling, West Virginia. Modern Country, 50,000 watts. Good pay, easy working conditions, excellent benefits, parent company multi-station ownership, plenty of room for advancement. An Equal Opportunity Employer. Send tape and resume to Robert W. Knight, WWVA Radio, 1015 Main Street, Wheeling, WV 26003.

Philadelphia Progressive FM, immediate part-time. Equal Opportunity Employer. Tape & resume to Box 132, King of Prussia, PA 19406.

Outstanding opportunity exists at AM-FM for sales/announcer. Base \$600 + commission should total to around \$900. Experienced hard worker only, send references that will be checked. Tape, resume Box 37, Sidney, NE 69182. 308-254-5803.

America's best sounding small market station needs professional entertainer for mornings. University City. Good money. Tapes and resumes to Bob Sherman, Box 885, Morgantown, WV 26505.

HELP WANTED ANNOUNCERS CONTINUED

New medium market contemporary needs jocks. Personable approach, program content and experience. 3 weeks vacation; 5 day week. Send tape and minimum salary requirements to Lee Sommers, 14a Warwick Ave., Albany, NY 12205.

HELP WANTED TECHNICAL

Chief Engineer Midwest Class IV AM/stereo FM. Must have solid experience in all phases of transmitter and studio maintenance as well as complete knowledge of FCC rules. Send confidential resume and salary requirements to Box P-133, BROADCASTING.

Experienced professional chief engineer. Leading AM-FM Midwest (Ohio-Ky-Ind) medium market. Good future, excellent starting salary. Reply held in confidence. Box P-160, BROADCASTING.

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 P-187, BROADCASTING.

Combo CE/DJ's. Expanding group has openings midwest and west. Full time non-directionals in excellent family growth areas. Possible group Chief. Valid first. Sharp on FCC regs and maintenance. \$750 month. EOE/MF. Box P-190, BROADCASTING.

Conn. Contemporary AM within 100 miles of NYC seeks chief engineer heavy on maintenance. Good benefits pleasant working conditions. Complete resume Box Q-13, BROADCASTING.

Chief Engineer. Top Ten major market AM/FM. Strong on maintenance, have thorough knowledge of FCC rules and regulations. Box Q-33, BROADCASTING.

Experienced engineer, Maryland area DA-2 5 KW AM has immediate opening in Engineering Dept. for aggressive man or woman. Emphasis on maintenance oriented, can do technical knowhow. Heavy on solid state, proofs, rules and regs and directional arrays. Salary open. Box Q-35, BROADCASTING.

Chief Engineer. AM-FM, Directional experience. Multi-station chain, midwest. Excellent salary and advancement opportunities. Equal Opportunity Employer. Box Q-48, BROADCASTING.

Chief Engineer, who knows requirements of contemporary radio AM/FM stereo, major market New York State. Equal Opportunity Employer. Box Q-53, BROADCASTING.

An experienced, AM-FM chief needed. Opportunity for advancement depends on individual. EOE. For details send resume and salary expectations to Box Q-57, BROADCASTING.

Wanted: Chief Engineer with directional AM experience. Studio/transmitter. Excellent salary/benefits/professional atmosphere. Need is immediate. Contact Larry Ackers, G.M., KEND, 2112 Broadway, Lubbock, TX 79401. Complete resume and references necessary. 806-747-0101. Southwest only.

Chief Engineer for AM/FM, stereo automation, preventative maintenance. Call or write O.J. Jackson, WAKE, PO Box 149, Valparaiso, IN. 219-462-6111.

Asst. engineer/trainee. First phone req. Immediate opening in Pittsburgh Metro. E.O.E. Mail resume to V.P. Engineering, PO Box 551, Norwich, CT. 203-887-1613.

HELP WANTED NEWS

Experienced morning newsperson or newperson-announcer wanted for Michigan full-time station. Box P-204, BROADCASTING.

Experienced newperson wanted to gather, write and air news for Western Massachusetts station where local news is number one. Box Q-2, BROADCASTING.

Need strong news director for NIS affiliated station. Texas market of 50,000. Box Q-62, BROADCASTING.

HELP WANTED NEWS CONTINUED

Anchor salary that will match any market larger than number five or network correspondent's pay. A station with a very good news reputation is looking for the right person who can move a newscast in a friendly and responsible way. Excellent benefits and job guarantees. We are only interested in top candidates with the experience to prove it. Box Q-71, BROADCASTING.

Small market daytimer needs newperson who could also pull board shift, if necessary. Must be hard worker. Send tape and resume to KNAB, c/o Rich Peterson, Burlington, CO 80807.

News Person, Number One rated contemporary station in state capital market looking for an aggressive news person who can dig, type and write well. Deliver authoritatively. If you want to work, send tape, resume and salary requirements to Jim Gray, WCVS, PO Box 2697, Springfield, IL 62708. EOE.

WIRE, Indianapolis needs a news director with imagination and ability to direct people. Send resume and air check to Don Nelson, GM, WIRE, PO Box 88456, Indpls, IN 46208.

We need an experienced news person who can gather, write and broadcast. No phone calls. Send resume and tape to: Bud Miller, WLS Radio, 360 N. Michigan, Chicago, IL 60601. Equal Opportunity Employer.

News Director Long hours, six day week. One man plus stringers setup. Honest dedication to total, factual, unbiased local reporting. EOE. Peter Bardach, Pres., WSUS Franklin, NJ 201-827-2525.

New 1 KW station in progressive southeast college town needs news director, some board work, pronto. Send tape and resume to WXLX, Box 832, Milledgeville, GA 31061.

The Newperson we want is working now, in a major market, but is ready to move to an O&O in California. She or he is committed to covering local news (and not just the major's press conference). This person can write news so it doesn't sound as if it came off a wire service. On the air, she or he sounds like a human being talking to other human beings. If you are ready to move to a top ten market and join a vigorous, competitive news team, send an aircheck and resume to News Director, PO Box 1008, New York, NY 10019. An Affirmative Action Employer.

Experienced freelance producers of program segments for National Public Radio's award-winning "All Things Considered." Nightly 90-minute network magazine program is looking for producers of sound portraits, montages, human interest pieces which made good use of sound medium. Write for booklet outlining standards, approaches, and payment rates. Producer/ATC, National Public Radio, 2025 M Street, N.W., Washington, D.C. 20036. NPR is an Affirmative Action/Equal Opportunity Employer.

Immediate openings, experienced reporter/anchors for Albany headquarters of interconnected state radio network. Salary range: \$10,400-\$15,400. Rush tape, resume, & writing sample to: R.H. Sandler, VP, News Operations, New York Network, Post Office Box 325, Syosset, NY 11791. State date available. EOE/AEE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program and promotional director, who can positively build great numbers. We want to be number one, and stay there. Possible air shift, position requires community involvement. Salary open, benefits. Box P-189, BROADCASTING.

P.D./Ops. mgr. position open in N.Y. state for experienced production person. Will be responsible for maintaining strong air sound. Must be able to lead and motivate. EOE. Box Q-82, BROADCASTING.

