

Wasilewski's call for new militancy,
grab-bag of FCC favors greet NAB in Chicago

Broadcasting Mar 22

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

10
11
12
13
14
15
16
17
18
19

VOLUME 20

30 motion pictures
...all off network
...all in color

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Billboard's
Top 2
Pop Album Artists
All ASCAP
1. Elton John®
2. John Denver

ASCAP
We've Always Had The Greats

Billboard's
Top 3
Pop Singles Artists
All ASCAP
1. John Denver
2. Elton John®
3. America

ASCAP
We've Always Had The Greats

Billboard's
Top Country LP
"Back Home Again"
By ASCAP Member
John Denver

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Billboard's
Top Pop Singles
Group or Duo
America
At ASCAP

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Billboard's
Top
Easy Listening Artist
John Denver
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Billboard's
Top Country
LP Artist
Charlie Rich
At ASCAP

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Billboard's
Top Soul Single
"Fight the Power"
By ASCAP Members
The Isley Brothers

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Billboard's
Top Soul Singles
Artists
Gladys Knight
And The Pips
At ASCAP

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Billboard's
Top Country Single
"Rhinstone Cowboy"
Written By
ASCAP Member
Larry Weiss

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Billboard's
Top 2
Pop Albums
Male Artists
Both ASCAP
1. Elton John®
2. John Denver

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Billboard's
Top 2
Pop Singles
Male Vocalists
Both ASCAP
1. John Denver
2. Elton John®

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Billboard's
Top 2
Pop Publishers
Both ASCAP
1. Jobete
2. Warner Bros.

ASCAP
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Billboard's
Top Comedy Album
"Wedding Album"
By ASCAP Members
Cheech and Chong

ASCAP
We've Always Had The Greats

Billboard's
Top Gospel Album
"Live At Carnegie Hall"
By ASCAP Member
Andrae Crouch

ASCAP
We've Always Had The Greats

Record World's
Top 4
Male Vocalists
All ASCAP
1. Elton John®
2. John Denver
3. Bob Dylan
4. Bruce Springsteen

ASCAP
We've Always Had The Greats

Record World's
Top Male Group
Eagles
At ASCAP

ASCAP

We've Always Had The Greats

Record World's
Top 2 Albums
Vocal Combinations
Both ASCAP
1. Rufus
2. Gladys Knight
and The Pips

ASCAP

We've Always Had The Greats

Record World's
Top Jazz Crossover
into R&B
Grover Washington
At ASCAP

ASCAP

We've Always Had The Greats

Record World's
Special Achievement
Awards To
ASCAP Writers
Elton John*
and
Bruce Springsteen

ASCAP

We've Always Had The Greats

Record World's
Top Comedy Duo
Cheech and Chong
At ASCAP

ASCAP

We've Always Had The Greats

Record World's
Top R&B
Album Solo Artist
Grover Washington
At ASCAP

ASCAP

We've Always Had The Greats

Record World's
Top New
Male Vocalist
Bruce Springsteen
At ASCAP

ASCAP

We've Always Had The Greats

ASCAP Writers
Take 8 of 9
Top Solo Albums
With Elton John's*
"Captain Fantastic
and the Brown Dirt
Cowboy"
in No. 1

ASCAP

We've Always Had The Greats

Record World's
Top 2 Singles
Rhythm and Blues
Vocal Combinations
At ASCAP

1. Gladys Knight
and The Pips
2. Rufus

ASCAP

We've Always Had The Greats

Record World's
Top Group Album
"One of These Nights"
By ASCAP Members
Eagles

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We've Always Had The Greats

Record World's
Top TV Sound Track
"Really Rosie"
By ASCAP Members
Carole King
and
Maurice Sendak

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Record World's
Top New
Male Vocalist
Morris Albert
At ASCAP

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We've Always Had The Greats

Record World's
Top Singles
Solo Artist
Elton John*
At ASCAP

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We've Always Had The Greats

Record World's
Top Jazz Duo
Gil Scott-Heron
and
Brian Jackson
At ASCAP

ASCAP

We've Always Had The Greats

Record World's
Top Male Group
(Singles)
Eagles
At ASCAP

ASCAP

We've Always Had The Greats

Record World's
Top 2
Male Vocalists
Both ASCAP
1. Elton John*
2. John Denver

ASCAP

We've Always Had The Greats

Record World's
Top New
Instrumentalist
Mike Post
At ASCAP

ASCAP

We've Always Had The Greats

Record World's
Special Achievement
Award (Singles)
To
ASCAP Writer
Elton John*

ASCAP

We've Always Had The Greats

Record World's
Top Album
Instrumentalist
Grover Washington
At ASCAP

ASCAP

We've Always Had The Greats

Cash Box's
Top 2
Male Vocalists
Both ASCAP
1. Elton John*
2. John Denver

ASCAP

We've Always Had The Greats

Cash Box's
Top 2 LP's
By ASCAP Writer
Elton John*

ASCAP

We've Always Had The Greats

Cash Box's
Top Comedy Artists
Cheech and Chong
At ASCAP

ASCAP

We've Always Had The Greats

Cash Box's
Top
Country and Western
Album
Male Vocalist
Charlie Rich
At ASCAP

ASCAP

We've Always Had The Greats

Cash Box's
Top Pop Singles Duo
Carpenters
At ASCAP

ASCAP

We've Always Had The Greats

Cash Box's
Top Pop Singles
Male Vocalists
John Denver
and
Elton John*
Both ASCAP

ASCAP

We've Always Had The Greats

Cash Box's
Top Vocal Group
(Rhythm and Blues
Singles)
Gladys Knight
and The Pips
At ASCAP

ASCAP

We've Always Had The Greats

Cash Box's
Top Pop Singles
Group
Eagles
At ASCAP

ASCAP

We've Always Had The Greats

Cash Box's
Top
Country and Western
Album
Instrumentalist
Charlie McCoy
At ASCAP

ASCAP

We've Always Had The Greats

Cash Box's
Top 2
Duo Artists on LP
Both ASCAP
1. Loggins and Messina
2. Carpenters

ASCAP

We've Always Had The Greats



ABC...A LOOK AT THE PRESENT AND THE FUTURE

This year the ABC Television Network has demonstrated what a combination of talent, programming strategy and quality and imaginative innovation can achieve. For the past eight weeks we've been number one in prime time ...attracting the largest audience among the major networks. Here are some of the reasons behind this growth:

Series

To established hits like "Baretta," "Six Million Dollar Man," "Welcome Back, Kotter," "Happy Days" and "Starsky and Hutch," we've added "Laverne and Shirley," a top-rated show since its introduction this season. "Bionic Woman" is also a winner. "Donny & Marie" with fresh new faces, fresh new comedy-variety that proves audiences love a change of pace.



Special Programming

Irwin Shaw's best-selling novel "Rich Man, Poor Man"—presented over a period of seven weeks—drew overwhelming viewer response. We believe that "Family," another series now running, will have equally wide audience appeal.



ABC's unprecedented coverage of the Winter Olympics created an impact on viewers that by any measurement would be considered outstanding. In fact, the success of this ABC Sports blockbuster surpassed the most optimistic expectations.

There were also ABC Theatre biographies like "Eleanor and Franklin" and "Collision Course," the MacArthur-Truman confrontation. These received the highest critical acclaim for the bril-



liance of their execution and scored high against powerful competition.

Movies

ABC again led with theatrical films including: "The Sound of Music." "Jeremiah Johnson." "The Last Detail." "Serpico." And made-for-television films like: "Legend of Valentino." "The Night That Panicked America." And "Griffin & Phoenix."

This imaginative and varied programming has given viewers a greater choice, more to watch every evening throughout the entire season. But the best is yet to come.

What's Ahead?

This Summer, ABC will provide spectacular coverage of the Olympics in Montreal plus the introduction of ABC Monday Night Baseball. There'll be

superb Convention and Election reporting of this very crucial Presidential campaign. And this Fall and in the following months, we'll be bringing audiences the richest, most broad-ranging and entertaining programs ever seen on television. To insure that, ABC will be announcing its Fall schedule far in advance to give our producers the opportunity to create the highest quality product. And in June, another major presentation, based on the forthcoming epic "Roots," will go into production for broadcast in 1977.



It all adds up to this. We like the fact that people are looking our way. We're confident that people will be looking our way in the future.

ABC TELEVISION NETWORK 

The best is yet to come

Source: NTI/SIA preliminary estimates, average audience household estimates, prime time, eight weeks ending March 7, 1976. Data subject to qualifications which are available on request.

WHEN WE FOUND 225 SCHOOL CAFETERIAS HADN'T BEEN INSPECTED IN 35 YEARS WE DID MORE THAN CALL THE BOARD OF HEALTH DIRTY NAMES.

One day our Action News reporter, Marvin Zindler, received a horrifying letter from a local high school student. It described a school cafeteria that could kill your appetite.

Zindler decided to gather his own dirt. He invited the School Superintendent and a City Health official to join him on a visit to Jefferson Davis High's cafeteria. The student hadn't lied.

Conditions were deplorable. Mouse droppings dotted the store-room floor. Mouse traps were sprung. There were holes in the floor. Open food in the refrigerator. No soap. No towels. And a meat slicer filthy enough to contaminate any meat it touched.

In a five-part series, KTRK-TV devoted itself to cleaning up the cafeterias in Houston's Independent School District. When we discovered that 225 cafeterias hadn't been inspected since 1940, the Health Department promised legal action if the filth wasn't gone in 60 days.

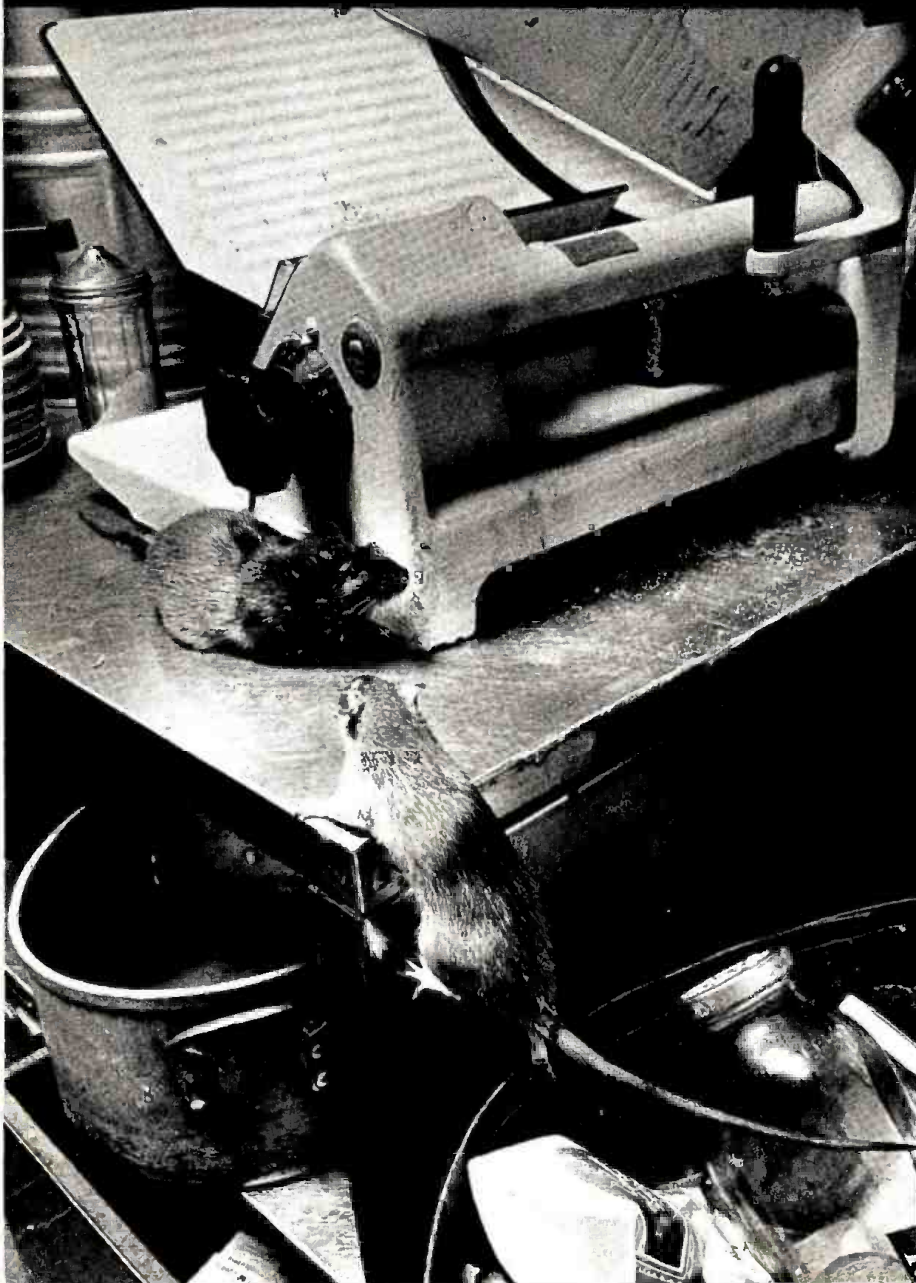
Sixty days later, we took our cameras back to Jefferson Davis High. After an investment of \$18,000 and lots of elbow grease, the cafeteria was spotless, sanitary, and gleaming. With a food cutter so clean the blade could be used for a mirror.

This was only one of 225 schools that got a thorough going over. As a result of our clean sweep, these schools will be inspected on a regular basis.

It seems that a TV station can be a powerful cleansing agent. Truth is stronger than dirt.

KTRK-TV
Houston

**ONE OF THE STATIONS OF
CAPITAL CITIES COMMUNICATIONS.
WE TALK TO PEOPLE.**



Broadcasting Mar 22

SURPRISE PACKAGE. *FCC works hard, comes up with several rulemakings, rule and procedure changes in time for delivery to NAB convention. Among them: short-form radio renewals, automatic transmitter inquiry.* **PAGE 21.**

THE NEW MILITANTS *NAB President Vincent Wasilewski calls his troops to battle at this week's convention in Chicago. It's a reaction to criticism for losses on the lobbying front and a realization of the tough fights ahead on program siphoning and cable copyright. He asserts that the association under his leadership is in good shape and attitude for the struggle. But the membership is going to have to get into the fray, he says.* **PAGE 24.**

GREETINGS FROM *President Ford will not make it to the convention, but an emissary will deliver his message of praise and encouragement for the broadcast media.* **PAGE 25.**

WHAT, WHEN, WHO AND WHERE *The complete NAB agenda is presented, with times and locations of events. Also, there's a list of firms with hospitality suites in Chicago.* **PAGE 28.**

FCC BUDGET TALKS *A congressional subcommittee feels the FCC should recover more of its costs through filing fees, and casts covetous eyes at CB radio. Wiley and commission staff explain their housekeeping problems, review children's TV, drug advertising, family viewing and other issues.* **PAGE 44.**

UNFAIRNESS CHARGE *Broadcasters tell an appeals court that de-regulation of pay cable constitutes a threat to the free market, contend there is no free market when their services are used to build CATV's plant.* **PAGE 59.**

CHIPS ON BROADCASTING *Bill Michaels emphatically tells a New York analyst group that Storer will not sell its radio holdings to beef up its CATV division.* **PAGE 65.**

LIN IN MINNEAPOLIS *Group owner asks FCC approval to buy Ridder Voting Trust's interest in WCCO-AM-FM-TV for \$12 million.* **PAGE 65.**

PUBLIC RADIO MERGER *There's talk of an amalgamation of National Public Radio and Association*

of Public Radio Stations. Washington conference also mulls satellite networking. **PAGE 81.**

FAMILY VIEWING APPRAISED *Though a year since concept was voted in at 1975 NAB convention, controversy hasn't slackened. Networks defend it; writers, producers and distributors deplore it.* **PAGE 97.** *And in court, two citizen groups and MPAA add their names to those charging concept violates First Amendment.* **PAGE 106.**

TO THE RESCUE *Now that NBC's called back Paul Klein to jockey the network out of show position in the ratings race, he hopes to provide direction as well as touch of class.* **PAGE 108.**

TV VIOLENCE *When it comes to effect on young viewers, two research projects claim message as well as manner of presentation must be considered.* **PAGE 109.**

RIDING HIGH *Broadcast Advertisers Reports finds weekend daytime billings rocketed network TV sales to nearly \$226.5 million in January, up 12.8% from the same month a year ago.* **PAGE 115.**

OPPOSITE CAMPS *In comments to FCC, cable TV operators rally behind proposal to give local franchising authorities option of subscriber rate regulation, some advocate that regulation be pre-empted. Citizen groups and broadcasters, however, have different ideas.* **PAGE 117.**

THREAT TO PRESS *That's how Twentieth Century Fund task force sees trial judges who restrain reporters. Group recommends limitation on restrictive or 'gag' orders.* **PAGE 119.**

IMPASSE *As of last week, negotiations between WBZ-AM-FM-TV Boston and electrical workers had been suspended, with substitutes still manning IBEW posts.* **PAGE 120.**

NEW FORCE *Trading on a farsighted purchase of some Houston real estate, D'Lo, Miss.-born Joe Allbritton is now a millionaire many times over, and with his purchase of the Washington Star and its broadcast properties, a major factor in communications.* **PAGE 145.**

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Richard E. Wiley
1972-
CHAIRMAN



Robert Emmett Lee
1953-



Charlotte T. Reid
1971-



Benjamin L. Hooks
1973-



James Querlo
1974-



Glen O. Robinson
1974-



Abbott Washburn
1974-



*Dean Burch
1969-1974



H. Rex Lee
1968-1973



Nicholas Johnson
1966-1973



Robert Taylor Bartley
1952-1972



Robert Wells
1969-1971



Thomas J. Houser
1970-1971



Kenneth A. Cox
1963-1970



*Rosel Herschel Hyde
1946-1969



James J. Wadsworth
1965-1969



Lee Loevinger
1963-1968



*E. William Henry
1962-1966



*Frederick W. Ford
1957-1964



*Newton N. Minow
1961-1963



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



John S. Cross
1958-1962



Charles Henry King
1960-1961



*John C. Doerfler
1953-1960



Richard A. Mack
1955-1958**



*George C. McConaughy
1954-1957**



Edward Mount Webster
1947-1956



Frieda Barkin Menck
1948-1955**



George Edward Sterling
1948-1954



*Paul Atlee Walker
1934-1953**



Eugene H. Merrill
1952-1953



Robert Franklin Jones
1947-1952**



*Albert Wayne Coy
1947-1952**



Clifford J. Durr
1941-1948**



Ray C. Wakefield
1941-1947**



*Ewell H. Jett
1944-1947**



*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946



William H. Wills
1945-1946**



*James Lawrence Fly
1939-1944**



Norman S. Case
1934-1945**



George H. Payne
1934-1943**



Frederick I. Thompson
1939-1941**



Thad H. Brown
1934-1940**



*Eugene O. Sykes
1934-1939**



*Frank R. McNinch
1937-1939**



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937**

*Served as Chairman

★ **FEDERAL COMMUNICATIONS COMMISSIONERS** ★
July 10, 1934 to March 8, 1976

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



**Deceased

Hampson Gary
1934**

Closed Circuit®

Insider report: behind the scene; before the fact

FCC fates and fortunes

Will Richard Wiley's speech tomorrow in Chicago be his last as FCC chairman to annual convention of National Association of Broadcasters? That depends on November elections. If Republican wins Presidency, it's assumed Wiley chairmanship would continue to expiration of his present term, June 30, 1977. If Democrat wins and appoints Democratic FCC chairman, Mr. Wiley, contrary to earlier reports, will stay on as commissioner through term and then enter law practice. Member who resigns before term ends must wait year before starting FCC practice.