SITUATIONS WANTED MANAGEMENT

GSM. Professional. Damned creative strong personal salesman. Documented track record. Box P-127, BROADCASTING.

SITUATIONS WANTED MANAGEMENT CONTINUED

Management position with permanent future in Pennsylvania. Excellent track record in sales. RAB trained. Very knowledgeable in newspaper, TV & agency side of advt. Box P-178, BROADCASTING.

Highly qualified broadcaster ready for station manager position. Presently program director at dominant southeastern station. Experienced in license renewals, music, budgeting, public service, public relations, news, automation. Excellent references, stable employment history. College degree, married. Box Q-10, BROADCASTING.

General/Sales Manger. Progressive, hardworking, reliable, concerned about costs, profits. Over 20 years AM/FM, medium, large markets. Excellent references. Prefer ownership possibilities. Interested any solid future AM/FM. Box Q-15, BROADCASTING.

If you're looking for an aggressive, competent, creative sales or general manager, I'm the man for the job. Despite large ratings decreases, this major market GSM continues to produce figures over budget. Eighteen years or management, local and national sales, and programming experience in both radio and television. Discuss the details of my fully documented track record in utmost confidence. Box Q-19, BROADCASTING.

Creative Sales Director seeks GM position. 14 yrs. experience as program executive. RAB. Box Q-23, BROADCASTING.

General Manager, proven performance in sales administration and programming. Excellent references. Box Q-26, BROADCASTING.

General Manager. Aggressive outstanding sales leader. Experienced executive. Proven record of success. Impeccable background that will stand very close scrutiny. Minimum \$25K. Prefer Florida, but will consider all areas. Background includes radio, CATV, television. Box Q-31, BROADCASTING.

G.M. or Group executive. Former owner with strong record and references. Sales, administration and programming. Pro. Box Q-34, BROADCASTING.

Immediately available. Strong general manager with remarkable track record. McLendon and Plough background. Last five years made real winner out of sick Major Market daytimer. Knowledge, dedication and hard work were the keys to success. Top media references. Blue Chip resume. My availability could be the most productive move in your station's history. Prefer Florida or southwest. But will consider all. Call 301-484-6131 or write Box Q-42, BROADCASTING.

Aggressive GM available. Impressive track record in medium and major southeast markets. Ability to coordinate sales, programming and engineering phases to develop strong marketing vehicle. Young, creative, enthusiastic, goal-oriented. RAB, degree. Box Q-47, BROADCASTING.

Experienced pro all phases including station management seeks move back to radio. Currently local sales manager television. Prefer Texas, Arizona, New Mexico. All offers considered. Write Box Q-50, BROADCASTING.

General Manager, 34. Sales programming, profits, FCC. Unique record of experience, small, medium, major. Success oriented motivator. Box Q-70, BROADCASTING.

Professional broadcaster with programming, production. Public service and general manager experience seeks creative no hassle programming or manager position. Box Q-74, BROADCASTING.

I want to run your station. Documented producer. 30 year old organizer. Leader, Motivator. Salesman. Programmer. Promoter. Degree. I'm looking for someone who has problems and wants them corrected. Will you turn me loose? Box Q-88, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS CONTINUED

DJ, 26, Navy vet, no experience, seeks first break. Broadcast school grad, 3rd endorsed, willing to travel. 914-666-2623 after 6 PM. Box P-169, BROADCASTING.

Young D.J., announcer, 3rd phone seeking break, anywhere, know music. Inexperienced but willing. Joseph Sarica. Box P-195, BROADCASTING.

News oriented staff annrc. looking. Hard worker. 24 mos. exp. 1st phone. MD-Mass. preferred. Interview ability. Box P-203, BROADCASTING.

Ambitious, hard working Christian announcer soon to be married. Experienced in country and rock formats. 3rd phone with endorsement. Looking for job in South Central or Southeast region. Would like to learn management. Box Q-4, BROADCASTING.

6 years on the air. Medium market, top production, tight board, all formats. College grad., 3rd. Reply Box Q-5, BROADCASTING.

3rd endorsement D.J. would like Top 40/MOR fulltime position, tight board, late night shifts welcome. Available now! (part-time board/and sales considered). Call 512-592-5759 or write Box Q-18, BROADCASTING.

Two years experience, Music Director, production, news, Top 40 & MOR DJ. Responsible, married, 21. Highest station recommendations. Al Haber 517-793-9512, 517-673-2136. Box Q-25, BROADCASTING.

Unpredictable morning man, always something different. Very clever production and copy. College grad, married, children. Box Q-41, BROADCASTING.

Experienced TV production person looking for first break in radio. 1st phone. A.A. Journalism, B.A. Broadcasting, exc. production, boardwork. All the skills and some radio experience. Phone 415-726-6217. Box Q-52, BROADCASTING.

8 year pro: Seeking P.D. and/or S.D. Experience in both areas in contemporary small & medium markets. Also college play-by-play. First phone prefer East Coast, but will relocate for right offer. Tape and resume on request. Box Q-58, BROADCASTING.

Progressive Rock anywhere, B.A. Communications. First phone. 5½ years experience, 23. single. Box Q-63, BROADCASTING.

Five years experience; Norfolk, Roanoke markets. Worked as PD. BTEE degree. Ready in June, prefer Virginia area. Third. Resume tells full story. Box Q-64, BROADCASTING.

Suburban NYC! 5 yr pro returning home. MOR or rock. Jerry Allen, 515-424-3165, 240½ 6th SE, Mason City, IA

Comedy writer/producer/entertainer is looking for an audience that needs cheering up. If your station has such an audience call Ed Janik at 312-389-2230, after 7 PM, or write: 1851 High St., Blue Island, IL 60406. Prefer Midwest.

Announcer, 22, single. Production, copy, DJ. College degree in Communications, 3rd endorsed. Currently working at automated station. Desire to move to live format. Salary negotiable, willing to relocate. Ted Brown, 919-946-1016 before 2 PM EST.

TV & Radio Sales/Sportscaster. Play-by-play baseball, football, hockey. Ten years experience in major market. Jack Jolly, 2880 S. Locust, No. 204S, Denver, CO. 1-303-757-0183.

Springsstem, Lofgren, and Waits agree: The next big thing is the announcer with artistic vision. Multi-faceted background. Dan Rudolph, 90 Thomas Rd., Hubbard, OH 44425. 216-534-4236.

Contemporary major or medium stations. Charley Donovan 713-789-1532. 3737 Hillcroft, No. 160, Houston 77057.

Just one ad of many: Contemporary personality, experienced, innovative production, degree. Third. 217-787-3295.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Highly experienced female air personality with major market programming, talk show, & news experience, and old-fashioned virtues of hard work & reliability seeking challenging position in large or major market. Laura Davis, 1322 Squirrel Hill Ave., Pittsburgh, PA 15217. 412-821-6634.

Not to be denied Neophyte. Able, talented, creative. 2nd career for responsible married. Have on air experience, 3rd endorsed. Need stable start with growth potential. 366 Breed Avenue, San Leandro, CA 94577.

Combo air-sales 1st phone, 34, family, MOR-CW-talk med. market, prefer Midwest or South. Perm. growth position, Bob 312-885-0430.

Top notch MOR. Top 40. 4 years experience, all formats. College graduate June. Relocate. Great references. Mike Clapper, Sigma Phi Epsilon, Bowling Green, OH 43407.

Talent? Tons! Unlimited potential. Seek first break. Hardworking, enthusiastic, BA, 3rd. Progressive or Top 40. Strong production too! Prefer NY, NE; will travel. Do yourself a favor, call Ken Jennings 617-387-5221.

26 year old married male with FCC 3rd class license and radio experience, eager to relocate. Clifford E. Selkoe, 62 Garden Center, Apt. 214, Broomfield, CO 80020. Phone 303-469-0788 evenings, Sat and Sun.

SITUATIONS WANTED TECHNICAL

FCC 1st, 2 yrs technical training, ham license will work around Carbondale, Ill. or western U.S. Ready to start 6/1/76. Box A-249, BROADCASTING.

1974 Electronics engineering graduate with first phone seeks experience in the broadcasting industry. Rick Cleckler, 1145-C, Greensprings Ave., Birmingham, AL. 205-324-0353.

SITUATIONS WANTED NEWS

News Director Highly professional broadcast journalist with network experience for eight years. Military broadcast, both TV-radio, since 1954, primarily as news director. Good organization man. Resume available. South or Southwest preferred. Write Box P-181, BROADCASTING.

Transcendently meditating small market news voice seeks Long Island, New Jersey, Southern New England medium market opportunity. Experienced major market news writing. Superior. Box Q-9, BROADCASTING.

Award winning Sports Director needs bigger challenge. Four sport P-B-P, sales and production. Three years experience as Sports Editor of bi-weekly newspaper also. Box Q-72, BROADCASTING.

Energetic newsman seeking reporter's position. Writer-Producer for two years in major market, BA in broadcast news, minor in political science. Excellent references, aircheck available. Call 504-394-3589 or Box Q-76, BROADCASTING.

Sports play-by-play Knowledgeable. Experienced sports talk show host. Willing to combine with my award winning news reporting-announcing. First ticket. College degree. 6 years commercial radio. Box Q-81, BROADCASTING.

Award-winning writer looking for news or advertising job. Creative. Resume on request. Mark Snyder, Curry College, Milton, MA 02186.

Small market. Rockies. News/sports. 3½ yrs. exp. BA-Broadcasting this May. Call or write J.W. Nittler, No. 6, 1400 N. 33rd, Lincoln, NE 68503. 402-467-3873.

Three years, program/sports director in small market looking to move up. Can handle board if desired, will also sell. Mature, 28, not afraid of hard work. Call 605-692-4595 after 6 p.m.

Relevant News. Consumer, health, safety, education/jobs/career specialist. Mini-documentaries, talk show, metro market background. B.A., endorsed 34d. Mike Berens, 830 Ruskin, Edwardsville, IL 62025. 618-656-4891.

SITUATIONS WANTED NEWS CONTINUED

Young, energetic newswriter-producer. Worked major market; Northeast desired. B.A. Journalism; Auvie Malkin, 460 S. Graham, Pgh, PA 15232. 412-362-6414.

News woman, experienced top major markets (morning anchor, reporting, talk, host, documentaries, features, public affairs) seeks all-news or talk. 415-928-5757.

News and sales. Permanent position wanted. College graduate, 3 yrs. Voice prep., post graduate study in Journalism. Strong re-write, strong voice. Tape avail, 3rd ticket. Own car. Will relocate. Single, West Coast or Northeast desired. Small station. Contact: Alex Simis, 252 West 76th Street, NY, NY 10023.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced air/ground organizer! High on creativity, professionalism, promotion, people management, profit-making ideas. Am now (and always have been) successful at my job. Good PD, good jock too; 50 share 18-49. Contemporary medium market stations write Box P-193, BROADCASTING.

Programing and Production. 6 years experience, medium market. College degree, knowledgeable, all formats. Reply Box Q-6, BROADCASTING.

2½ years PD experience with good medium market rocker. Large market jock experience. Capable in all facets. Excellent track record. Box Q-16, BROADCASTING.

Presently employed copy, public service announcing, traffic person with more than twelve years experience home and abroad, seeking similar position in Washington, Philadelphia, Baltimore market. Recipient of national and state awards. Box Q-36, BROADCASTING.

Clio winning director-producer looking for new challenge. Also sells and does personality morning show. Box Q-51, BROADCASTING.

Incredible commercials that make clients happy. Shouldn't they be yours? Continuity/production specialist. Box Q-54, BROADCASTING.

Veteran announcer, B.A., 1st phone, 6 yrs. experience, strong production, seeking medium market Florida station. Box Q-56, BROADCASTING.

Young, single female with enthusiasm for broadcasting desires job! Announcer, public relations, traffic, write, etc. West. Call 415-341-2171 or reply Box Q-68, BROADCASTING.

Combo man 1st phone, 18 months, major market experience. Program/Music Director, extensive audio production. Some announcing. Relocate anywhere. Phone 212-252-2830. Neil Miller.

News Director, operations manager, sports, telephone-talk show, music, production. Your Major-Medium market operation can benefit from my solid broadcasting experience. 1st phone. 214-528-3555, 4619 Lake Ave., No. 159, Dallas, TX.

TELEVISION

HELP WANTED MANAGEMENT

Production Manager. Northeastern Videotape Production House needs top quality individual to assume total responsibility for all phases of production. Outstanding opportunity. Box Q-49, BROADCASTING.

HELP WANTED SALES

Television sales trainee; rapid advancement for right person. Excellent fringes. Write giving qualifications to: WYTV Inc., 3800 Shady Run Rd., Youngstown, OH 44502.

HELP WANTED TECHNICAL

VTR Maintenance Engineer. Familiar with AVR-1's and 1200's for Chicago and Los Angeles locations. Box P-62 BROADCASTING.

HELP WANTED TECHNICAL CONTINUED

TV Engineer. Top Miami station. Two years experience. First FCC preferred. Must know control and maintain Audio. Minority applicants encouraged to reply. Reply to Box Q-29, BROADCASTING.

UHF Transmitter supervisor. Need experienced technician to assume full responsibility for RCA TTU30 mountaintop satellite installation. All new equipment and remoted, also involves some studio work. Albany, NY area. An Equal Opportunity Employer. Write Box Q-93, BROADCASTING.

Operating Engineers. Wanted for New Alaska Public station. Send resume by March 12, to KAKM, 3211 Providence, Anchorage, AK 99504. KAKM is an Equal Opportunity Employer.

Transmitter supervisor must have some experience 40 hour week most normal fringes. Chief Eng., KXLF TV, Box 3500, Butte, MT 59701. 406-792-9111.

Television Technician. 1st class FCC license. Experience in studio, operations and maintenance. Contact Don Smith, Chief Engineer, Phone 803-278-1212 or write WRDW-TV, Drawer 1212, Augusta, GA 30903.