Democratic victory could place Ben Hooks in line for chairmanship. Only other Democratic lawyer now on FCC is Glen O. Robinson who has announced intention to leave after his term ends next June 30 (though he reportedly hopes to stay through August before taking up new job as law professor at University of Virginia). Mr. Hooks, former Memphis judge, would like to be FCC's first black chairman.

Room for all

Way TV business is going, network officials who used to complain that TV economy could support only two and a half networks are now saying it seems almost strong enough for four — this year, anyway. Near end of February, estimated network billings were running 12.5% ahead of year-ago levels. NBC-TV, despite unaccustomed last place in ratings, was challenging CBS-TV for revenue leadership and in fact improved its sales by slightly more (11.7%) than CBS (10.2%). ABC-TV, running first in weekly ratings and second in season-to-dates, was up 16% in billings.

Some veterans of ratings wars — not only those at ABC — say they're convinced it'll never be two-and-a-half-network race again, at least not in ratings and probably not in billings. They're satisfied ABC will remain strong contender, think it possible network competition will eventually become so close that differences may be almost insignificant in both dollars and ratings. In February they were splitting network revenues as follows (comparable 1975 figures in parentheses): CBS 34.3% (35.1%), NBC 34.2% (34.4%), ABC 31.5% (30.5%).

Manna from heaven

Satellite terminal manufacturers will be out in full force at National Cable Television Association's convention April 4-7, portending strides in pay-cable

satellite network growth. Home Box Office now serves 60,000 subscribers through 23 operating earth stations (connecting 30 cable systems). Only year ago satellite pay-cable plans were unveiled. Operating earth stations are expected to more than double by this time next year, serving quarter-million cable homes. More optimistic predictions put number of earth stations as high as 200 and see satellite coverage of top-100 markets within two to three years.

Cable operators will get message before they even venture into Dallas convention center. Three firms — Andrew Corp. (Orland Park, Ill.), Radio Mechanical Structures (Kilgore, Tex.) and RF Systems (Cohasset, Mass.) — will have earth station terminals set up in parking lot outside, pulling in HBO programming to closed-circuit receivers in exhibit booths inside. Also on outside will be Scientific-Atlanta (Atlanta) and Terracom (San Diego), both presenting satellite receive equipment. Only S-A exhibited satellite equipment at New Orleans convention last year.

First things first

House Communications Subcommittee was expected to begin cable hearings soon after it released much publicized staff study on cable TV regulation (BROADCASTING, Feb. 2). But it's been two months and no one, not even subcommittee chairman, Torbert Macdonald (D-Mass.), knows when hearings will be. Mr. Macdonald said last week he thought it good idea to wait until Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee finishes mark-up of copyright bill, which could take up to two months. Mr. Macdonald called cable issue "biggest can of worms of all time." He's urging colleagues to start doing their homework on it.

Chairman said broadcast license renewal is far easier problem, indication perhaps that he might call hearings on that issue first. He'll talk about license renewal in his address to radio broadcasters at National Association of Broadcasters Chicago convention this week, thinks it "will be difficult" to get House to agree to five-year license term.

Breather

Although FCC's attention last week was focused on matters that would interest broadcasters this week at their annual convention, next week it is cable's turn, as commission cranks up for National Cable Television Association gathering. And one item calculated to draw attention is order that would drastically reduce burden commission had placed on cable industry in setting 1977 as deadline for rebuilding

old systems in accordance with new rules. As it is being drafted by staff, item would impose no requirements on smaller systems (3,500 subscribers is staff's suggested cut-off point); larger ones would be required to meet 20-channel capacity and two-way requirements, but would be allowed time to rebuild — up to 10 years, which is regarded as life expectancy of equipment now in use.

Under terms of draft, larger systems would have to provide access channels before rebuilding only if they have necessary bandwidth capacity. Smaller systems would be required to meet access demands only if they have unused channel capacity or blackout time.

Lockout?

Representative B.F. Sisk's (D-Calif.) resolution to permit broadcast coverage of House chamber proceedings looks doomed when it comes to vote in Rules Committee Wednesday (March 24). Rumor persists that House Majority Leader Thomas P. O'Neill (D-Mass.) and Richard Bolling (D-Mo.), key Rules Committee member, are marshaling votes against resolution behind scenes, although Mr. O'Neill denies it.

Pilot supplies

West Coast insiders say ABC-TV has most promising and varied collection of pilots to choose from in fashioning its 1976-77 prime-time schedule. Collection will stand it in good stead in filling estimated six and a half hours of current programming expected to be canceled. Weakest development, these insiders say, is CBS's. CBS skimped on pilots because it didn't think it would have many failures, according to these sources, who expect at least five and a half hours to be replaced by CBS next month. NBC figures to pink-slip anywhere from seven and a half to nine and a half hours, depending on how much of its development it wants to take chances on, these sources say.

Dickering on 'Douglas'

Marlo Thomas and John Davidson are two names being bandied about as hosts of possible new daily 90-minute talk-variety show that NBC-owned TV stations would mount if they decided to drop *The Mike Douglas Show* at end of contract in October. Douglas ratings have slipped in some markets. Group W's plan to take two national minutes daily in new quasi-barter *Douglas* deal (BROADCASTING, March 1) is also understood to be meeting resistance in contract negotiations.

Business Briefly

Procter & Gamble Corporation, through Compton Advertising and Wells, Rich, Greene, has agreed to return, along with J.B. Williams Co., through Parkson Advertising, as major national sponsors of *Hee Haw*, syndicated barter series produced and distributed by West Coast-based Yongestreet Program services Inc. Other national sponsors that were with series last year and are expected to renew, according to Alan D. Courtney, president of Yongestreet, are: Block Drug Co. (BBD&O), Warner Lambert (J. Walter Thompson), Tums (Leo Burnett), Ex-Lax (Ogilvy & Mather) and Miles Labs (Clifford Botway). These sponsors account for all four national minutes. Stations get series free and are allotted four minutes to sell locally. Mr. Courtney says Yongestreet will do another 26 originals, and 216 stations that carry series play it mostly on Saturday at 7 p.m., NYT. Stations include WPXI(TV) New York, KTTV(TV) Los Angeles, WGN-TV Chicago and KYW-TV Philadelphia.

Burger King Franchise company, through BBD&O, has signed on as second national sponsor of Viacom Enterprises' new syndicated barter series *Ara's World of Sports*. Kellogg, through Leo Burnett, signed on as national sponsor of series last December. Former Notre Dame head coach Ara Parseghian is host of weekly half-hour, which Viacom has already bartered to 44 markets, among them WTAE-TV Pittsburgh, WPRI-TV Providence and WLWT(TV) Cincinnati. Twenty-six original episodes consist of various athletic events, with sidebars featuring instruction in groundings of sports by expert participants. Series is being geared to prime-access periods.

Borden Thirty-one different Borden products will be involved in company's sponsorship of three-hour feature film, "1776," on NBC-TV on June 29 (8-11 p.m.). Borden will be sole sponsor of movie, which is musical history of second Continental Congress. Sponsorship of

film is part of Borden's corporate thrust in network television specials. Conahy & Lyon, New York, is agency on buy, designed to reach all-family audience.

Green Giant New frozen vegetable products by Green Giant, Le Sueur, Minn., continue to be introduced in new flight on TV running April 5 through June 13. Network (mainly NBC) and spot commercials will run in daytime and late fringe. Target audience is total women. Leo Burnett, Chicago, is agency.

Tropicana Products Four-week campaign begins April 5 for Tropicana orange juice in number of markets. Fringe and prime-time 30's targeted to total women are handled by SSC&B, New York.

Pepsico Continuation of campaign for regular Pepsi-Cola in 207 spot markets and network TV picks up April 26 for five weeks. Spots for Diet Pepsi begin in similar number of markets April 5 for eight weeks, targeted to women, 25 to 49. Budget for daytime 30's varies by market. BBD, New York, is agency.

Volkswagen Auto company has bought time on TV stations in 200 markets for multi-week flights (number of weeks depending on market) beginning April 12. All of top markets in U.S. are included in this buy. Men, 18 to 49, will be sought by Doyle Dane Bernbach, which will buy spots only in fringe time and during breaks in sports events.

Mobil Oil company is planning major spot-TV campaign to run in 47 markets. First flight starts April 5 for four weeks and second flight, using same spot, kicks off May 17, also for four weeks. Doyle Dane Bernbach is aiming at men, 18 to 49, by buying prime-time and early and late fringe. Markets include New York, Los Angeles and Chicago.

Eureka For its vacuum cleaner line, Eureka is mapping extensive spot-TV campaign to break in 120 markets for two weeks, starting in mid-April. To reach women, 18 and over and 18 to 49, Young & Rubicam International is aiming for daytime, fringe and news periods.

Western Union In unusual corporate buy, Western Union acquired rights to 1941 feature film, "Western Union," and has arranged for full sponsorship of movie in 17 major markets. Film already has run in New York and Washington and is scheduled to be carried throughout May

Doubleday
Media
Says:

JOIN US FOR COCKTAILS AT THE **NAB CHICAGO** TWO HOSPITALITY SUITES: **HYATT REGENCY AND McCORMICK INN**



Dan Hayslett
National Sales Manager



Dick Anderson
General Manager



Bob Magruder
Regional Sales Manager



Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties



One of the 33 great **new** movies from MCA TV.
Universal Star-Spangled 33

"The Great Waldo Pepper" prob. avail. 10/1978.

Rep appointments □ WPHL-TV Philadelphia and KDOG-TV Houston: H-R Television, New York. KENR(AM) and KRBE(FM), both Houston, and WKNX(AM) Saginaw, Mich.; Katz Radio, New York. KOME(FM) San Jose, Calif., and WDKX(FM) Rochester, N.Y.: Selcom, New York. KIFN(AM) Phoenix: Bill Dahlsten & Associates, Los Angeles (for Los Angeles).

in 18 other cities, including Chicago, Boston, Detroit, Cleveland, Minneapolis and Houston, Western Union acquired rights to films from distributor, National Telefilm Associates, with Ries Capiello Colwell Inc., New York, creating commercials and placing them to reach all-family audience and upscale adults.

Eastern Airlines □ Spot-TV flight is scheduled to take off April 12 for four weeks in 24 major markets. Young & Rubicam International, New York, is seeking to buy fringe and prime-time periods and news programs to reach adults, 18 and over, and men, 25 to 54.

Dazey Products □ In first extensive television campaign, Seal-A-Meal plastic bags have begun schedule on daytime programming on ABC, CBS, NBC, and this effort will be supplemented by spot-TV spree in 40 top markets within next few weeks to continue for two to three months. Through Bernstein/Rein/Boasberg Advertising Inc., Kansas City, Mo., Dazey is seeking 30-second positions in spot TV in daytime and early fringe periods to reach women, 21 to 49.

Beck's beer □ Staggered flights for Beck's beer, New York, are set in six markets. All are TV 10's in fringe and weekend time targeted to men, 18 to 49. New York will have campaign March 22 through May 9 and May 24-July 11. Miami and Chicago have similar flights schedules; Boston runs April 26-May 23 and June 14-July 11; San Francisco and Los Angeles run March 29-May 2. Della, Femina, Travisano & Partners, New York, is agency.

Mrs. Paul's Kitchens □ Prepared frozen seafood and vegetable products from Mrs. Paul's, Philadelphia, will be focus of mid-May campaign in about 35 markets. TV 30's geared to women, 25 to 49, are handled by J.M. Korn & Son, Philadelphia, agency.

Shiseido □ Shiseido Cosmetics (America) Ltd., subsidiary of Tokyo firm, will be promoted in April 18 flight tied to Bloomingdale's department store, New York. Fringe and daytime TV 30's are geared to women, 25 to 49. Dentsu

Advertising, New York, is agency.

Bancroft Sporting Goods □ Tennis equipment will be highlighted in spot-TV flight that begins in early April and runs for four weeks in 13 major markets. Norman, Craig & Kummel, New York, is directing buys at news programs in order to reach men and women, 18 to 34.

Bonanza International □ Spot-TV campaign is being prepared to begin in early April and continue for 20 weeks on alternative week basis to advertise Bonanza Steak Houses in 20 major markets. Marschalk, New York, is directing its spots to men and women, 18 to 49, through buys in fringe, access and prime periods.

Guerlain □ Perfume maker will touch off spot radio effort in early May in 36 major markets, with campaign scheduled for 20 weeks until end of year but with hiatus from mid-June to mid-September. Primaute Advertising, New York, is concentrating on good music and classical music stations to reach upscale audience, 18 and over.

Samsonite □ Luggage company has signed on as sole national sponsor, through J. Walter Thompson, of new JWT Syndication barter special, *Woman, Her Winning Ways*. Half-hour show, to be presided over by actress Dina Merrill, has just been put on market for late spring date. Samsonite will take two minutes and stations, which get show free, will have three minutes to sell locally. Show will feature women sports personalities, including Olympic speed skater Anne Henning.

Cadbury Corp. □ Company's king-sized chocolate bars will be featured in eight-week network television campaign on ABC, CBS and NBC, supported by spot TV in major markets, starting this month. Young & Rubicam, New York, is agency, with commercials slanted toward women, 18 to 49.

Allen Products □ As part of expansion to coast-to-coast distribution of Alamo dog food, Allen is adding about 125 markets in West to estimated 75 markets already in spot TV, starting April 13. Additional spot-TV advertising is for 15-week cycle though Alamo is on air for 50 out of 52 weeks. Weightman Advertising, Philadelphia, is reaching toward women, 25 to 49.

Wiedemann beer □ G. Heileman Brewing Co., La Crosse, Wis., has appointed Burton-Sohigan, Detroit, as agency for its Wiedemann beer. Burton-Sohigan already handles Heileman's Schmidt, Sterling, Drewry's and Mickey's brands.

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Broadcasting

The newsweekly of broadcasting and allied arts

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Hollywood: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Bill Merritt, *Western sales manager*.
Sandra Klauener, *editorial-advertising assistant*.

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1. Complete Field Zoom (Pictured above) With 1.5x and 2.5x servo operated built-in extenders.	1 1/4" 22x25 f:2.2	1" 22x18 f:1.8
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3. Studio Standard High transmission, aberration free, short M.O.D. multi-range lens.	16x17 f:2.1	16x13 f:1.6
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6. ENG Lenses (Pictured below) Extreme light gathering power with ideal ranges of zoom and focusing.	1" K7x11 f:2.0	3/8" A10x10 f:1.9 A7x9 f:1.4 A6x12.5 f:2.0
Extreme Width Angle Fixed Focus Lens.	KF9A f:1.8/9mm	AF6A f:1.4/6mm

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Datebook

■ indicates new or revised listing

This week

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

■ **March 23-25**—Electronic Industries Association spring conference. Mayflower hotel, Washington.

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**—Workshop for newpeople co-sponsored by the Nebraska Broadcasters Association, Society of Professional Journalists, Sigma Delta Chi, and Radio-Television News Directors Association. March 27 luncheon speaker will be Wayne Vriesmann, KWGN-TV Denver, president-elect of RTNDA. Kearney Inn, Kearney, Neb.