Studio Maintenance Eng. Must have 1st class license, 3 yr. color studio maintenance. Reply Vince O'Connell, WSVA-TV, Rawley Pike, Harrisonburg, VA 22801, 703-434-0331.

Chief Engineer needed for group operated New England radio/television station. Send resume to Billy Patton, Director of Engineering, Outlet Broadcasting Division, 176 Weybosset Street, Providence, RI 02903. An Equal Opportunity Employer. M/F.

Chief Engineer. If you can capably replace a top-notch small market UHF chief engineer, we may have an immediate opening for you in a pleasant midwest community. Contact Harold Shiveley, 317-463-3516.

HELP WANTED NEWS

Meteorologist, Large news AM-FM-TV operation with a reputation for excellence has a first rate opportunity for a meteorologist with pleasing personality and delivery. Box P-196, BROADCASTING.

We need another sharp street reporter with strong production sense, solid writing and reporting skills, and good on-camera appearance. If you're good, really good, send us a complete resume along with samples of your street and on-camera work. Send materials to: News Center Five, WKRG Television News, Box 2367, Mobile, AL 36601. WKRG is an Equal Opportunity Employer.

Television Reporter-Producer. Applicant's must be experienced in on-air presentation, be able to produce news and public affairs programs, supervise tv. crew, be familiar with film, VTR, documentary, remote telecasts, and associated equipment. Responsibilities and duties range from telephone work to on-camera. Position requires fluency in Spanish language. Interested applicants send resume to: Reporter-Producer Position, Personnel Department, WPBT, PO Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

TV Promotion Manager. This Number 1 N.E. VHF affiliate is seeking an aggressive professional to create all television and newspaper advertising. The successful candidate will have meaningful background of experience, and strong conceptual, writing and administrative skills. Equal Opportunity Employer. Please send your resume and salary requirements to Box Q-59, BROADCASTING.

Opening for program or operations director. Send resume and salary expected. KQTV, St. Joseph, MO 64506.

Producer to join staff of public television production center committed to community programming. Must have three to five years professional experience in finding stories and producing them for film and television. Require good writing, administrative skills, documentary experience in public and/or cultural affairs. On-air capability preferred. Resumes only to Sam Silberman, WQED-TV, 4802 Fifth Avenue, Pittsburgh, PA 15213. WQED is an Equal Opportunity Employer. Immediate opening.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Producer-Director for University instructional television unit. Responsibilities: 1) Work with college faculty in developing instructional productions 2) Full responsibility for producing, directing, editing above productions. Qualifications: 1) Demonstrated experience and ability in instructional production. 2) B.S. required, M.S. helpful. 3) Film or radio experience helpful. Available: Immediately. Resume, reference and demo tape to: Joel L. Hartman, Center for Learning Resources, Bradley University, Peoria, IL 61625, Bradley University is an Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager, Sales Manager, Program Director, etc. Thoroughly experienced and successful all phases, including station-ownership; group administration. Special expertise in: management, sales management-sales (local, regional, national), programing, film-buying, production, promotion, community involvement. Outstanding credentials! Television 19 years; radio 10. 46. Degreed. Programing and sales specialist! Accustomed to formidable challenges and much responsibility. Aggressive, quality competitor. Can increase, substantially, your profits and prestige. Confidential weekend interview anywhere. Box Q-27, BROADCASTING.

Every Station Manager needs a strong number 2 man to handle ascertainment, FCC reports, personnel, budgets, etc. I've got that experience. Box Q-84, BROADCASTING.

SITUATIONS WANTED SALES

Experienced pro. Currently local sales manager Midwest TV seeks move to warmth. Prefer Texas, Arizona, New Mexico but all offers considered. Write Box Q-46, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Chief Engineer with lots of hands on experience looking for good position. Box Q-65, BROADCASTING.

1st phone, BSEE, age 22, desires starting job with opportunity to learn, will relocate. Jay 201-356-7649.

SITUATIONS WANTED NEWS

Looking for medium market anchor slot: 32 yr. old, with experience as anchor/producer/reporter. Employed, but can't advance at present station. Box P-142, BROADCASTING.

Professional: 13 years RTV journalism, respected ability, and common sense have made a street-smart reporter, excellent anchor, and real writer. Heavy film/ENG. References, like work, outstanding. Available quickly. 32. Degreed. Box P-188, BROADCASTING.

Photojournalist. Awards. Net stories. 5th year. Can add unique dimension to your news operation, as outdoor, recreational, and "on the road" editor, and/or provide seasonal weekly half-hours, hunting, fishing, skiing, snow mobilizing, camping, boating, horsing, etc. Box P-194, BROADCASTING.

News Director/Anchorman, 31, thoroughly experienced, including ENG, employed. Box Q-20, BROADCASTING.

Assistant Sports Director at No. 1 station in major market with professional and college PBP experience looking for move up with sports minded station. Box Q-21, BROADCASTING.

Major market reporter seeks opportunity as medium market anchor/producer. Box Q-28, BROADCASTING.

Sports Anchor! Just voted Number one sportscaster in state. Also major college play-by-play. Desire to relocate. For resume and cassette write Box Q-66, BROADCASTING.

Young single female with enthusiasm for broadcasting desires job! Announce, assistant producer, traffic, write, etc., West. Call 415-341-2171 or reply Box Q-67, BROADCASTING.

Anchorman, 31, 6 years experience, can produce and report. Employed. Box Q-86, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Photographer, 5 years Top 30 market. Trustworthy, conscientious worker who deals effectively with public. Tel. 617-322-2951.

Veteran broadcaster, youthful mature, seeks active position anchoring, weather, talk host, or general announcing. Ratings. Box 1223, Northland, Southfield, MI 48075.

Experience, ability, from calm, cool self starter. Handled all facets of small market operation. Production, anchor, weather. Also stint with three year A/P market champ. Imaginative, solid film. Own Scoopic 16-M. Single, double system. Desire work now, after trek towards M.A. Consider any area. Answer all with writing, resume, reference, and standup. Gary Linn, 512-672-3061.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Video tape editor, 12 years experience. Strong credits. Prefer West Coast. Box Q-17, BROADCASTING.

PTV Production Mgr./Director, 10 years experience, BA in broadcasting. Wants new challenge in management or creative production. Box Q-3B, BROADCASTING.

Darn good radio morning man, lots of talk and interviews. Also a professional magician and M.C. Wants into T.V. Box Q-40, BROADCASTING.

Mature young man seeking a position in studio operations in television for a small market. Would relocate. School training. Very dependable, reliable, ambitious and eager. Box Q-43, BROADCASTING.

Medium market Program Manager who can deliver experience in all areas of administration, production, sales and legal, seeking advancement. Box Q-85, BROADCASTING.

PD, Operations Director, operational engineer. 5 years major market experience. Unusual markets considered. 213-823-2722.

Banish the talking head. Return interest to public interest programming. Attention-getting themes for medium/metro markets. B.A. Broadcasting. Let's talk. Mike Berens 618-656-4891, 831 Ruskin, Edwardsville, IL 62025.

Woman with successful major market programming, talk show, production and air experience in radio is ready to cross over into commercial or public tv. as researcher, producer and/or host for talk or interview program. Laura Davis, 1322 Squirrel Hill Ave., Pittsburgh, PA 15217. 412-621-6634.

CABLE

HELP WANTED TECHNICAL

Chief Engineer for 1KW AM, and 3,000 subscriber hi-band CATV. Must be familiar with VCR, and SMC automation. Salary negotiable. Contact Dennis Egan, KJNO, Box 929, Juneau, AK 99802.

BUY—SELL—TRADE

Mobile radios. (10) Motorola D24CCA3000D Transtype CC 4155 UHF 464.325 relay frequency. Contact R.E. Joslin, Big Valley Cablevision, Inc., 4955 West Lane, Stockton, CA 95207, 209-466-1567.

WANTED TO BUY EQUIPMENT

Paul Schafer wants to buy good used FM transmitters all sizes. Phone 714-459-0222 or write Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037.

FOR SALE EQUIPMENT

RCA Type TTU-2A UHF Television transmitter. Condition like new. Box P-167, BROADCASTING.

SMC 3060 Automation system accommodates up to 10 audio sources, with carousels, reel to reels, cart machines. Further details from KPTL, Box 653, Carson City, NV. 702-882-1319.

FOR SALE EQUIPMENT CONTINUED

Video Microwave Link studio to transmitter and on-location newsgathering. Cliff Fields, Communications Carriers, Inc., 33 River Road, Cos Cob, CT 06807. 203-661-7655.

1 RCA TK-43 color camera and 2 CEI 270 color cameras. Best offer on one or all. For further information contact Bruce G. Dumas, Orth Tec Corporation, Box 566, Salem, NH 03079. 603-893-4552.

General Electric TT25A UHF television transmitter tuned Channel 40 less klystrons. 200 feet 3 and one-eighth inch RCA Universal transmission line elbows and patch panels. Malcolm Street, WHMA-TV Aniston, AL.

VTR. One RCA High band TR5 with new H.B. Air head. Air compressor included. Like new. World Video, Inc., Box 117, Boyertown, PA 19512. 215-367-6055.

1 - San Sui QSE-5B Encoder for Quadrophonic broadcasting. New, used 50 hours. Cost \$900, sell for \$500. WKTZ, Jacksonville, FL.

Audio and video production truck, 1964 International Harvester production unit with RC 450 gas engine, and 5 speed transmission 2 speed axle, air brakes, 10,000 total miles in good condition, 31 foot custom body, 3 1/2 ton air conditioner/dehumidification/heating system, 6 electric cable reels, interior with custom cabinetry, and 24 twenty amp breaker power distribution. \$15,000. Contact Michael Sandifer, 213-666-8711 Los Angeles.

Radar: Raytheon SO-8 complete & working fine. Package includes 134 elliptical wave guide and some spare parts. A super station promo as well as public service, we'll tell you how to make from 3 to 10 times original cost! Reason for selling: we are updating equipment. KBCM 712-258-5595.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

What can we tell you about Comedy today? Nothing! Nothing, because the only true measure of a "gag" service is the quality of the material. Let us show you what we mean. Query brings sample. Write: S.F. Comedy Pool, c/o Cantu, 350 Turk St., No. 1501, San Francisco, CA 94102.

Deejays: 'Conversations' are super fun! And they score! Free demo from Hip Pocket Productions, Box 2585, Columbus, OH 43216.

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.

Custom embroidered emblems, your design, low minimum, Emblems, Dept. 702, Littleton, NH 03561.

Let a network pro do your commercials. 26 yrs. in business. \$8.00 per spot. No demos. Dio Productions, 207 Elliott, Brattleboro, VT.

INSTRUCTION

Job opportunities and announcer-dj.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

San Francisco, FCC license, 6 weeks 3/15/1976. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

FCC license through correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

INSTRUCTION CONTINUED

Institute of Broadcast Arts, 75 East Wacker Drive, Chicago, 4730 West Fond Du Lac, Milwaukee. Current FCC license updates. Approved for Veterans Benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin March 29, May 10.

REI. 61 N. Pineapple Ave., Sarasota, FL, 33577. 813-955-6922.

REI. 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

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. 312-321-9400, 237 East Grand Avenue, Chicago, IL 60611.

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 Management

WANTED: GENERAL SALES MANAGER

to direct and motivate sales department at a medium market, Northeast full-time AM station. Generous compensation will be based on performance. Growing group ownership means station management potential. If you are an experienced and aggressive sales person or sales manager... send your resume in complete confidence to:

BOX Q-79, BROADCASTING
An equal opportunity employer.

Help Wanted Announcers

MORNING PERSON WANTED

Well established and successful regional MOR radio station in top southeastern market desires morning person, who has versatility and air appeal to succeed retired morning personality who dominated area listening for over 25 years. Box Q-45, BROADCASTING.

Help Wanted News

Third most listened to Radio station Texas hiring. News Director, journalist, Tape, Resume. Ken Dowe, KTSA, Box 18128, San Antonio, Texas.

Help Wanted Programing, Production, Others

PRODUCTION DIRECTOR

**General Electric Broadcasting, Co.
WGY/WGFM**

Now accepting applications for position of Production Director. Individual should have minimum 5 years experience, excel in creativity, have a good technical knowledge, be a "detail" person and good administrator.

Tapes and resume to: Lee Fowler, WGY-Radio, 1400 Balltown Road, Schenectady, New York 12309. An Equal Opportunity Employer.

Situations Wanted Management

Strong, experienced radio GM with successful record of achieving maximum profits, sales, and ratings with dominant radio stations in large markets, looking for position. Highest recommendations. Reply in utmost confidence.

Box P-115, BROADCASTING.

EXPERIENCED MANAGER. Proven history of successful selling background. Positive motivator. Strong references from important and well-known people in broadcasting. I am strictly Company-minded and dedicated to my career. I will relocate. Available for interviews, wherever and whenever needed. Write to:

RD. BOX 2177 Union, N.J. 07083

Situations Wanted Announcers

HELP! BEING HELD CAPTIVE IN . . .

Total Concept—AM Drive, No. 1 All Demos. Sincere, warm personality. Characters, humor, phones, interviews, community involvement. Believability. Proven track record. Larger and major markets only. Race to your phone. Call for Ray Tings 314-727-8721.

WANTED???

Kastell, Henry E. Alisa Johnny Foster
Born: 3-3-50

Hgt: 5' 7" Wgt.: 125 lbs. Brown Hair, Green Eyes
Armed with five years experience including Top 50 markets, MD, Announcing and Sales. Considered extremely competent. If you spot an opening contact:
P.O. Box 7, Highspire, Pa. 17034 or call 717-367-4433.

Situations Wanted News

Producer/reporter with impressive credentials seeking to move into broadcast news management at the executive producer level or above. B.A. in Journalism, M.A. in filmmaking. Five years experience with national news magazines, three years experience at two top ten broadcast news operations. Box Q-87, BROADCASTING.