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.

Also in March

March 29—Kickoff banquet for *The Personal Communications 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—FCC's deadline for comments on proposed relaxation of TV tuning accuracy standard for channels 70-83 (Docket 20719). Replies due April 16. FCC, Washington.

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 2-4—Great Lakes region meeting of *Women in*

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. 1977 meeting will be held in St. Louis; site and date to be announced.

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

June 16-18—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.

Nov. 10-13—Society of Professional Journalists, Sigma Delta Chi, national convention. Marriott hotel, Los Angeles.

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 designated in Chicago.

Jan. 23-26, 1977—National Religious Broadcasters 34th annual convention. Washington Hilton hotel, Washington.

Feb. 12-16, 1977—National Association of Television Program Executives 14th annual conference. Fontainebleau hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.



Yes, "My Three Sons" did start early in 3 markets. Before its announced Fall 1976 availability.

In Washington (M-F, 6:00) and Kansas City (M-F, 4:30), "My Three Sons" scores the highest ADI rating and share in its time period. In Phoenix (M-F, 6:00), the second highest.

In all 3 markets, "My Three Sons" wins more 18-34 and 18-49 women than any competing program.

And in all 3 markets, "My Three Sons" performs significantly better than both its lead-in and the program scheduled a year ago in its time period.

Now that you've sneaked a peek at these preview performances, you have better reason than ever to book this sitcom as the biggest coming attraction in your Fall schedule.

"MY THREE SONS"
from Viacom

At the NAB: Suite 1423, Hyatt Regency Chicago.

Communications. Myrna Oliver, *Los Angeles Times* reporter, will speak. Indiana Memorial Union, Indiana University campus, Bloomington.

April 3—Dallas Women in Communications Inc. matrix dinner. Marlene Sanders, ABC vice president, will be speaker. The Registry hotel, Dallas.

April 3—Fort Worth Women in Communications Inc. celebrity breakfast. Phyllis George, CBS, will be guest speaker. Tarrant County Convention Center, Fort Worth.

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 5-8—Washington Journalism Center conference on "The Crisis of the Cities" to provide perspective on such key issues as the future of the central cities, urban problems and race relations, the role of government employe unions in cities today and proposals for federal aid to cities. Fifteen speakers in and outside of government will lead discussions. 2401 Virginia Avenue, N.W., Washington.

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

April 9-10—New England chapter of American Women in Radio and Television 24th annual meeting. Sheraton Tara Hotel, Framingham, Mass. Contact: Joan Sanborn, WCVB-TV Boston; (617) 449-0400.

April 9-10—Women in Communications Inc. Southwest region meeting. Holiday Inn, Denton, Tex.

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.

continued on page 126

Open Mike®

Con . . .

EDITOR: I take very strong exception to your editorial remarks which showered uncalled-for aspersions on the manner in which film distributors extended hospitality and conducted business at last month's National Association of Television Program Executives conference (BROADCASTING, March 8) . . .

All this talk of "legs in the lobby and bosoms in upstairs rooms" paints us with a very old brush. We conduct our affairs in a most respectable manner and do not warrant comparisons with the "boys in the back room."—*Don Menchel, vice president, director of sales, MCA TV, New York.*

EDITOR: Instead of praising the NATPE organization and those responsible for organizing a very successful conference, your editorial takes an undeserved slap at those of us who distribute television programs. I have attended NATPE conferences since the organization began. The meeting in San Francisco was the most

sedate, businesslike meeting that I can remember.—*Jerry Smith, executive vice president-marketing, Worldvision Enterprises, New York.*

EDITOR: What I find most distressing about your editorial was the insinuation that a circus atmosphere reminiscent of what you purport was the atmosphere at the National Association of Broadcasters many years ago was present at this year's NATPE. As for our company, all of the men brought their wives, and I can't imagine whose legs or whose bosoms you're referring to.—*Kenneth Joseph, executive vice president in charge of worldwide syndication, Metromedia Producers Corp., New York.*

EDITOR: This was one of the best conventions I have attended, and everything was quite proper in all the exhibitors' suites that I visited.—*Pierre Weis, executive vice president, syndication, Independent Television Corp., New York.*

EDITOR: Instead of pointlessly shooting from the hip, we suggest you might have offered some applause for our efforts. And maybe you also feel our four-color NATPE ads are likewise in bad taste and we should cut them out so as not to "offend."—*Wynn Nathan, vice president, worldwide syndication; Harvey Chertok, director of advertising and sales promotion, Time-Life Television, New York.*

(The vigor of the preceding comments, excerpted from letters received in rapid sequence, connotes the sensitivities of television syndicators who, because of past events, react whenever promotional manners are challenged. BROADCASTING editors may have confused showmanship with one-upmanship. The editors' intention was to enlighten, as was demonstrated by this publication's comprehensive coverage of the NATPE.)

. . . and pro

EDITOR: On behalf of NATPE, I would like to express my appreciation for your excellent coverage of our convention in San Francisco. As usual, you provided unique insight and perception of our organization.

I appreciate your concern over the "legs in the lobby," etc. However, I feel there are enough interested parties (including program distributors) to see that NATPE will never turn into this kind of circus.

See you next February at the Fontainebleau in Miami!—*Marvin Chauvin, station manager, WOTV(TV) Grand Rapids, Mich., and president, National Association of Television Program Executives.*

Talk about EEO

EDITOR: There they go again (BROADCASTING, Feb. 23) with their, "I

Bring advertisers in by sending them away.

Travel incentives build sales because they make advertising packages more attractive, and to ensure their success Broadcast Travel Incentives does more than arrange a tour.

We hold seminars with your sales staff to explain the promotion. We provide letters of confirmation. We send a professional representative along on the trip to see that everything runs smoothly. We'll even place your down payment in escrow, if you'd like.

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Write or call us collect at (415) 982-7197, and we'll fill you in on the details.

Broadcast Travel Incentives

105 Montgomery Street • San Francisco, CA 94104

The Specialists in Tours for Broadcasters



can't find a job in broadcasting." Will someone please tell them, "You're not looking for a job. What you want is a position!"

We live in one of the most beautiful, unspoiled pieces of the U.S.A., pay better than average wages for our market or similar markets (No.268) and we haven't had a walk-in application for a job in over three years. We are continually looking for people and advertising in San Francisco, Sacramento, Portland or Seattle. If there are that many unemployed broadcasters perhaps the problem is that they can't read.

We don't care if you're red, green, purple, brown or black, if you can read and write and move without the aid of more than two crutches, you just might find yourself with a job, if that's what you want! We have trained our entire sales crew of four men from scratch, our entire office force from traffic to bookkeeping and half our air staff from high school diplomas to professionals.

We need a good newsman right now, and will soon need another salesman. We don't hire resumes, we hire nice, warm bodies. Why don't you get out of the big city and away from your ego trip and find out what the real world of broadcasting is really like? You might like it. We'll always have a hot cup of coffee and a warm welcome for any real, prospective broadcaster.—*Cy Smith, manager, KLAD(AM) Klamath Falls, Ore.*

CB as a monster

EDITOR: A great deal is being written today about cable and its threat to radio. There is no question that the danger signs that we are seeing are cause for concern. Radio, as we know it, is faced with another serious invasion of its right to life, however. The total and complete inability to control the rapid expansion of CB radio is a problem to all broadcasters.

It is possible that the spring ARB sweeps will see a decline in out-of-home listening of as much as 8 to 12%. If we are to believe some of the statistics that we are seeing, we can soon expect one car in four to have a CB radio installed. That is higher than today's penetration of FM radio. We know from experience that the car with the CB in it has it on, and we know for a fact that it is next to impossible to monitor CB and listen to AM or FM radio.

The CB threat is far more serious than the tape deck of a few years ago. The tape deck novelty required the continued buying of expensive tapes that became obsolete. The CB radio provides new and different entertainment every minute.

Some of us have made the mistake of jumping on the CB bandwagon. We've had CB "weekends," given away CB units, CB dictionaries and, in general, aided and abetted in developing a new monster. It is time now that we bring about a slowdown in the uncontrolled and often illegal operation of CB radios. The FCC's investigation into the expansion of available channels should be noted and opposition to additional facilities should be strongly ex-

pressed by all broadcasters. The overcrowding of the channels that already exist could help to bring about the disenchantment that may cause CB fans to bring everything back into perspective.

If drive-time audiences dwindle in forthcoming "books," look to CB as one reason. Let's do something about it before departing audiences are followed by declining revenues.—*Murray J. Green, general manager, WNDE(AM)-WFBQ(FM) Indianapolis.*

'Memo' circulation

EDITOR: I have absolutely been overwhelmed with comments and letters regarding my "Monday Memo," (BROADCASTING, Feb. 9). For 40,000 subscribers, you must have 200,000 readers. I have heard from a big percentage—*Lee M. Dubow, vice president-sales promotion, Foley's department stores, Houston.*

EDITOR: Our grateful appreciation to you and your staff for printing the International Radio and Television Foundation story as the "Monday Memo" in the Feb. 23 issue of BROADCASTING. We are particularly gratified with the initial response to that article in that many people at that week's National Association of Television Program Executives conference in San Francisco commented on the fact that... "we were not aware of the many things that IRTF does." We have been trying to put these educational programs into a meaningful perspective and have been looking for the proper way to inform the people in our business as to what we do. This initial effort in BROADCASTING is most helpful and out sincerest appreciation, again, to you for making it happen.—*Ave Butensky, senior vice president, Dancer-Fitzgerald-Sample, New York.*

God's airwaves

EDITOR: I find it quite ironic that FCC Chairman Richard E. Wiley should get such an enthusiastic reception from Christian broadcasters at the National Religious Broadcasters/National Evangelical Association convention (BROADCASTING, March 1). Isn't this the same Richard Wiley who is leading the FCC in the bit-by-bit annihilation of free speech and free press as applied to broadcasting? If and when the FCC completes its destruction of the First Amendment, there won't be any more religious broadcasters.

We evangelical Christians have a duty to spread the gospel by any means available. Broadcasting is a good means. Let's not lose it.

Let us get back to our proper mission of spreading the good news of salvation through Jesus Christ. As more Christians stop watching sinful programs the ratings of such shows will go down and they will be off the air. The major networks don't carry programs to promote sin—they carry them to make money. When the money stops, the program stops. It really is that simple.—*Jack L. Messmer, Martinsville, Ind.*

Salute to Harry Martin

EDITOR: Broadcasting lost a good friend and veteran appraiser when Harry Martin died (BROADCASTING, March 8). For those of us who had the distinct privilege and pleasure of calling on Harry at William Esty, we share a unique loss. It is said that Harry bought for and supervised the largest single spot radio-TV account in its era—various R.J. Reynolds cigalettes.

As a radio rep, I delighted in calling on Harry and his buyers—win, lose or switch. He could knowledgeably discuss 200 markets without ever looking at a rating book or SRDS. Never easy, never discourteous, always a pro. The kind of buyer that every radio rep sales person hopes to call on at least once in his selling career.

We're going to miss Harry Martin. He taught us that it took professional broadcast salesmen to successfully sell professional broadcast buyers and supervisors.—*Francis L. Boyle, president, Robert E. Eastman & Co., New York.*

The best defense

EDITOR: When the American Society of Composers, Authors and Publishers gave broadcasters the music problem almost 40 years ago, we accomplished our objective with the establishment of Broadcast Music Inc. Today we face the royalty record payment proposal. Again unity of the industry is needed.

Let all of us accept a regular "No-Play List of Records," where labels and artists will be deleted according to a pre-published date list each month. Very soon record labels and artists shall disappear from the marketplace and their degree of popularity will diminish.

At that time let us all sit back and see how talent and labels will become popular that we as an industry will not promote. Business hurts most when hit in the checkbook. Let's get to their checkbook before they reach ours.—*Frank Blotter, WKDC(AM) Elmhurst, Ill.*

No thanks

EDITOR: I read with interest the March 3 letter from James A. Brown Jr. of San Francisco entitled "More troops needed."

We operate in a small market and receive very little national and regional business, but if all agencies paid their bills in the manner we're accustomed to, then I don't know if we want more national business through agencies.—*James E. Ballard, WMIK-AM-FM Middlesboro, Ky.*

(Mr. Brown's letter called for an effort to increase national business for radio stations.)

Particularly and generally

EDITOR: Thank you for the kind words in the Feb. 16 "Man in the News." I appreciate the way the interview was handled and will take this opportunity to continue to compliment you for so many good years of service to the communications industry.—*Burt I. Harris, Harris Cable Corp., Los Angeles.*

Monday Memo[®]

A broadcast advertising commentary from Matthew Serino, vice president, Blaine Thompson, New York

Give our regards to TV, say goodbye to mostly print

There is no business like show business. And for years, the advertising of Broadway shows treated them as something special. But now, new insight into the uses of TV advertising for the theater has brought about one of the healthiest and most prosperous seasons Broadway has enjoyed for a long time.

Like many other segments of our society, the advertising of Broadway shows has been to a great extent a victim of its own traditions. There developed over the years a certain formula for advertising Broadway shows. How it developed and who first promulgated are mysteries, but, like many traditions of the theater, it has prescribed a certain way of action, which until the middle of last year, was the accepted way to promote the theater in the media.

The basic ingredient in this formula was the use of print media for the major portion of Broadway advertising. Come hell or high water—and all too often, the closing of shows that might have made it—we stuck by the formula. What television we did use was also predicated on the same formula. We put our advertising in the prestige spots—around the news, in network programming and on the network affiliated stations. We got nebulous results.

Early in 1975, we decided to do a little experimentation with our advertising for the Broadway shows we were handling. We did a 60-second spot for the musical "Grease." It was a well-produced, restructured minute of the actual musical.

The results were incredible from our standpoint. Within a short time "Grease" was exceeding every previous high it had ever reached. From an advance of \$25,000, (the advance booking is the basic financial weathervane for all Broadway shows) "Grease" reached an advance of \$250,000 and its weekly gross rose to between \$60,000 and \$75,000, and reached the \$86,000 mark in one spectacularly successful week.

With "Grease" success, we knew we had a winning concept on our hands. How could we best take advantage of it? We're a show business agency and our talents are directed towards the promotion of the shows we represent on Broadway. Television had shown us it could do a tremendous selling job for us if we used it properly.

About this time I met Sam Vitt, who was a dedicated patron of the theater and whose wife, Marie, had been a noted actress. Knowing that he had something to do with the media field, I explained our problem. He arranged for a meeting with



At 32, Matthew Serino is 14-year veteran at Blaine Thompson Co., New York, which specializes in theatrical advertising. He has handled a variety of assignments at the agency, and as vice president and account supervisor, has been in forefront of Blaine Thompson's new emphasis on TV advertising for theatrical productions on Broadway.

his staff and developed an over-all formula for using television that has proved to be absolutely fantastic for us—and I use the word advisedly.

Stan Silverman, a vice president for Vitt Media International, was assigned our account and since that time not only have we enjoyed extremely great success, but also we have been able to dissolve a number of myths that are prevalent about the entertainment industry.

We have destroyed the myth, for instance, that critical reviews make or break a show. We don't say they can't hurt or help a show, but we have proved to ourselves, at least, that given the kind of TV advertising VMI has been getting for us, we can generate an audience despite critical reviews.

A couple of other myths have fallen by the wayside since we began our new TV advertising concept. The idea that there was a certain type of person interested in the theater and Broadway shows has been almost completely disproved. We know for instance that a great many of the people now attending the Broadway offerings are people who don't have time to read the major New York newspapers and therefore don't have pre-conceived ideas about whether or not a show is good or bad. There has been a belief that ethnics won't support the Broadway theater. Our experience with "The Wiz" disproved that theory—and the black community has made that show a tremendous hit.

Our experience has also, and I think this is an important point, proved that the audience makes the show a success or failure despite what has been written about the show. If we can get the "average person" into the theater he or she will provide his or her own thumbs up or down.

Vitt Media has demonstrated to us the tremendous potential audiences that only television can reach. In an analysis of the mail reaching us from our TV advertising, Mr. Silverman has pointed out that a great many of the inquiries come from such other New York cities as Albany, Buffalo, Binghamton and other points quite a distance from Manhattan. These to a great degree are initiated from CATV systems that carry the New York independent stations and have proved to be a bonus to our over-all TV advertising.

And let me speak for a minute about independent stations. No one can tell me that the network station channels are any more productive than the independents when it comes to advertising—at least our style of advertising.

Mr. Silverman is a proponent of what he terms "buys with a bang"—saturation advertising on the independent stations. They have paid off exceptionally well for our shows. "Grease" is an excellent example of this specialized approach to delivering an audience. We were looking for the people who were teen-agers in the 1950's and we developed spot campaigns on the independent stations that we felt would hit that particular audience. And we did. "Grease," which has just celebrated its fifth birthday on Broadway, the longest running show in New York, had had a softening of its weekly gross. After the special campaign on the independent stations its gross is up about 25%-40% and looks as strong as ever.

This new approach to Broadway advertising is one of the nicest things to happen to our industry. Several shows which might have closed due to moderate reviews have since been able to continue and indeed to enjoy great success. "Shenandoah" is one—without the type of TV advertising we now do it probably would have closed. With our saturation approach, "Shenandoah" has increased its weekly gross from \$50,000-\$60,000 to nearly \$75,000-\$80,000. Thousands of theater goers who might never have had a chance to see it have seen it and enjoyed it.

Thanks to what we've learned from the broadcast specialists at Vitt Media we have just about reversed the media allocations we formerly had committed between print and broadcast (75% print-25% broadcast) and we're happy with the results to date on such other shows as "Chicago," "Pippin" and "Equus."

It's a whole new ball game. There are thousands of people out there who don't have the time to read newspapers but watch TV instead. These are our future customers and we're going to continue to go after them through the medium that has been most effective for us: television.

Beverly Adamonis Nancy Adamonis Elizabeth Aitken Dick Amaral Alan Anderson B. J. Anderson Ed Andre Guillermo Artau Margaret Ashhurst Jean Audet Frank Avrucci Dave Baker Phil Balboni Nancy Balzer Mike Barbarita Jim Barker Lew Barlow Dianne Bell Bob Bennett Leo Beranek Herb Bloom Clark Booth Jean Boucicaut Crick Bowen Jim Boyd Al Brewer Geneva Brignolo Tom Bringola Stan Brown Dave Buhl Dick Burdick John Burke Rick Butler Ray Cajuste Jackie Calnan George Canclanti Bob Carroll Thea Chalow Phil Chitt Paul Clark Bob Clark Bob Clinkscale Caryn Colan Ed Collins Evelyn Connolly Vul Conte Russell Cooper Bob Copeland Colleen Costa Bob Cottle Jack Crvan Chet Curtis Ed Dudulak Joe Duy John Delandis Marcia Della-Giustina Steve deSatnick Rich Dickinson Doug Dike Mike Doherty Paul Doherty Jessie Donadio Warren Doolin Bruce Drucker Andi Duggan Dick Dunham Harold Eckman George Ellard Dick Erickson George Fennell Mike Fernandez Mike Field Frank Firmschild Maria Fowles Charles Fox Bill Frewald Jim Fripp Alex Frisbie Steve Fuller Peggy Gardner Gloria Gibson Denise Gifford Karin Giger Al Giglio Don Gillis Bruce Goldman Leon Goldman Ray Goldsmith Ira Goldstone Ron Gollobin Roger Goodrich Dave Gosey Ed Gould Spence Gregory Bill Guardino Bob Hukkila Ann Hull Charlie Hurkins Bill Harrington Charlayne Haynes Donna Hennessey John Henning Linda Howard Linda Howe Cal Hoyle Jack Hynes Walter Jackson Natalie Jacobson Al Jaffe Keith Jardine Sundry Jenkins Bob Jennings Ilu Jessup Herb Johnson Frank Jordan George Jowdy Beverly Katz Ross Kauffman Greg Kidd Bob King Terry Knopf Stan Kottis Chuck Kraemer Paul LaCamera Gregg Lange Janet Langhart Isaac Laughlinhouse Paula Law Dave Lawless Betty Levin Paul Levin Phil Levy Larry Liebowitz Steve Linden John Lisanti Valerie Litz Bob Loudin Jim Lowell Jim Lutton Arch MacDonald Stan Macie Frank Maguire Tom Maney Polly Mannix Steve Marchetti Bob Marsocci Bruce Marson Charlie Masella Kay Mattson Bill McArthur Alice McCorry Bob McCuin Jean McDermott Kathy McGarry Gerry McGavick Leroy McLaurin Dick McNamara Jim Miller Bill Miller Gerry Milot Donny Mitchell John Mitchell Bill Mockbee Joe Molinari Margaret Moore Maria Morales Trish Morse Gwen Moss George Nahas Judy Natichioni Mary Newsham Karl Nurse Scott Obreza Jim O'Callaghan Bill O'Connell Eli O'Keefe Judy O'Regan Ed Paulino Roger Paulson Brian Pellicano Ted Perzani Scott Philbrick Larry Pickard Peter Pierce Jay Powell Regi Power Len Pray John Premack Chip Proser Edie Puttkamer Dick Puttkamer Frank Quinn Jorge Quiroga Charles Ranzanici Bob Raser Curt Reichenbach Roger Rice Paul Rich Al Riley Charlotte Robinson Junyce Rose John Rosenberg Howie Rouse Rob Roy Phil Rubin Bob Ryan Joan Sanborn Fred Schilpp Ron Schindler Sumner Shain Don Shaw Howard Sholkin Sheila Simollardes Peter Simon Pete Sinatra Diana Slaton Ken Smith Ray Smith Wayne Smith Joe Soucar Len Spaulding Sherm Spritz Ken Stahl Sheila Stockbridge Steve Stokes Harold Street Gil Sullivan Geof Sullivan Bruce Sutton Fred Symes Bob Tabb Mike Tubbi Ted Talarian Tony Tuwa Dave Teixeira Jim Thistle John Thomas Karen Thomas Gloria Thompson Bob Tingle Paul Toomey Al Tremblay John Turell Sonia Turner Adam Villone Mike Volpe Pete Walcut Phil Walters Joe Watson Larry Weisberg Marjie Wey Ron Williams Jim Williamson John Willis Ihor Wolosenko Ethel Woodard Gretchen Wortlum Joy Wyman Jude Young

Good people doing a good job!

"The most eclectic and perhaps most exciting station in the country, WCVB continues to provide vivid examples that serving in the public interest can result in refreshing and innovative programming. La Condena is but one example of WCVB's effort to serve its community. (WCVB-TV) should serve the industry as a model for the emerging democracy in American Television."

The Ohio State Awards/February, 1976

"... superior community service programs, positive community service projects, and courageous editorials which have addressed themselves to virtually every significant problem facing the community."

Abe Lincoln Awards/February, 1976

"The Mass Media Award to WCVB-TV for The Boston Legacy for outstanding contributions to better human relations and the cause of brotherhood. (This project) epitomizes the station's charter commitment to quality local programming. The fulfillment of that commitment is its proudest claim, one that sets the pace for the remainder of the country's network-affiliated stations. The Boston Legacy project appears to be unique among all Bicentennial celebrations... it acknowledges the contributions of the city's ethnic pioneers whose history, for the most part, has been ignored."

The National Conference Of Christians and Jews/February, 1976

"For the second year in a row... WCVB-TV ranks #1 in performance (public affairs and news programming, minority hiring) among the nation's VHF network affiliates in the top 50 markets. Your record is truly enviable and you deserve to take a minute and reflect with a great deal of pride on what you've done for Boston and broadcasting."

National Black Media Coalition/December, 1975



nationally represented by hrp

setting a new standard

To appear on the CBS News broadcast "Face the Nation" is today part of being a leader. And part of being a distinguished journalist.

For more than 20 years, the CBS Television and Radio Networks have presented this national Sunday press conference. Viewers and listeners have instant credentials to attend.

"Face the Nation" brings kings and congressmen into the homes of millions—along with premiers and mayors, teachers and scientists, business, labor, and consumer leaders. Khrushchev, Reagan, Rockefeller... Castro, Connally, Nader... Teller, Meany, the Shah of Iran. And a thousand more—people with power to shape issues of the day.

They have their chance to state new goals, report accomplishments or explain what went wrong. The journalists probe into policies, plans, and actions. And the audience—as close to the guest as the newsmen—is able to read signs of ease or discomfort, of intent to reveal or withhold. In a face-to-face exchange, you witness a vital process of news in the making.

The broadcast has double impact—over the air on Sundays, in headlines on Mondays.

Moderator of "Face the Nation" is CBS News Correspondent George Herman, reporter of wars, governments, and great occasions. He is joined by colleagues from leading news media both here and abroad.

Every week, their searching interrogation asserts the citizen's right to know.

WHERE LEADERS FACE QUESTIONS— AND SOMETIMES THE MUSIC



CBS NEWS

Top of the Week

'Week that was': FCC has something for everyone at NAB Chicago

In flurry of last minute activity, commission winds up action on numerous matters in time to present them to the convention. Among them are an inquiry into automatic transmitters, changes to speed up hearing process, short-form renewal for radio, inquiry into public FM allocations, creation of an FCC consumer office, N.J. VHF rulemaking

The FCC, its agenda loaded with matters of interest and concern to broadcasters, managed to work its way through them all last week, in three days of meetings. Then it broke for a week, during which a majority of the commissioners will be on hand at the National Association of Broadcasters convention in Chicago to talk to broadcasters about what they had done for and to them.

Adoption of a notice of proposed rulemaking looking to use of automatic transmission systems in all broadcast services is likely to draw the largest cheers. An order adopting a short form license renewal application for radio will be at least a close second in that regard.

There was also an order designed to speed up the commission's adjudicatory process. It will please broadcasters to the extent they believe the change can be translated into lower legal fees.

A notice of proposed rulemaking aimed at finding a means for providing New Jersey additional television service caused the most heated debate among the commissioners, each of whom had his own idea as to the solution. And it may give VHF stations in New York and Philadelphia pause; the item suggests they may be tapped for providing the service. But there are enough options in the notice to offer the possibility that the burden can be placed elsewhere, or at least shared.

The commission also finally wound up action on the fairness report it adopted

originally in June 1974. It adopted an order denying virtually in their entirety all petitions for reconsideration.

There was something in the package for noncommercial FM broadcasters, too—a notice of rulemaking designed to restructure allocations standards in their service.

And there was even something for the consumer—an announcement of the creation of a Consumer Assistance Office, whose function will be to help the consumer understand how the commission works.

"It was," as Chairman Richard E. Wiley said, "the week that was."

Automatic transmission: FCC sets it as goal in inquiry

A major present the commission is delivering to the broadcasters—at least the promise of one—is the notice of proposed rulemaking looking toward the use of automatic transmission systems (ATS) at AM, FM and television stations.

The commission, in a public notice issued last week after the meeting, said it has confirmed its commitment "to permit broadcast licensees to use the most advanced technology available and envisions as an ultimate goal the use of completely automated transmission systems."

Such systems would not only provide a more reliable service to the public, the commission said, it would relieve the licensees of outmoded operational and equipment rule requirements.

The commission sees as the ultimate in broadcast technology a self-monitoring and self-adjusting transmission system that would permit transmitters to operate within prescribed standards without surveillance by an operator.

And although it realizes that full ATS



Bearing gifts. The FCC pulled out all stops last week to deliver high-broadcast-interest items in time for the National Association of Broadcasters convention in Chicago this week (see adjacent story). FCC Chairman Richard E. Wiley is expected to discuss license renewal Tuesday.

operation may not be practical for some licensees, it intends its final rules to encourage the use of ATS. And as stations incorporate components of ATS into their operation, they will be relieved of related operational requirements now specified in the rules.

Although a fully implemented ATS system would not require the attendance of an operator, the Communications Act does. Accordingly, the commission said it will request legislation to amend the act "so as to encourage use of the latest technology."

Renewal form will cut paperwork

The new license renewal form for radio has been pared from 61 to 24 questions, some of which are optional, and is printed on only two sides of a single sheet.

The applicant's burden has been lightened in several areas. An affirmative showing of financial qualifications will not be required, for instance, unless a station's past experience is not enough to support the likelihood of continued operation. In addition, an applicant will not be required to file antenna proofs, but will be required to demonstrate the required proofs made during the last license term will be available.

Applicants will continue to be required to submit information on their equal employment opportunity programs, and provide a description of any discrimination complaint filed before any federal, state or local body.

The FCC express: Commission greases bureaucratic wheels for adjudicatory process

The commission adopted rules aimed at streamlining the processes that can now bog down adjudicatory hearings for years. The rules, the product of a study Chairman Richard E. Wiley proposed 18 months ago, will, the commission said, eliminate duplicative tiers of review, reduce extraneous submissions by parties to cases, and impose goals and deadlines on parties and on the commission.

Among the changes the new rules will effect in 12 major areas:

- Issues in hearing cases may be resolved by agreement of the parties and the consent of the administrative law judge.

- The administrative law judge will have the authority to resolve promptly interlocutory matters which normally are submitted to the review board. The judge's resolution of the issues will be subject to review at the time exceptions to

the initial decisions are filed.

■ Administrative law judges will be authorized to require the submission of written evidence in some cases, instead of having to rely on oral testimony.

■ Automatic right of review board decisions by the commission will be denied. The commission will establish a certiorari procedure for screening applications for review, with those not warranting its attention being promptly denied.

■ In cases involving radio applications the commission will restrict its correspondence to two letters—one, dealing with engineering questions, the other with everything else—and they will impose strict time limits for response.

Besides the rule changes, the commission has adopted deadlines for its own actions. For instance, the office of opinions and review is given 45 days to complete action on interlocutory applications for review and the same amount of time to draft decisions following instructions. The supervising commissioner is given 15 days to review the draft.

In rejecting fairness petitions, FCC sees merit in COM proposal

The petitions for reconsideration of the fairness report were filed by the Media Access Project, former FCC General Counsel Henry Geller and the Committee for Open Media. They found fault with the commission's decision not to apply the fairness doctrine to product advertising, and said the doctrine should be invoked only at license-renewal time. In addition, COM urged the commission to permit broadcasters to meet their fairness obligations by simply making time available for "free speech messages" aired at different times during the week.

The commission rejected these proposals. However, it said the COM proposal had "the potential to offer a format which acts consistently and complementarily with the purposes of the doctrine."

Alm taken on Jersey problem, 90-day deadline set for comments with hopes for July completion

The New Jersey item followed generally the announcement the commission made two weeks ago on various proposals for assuring adequate television service to that state and on which it would seek comment.

The one option ruled out at the outset was the reallocation of channel 7 from New York City to central New Jersey, as had been proposed by the New Jersey group whose petition precipitated the search for ways to aid the state. The loss of service to thousands of Connecticut and Long Island residents would far outweigh any benefits, the commission said.

The commission was less sure on a solution that would be desirable, although it expressed the belief that there was a need for an improved "presence" by some or all of the New York City and Philadel-

continued on facing page

In Brief

- After 45-year association, **Dancer-Fitzgerald-Sample** is losing Sterling Drug's Bayer line of products (aspirin, children's aspirin, children's cold tablets, decongestant cold tablets and timed-release aspirin). Account bills more than \$16 million, virtually all in television. Beneficiary, effective mid-June, is **Doyle Dane Bernbach**.
- By-product of Sandy Frank campaign to have FCC prohibit multiple exposure of syndicated series in prime-time access (BROADCASTING, Feb. 16 *et seq.*) is **new push to have Hollywood unions accept lower fees for syndicated than for network properties**—concept Mr. Frank likens to local vs. national rates in sale of time. Caucus for Producers, Writers and Directors has picked up on idea, passed resolution calling on Inter-Guild Council to open discussions with Association of Motion Picture and Television Producers "to work out realistic basic agreements which will foster the development of syndicated television field" outside network prime time. David Rintels, president of Writers Guild of America West, is said to support idea; other unions in Inter-Guild Council are Screen Actors Guild and Directors Guild of America. Proponents argue that such lowering of fees, coupled with limitation on number of time slots one series could claim, will lead to new flowering of production for prime-time access periods.
- **Private line charges borne by broadcasters would skyrocket** if FCC approves staff recommendations to change Bell System's ratemaking methods, according to AT&T. And burden would be particularly heavy on public broadcasting. AT&T, in comments filed on Friday, said rate for public broadcasting would jump \$16.3 million, or 307.5%, while rates for occasional television service would increase \$19.7 million, or 114.5%. Contract television service, used by networks, would increase least—\$2 million, or 5.1%. Audio/radio rates would increase \$10.4 million, or 48%.
- Border TV stations have advanced **alternative to barricades Canada has erected to flow of advertising dollars**. Submitted to Canadian Radio Television Commission Thursday (March 18), it would establish Canadian subsidiaries whose taxes and payments in Canada (commissions and other fees, for instance) would total 50% of gross earned there. In addition, stations would pay as yet unspecified percentage of Canadian profits into special cultural fund, this in response to Canadians' expressed concern about strengthening own broadcasting industry. Plan is conditioned on Canada's (1) dropping requirement that cable systems delete commercials from American programs and (2) exempting U.S. TV stations from legislation denying tax deduction for advertising in American media. Initial reaction was cool.
- It was **North Carolina Media Week at White House** last week; that state's primary is tomorrow (Tuesday). President Ford met with Bill Walker of wsoC-TV Charlotte on Tuesday and, on Friday, with Lorraine Moore Wood, WRAL-TV; Carroll Gordon Ogle, WRDU-TV, and Ray Jones, WTVB-TV, all Raleigh-Durham, and with Rabun Matthews, WFMV-TV Greensboro.
- Senate has confirmed appointment of **Calvin J. Collier** to Federal Trade Commission. President intends to name him chairman (BROADCASTING, Feb. 23).
- Commissioner **Benjamin L. Hooks**, FCC's first black member, has been mentioned for two prestigious posts—executive director of National Association for the Advancement of Colored People (to succeed Roy Wilkins, resigning) and as U.S. ambassador to African country. Speculation appeared in *Michigan Chronicle*, black-oriented newspaper published in Detroit. Mr. Hooks says he is not running for either, would be interested if they were offered. On another front, commissioner says he is concerned about complaint of Pluria Marshall, of National Black Media Coalition, alleging lack of minority-group representatives at National Association of Broadcasters convention (story page 83), may comment publicly on subject in Chicago. He said lack of minority participation would mark NAB retreat from progress it has made in involving minorities in association activities.
- Attorney for KORK-TV Las Vegas has written FCC to suggest "**full investigation of the improper discussions/leaks**" which led to trade press reports that commission had tentatively decided to deny renewal of KORK-TV's license ("Closed Circuit," March 15). Edgar F. Czarra Jr. said Western Communications Inc. (Don Reynolds), licensee, "has been seriously damaged and prejudiced" by those reports and its rights "fundamentally violated." He also said Western intends to seek "all available remedies in all appropriate forums." FCC Chairman

Richard E. Wiley, while stressing he was not confirming reports, expressed concern about leaks concerning adjudicatory matters, said they must be stopped and that he had "several ideas" as to how that might be accomplished.