Situations Wanted Programing, Production, Others

HELLO CALIFORNIA

Interested in a 36-year old, 17-year radio veteran who desires to leave the Midwest for Program Director position at your station? Experience, ability, knowledge and a desire to put them to work for a company which wants to win! Let's converse by mail, then in person!
Box Q-69, BROADCASTING.

BROADCASTING'S CLASSIFIED . . .

If you need help, the right job . . . or for any needs related to Broadcasting:

TELEVISION

Help Wanted Management

NEWS MANAGEMENT

Dynamic, creative person with solid TV news experience who wants to move to top management. Master's Degree, plus broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and executives are preferred. Resume to Box Q-37, BROADCASTING.

Placement Service

**RADIO-TELEVISION-CATV
STATION OWNERS & MANAGERS**

We will recruit your personnel
at no charge to you. Call the

"PERSONNEL HOTLINE"

305-987-8838

Broadcasting
The newswEEKLY of broadcasting and allied arts

Help Wanted Sales

TELEVISION BROADCAST SALES

Aggressive, results-oriented sales professionals needed!

International Video Corporation, one of America's leading manufacturers of broadcast equipment is currently seeking sales professionals for both U.S. and International markets.

Ideal candidates will possess a minimum of 5 years experience in Broadcast Television and/or Broadcast Sales. You must be aggressive and enjoy the competition of the Broadcast industry.

This is an excellent growth opportunity for the right individual. IVC offers company-paid benefit package with an excellent compensation program.

For immediate confidential consideration, please send your resume with salary requirements indicating geographic location preference to, International Video Corporation ATTN: Al Sanders, 990 Almanor Avenue, Sunnyvale, CA 94086. No telephone calls please! An Equal Opportunity Employer M/F



International Video Corporation

Help Wanted Technical

TELEVISION TECHNICIAN

Major market television station with latest equipment needs additional technician. Requirements:

FCC First Class License, and three years experience in all phases of television broadcast operations, and maintenance. Salary to \$18,500, depending on experience with excellent benefits. An equal employment opportunity employer. Send resume to:

Asst. Chief Engineer
P.O. Box 1957
Baltimore, Md. 21203

ENGINEER TELEVISION

Community college needs engineer with FCC 1st to provide on-going maintenance for campus FM station and CCTV system. Experience with FM transmitter and 1" and 3/4" helical formats required. Radio/TV broadcast background helpful. Starting salary \$11,976.00. Send resume by March 15 to: Personnel Department, Junior College District, 5801 Wilson Avenue, St. Louis, Mo. 63110.

Affirmative Action Employer.

Tower Service

**SWAGER TOWER CORPORATION
CABLES PRESTRESSED FOR TALL
TOWERS SOCKETS ATTACKED**

All work supervised by Certified Engineer
Box 656, Fremont, Indiana 46736
219-495-5165.

Leading video switching company needs design and maintenance engineers. Experience in color video preferred.

Contact: Mr. Buzan Vital Industries, Inc.
3700 N.E. 53rd Avenue
Gainesville, Florida 32601
Phone: 904-378-1581

Situations Wanted Management

If you have a small to medium market television station that is profitable or needs to be turned around and you want to make it or keep it the cleanest, sharpest, best operation in the whole country and profitable! And willing to consider a fair salary and possible stock options, we should get together. Write Box Q-32, BROADCASTING.

Situations Wanted Sales

NEED HELP NATIONALLY?

15 yrs Local/National Radio-TV Sales Exp. Past 7 yrs. TV NSM Top 10 Market 1975 increase ½ Million \$\$\$ Natl. share exceeded local each year 1975 write-offs/bad debt .008%. First year increase \$1,400,000.

Married, family, Excellent References Available March 15 Resume Box Q-73, BROADCASTING.

Situations Wanted News

NEWSMAN

Producer, writer, editor, reporter. Strong credentials. TV, radio, wire services, newspapers. Net news and net. O&Os. Good news judgment. Creative writing. Good administrator. Steady, no problems. Seeks right spot. Box Q-11, BROADCASTING.

TOP QUALITY ANCHOR MAN
YOUNG APPEARANCE, MATURE DELIVERY
SOLID BACKGROUND AS
STREET REPORTER TOO.
TEN YEARS BROADCAST EXPERIENCE
Box Q-30, BROADCASTING.

Miscellaneous

CATV SYSTEMS WANTED — \$10,000,000 available for purchase of existing CATV systems and or Franchise development. Inquiries treated in confidence. Reply to: President, National Cable Communications Corp., 19 West Elm Street, Greenwich, Connecticut 06830.

Whatever Became of Sherman Adams, Satch, Marina Oswald. Radio feature script service. 260 fascinating one-minute episodes of persons who were once front page news and have since disappeared into obscurity. Write for details. *Royal York Productions, Suite 1212, 101 Richmond St. W., Toronto, Ontario, Canada.*

WE SOLVE STATION COLLECTION PROBLEMS.

Radio and television stations in the Northeast. Our service is tailored to the needs of stations who have problems with late payments. Reasonable. Fast. Experienced. For information write:

BROADCASTER COLLECTION AGENCY
P.O. Box H, New Rochelle, N.Y. 10802.

Public Notice

ORLEANS, MASSACHUSETTS

Applications for Community Antenna Television Licenses will be received on or before April 13, 1976.

*Herbert F. Wilcox
Robert R. Peno, Jr
Gaston L. Norgeot
Orleans Board of Selectmen
Licensing Authority*

CABLE Help Wanted Management

REUTERS REQUIRES A MANAGER FOR ITS CABLE SERVICES

Applicants should have a good knowledge of CATV and an appreciation of what recent developments in satellite communications mean to the industry. These developments play an important part in our production and marketing plans.

The successful applicant will be joining an organization that is not only well-established as a major supplier of news services for CATV, but has also developed unique computerized information systems for the industry. These include high-speed information retrieval and turnkey multi-channel systems combining the editorial know-how of Reuters and the engineering expertise of its subsidiary, IDR Inc. Systems are already on-line and operating successfully in Manhattan and Long Island. Satellite and microwave transmission make it possible for us to market them in other parts of the country. The Manager for Cable Services will be involved in the marketing of multi-channel and home retrieval services, as well as in the sale of REUTERS NEWSVIEW, our news service for CATV.

We require somebody who knows the top people in the industry and can conduct contract negotiations at all levels. A knowledge of communications and computers would be a distinct advantage. The ability to maintain good relations with people, and to control a budget is essential. The Manager for Cable Services is based in New York, but is expected to travel. Starting salary is in the upper twenties. There are excellent fringe benefits.

For consideration, please forward your resume, in confidence, including salary history, to:

Dept. 339525

101 Park Avenue, New York NY 10017
An equal opportunity employer M/F

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.

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Wanted To Buy Stations

Principal Interested in partial or majority ownership in small market station. Investment available of \$50-100K. Interested in running operation or working partnership.

Box Q-7, BROADCASTING.