- MCA Inc. has voted **two-for-one stock split** (effective May 3), increased quarterly dividend from 40 to 50 cents on pre-split basis (thus, 25 cents per share after split).
- Community Broadcasting of Boston, one of two applicants **seeking to replace RKO General Inc. as licensee of channel 7 Boston**, has renewed charge that RKO and parent, General Tire & Rubber, have been guilty of illegal actions and unethical conduct including failure to record secret bank accounts allegedly skimmed from profits of subsidiaries (BROADCASTING, Dec. 15, 1975). Community pleading filed with FCC cites filing General Tire made with Securities and Exchange Commission in response to request for information concerning charges General Tire used funds from secret accounts to bribe employes or officials of foreign governments to further its business interests.
- Common Carrier Association for Telecommunications is name of new **trade organization for multipoint distribution service (MDS)**. It's headed by Dick Vega, Telecommunication Systems Inc., Baltimore, has four-man board, is looking for national secretary to staff Washington office part time. Carol Seeger, formerly of National Cable Television Association, is among candidates. Mr. Vega claims 25 members at \$100 dues each; board companies advanced \$6,000 seed money. Microband Corp., largest MDS company, says it won't join, apparently because of goal conflicts.
- Former FCC Chairman **Newton Minow**, now Chicago attorney, will replace CBS News correspondent **Mike Wallace** as moderator of pay cable debate at NAB convention Monday afternoon. It's 15th anniversary of his "vast wasteland" speech at NAB's Washington convention in 1961. Mr. Wallace had to bow out at last minute to cover **60 Minutes** assignment; he remains keynoter at National Cable Television Association convention in Dallas April 4.
- ABC News President **William Sheehan**, denying active search for co-anchor for Harry Reasoner, says alternatives logically include first network test of female co-anchor and expansion to 45-minute format. "We may do both, one or none," he said, adding "I'm bright enough to know that where we are now is not good enough. The job is to be number one in news."
- NBC-TV has renewed long-running celebrity-quiz show, **Hollywood Squares** (Monday-Friday, 11:30 a.m.-12 noon) in new "multi-year agreement" with Heater-Quigley. Industry sources say NBC upped fee to H-Q when Rhodes Productions, which syndicates prime-access half-hours of *Squares*, started lining up stations to carry daytime version as well ("Closed Circuit", Feb. 23).
- **Late Fates**. *Thoren J. Schroeck*, director of sales for CBS's KMOX-TV St. Louis, named general manager, CBS Television National Sales, New York, succeeding *James A. Sowards*, appointed VP-marketing, CBS Television Stations Division (BROADCASTING, March 15). ■ Elected to board of Associated Press Broadcasters Association: *Ralph Renick*, WTVJ(TV) Burlington, Vt.; *Jack Gennaro*, WFHR(AM) Wisconsin Rapids, Wis.; *Fred Heckman*, WIBC(AM) Indianapolis; *Paul McGonigle*, KOY(AM) Phoenix, Ariz.; *Paul Thompson*, KRCA-TV Sacramento, Calif., and *Stella Wolfenden Maloney*, WMEV(AM) Marion, Ohio. ■ In not-so-usual TV-to-radio move, *W. Eldon (Hap) Hazard*, sales VP, Television Bureau of Advertising, Detroit, has resigned to join Radio Advertising Bureau in same capacity, effective in April. He's held TVB post 10 years, formerly was with J. Walter Thompson, Detroit, and CBS Radio, New York. TVB is canvassing auto manufacturers and stations for successor.
- **Charles B. Lipsen**, now consultant to National Cable Television Association, is finishing book, "The Lobbyist," co-authored with Stephen Leshner, in which he will describe how he was fired by NCTA's new president, Robert Schmidt.
- **Sick call**. *J. Leonard Reinsch*, chairman, Cox Cable Communications and retired president, Cox Broadcasting, reported recovering from pulmonary ailment in Georgia Baptist Hospital, Atlanta. ■ *John Hay (Jock) Whitney*, principal owner of Corinthian Broadcasting Corp. before its merger into Dun & Bradstreet, reported in "serious" condition Friday at Archbold Memorial hospital, Thomasville, Ga., with pneumonia that developed after heart attack.



Schroeck

phia stations in New Jersey. The precise kind of presence was left undefined, but commissioners have mentioned the establishment of studios in the state or news teams operating with electronic news-gathering equipment.

For all the options—or because of them—the notice left some commissioners dissatisfied. Commissioner Glen O. Robinson issued a separate statement in which he said the presence of a fully equipped studio is "the sine qua non of an adequate physical presence."

He also said three VHF stations in New York and another three in Philadelphia should be required to establish such presences in New Jersey.

An allocation table for public FM's? 10w stations? Another class for noncommercials?

The FM noncommercial allocations rulemaking is a wide-ranging document, inviting comment on a variety of technical and nontechnical issues, which could result in a restructuring of the allocation standards involved as well as changes in the operations of some of the noncommercial stations.

The rulemaking, an outgrowth of a petition filed by the Corporation for Public Broadcasting, looks to the conclusion of an issue left unresolved in 1966 when the commission completed a rulemaking that resulted in an allocations table for commercial FM. Should a table be adopted for noncommercial FM as well?

Another matter involves the use of 10 w stations. CPB takes a dim view of them, contending that they tend to block the growth of conventional stations; it recommends placing them on a secondary basis in relation to other stations, even to the point of requiring them to move if their presence blocks the establishment of a full-power station. The commission, however, feels that some 10 w stations do an effective job

In other technical matters, the commission is seeking comments on whether, as a means of promoting efficient use of the spectrum, it should create additional classes of noncommercial FM service—four instead of three—or different power limits for the classes involved.

Consumer unit to offer orientation, filing help

The new Consumer Assistance Office established at the FCC will "provide a central location or coordinating point within the commission for the public, citizens groups and FCC licensees who seek information or assistance."

Belle O'Brien of the Chief Engineer's Office and Gail Crofts of the Office of the Executive Director are among those detailed to the new service which, the commission said, will supply information to any persons or groups with questions or who "wish to participate in the commission's processes or file an application with the FCC but who are unfamiliar with the procedures to be followed."

It's time to take off the gloves, Wasilewski will tell NAB

Association president, spurred on by criticism from within and competition from without, will take fighting stance before 54th annual convention this week in Chicago; pay cable siphoning, copyright legislation lead list of priorities; also important: maintaining NAB's dominance; one radio fire may be out

National Association of Broadcasters President Vincent Wasilewski will tell his radio and television constituents—in convention assembled this week—that it's time to become militants. "Perhaps we have not been militant enough in expressing our desires and wants [in Washington] and opposing potential inroads by others," he told BROADCASTING last week.

A primary reason for that tack is Mr. Wasilewski's and the NAB staff's assessment of the climate in Washington. The view is that broadcasting's antagonists there are wielding a lot of muscle: "There's a great anti-establishment, anti-free-enterprise climate in Washington circles at the moment," he said. He is calling on his comrades to rally to keep the non-industry pressure groups from taking the upper hand.

It is not unusual for the NAB president to try to rouse the membership from apathy, but this speech follows stinging criticism of the association's effectiveness as a Washington lobby, criticism that has come from both within and outside the membership. Perhaps the most hurtful cut of all came from FCC officials who said the NAB has been outlobbied by its chief foe on cable TV issues, the National Cable TV Association (BROADCASTING, Feb. 23).

Mr. Wasilewski does not deny it, but offers a defense for the NAB staff. "What happens is that individual cable companies outlobby individual broadcasting entities," he said. "Most broadcasters, unfortunately, have not realized the seriousness of the problem of cable inroads until recent months.

"It's not because of a lack of publicity. I would say it's because television broadcasters for the most part have been pretty successful financially and never thought that this was going to do injury to them. I think things are beginning to change now."

During the Feb. 17 en banc FCC meeting on cable regulation attended by some 160 broadcasters, FCC Chairman Richard Wiley repeatedly called on the industry to present the commission with facts to buttress NAB arguments that cable growth will hurt broadcasters. Mr. Wasilewski said NAB has taken up that challenge and currently has its research department looking for ways to find facts. The task will not be easy, he said, because the data will have to come from projections into the future.

That most recent crisis of confidence built on an earlier one to make Vince Wasilewski's last six months more harried than most. In September 1975 the National Radio Broadcasters Association—it was until that point the National Association of FM Broadcasters—announced that it was expanding to include all radio. NRBA leadership blasted the NAB for not doing enough to advance the causes of radio in Washington and announced it would press for its own license renewal bill, a draft of which is now in the hands of the House Communications Subcommittee staff. The NRBA action stirred some unrest in the NAB's radio membership, and Mr. Wasilewski was soon on the hustings preaching industry unity.

The association responded to NRBA's challenge with a number of program changes. Among them are the announced segregation of radio and TV sessions in the association's annual convention program, a summit with the leadership of the Radio Advertising Bureau that led to an agreement to have RAB cooperate in the NAB convention, the appointment of radio specialists in each of the NAB departments and initiation of NAB's radio-only monthly magazine, *Radioactive*.

Taken collectively, Mr. Wasilewski says now, those moves amount to an "effective service" for the radio industry. But at

NRBA, the original criticism that NAB is doing little for radio still stands. NRBA's executive director, Abe Voron, said last week that NAB is more interested in publicity than in radio effectiveness. As an example, he cited the introduction of legislation in the House several weeks ago to require the installation of both FM and AM in all radio receivers costing \$15 or more. NAB pushed for and got the bill's introduction, he said, but without consulting NRBA, which, he said, has been courting that legislation for seven years. That NAB grabbed the credit this time—when it knows that the bill has no chance of even reaching hearings in this Congress—Mr. Voron cites as an example of the kind of NAB "skyrockets" that vanish in the night.

But NRBA has yet to prove an imminent threat to the NAB. It has grown from just below 500 station members to just under 700 since last September, Mr. Voron said. He added that NRBA has a staff of three and one half and an attorney in Washington on retainer as general counsel. With a budget of around \$200,000, its primary service is providing information on station sales and management to its members. He said most lobbying chores are handled by the stations themselves.

NAB, on the other hand, has over 4,000 radio members (88% of its total) and a budget of nearly \$5 million. Relations between the two associations are nonexistent, both Mr. Wasilewski and Mr. Voron said. They have not talked in months.

Another criticism of NAB's conduct came from a few of its own board members—chiefly, George Brooks of KCUE-AM-FM Red Wing, Minn.—at its annual board meeting in Key Biscayne, Fla. (BROADCASTING, Jan. 26). Mr. Brooks presented the board with a list of 16 recommendations, the main one being this: "That the government relations and legal staffs should seek to banish within themselves the insidious ideology that compromise is the soul of everything. The era of retreat, retrenchment, and cringing under every assault will only be over when we at NAB will that it will be so."

Mr. Wasilewski said last week that he thinks Mr. Brooks's point that NAB needs to be more aggressive was well taken, and gives it partial credit for his call for militancy. But to assert that NAB clings to the "insidious" ideology referred to "is not a



Mr. Wasilewski in his office at NAB headquarters in Washington.

fair comment," Mr. Wasilewski said. "I think one has to recognize that a trade association is first and foremost a defensive operation. What you are in business for is to resist governmental inroads, and against that background it is sometimes difficult to convey positive successes."

If it is possible to name NAB's biggest legislative and regulatory victory, Mr. Wasilewski said, it is that "broadcasters still have the freedom to program as they see fit. And I think that's a greater victory than most people would give credit for in the present situation."

The association's greatest defeat, he said, was the loss of cigarette advertising on radio and TV. But that's past history now; broadcasters have learned to live with it.

If it is difficult to emphasize the positive in the present regulatory and legislative climate, NAB nevertheless intends to do so—to "do our best to present the positive" in the future, not because that will change political realities, but because "it makes people feel better," Mr. Wasilewski said.

Mr. Brooks, a self-described "long-term critic of NAB," has now declared his efforts to reform the NAB a complete success, and last week he announced that his six-weeks-old "Committee for a Creative, Innovative and Aggressive NAB (CIA)" was disbanding. The committee members, four NAB board members and one adviser, never had a meeting, but communicated by telephone, primarily with Mr. Brooks. Mr. Brooks said last week that he is "delighted" with the change in attitude he has seen among the chiefs on the NAB staff. In conversations with a handful of them, he said, he sensed they have a strong desire to achieve tangible goals and are thinking more like the broadcast managers they represent.

Don Jones of KFIZ(AM) Fond du Lac, Wis., a member of the Brooks committee, said it has also succeeded in opening a few communications channels within the association, particularly between the board officers and new board members. He said the committee is satisfied too, with the association's activities for radio members—the split convention for example. Mr. Jones said he ran for a board seat originally out of a desire to be a spokesman for radio members dissatisfied with NAB radio efforts. He also said that he believes that the Brooks committee's attitudes reflected those of a "substantial portion" of NAB member and nonmember stations.

The other members of the Brooks committee were Bill Simms of KOJO(AM)-KIOZ(FM) Laramie, Wyo., and Victor Diehm Sr. of WAZL(AM)-WVCD(FM) Hazleton, Pa. The advisor was Richard Dudley of WSAU(AM)-WIFC(FM) Wausau, Wis., a former radio board member.

The 16 recommendations, the work of Mr. Brooks last January after conversations with a few other board members, were not acted on by the board, which decided instead to let Mr. Brooks name a committee to study them further. Few board members not on the committee are

THE WHITE HOUSE

WASHINGTON

March 15, 1976

The Annual Convention of the National Association of Broadcasters gives me a welcome opportunity to salute the entire broadcasting industry on a record of outstanding service to the American people. Your efforts reflect the highest traditions of our free and open society.

Our Bicentennial year focuses in a special way on the fundamental principles of freedom of expression and of individual enterprise on which our nation was founded. Few industries have shown a greater dedication to these principles than your own, and none has been more guided by them in fulfilling the public trust.

It is the ultimate responsibility of the broadcasting industry to see that your unique medium continues to prosper and grow under the protection of these basic freedoms and in the trust of the people you serve.

I am confident that you will assume this responsibility with characteristic integrity and with the bold and pioneering spirit that is so much a part of your proud heritage. Your task will not be an easy one in this dynamic age of technological innovation and changing social needs and values. It will require the best in each of you and your combined, wholehearted resolve.

I wish you well as you continue to advance the growth and vitality of an industry that has earned the admiration and respect of a very grateful nation.

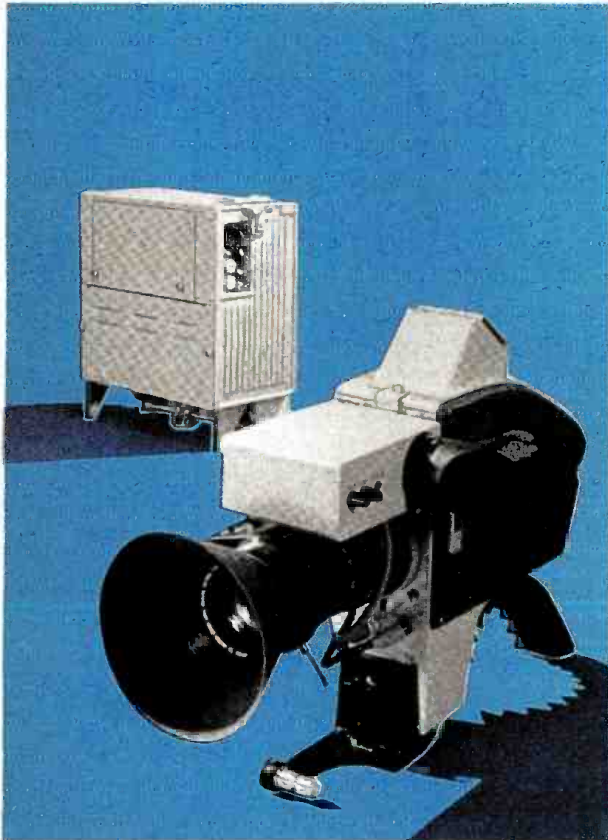


Welcome words from the White House. Although President Ford's schedule will prevent his being at this year's NAB, his regards to the industry will be carried there by an emissary, John Eger, acting director of the Office of Telecommunications Policy. This is the text of the President's message, which stresses freedom of the press and free enterprise (paragraph two) and self determination (paragraph three) in a context of communications change (paragraph four).

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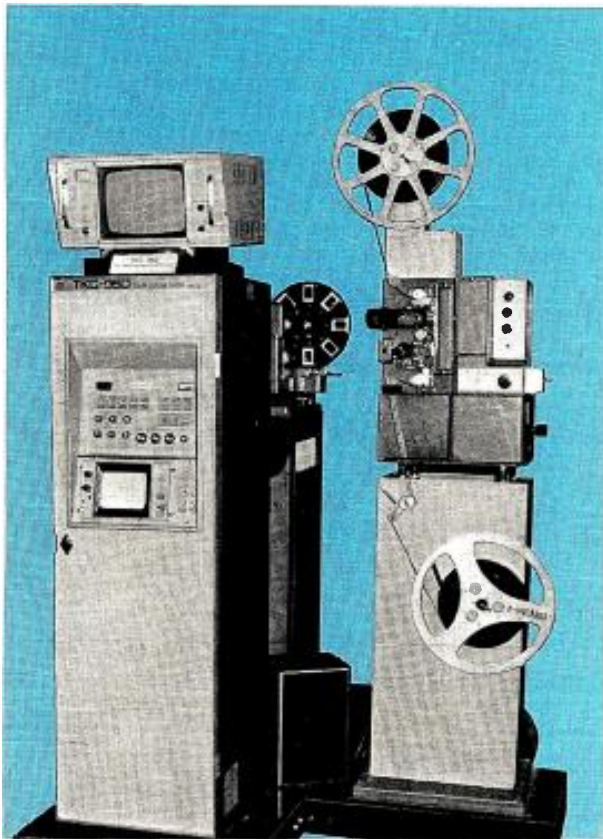
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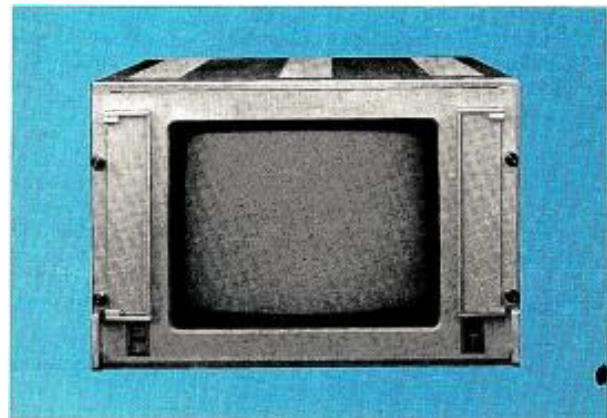
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aware of what became of them. Mr. Brooks indicated he thinks they will all be implemented at some time in the future. Most are quite detailed—for example, one that proposes that board members be permitted to use the NAB WATS line, or another that suggests that Mr. Wasilewski should attend all small-market committee meetings and all Radio Information Office meetings.

Mr. Wasilewski said there will probably be some changes in NAB attitudes and procedures resulting from the Brooks committee and other board inputs. He said, for example, that the board will take more time in the future to study the association's budget at its January meeting, and he said NAB's field men will be brought in to one board meeting annually.

Mr. Wasilewski objected to one criticism that has come from the Brooks committee and others: that the NAB staff is too far removed from the real world of broadcasting to understand what is happening outside Washington. "That to me is an allegation based on no facts," he said. "I know more broadcasters throughout the United States than the totality of any committee we have here. My phone is constantly ringing from broadcasters throughout the country. I attend some eight to 10 state association meetings a year and get exposed to gripes, beefs and compliments. I think that if I felt that I weren't doing a good job of representing the majority of the board

NAB delegates take note. BROADCASTING'S March 15 listing of exhibitors and hospitality suites at the NAB convention omitted three listings, placed four others in incorrect locations.

The omissions: **Bernard Howard & Co.**, in the Hyatt Regency, with personnel including Bernard Howard, Jack Davis, Robert Weiss, Robert Lazar, Syd Roberts and Rich Greener; **Kalamusic**, in the Conrad Hilton (2419A), and **Marsh & McLennan**, in the Conrad Hilton (1422-23-24).

The transplanted: the **CBS Television Network**, which is in the McCormick Inn (1801-02), not the Hyatt Regency (CBS Radio is in the Hyatt Regency); **Doubleday Media**, which is in both the Hyatt Regency and the McCormick Inn, but not in the Pick Congress; **Frank N. Magid & Associates**, which is in the Ritz Carlton, not the Conrad Hilton, and **Nightingale-Conant**, in 2210-01 of the Hyatt Regency, not 3023-24.

of directors here, I'd be the first to say, 'You've got the wrong boy on the job.'"

Mr. Wasilewski expects to see no major issues spotlighted at this year's convention—none like family viewing, for example, which came to fruition at last year's. But that is not to say the association has

nothing to talk about. Mr. Wasilewski listed as NAB priority projects the continuing battle to prevent the siphoning of TV programs by pay cable systems, the fight for legislation now pending in Congress to impose copyright liability on cable, the fight against insertion in that legislation of a performance royalty that broadcasters would have to pay to record manufacturers and artists, and the fight to guarantee that cable cannot delete commercials from over-the-air programming and insert its own instead. He also said that the association hopes to put to rest the idea that the FCC should have a right to insist upon the maintenance of existing radio program formats. License renewal legislation, long NAB's number-one priority, is still a priority, but "even though it sounds negative, it's not a realistic proposal to regard as an achievable goal this year," he said.

And last, but far from least, among Vince Wasilewski's priorities is the preservation of the NAB as an "institution of integrity, honestly representing the best interests of the public and broadcasters with our codes still strong and operative." This will be the 11th convention over which he has presided, and in his opinion the association is going into it stronger than ever. "We are always the stable, rolling organization within the industry," he said, "still the nationwide trade association, increasing in numbers and in influence."



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The situation in Chicago: NAB's official agenda for its 54th convention

Registration. The registration desk will be located in the lobby level of McCormick Place. It will be open 8 a.m.-5 p.m. on Sunday and Monday and 9 a.m.-5 p.m. on Tuesday and Wednesday.

Equipment exhibit hours. Displays of broadcast equipment and services open 9 a.m. Sunday, March 21, on the lobby level of McCormick Place. Exhibits will be open 9 a.m.-5 p.m. Sunday through Wednesday.

Workshops, assemblies and luncheons. All will be held at McCormick Place, unless indicated.

Monday, March 22

Opening general assembly (joint meeting of radio and television management and engineers). Arie Crown theater, lobby level. 9-10:15 a.m. Music: Great Lakes Naval band. Presiding: V. Kay Melia, KLOE(AM) Goodland, Kan., and convention co-chairman. **Bicentennial media presentation.** Invocation: Paul Stevens, Radio-Television Commission, Southern Baptist Convention. **Presentation of Grover C. Cobb Award** by Jack Rosenthal, HarpSCOPE Broadcasting, Casper, Wyo., to former Senator Sam Ervin (D-N.C.). **Economic understanding campaigns**, an Advertising Council presentation. Remarks: Vincent T. Wasilewski, NAB president. **Presentation of NAB Distinguished Service Award** to Julian Goodman, chairman and chief executive officer, NBC. Remarks by Mr. Goodman.

Television sessions

Program conference '76. Drury Lane theater, upper level. 10:15-11:30

p.m. Presiding: Robert D. Gordon, wcpo-tv Cincinnati, and convention co-chairman. Moderator: Walter Bartlett, wLWT(TV) Cincinnati. Panelists: David Gerber, David Gerber Productions, Hollywood; Phil D'Antoni, producer-director ("French Connection," "Bullet"); Richard Wald, NBC News, New York; Henry Gillespie, Viacom Enterprises, New York; Marvin Shapiro, Group W, New York; Oscar Katz, CBS-TV New York.

In the box number one. "Should CATV be further de-regulated?" 11:15-11:30. Moderator: Kitty Broman, wWLP(TV) Springfield, Mass. Proponent: Jay Wagner, North Central Television, Sandusky, Ohio. Opponent: Bill Bengtson KOAM-TV Pittsburg, Kan., and director, NAB television board.

Six concurrent workshops (four repeated on Tuesday, two on Wednesday). 11:30 a.m.-12:30 p.m.

TV station promotion (repeated Tuesday, 8 a.m.). Room 6W, lobby level. Moderator: Lynne Grasz, KOLN-TV Lincoln, Neb., and president-elect, Broadcast Promotion Association. Panelists: Tom Cousins, wcco-tv Minneapolis, and president, Broadcast Promotion Association; Terry Simpson, wTV(TV) Indianapolis; Tom Cousins, wcco-tv Minneapolis; Joseph P. Costantino, WRTH(AM) Wood River, Ill.; Paul Jensen, KOLN-TV Lincoln, Neb.

Electronic news gathering (repeated Tuesday, 8 a.m.) Room 8W, lobby level. Moderator: Chris Clarke Botsaris, wTV(TV) Nashville. Panelists: Ray Miller, KPRC-TV Houston; Art Shriver, KSLA-TV Shreveport, La.

Producing new local sales dollars with new retail commercial productions (repeated Wednesday, 8 a.m.). Oliver Harvey room, lobby level. Moderator: Roger Rice, president, Television Bureau of Advertising. Panelists: Jack Moffitt, wUAB(TV) Cleveland; Thomas J. Josephson, wSFA-TV Montgomery, Ala.; Cedar Hames, wroc(TV) Tampa, Fla.

Is there a market for specialized programming? (repeated Wednesday, 8 a.m.). David Mayer theater, mall level. Moderator: Nate Long, film producer-director, Seattle. Panelists: Virginia Carter, TAT Communications, Hollywood; Jane Cohen, wrc-tv Washington; George Beck, Group W Productions, New York; Michael S. Kievman, Cox Broadcasting, Atlanta.

Financial management for nonfinancial managers (repeated Tuesday, 8 a.m.). Lenox Lohr theater, mall level. Moderator: W. Martin Wingren, Kaiser Broadcasting, San Francisco. Panelists: Gene R. Anderson, Forward Communications, Wausau, Wis.; Paul Freas, Evening Star Stations, Washington.

Ascertainment—the new primer (joint workshop with radio). John Evers theater, mall level. Moderator: James J. Popham, NAB. Panelists: Richard J. Shiben, chief, FCC renewal and transfer branch; Alan Y. Naftalin, Kotten & Burt, Washington.

Television-engineering luncheon. Lindheimer room, mall level. 1-2:30 p.m. Presiding: Robert D. Gordon, wcpo-tv Cincinnati, and convention co-chairman, and John Bowman, Evening Star Stations, Washington. Invocation: the Right Rev. William C.R. Sheridan, Episcopal bishop, diocese of Northern Indiana, South Bend. *The 20th anniversary of video tape.* Narrator: Douglas Edwards, CBS News, New York.

Television assembly. Drury Lane theater, upper level. 2:45-5 p.m. Presiding: Kathryn Broman, wWLP(TV) Springfield, Mass., and vice chairman, NAB TV board. Remarks: Vincent T. Wasilewski, NAB president.

In the box number two. 2:55 "The 'new morality' on TV. Is it in the public interest?" Moderator: Robert D. Gordon, wcpo-tv Cincinnati, and chairman, NAB television board. Proponent: Ed Weinberger, executive producer, *Phyllis, Doc and Rhoda*, for MTM Productions. Opponent: Mike Shapiro, WFAA-TV Dallas, and member, NAB television board.

Pay TV: Will it supplement or supplant? Host: Newton Minow. Guests: Frederick W. Ford, Pittman, Lovett, Ford & Hennessey, Washington, and former FCC chairman and National Cable Television Association president; Russell Karp, Teleprompter, New York; Everett H. Erick, ABC, New York; George A. Koehler, Gateway Communications, Cherry Hill, N.J. Remarks: Senator Vance Hartke (D-Ind.).

In the box number three. "TV news is unbiased." 4:40. Moderator: Tom Frawley, Cox Broadcasting, Washington. Proponent: William Asher Rusher, *National Review*, New York. Opponent: Charles Harrison, WGN Continental, Chicago.

Radio sessions

Opening radio assembly. Arie Crown theater, lobby level. 10:15-11:30 a.m. Presiding: Harold Krelstein, Plough Broadcasting, Memphis, and chairman, NAB radio board. *State of the radio industry:* Vincent T. Wasilewski, NAB president. *An Audio Odyssey.* Participants: Charley Jones, NAB; Chuck Blore, Chuck Blore Creative Services, Hollywood; Russell Peck, Northern Illinois School of Music, DeKalb. Special audio effects: Bell Laboratories, Holmdel, N.J.

Seven concurrent workshops (repeated Tuesday, 8 a.m.). 11:30 a.m.-12:30 p.m.

Contemporary music programming. Room 2W, lobby level. Moderator: Rick Sklar, ABC, New York. Panelists: Marie Gifford, KEEL(AM) Shreveport, La.; Paul Drew, RKO, Los Angeles; Gary Lane WMID(AM) Atlantic City; Jay Cook, WFIL(AM) Philadelphia.

MOR programming. Room 7W, lobby level. Moderator: Eddie Fritts, WNLA-AM-FM Indianola, Miss. Panelists: Robert E. Henley, WGN(AM) Chicago; Elmo Ellis, WSB-AM-FM Atlanta; Michael O. LaReau, WOOD-AM-FM Grand Rapids, Mich.; William James, WJR-AM-FM Detroit.

Country-and-western music programming. Room 4W, lobby level. Moderator: Craig Scott, Plough Broadcasting, Memphis. Panelists: Charles H. Warner, WMAQ(AM) Chicago; Donald N. Nelson, WIRE(AM) Indianapolis; James Goodrich, KYSS-AM-FM Missoula, Mont.; Bill Ward, KLAC(AM) Los Angeles.

Newer music formats. Room 3W, lobby level. Moderator: J. Robert Cole, CBS-FM New York. Panelists: Frankie Crocker, WBS(FM) New York; Chuck Blore, Chuck Blore Creative Services, Hollywood; Bill Tanner, Heftel Broadcasting, Hollywood, Fla.; Carl Hirsch, WMMS(FM) Cleveland; Gordon Peil, WKYS(FM) Washington.

News programming. Room 1W, lobby level. Moderator: John Salisbury, KXL-AM-FM Portland, Ore., and president, Radio-Television News Directors Association. Panelists: Ralph W. Baudin, KTAR(AM) Phoenix; Royce Bodiford, KGNC-AM-FM Amarillo, Tex., and president, National Association of Farm Broadcasters; Louis Adler, wCBS(AM) New York; Richard Casper, WINZ-AM-FM Miami.

The sex life of a tape cartridge, or you auto mate. Room 5W, lobby level. Moderator: Wayne Cornils, KFSD-AM-FM Nampa, Idaho. Panelists: Andy McClure, Schafer Electronics, Goleta, Calif.; Lee Bayley, Drake-Chenault, Canoga Park, Calif.; Marlin Taylor, Bonneville Broadcasting Consultants, Tenafly, N.J.; Chris Dante, WTSV(AM) Claremont, N.H.

Ascertainment—the new primer (joint workshop with television). John Evers theater, mall level (see TV agenda).

Radio luncheon. Chicago room, upper level. Presiding: V. Kay Melia, KLOE(AM) Goodland, Kan., and convention co-chairman. Remarks: Garner Ted Armstrong, Ambassador College, Pasadena, Calif. Address: Paul Harvey, radio commentator.

No radio sessions are scheduled for Monday afternoon so that registrants may visit equipment exhibits and hospitality quarters.

Tuesday, March 23

Television sessions

Four concurrent workshops (repeated; see Monday's program for details) 8-9 a.m. *TV promotion, electronic news gathering, financial management and ascertainment* (joint with radio).

Television assembly. Drury Lane theater, upper level. 9 a.m.-12 noon.

In the box number four. 9:10. "Television is an underpriced advertising medium." Moderator: Roger Rice, president, Television Bureau of Advertising. Proponent: D. Thomas Miller, CBS Television Stations, New York; Opponent: Gerald T. Baldwin, Young & Rubicam, New York.

continued on next page

continued from preceding page

The state of the television advertising business, year-to-date. Roger Rice, president, Television Bureau of Advertising.

Business forecast for spot, network and local television. Bill Suter, Merrill, Lynch, Pierce, Fenner & Smith, New York; Ellen Sacher, Mitchell, Hutchins, New York.

Creating new business and maximizing profits by restructuring the TV station's local sales department. Spokesman: Joseph H. Sullivan Jr., executive vice president, Television Bureau of Advertising. Large markets: John McKay, CBS, New York. Medium markets: H. Lee Browning, WAVE-TV Louisville, Ky. Small markets: James E. Schultz, KSL-TV Salt Lake City.

Broadening the base of national spot dollars to increase station revenue. Richard Severance, vice president, national sales, Television Bureau of Advertising; Alfred M. Masini, Telerep, New York; John Dickinson, Harrington, Richter & Parsons, New York.

Tell it like it is. Roy Danish, director, Television Information Office. Remarks: Representative Lionel Van Deerlin (D-Calif.)

Radio sessions

Seven concurrent workshops (repeats; see Monday's program for details). **Contemporary music programming, MOR programming, country-and-western programming, newer music formats, news programming, the sex life of a tape cartridge, ascertainment** (joint with television). 8-9 a.m.

Morning conference. Arie Crown theater, lobby level. 9 a.m.-12 noon. Presiding: Wayne C. Cornils, KFDX-AM-FM Nampa, Idaho, and outgoing chairman, NAB small-market radio committee.

Up the Hill, a panel of congressional aides. Remarks: Representative Torbert H. Macdonald (D-Mass.), chairman, House Communications Subcommittee. **FCC: on the spot** 11 a.m. Presiding: William R. Rollins, WSVN(AM) Valdese, N.C., and incoming chairman, NAB small-market radio committee. Panelists: Richard E. Wiley, chairman, FCC; Wallace Johnson, chief, Broadcast Bureau; Paul Putney, assistant chief for law; Richard Shiben, chief, renewal and transfer division; William B. Ray, chief, complaints and compliance division; Martin Levy, chief, broadcast facilities division.