Additional radio broadcast property sought by responsible, experienced broadcasters. Prefer property in Colorado, Wyoming, Dakota's, Montana, Idaho, Nebraska or Nevada.

Box Q-90, BROADCASTING.

For Sale Stations

\$90,000.00 down gets you: 5000 watts (PSA); \$50,000.00 cash flow; approximately \$55,000.00 in land & building; Top 100 market; upper 1/3 in market ratings; Mid-South. Principals only, stock sale. Reply to owner.

Box P-165, BROADCASTING.

Existing FM in top 100 market with excellent growth and ratings. Costing more than expected. \$56,000 = 18%. Excellent investment opportunity. Tell me about your involvements etc.

Box Q-8, BROADCASTING.

**Atlanta
AM Radio Station
Excellent Potential
Write to Owner**

Box Q-80, BROADCASTING.

**5,000 watts fulltime
Low dial position**

**Medium Southeastern
market**

\$950,000 cash

2 1/2 times gross

Box Q-91, BROADCASTING.

5,000 watts fulltime. Best facility in this upper Midwest college town. Wonderful place to live and raise a family. Dominant station in the market with good growth left for right operator. Price of \$900,000 is two times 1975 revenues. Box Q-92, BROADCASTING.

Texas	Small	Fulltime	275K	70
West	Metro	Fulltime	295K	85
S.E.	Small	Daytime	138K	50
Fla.	Small	Fulltime	200K	58
East	Med	Daytime	375K	29%

Atlanta - Boston - Chicago - Dallas
New York - San Francisco



5 Dunwoody Park

Atlanta, Georgia 30341

FOR SALE

DD Radio Station
Metropolitan area
Land, Eq., 2 Bldgs.
Box 210, Lawrenceville, IL.

**For Sale Stations
Continued**

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

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DOWN PAYMENT AND
QUALIFIED**

you can purchase a full time AM/FM grossing over \$300,000. Cash flow will carry balance. Located in a small fast-growing lower Ohio Valley city with trading area of over 800,000. Beautiful opportunity for non-resident owner or owner-operator. Write today

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BROKER**
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NEW ENGLAND
Full Time AM Station
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**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20038.

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.

- Rate, 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.
- Rate, 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.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Alan Silverbach: his market is the world for Fox Television

Fresh out of the Air Force after World War II, Alan M. Silverbach joined the 20th Century-Fox Film Corp. as a trainee. He's still there—though technically he can't be called a 30-year man.

Mr. Silverbach, who is senior vice president in charge of worldwide syndication and nonprime-time programs, left Fox in 1966 for a brief association with Screen Gems (now Columbia Pictures Television). He bounced back to Fox before the year was out. "Some people didn't even know I had left Fox," Mr. Silverbach says. "I sometimes forget it myself."

Three decades in motion picture and television program distribution seem to have had a rejuvenating effect on the 54-year-old Mr. Silverbach. He can pass for years younger; he is tall and slim, with an unlined face and a full head of hair. He has a composed, relaxed manner and laughs easily and often. He is well liked by his colleagues, both those at the buyer level and those at other program syndication firms. In describing Mr. Silverbach, they use such words as "fair-minded," "classy," "fun-loving" and "knowledgeable."

Alan Melville Silverbach was born in New York and raised in nearby Paterson, N.J., where his father was a textile manufacturer. His early ambition was to be a physician and he was a pre-medical student at Duke University in North Carolina from 1938 to 1941. Though his own career plans were deflected by World War II, he can say, with pride, "My son, the doctor." His only child, Dr. Spencer Silverbach, is a general practitioner in Enfield, Conn.

"Though America wasn't yet in the war," he recalls, "I was moved by what was happening in Europe and joined the Air Force after my third year of college, in 1941."

Mr. Silverbach served as a pilot, flying 65 combat missions. He was shot down several times.

By the time the war was behind him, Mr. Silverbach was married and the father of a son. He set out to find an interesting livelihood and earn a living for his family. He heard that 20th Century-Fox was setting up a training school to prepare people as branch managers in overseas markets that had ceased or curtailed operations during World War II. Mr. Silverbach applied and was accepted in a class of 25 persons, mainly veterans of the armed forces.

Mr. Silverbach received six months of training in Buffalo, N.Y. His instructor was Howard Minsky, later to achieve fame as producer of the motion picture hit, "Love Story." One of his fellow trainees was



Alan Melville Silverbach—senior vice president in charge of worldwide syndication and nonprime-time programs, 20th Century-Fox Television, Los Angeles; b. Oct. 12, 1921, New York; attended Duke University, Durham, N.C., 1938-41; served as pilot, U.S. Air Force, 1941-45, released as major; trainee, 20th Century-Fox International's branch manager program, 1946; salesman with Fox International, New York, 1946-55; director of foreign sales, 20th Century Fox Television, 1955-59; director of domestic and foreign sales, 1959-66; VP, international sales, Screen Gems, New York, 1966; VP and director of domestic and foreign sales, Fox Television, 1966-75; present post since 1975; m. Meredith Lang, 1974; son (by previous marriage)—Spencer.

Andrew Jaeger, now president of Allied Artists Television. But Mr. Silverbach was not dispatched to some foreign outpost. Instead, he was to be assigned to the New York office of the foreign sales operation.

Though his work in the years from 1946 to the mid-1950's centered on theatrical film sales, Mr. Silverbach was indoctrinated early in the television business. He remembers that as early as 1948, Fox occasionally sold film product to overseas TV markets. But television was in its infancy at that time and the major film studios had not yet forged alliance with the new medium.

By 1955, Fox, along with the other giant motion picture companies, acknowledged the inevitability of television and moved forcibly into the medium. It was at this point that Mr. Silverbach shed his theatrical assignment and moved into TV on a full-time basis as director of foreign sales for 20th Century-Fox Television.

He became a familiar figure at airports in Europe, Asia and Latin America, and made innumerable friends in countries all over the world. He has kept his hand in international sales throughout his career, though in 1959 his responsibilities were broadened when domestic sales were added to his jurisdiction.

As a major production firm involved

both in feature films and television, Fox has been a leading supplier to TV of both movies and series. It is Mr. Silverbach's role today to supervise the sale of feature films and a large catalogue of series that includes *Dinah!*, *Room 222*, *Adventures in Rainbow Country* and *M*A*S*H*, which is being offered for future release.

Mr. Silverbach recently was put in charge of nonprime-time programs and in this capacity is responsible for the development of shows for daytime and early and late fringe periods. Among the latest Fox TV projects in this area are *Celebrity Sweepstakes*, sold to the NBC Owned Television Stations for a fall start; *Here's Hollywood*, optioned to the ABC Owned Television Stations; *The Desert Task Force*, under development with CBS, and a number of other programs in development with De Pattie-Frieling Productions and with the team of Rita Lakin and Bob Lewis.

Mr. Silverbach called 1975 "a very successful year" for Fox with sales topping 1974 by about 50%. He attributed the accelerated business tempo to several factors, largely to the brisk sales of *Dinah!* (more than 100 markets); increased sales abroad, and the availability of additional products by Fox.

In the years ahead, Mr. Silverbach envisions that Fox TV will be in a stronger competitive position in the feature films sector. He pointed out that about two decades ago Fox decided not to distribute directly to TV the feature films it produced. Those released from 1935 to 1948 were assigned to National Telefilm Associates and those after 1948 through 1964 were acquired by Warner-Seven Arts (now Warner Bros. Television).

"We are starting to get back some of the films as the licenses expire, and we'll be getting more and more of them back in the years ahead," he says. "Many of them may not have too much value as they have been played off many times, but there will be a good number that are staples and can be played over and over again. Since 1964 we have retained the rights to our features and we have about 150 now out in release through our own sales force."

Mr. Silverbach enjoys golf, tennis, boating and fishing. Boating particularly was a passion when he lived in New York and sailed on Long Island Sound.

Mr. Silverbach, still an unreconstructed New Yorker, was transferred to Los Angeles about two and a half years ago. He said he is now enjoying the West Coast but says: "I don't get too much of a chance to miss New York. I get back there about 15 to 20 times a year. In the event that Fox ever wanted to transfer me back I'd have to think about it—for about 20 minutes."

Enough is enough

In refusing last week to hear two of the more antic disputes arising from the fairness doctrine, the U.S. Supreme Court has provided some assurance that the doctrine is not entirely out of hand. It is comforting to realize that there are limits of inanity that the courts are unwilling to transcend in accepting fairness cases.

One of the two appeals rejected by the Supreme Court came from the Polish-American Congress of Chicago which took offense at some Polish jokes told by Steve Allen on the ABC-TV *Dick Cavett Show*. The FCC ruled, with a straight face, that Polish jokes are not the kind of controversial issue of public importance that requires the presentation of conflicting views. That decision was upheld by the U.S. Court of Appeals which in effect has now been upheld by the Supreme Court's denial of review. It would be easier to treat this case lightly if it had not cost ABC large legal fees and the government who-knows-how-many man hours to dispose of it.

The other appeal that failed to engage interest of the Supreme Court was that of Accuracy in Media Inc., which had won at the FCC but lost in the appellate court in a protest against an NBC-TV news documentary, *Pensions: the Broken Promise*. AIM, which busies itself with finding network news departments and the so-called liberal press unfair, had objected that the NBC broadcast was unfairly critical of private pension funds.

It is instructive to review the history of the AIM proceeding. The program was aired on Sept. 12, 1972. It was nearly eight months later that the FCC staff formally agreed that the program had been unfair—a ruling issued on the same day that the program won a Peabody Award as “a shining example of constructive and superlative investigative reporting.”

NBC asked the FCC to review its staff's findings. Seven months later the FCC sided with its staff and gave the network 20 days to decide “how it intends to fulfill its fairness-doctrine obligations.” NBC appealed and won a reversal in the appellate court last July. AIM appealed to the Supreme Court.

In the three years and a half that this has been going on, NBC has borne a legal overhead that no small broadcasting company could afford. That, as has been remarked here before, is the real vice of the fairness doctrine. Broadcast editors must always think twice about the legal consequences that may ensue if a story is challenged at the FCC.

The Polish-American case against ABC and Mr. Allen's jokes had gone on just as long. Hardly a laughing matter.

Making history

Media people are witnessing history in the making. What first appeared to be just another Daniel Schorr scoop has bloomed into broadcast journalism's newest cause celebre.

Richard S. Salant, president of CBS News, found it desirable to relieve the hard-driving Mr. Schorr of all reporting duties pending the outcome of government investigations into the now celebrated leak of the House Intelligence Committee's report on the Central Intelligence Agency. And Mr. Schorr found it expedient to concur.

To CBS's credit, it will defend Mr. Schorr against efforts to force revelation of the source of the secret report. This is in keep-

ing with the stout defense of First Amendment rights by all major networks.

Mr. Schorr has retained his own counsel, where his involvement with the leak of the report to the *Village Voice*, the anti-establishment New York weekly, is concerned.

Mr. Schorr without question did what he thought was proper and even patriotic in getting greater exposure for the hot document. But he seems to have confused journalistic ethics with his own crusading instincts. His assignment was to cover the FBI and CIA beat for CBS only. It was not his prerogative to leak, slip or plant the material elsewhere—with or without pecuniary return to himself or to a cause.

Prime time, fringe attraction

We hesitate to mention it, because by no standard that we can think of was it worth the space it will take to talk about it, but the so-called fight between Muhammad Ali and Jean Pierre Coppman on CBS-TV the other night was, well—how do you say it?—a stinker. Besides being no match at all, the proceedings were padded out interminably by devices calculated solely, it seemed to us, to help CBS recoup its well advertised million-dollar investment in the rights.

Now we have nothing against broadcasters' getting their money back, although in retrospect we believe these rights would have been better priced at, say, 15 cents. But aren't the viewers entitled to consideration too? Let's put it this way: If this fight had been on pay cable, pay cable would not recover in this generation.

We realize, of course, that sports events don't always come up to expectations. This one certainly fell short—which in itself was an exceptional accomplishment: Inasmuch as the European Boxing Union had opposed the match on the ground that Mr. Coopman would be outclassed, the expectations must have been minimal to start with. Since then, the Boxing Union has banned Mr. Coopman from Union competition for two years, and the thought occurs that penance might be properly served if television gave up Muhammad Ali until he finds a suitable contender.



Drawn for BROADCASTING by Jack Schmidt

“Don't forget to announce that this is our first quadrasonic broadcast.”

When the chips
are down...



Put Your EBS Money On A Sure Thing TFT's MODEL 760

On April 16 the FCC will be calling in all bets on the new equipment for Emergency Broadcast compliance. And you'll be putting your hard-earned dollars on the line to meet the new EBS criteria. It's a decision you'll have to make quickly, and then live with for many years to come. So why gamble with your money . . . or your responsibility to this vital service? Ask yourself these questions about the system *before* you buy:

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TFT Model 760 is a compact, modular system requiring no additional wiring or calibration between modules. It installs in minutes and occupies only 3½ inches of rack space. Built-in system testing pinpoints service requirements and all components are easily accessible.

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The modular concept of Model 760 makes it as versatile as your needs require. Compact components include: two-tone EBS generator, two-tone EBS decoder, crystal-controlled dual channel FM receiver and a frequency-synthesized digitally tuned AM receiver.

Is it fully reliable?

All TFT Model 760 systems undergo 3 distinct testing and screening procedures prior to delivery, including 100% I.C. screening and testing, burn-in and computerized circuit board testing.

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Model 760 systems to meet basic FCC requirements are available for as little as \$140. Complete, fully integrated systems cost only \$470.

Is it immediately available?

Your TFT EBS System can be delivered from stock if you order early enough.

Once you've checked the facts, we think you'll agree that your best odds in EBS are Model 760. For detailed information, call toll free 800-538-6884 or call collect in California.

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Source: ARB, Oct/Nov 1975, Total person 12+,
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