Television-radio luncheon. Chicago room, upper level, and Lindheimer room, lower level, 12:30-2 p.m. Presiding: Wilson Wearn, NAB chairman. Address: Richard E. Wiley, chairman, FCC.

No television sessions are scheduled for Tuesday afternoon so that registrants may visit equipment exhibits and hospitality quarters.

Radio sessions

Afternoon conference. Arie Crown theater. 2:30-3:30 p.m. Presiding: Harold Krelstein, Plough Broadcasting, Memphis, chairman, NAB radio board.

Million dollar consultants. Moderator: Miles David, president, Radio Advertising Bureau. Panelists: Don Jones, PSB Radio Group, Fond du Lac, Wis.; George Wilson, Bartell Broadcasters; Dwight Case, RKO, Los Angeles; Dick Harris, Group W, New York; Clint Formby, KPAN-AM-FM Hereford, Tex.

Six concurrent workshops (repeated Wednesday, 8 a.m.). 3:30-5 p.m.

Working with your rep. Room 4W, lobby level. Moderator: Ralph Guild, McGavren-Guild, New York. Panelists: Thomas C. Harrison, Blair Radio, New York; Robert Duffy, Christal, New York; George Lindman, Major Market Radio, New York; James M. Aispough, H-R/Stone, New York.

Idea promotion to build audience involvement and sales. Moderator: Gene Davis, WTOP(AM) Washington. Panelists: Eddie Allgood, WDV(AM) Danville, Va.; Stephen P. Bellinger, WJZ(AM) Decatur, Ill.; James W. Wesley, KFI(AM) Los Angeles; Ambert Dail, WGH-AM-FM Newport News, Va.

Co-op. Room 8W, lobby level. Moderator: Daniel J. Fabian, WGN(AM) Chicago. Panelists: Francis G. Smith, WLS(AM) Chicago; Mike Bump, WAAM(AM) Ann Arbor, Mich.; Harry Fogel, WINH-AM-FM Georgetown, S.C.; Jim Sweet, WTMJ(AM) Milwaukee.

Sales. Room 7W, lobby level. Moderator: Susan Breakefield, WASH(FM)

Washington. Panelists: Jeffery Lawenda, WCB(AM) New York; Elliott E. Franks, WOIC(AM) Columbia, S.C.; Bernard Mann, WGLD(AM) High Point, N.C.; John Squyres, KRTH(FM) Los Angeles.

Building and maintaining a budget. Room 3W, lobby level. Moderator: Harold Gilmore, Gilmore Broadcasting, Kalamazoo, Mich. Panelists: Celest Regenber, WIBA-AM-FM Madison, Wis.; John Rouse, Cox Broadcasting, Atlanta.

The world's greatest radio salespeople tell about their favorite subject. Room 2W, lobby level. Moderator: Cary Simpson, WTRN(AM) Tyrone, Pa. Panelists: Charles Seebeck, WXC(AM) Clifton Forge, Va.; Ted Snider, KARN(AM) Little Rock, Ark.; Benny Williams, KALL-AM-FM Salt Lake City; Mike Oatman, KFDI-AM-FM Wichita, Kan.

Wednesday, March 24

Television sessions

Three concurrent workshops. 8-9 a.m.

Producing new local sales dollars with new retail commercial productions (repeat; see Monday's program for details).

Is there a market for specialized programming (repeat; see Monday's program).

UHF—a year of progress. Moderator: William T. Reed, Public Broadcasting Service, Washington. Panelists: Richard C. Block, secretary, Council for UHF Broadcasting; John Blake, Covington & Burling, Washington; Alistair Martin, Kaiser Broadcasting, San Francisco; Thomas E. Bolger, WMTV(TV) Madison, Wis., and member, NAB television board; Daniel Wells, Public Broadcasting Service, Washington.

Radio sessions

Six workshops (repeats; see Tuesday program for details). 8-9 a.m.

Three concurrent joint television-radio workshops. 9-10 a.m.

Political broadcasting in a campaign year. Lindheimer room, mall level. Moderator John Summers, NAB general counsel. Panelists: William B. Ray, chief, complaints and compliance division, FCC; Erwin G. Krasnow, Kirkland, Ellis & Rowe, Washington.

Will your EEO program withstand the test? David Mayer theater, mall level. Moderator: Cecil Forster, Group W, New York. Panelists: Lawrence Cohn, Cohn & Marks, Washington; James Hobson, renewal and transfer branch, FCC; Lionel Monogas, industry EEO unit, FCC; Marilyn Solomon, KCOP(AM) Hollywood.

Editorializing. John Evers theater, mall level. Moderator: Richard Hughes, WPIX(TV) New York, and president, National Broadcast Editorial Association. Panelists: William F. Brown Jr., WBTA(AM) Batavia, N.Y.; Fred Dressler, KMGH-TV Denver, Colo.; Dillon Smith, WMAQ-TV Chicago; George Maire, KNX(AM) Los Angeles.

Closing general assembly (joint session—TV and radio management and engineers). 10:30 a.m.-12 noon. Arie Crown theater, lobby level. Presiding: Robert D. Gordon, WCPQ-TV Cincinnati, and convention co-chairman. **FCC panel.** Moderator: Vincent T. Wasilewski, NAB president. Panelists: Richard E. Wiley, FCC chairman; Commissioners Robert E. Lee, Benjamin Hooks, James H. Quello, Abbott M. Washburn.

Adjournment. 12 noon.

Related convention activities

(Not part of the official convention program)

Sunday, March 21

Broadcast Education Association workshops. McCormick Place, 1W and 8W, lobby level. 9 a.m.

continued on page 34

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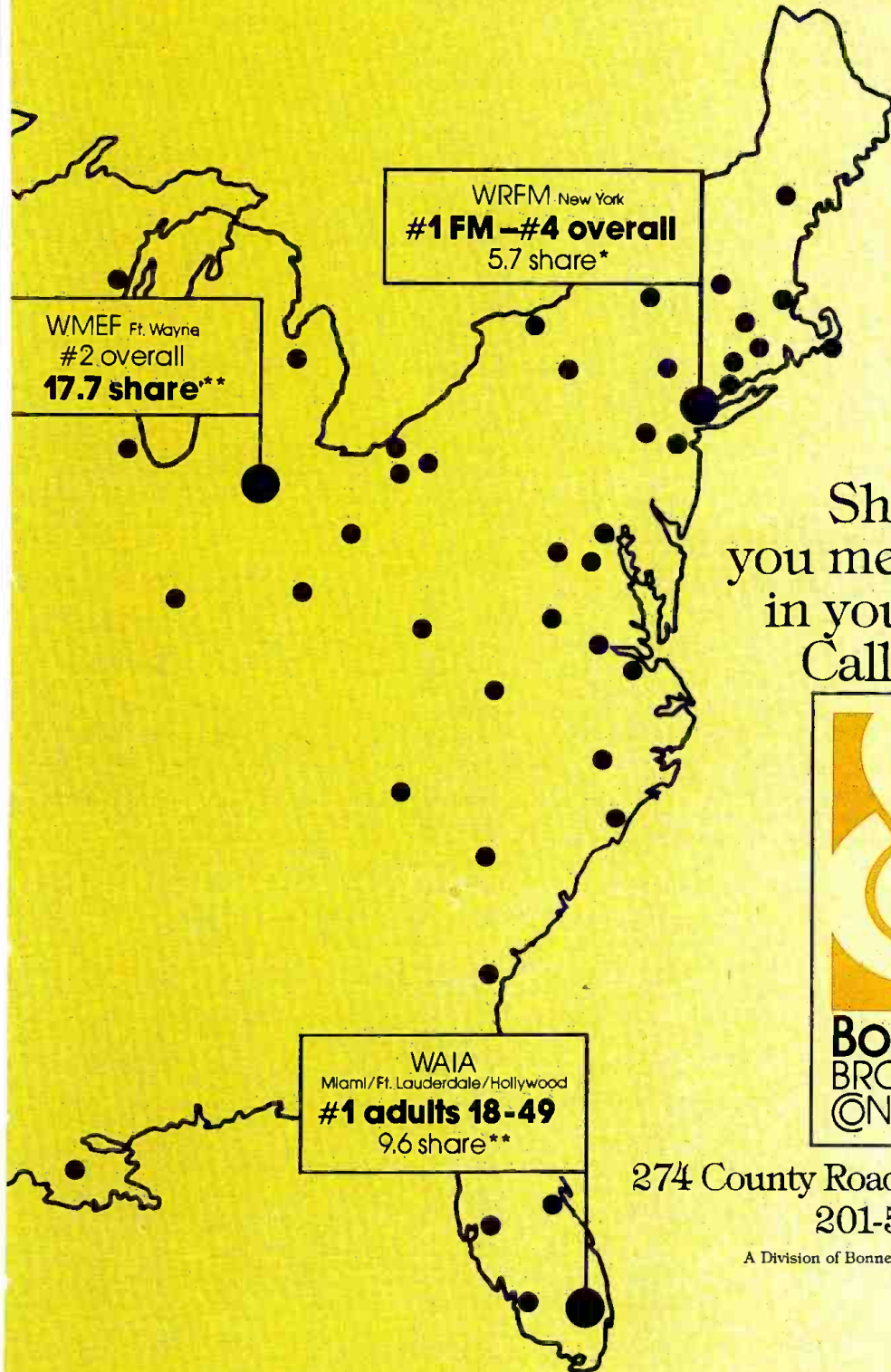
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Broadcast Music board of directors meeting. Blackstone, Chicago room. 10 a.m.
 Association for Broadcast Engineering Standards directors luncheon and meeting. Pick Congress. 12 noon.
 Society of Broadcast Engineers board of directors meeting and luncheon. Hyatt Regency. 12 noon.
 Association of Maximum Service Telecasters annual membership meeting. Conrad Hilton, Waldorf room. 2 p.m.
 Society of Broadcast Engineers membership meeting. Hyatt Regency. 3 p.m.
 Daytime Broadcasters Association meeting. Conrad Hilton, Bel Air room. 3 p.m.
 Association for Broadcast Engineering Standards annual membership meeting. Pick Congress. 4:30 p.m.
 Association of Maximum Service Telecasters board of directors meeting. Conrad Hilton, Bel Air room. 5 p.m.

Monday, March 22

Mutual Broadcasting System affiliates meeting. Conrad Hilton. 3 p.m.
 Harvard Seminar alumni smoker. Conrad Hilton, Beverly room. 4:30 pm.
 National Association of Broadcasters, Office of Community Affairs, "New Dimensions in TV Programing," screenings of minority-produced or sponsored shows. Conrad Hilton, private dining room 2. 8-9 p.m.

Tuesday, March 23

Broadcast Pioneers breakfast. McCormick Place, Jane Addams room. 8 a.m.

Wednesday, March 24

Council for UHF Broadcasting panel session. McCormick Place, room 6W. 8-9 a.m. "UHF 1975-1976: A Year of Progress."

John Blair & Company Continental Plaza 1100-01-02-03-04
 Blanc Communications Corporation Hilton 804-06
 Bolton/Burchill Executive House
 Robert Bosch Corporation Hilton 2104-06
 Boston Symphony Transcription Trust Hilton 622A-23A
 Broadcast Electronics, Inc. Hilton 2325
 Broadcast Travel Incentives Conrad Hilton
 Buckley Radio Watertown Inn
 Gert Bunchez Executive House 2504
 Kent Burkhart and Associates Continental Plaza 1532-36-38
 Camex Corporation Hilton 2222-23-24
 Capitol Magnetic Products McCormick 302-04
 CaVox Stereo Productions Hilton 2022-23-24
 CBS Radio Spot Sales McCormick 1801-02
 CCA Electronics Corporation Hilton 2222A-23A-24A
 Century 21 Productions, Inc. Hilton 1906A
 Chicago Radio Syndicate, Inc. McCormick 2129-31
 Chapman Associates Conrad Hilton
 The Christal Company Ritz Carlton
 Christie Electric Corporation McCormick 1432-34
 Cohu, Inc.—Electronics Division McCormick 732-34
 Collins Radio Group
 Rockwell International McCormick 1701-02-04
 Commercial Electronics Incorporated Blackstone 618-19-20
 Compu/Net, Inc. McCormick 910-12
 Computer Image Corporation Hilton 1233-34A
 Continental Electronics
 Manufacturing Co. McCormick 903-05
 R.C. Crisler Pick Congress
 Criterion Productions Hilton 2022-23-24A
 CSI Electronics, Inc. McCormick 1729-31
 Data Communications Corporation Hyatt Regency 2126-27-28
 Dataworld Conrad Hilton 1222
 Doubleday Media Hyatt Regency, McCormick Inn
 Development Laboratories, Inc. McCormick 802-04
 Drake-Chenault
 Enterprises Hilton 1806A
 Duca-Richardson Corporation McCormick 1703-05
 Electronics, Missiles & Communications Hilton 2422-23A
 Electro Voice, Inc. McCormick 1803-05
 Sandy Frank Film Syndication Hyatt Regency 1801
 Fuji Photo Film USA, Inc. Hilton 1006A
 Good Music Company Hilton 1722-23-24
 Grass Valley Group, Inc. McCormick 402-04
 Wilt Zundendorfer Conrad Hilton
 Hamilton-Landis Hyatt Regency 3027-28
 Harrington, Righter & Parsons Continental Plaza
 Harris Corp. Broadcast Products Division Hilton North Imperial Suite
 Hitachi Shibaden of America McCormick 1132-34
 Hogan-Feldman Pick Congress
 Keith W. Horton Ascot House
 H-R/Stone Drake
 H-R Television Hyatt Regency 1226-27-28
 Bernard Howard & Co. Hyatt Regency
 Ikegami Electronics McCormick 702-04-06
 Image Transform Pick Congress 501-01A-03
 Innovative Television Equipment McCormick 1001-02-04
 Institute of Broadcast Arts Hyatt Regency 2223
 International Video Hilton 1200-01-02A
 JVC Industries McCormick 1929-31
 Kalamusic Conrad Hilton 2419A
 Kaman Sciences McCormick 1601-03-05
 The Katz Agency Hyatt Regency Super Regency suite
 Keystone Broadcasting System McCormick Inn 8
 Kline Iron and Steel Hilton 1922A-23A-24A
 Landy Associates McCormick 1003-05
 Larson Walker Conrad Hilton
 Lenco Electronics McCormick 601-02-04
 Frank N. Magid Associates Ritz Carlton

Hospitality suites at glance

Networks

ABC Radio Continental Plaza 500-01-02-03-04
 ABC-TV Continental Plaza 400-01-02-03-04
 CBS Radio Hyatt Regency 2226-27-28
 CBS-TV McCormick Inn 1801-02
 Mutual Broadcasting System Hilton 2400-01-02A
 Mutual Black Network Hilton 2406A
 National Black Network Continental Plaza 1232-36-38
 NBC Continental Plaza 1000-01-02-03-04
 NIS Continental Plaza 900-01-02
 NBC-TV Continental Plaza Governor suite

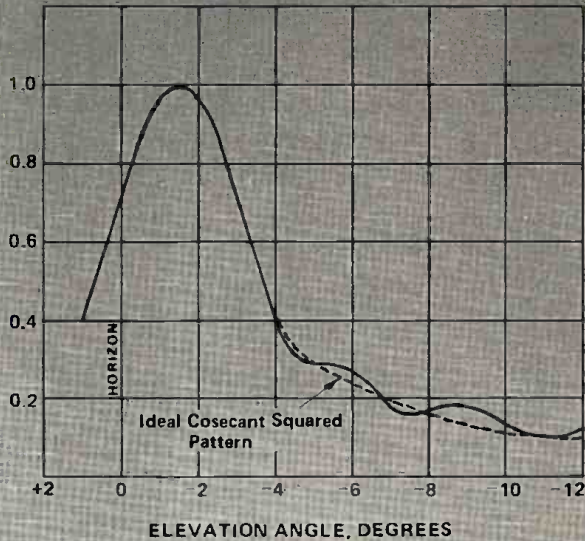
Others

Acrodyne Industries Hilton 1604-06
 American Data Division
 Ads Audio Visual Productions Conrad Hilton
 Airpaz Electronics Hilton 2206
 American Electronics Hilton 1000-01-02A
 American Research Bureau McCormick
 Ampex Corporation
 Audio Visual/International Division Hilton 2100-01-02A
 Magnetic Tape Division McCormick 1901-02-04
 Toby Arnold & Associates Hilton 2200-01-02
 Arvin Echo Science Watertown Inn
 Associated Press/AP Radio Sheraton-Chicago 3703-04
 Atwood Richards Telescreen McCormick 1202-04
 Audio Sellers, Inc. Hilton 1022A-23A-24A
 Avco Program Sales Continental Plaza 1432-36-38
 Avery-Knodel Hyatt House 1023-24
 Axiom Market Research Bureau McCormick Inn 1401-02-04
 Barco U.S. Essex 1207
 Beta Technology, Inc. Hilton 1104A-06A
 Blackburn Conrad Hilton 1104-06

continued on page 38

PROVIDES CUSTOM-OPTIMIZED RADIATION PATTERNS

TYPICAL ELEVATION PATTERN FOR 15.0 dBd
CARDIOID OR 12.0 dBd OMNI



The Andrew custom-designed slotted array transmitting antenna is a new concept for UHF television broadcasting. Now it is economically feasible to optimize both azimuth and elevation radiation patterns for any given service area.

Elevation patterns are shaped by controlling the phase and amplitude of energy distributed to each slot of the array. As there are typically 20 to 40 slots, very fine control is maintained over the aperture distribution, permitting null-free pattern performance. The cosecant squared pattern, which provides relatively uniform signal strength to both near and distant locations, is very closely approximated (see graph).

An unlimited number of azimuth patterns are available. Each pattern is custom-optimized for the service area.

Other advantages include:

- High power capability: 55 – 110 kW CW, depending on requirements.
- Pressurizable radome eliminates problems caused by corrosion and ice formation. Powered radome heaters are not required.
- Antenna weight is only 1/4 to 1/3 that of other antenna types for the same gain.
- Cylindrical shape minimizes wind loading on tower.

For further information, contact your Andrew Sales Engineer.



ANDREW CORPORATION 10500 W. 153rd St., Orland Park, IL., U.S.A. 60462 Telephone: (312) 349-3300

ANDREW ANTENNA COMPANY LTD. 606 Beech St., Whitby, Ontario, Canada L1N 5S2 Tel: (416) 668-3348

ANDREW ANTENNA SYSTEMS Lochgelly, Fife, Great Britain KY5 9HG Telephone: (0592) 780561

ANDREW ANTENNAS 171 Henty St., Reservoir, Victoria, Australia 3073 Telephone: (03) 460.1544

ANDREW ANTENNAS LIMITADA Av. Brigadeiro Faria Lima, 830s/64 Caixa Postal 22.252, 01452 São Paulo, Brasil Tels: 210-2808, 211-5132



ANDREW

NBC Radio's helping its affiliates sell- by helping them add a retail sales expert.

What's your network done for you lately?

Now, virtually every affiliate of the NBC Radio Network can get Broadcast Marketing Company's "Retail Sales Development Program" at a substantial discount. It's almost like adding a retail sales executive to your staff, overnight.

This superb BMC presentation, featuring

a 23-minute color/sound film will be licensed for exclusive use in an affiliate's market. And NBC will help with the tab.

The film can be carefully customized for each station, and really hits home with retail prospects. Because it sells to them from their point of view.

They'll learn about the special advantages

of radio. And discover the great limitations of newspapers. And, they'll hear about commercial approaches that open a whole new world to the retailer. The film will be shipped ready to use, and is available with a briefcase-size desktop 8 millimeter projector.

The "Retail Sales Development Program" also includes a supply of the BMC re-

tailer's guidebook, "Building Store Traffic With Broadcast Advertising." And specially prepared, customized tie-in graphics for leave-behinds.

So think about what your network's done for you lately. If it isn't helping you add a new retail sales executive, it isn't providing the kind of service that NBC affiliates want. And get.



Come see the exciting radio sales presentation "Get It On Radio. Get It On Now," in Suite 1000 of the Continental Plaza Hotel, anytime during NAB.

cca Has a new BOGner TV antenna



- Polarization is field convertible from linear to circular.
- Minimum height and wind area.
- One dipole radiating element per bay.
- You don't pay for circular polarization until you add it.

© CCA Electronics Corp. 1976

CCA

CCA Electronics Corporation
716 JERSEY AVENUE, GLOUCESTER CITY, NEW JERSEY 08030
PHONE: (609) 456-1716 TELEFAX: 84-5200

\$350.

If you're paying more than this amount for any format or music service we think you're paying too much.

Stop by **BOOTH 927** at the **NAB** or write and let us show you!

Be sure and ask about "**MASTER CONTROL**" the better of two worlds for your station and staff.

Cost: 0-499,000 size market

RADIO PROGRAMS[®]
INC
2773 E. HORSESHOE DR.
LAS VEGAS, NEVADA, 89120
702-732-8670

continued from page 34

Major Market Radio	Ritz Carlton
Marsh & McLennan	Conrad Hilton 1422-23-24
Matsushita Electric of America	McCormick 1502-04
McGavren-Guild	Hyatt Regency, presidential suite
McMartin Industries	McCormick 2001-02-04
The Meeker Co.	Hilton 1700-01-02A
Memorex	Blackstone 408-10
Microtime	McCormick 1529-31
Microwave Associates' Inc.	McCormick 1602-04
Minnesota Mining & Manufacturing	Hilton 1900-01-02A
Mohawk Wire & Cable	Hyatt Regency 426-27-28
Multimedia Program Sales	Continental Plaza 1432-36-38
Rupert Neve	McCormick 701-03-05
A. C. Nielsen	McCormick 2201-02-04
Nightingale-Conant	Hyatt Regency 2210-01
O'Connor Creative Services	Hilton 1722-23-24
Orrox	McCormick 932-34
Peters, Griffin, Woodward	Hyatt Regency 3602-01
Peters Productions	Hilton 1006
Petry Television	Hyatt Regency
Philips Audio-Video Systems	Hilton 1600-01-02A
The Pulse	McCormick 1903-05
Quick-Set	Hilton 835-36A
Radio Arts	Hilton 1504A-06A
Radio Programming and Management	Hilton 1033-34A
RCA/Commercial Communications Systems Division	Hilton South Imperial suite
Recortec	McCormick 1429-31
Rhodes Productions	Hyatt Regency 3123-24
Cecil L. Richards	Pick Congress
Russco Electronics Manufacturing	Hilton 922A-23A-24A
Savalli/Gates	Hilton 1222-23A-24A
Selcom	Palmer House
SESAC	Hilton 900-01-02A
Richard A. Shaheen	Pick Congress
Skirpan Lighting Control	McCormick 1201-03-05
Spanish International Network	Ritz Carlton, State suite
Stainless Inc.	Hilton 1504-06
Stanton Magnetics	McCormick Inn 301-03-05
Howard Stark	Continental Plaza
Starlight Communications	Hyatt Regency 1126-27-28
Storeel	McCormick 501-03-05
Susquehanna Productions	Hilton 600-01-02A
System Concepts	Pick Congress
William B. Tanner	Hilton 700-01-02A
Tektronix	Hilton 2122-23-24A
Telcom Associates	Continental Plaza 2034-36-40
Telemet, Division of Goetel	Palmer House 2034W
Thomson-CSF Laboratories	Hilton 1100-01-02A
T M Productions	Hilton 2306
Top Market Television	Ritz Carlton
Edwin Tornberg	Hyatt Regency
Trendex	McCormick 2232-34
Utility Tower	McCormick 1501-03-05
Viacom Enterprises	Hyatt Regency 1423-24
Video Aids of Colorado	McCormick 1829-31
Vital Industries	Hilton 2320
Western Business Brokers	Continental Plaza 1432-36-38
Wilkinson Electronics	McCormick 603-05
Adam Young	Hyatt Regency 2323-34

We'll be there. BROADCASTING magazine will have editorial and sales headquarters during the NAB Chicago convention in suite 706A of the Conrad Hilton. On hand will be John Andre, Dave Berlyn, Rufe Crater, Bill Criger, Mark Harrad, Ed James, Win Levi, Ruth Lindstrom, Maury Long, Randy Moskop, Dan Rudy, Larry Taishoff, Sol Taishoff, Don West, Dave Whitcombe and Len Zeidenberg.

Get it on! Get it on Radio Now!!

THANK YOU... Bill Grimes and the **CBS OWNED AM STATION** Managers for being the first to *Get It On!*

THANK YOU... Marion Stevenson, Jack Thayer and Ron Friedwald for *Getting It On* for your **NBC RADIO NETWORK** Affiliates! (See *NBC ads in BROADCASTING*, March 15th and 22nd, 1976.)

THANK YOU... Bob Pritikin (scripting); Allen Paterson (production); Art Twain (music); Paul Frees and Bill Furnell (talent); Wally Hutchinson and the entire KCBS San Francisco sales team (test marketing); plus the many BMC retail advisors from coast to coast who helped us determine what should be said!

Get it on! Get it on Radio Now!!

This *PROVEN* radio sales presentation film, long in the research and planning stages, is still available in many markets.

Get It On Radio guarantees a uniform professional presentation to add *new* accounts, and increase *current* advertiser budgets.

It was produced as a complete, ready-to-use presentation, but is uniquely structured to incorporate optional, highly personalized station inserts.

The generic presentation, with plenty of emotion-involving sell, *from the retailer's point of view*, depicts why a media mix consisting of more broadcast and less newspaper is needed today. It covers the special advantages of broadcast, highlights newspaper's limitations, introduces Starch readership studies, demonstrates effective commercial approaches, and much more.

The customized version allows you to cover specific points you want to make, using *your* spokesman, plus a BMC research segment covering *your* local newspaper competitive story.

The film, available in Super 8 or 16MM, can be shipped with an *optional* briefcase-size 8MM projector.



Copies of the new BMC retailer guide book, "Building Store Traffic with Broadcast Advertising," will be used as a leave-behind. Co-authored by BMC's Bill McGee and Broadcast Advertising Consultant Jone Murphy, it includes contributions from 36 advertising professionals covering the fears most every store thought of when considering broadcast, then provides the answers retailers want to hear!

Camera-ready tie-in graphics for a four-page leave-behind brochure are also furnished by BMC with all *customized* presentation orders.

Get It On Radio Is Already A *Proven* Money Maker!

"Bill, I am very impressed with the [film's] results I have received and am even more impressed with the potential revenue I can make for KCBS and myself." —Frank Castillo, Retail Sales Manager

Call for availability in your market now. It could be too late tomorrow!



Television and Radio now tap the \$3 billion Co-op Goldmine with...

CO-OP OPPORTUNITIES™



A PROVEN FOUR-PART SALES SUPPORT SERVICE ... specifically designed to help you increase local sales

1 CO-OPPORTUNITIES BULLETINS

18-24 monthly bulletins representing significant broadcast CO-OP dollars, ready for immediate use in your sales efforts, each classified by "family of merchandise" and carefully researched and screened to ensure maximum potential.

2 LOCAL BUSINESS PROFILES

Arm you with advance information about your prospect's business, their product mix, target customer demographics and buying attitudes, and major selling seasons to help you build informed, creative CO-OP presentations.

3 LOCAL BUSINESS PRESENTATIONS

Monthly presentations, tied to specific categories, including timely suggested *proven* store promotions, are supported by applicable CO-OP plans.



4 BROADCAST CO-OP THE UNTAPPED GOLDMINE

This informative guide, the result of hundreds of research interviews, provides an in-depth look at co-op advertising, describing in detail its background—how big it is, where it is, and where it's going, plus ...

- Newspaper competitive co-op information
- Suggested *retailer* co-op information system

- FTC Guides and suggested legal precautions
 - Retailer-to-Resources presentations
 - Organizing dealer associations, plus plenty of ...
 - *Proven* retail sales approaches to maximize local revenues!
- See Free "Convention Special" below.

Visit us at the NAB Convention Conrad Hilton, Suite 1400

GET IT ON RADIO screenings and CO-OPPORTUNITIES demonstrations scheduled hourly.

CONVENTION SPECIAL: The first 100 station managers to visit BMC's convention suite receive a complementary copy (\$19.95 value) of BROADCAST CO-OP—The Untapped Goldmine.

If You Are Not Attending The Convention, we will be happy to send you a "Get It On Radio" screening print and projector. For more information, please call or write:

BMC Broadcast Marketing Company
2671 Harrison St. San Francisco 94110
Phone (415) 282-8900



NIS stations are winning everywhere.

It's been an exciting year for NIS—NBC's 24-hour radio News and Information Service. More stations. Bigger audiences. Dynamic programming. We'd like to say thanks by giving a radio newswagon and all of the equipment to some lucky station.

To help them cover the news better than ever.



Come to the NIS Suite anytime during NAB. It's #900 at the Continental Plaza Hotel.



Your station can win a free newswagon at the Continental Plaza.

Official Rules for NIS Newswagon Contest:

Eligibility—This contest is open to commercial radio licensees currently operating pursuant to an FCC authorization. Stations owned by the National Broadcasting Company are ineligible.

How To Enter—Enter in person at the National Association of Broadcasters Convention by filling in an entry blank which you can obtain at Suite 900, Continental Plaza Hotel, Chicago, Illinois. Contest closes at 10:00 PM, March 23, 1976. Any authorized employee of the station may submit only one entry on behalf of the station, but there is no limit on the number of entries to be submitted per station.

Winning—The winner will be selected by a random drawing at The Continental Plaza, Suite 900, on March 24, 1976. No need to be present to win. Prize winner must meet eligibility requirements. The car will be awarded to the station for which the winning entry was submitted.

Prize—The prize is a 1976 Datsun 610 Station Wagon. Delivery of the car will be to the station's nearest Datsun Dealer. Liability for taxes, fees and registration are the sole responsibility of the winning station. Mobile unit equipment will be shipped to the station and will be installed at the station's expense. Mobile unit features include: 2-way mobile unit radio with 15-watts transmitter; 2-way base station with a 25-watts transmitter; and fire/police scanner. There is no alternative or cash substitute for the car.

starting **APRIL 12** on the
ABC DAYTIME NETWORK

(WITH HOST TOM KENNEDY)

AVAILABLE NOW FOR SEPT. PRIME ACCESS*



**IN ACCESS:
9 SPARKLING CELEBRITIES PLUS HOST JACK BARRY**

*** THESE STATIONS SAW IT AT NATPE AND BOUGHT IT ON THE SPOT!**

LOS ANGELES—KNXT (CBS-TV 0&0)
PHILADELPHIA—KYW (TVAR)
DETROIT—WWJ (PGW)
MIAMI—WPLG (TMT)
TAMPA-ST. PETERSBURG—WLCY (RTVR)

SEATTLE—KIRO (PGW)
NEW HAVEN—WTNH (BLAIR)
PROVIDENCE—WPRI (TELEREP)
SAN DIEGO—KCST (H.R.)
PHOENIX—KTAR (PGW)

CHARLESTON-HUNTINGTON—WOWK (BLAIR)
ORLANDO—WFTV (BLAIR)
SALT LAKE CITY—KSL (PGW)
WINSTON-SALEM—WXII (KATZ)
BELLINGHAM—KVOS (BOLTON)

RENO—KTVN (H.R.)
MILWAUKEE—WISN (BLAIR)
SACRAMENTO—KXTV (TELEREP)
EUGENE—KEZI (SPOTMASTERS)
DENVER—KOA (BLAIR)

CALL OR WRITE: DICK COLBERT / TYE ST. JAMES
SUITE 2520 • 1900 AVENUE OF THE STARS • LOS ANGELES, CA 90067 • PHONE: (213) 277-3414

A BARRY & ENRIGHT PRODUCTION

DFS-3000 Digital Framestore Synchronizer

It would take a wall full of equipment to handle the job that DFS-3000 does in just 8.75 inches of rack space. In fact, every synchronous treatment needed for the full spectrum of NTSC compatible broadcast activities is literally at your fingertips in this light, rugged, fully portable system that goes anywhere.

Just check this list of available features:

- Two complete fields of store for full broadcast versatility.
- Infinite window TBC corrects time base errors on any VTR including ENG.
- Look Ahead Velocity Compensator cleans up color vectors on direct color VTR's for truer color presentation across entire picture.
- Video Compressor enables producer to insert second live image in any quadrant of screen.
- Joystick Control allows compressed picture to be positioned *anywhere* on screen.
- Broadcast Quality SPG permits synchronizer to be used as station reference.
- Memory Analyzer ensures system integrity.

- Frame or Field Freeze for special effects.
- Remote Control Panel for production flexibility.
- Synchronous clean-up of non-synchronous switches eliminates picture tearing and rolling.

All these features, and broadcast quality too, are packaged complete with power supply and analog circuitry in this fully modular system that weighs less than 60 lbs. Even more significant, power consumption is a mere 250 VA, keeping heat problems to a minimum.

For information on our demonstration program, call or write George Grasso, MCI, P.O. Box 10057, Palo Alto, CA. 94303. Phone: (415) 321-0832.

Quantel Limited
REPRESENTED BY MCI PALO ALTO, CA.

See us at NAB: Booth 926

We pack more in here...



so you do less out there

Marsh & McLennan announces a major insurance program for Broadcasters.

Up until now the information needed to create the best possible insurance package for broadcasters has been extremely diffuse and limited.

But after three years of research and surveys by experts (surveys you may have come into contact with yourself), a major insurance package for the broadcasting industry is now ready.

The Marsh & McLennan Plan for Broadcasters.

The Marsh & McLennan Plan can mean significant savings on your station's insurance.

This program should save you 25% to 40% over the rates your station currently pays.

That figure isn't wishful thinking either. It's based on surveys of hundreds of broadcast station insurance policies.

The Marsh & McLennan Plan means your tower will be insured at replacement value. Do you know if it is now?

Your station presently carries tower insurance of course, but it could be the "stated" or "fixed value" kind.

The Marsh & McLennan Plan insures your tower at the full cost of replacement.

The Marsh & McLennan Plan gives you short-term Broadcasters' Business Interruption Insurance.

Many stations now fail to carry adequate business interruption insurance.

That's why the Marsh & McLennan Plans offers a short-term business interruption policy. One that covers your net earnings for the longest period your station's business would foreseeably be interrupted—about 30 days.

You're living dangerously without at least \$5,000,000 worth of Broadcaster's Liability Insurance. The Marsh & McLennan Plan gives you up to \$10,000,000. At a reasonable cost.

Since we're dealing with the entire broadcasting industry our rates for liability insurance are computed on an industry basis. This alone can mean up to a 30% discount for your station.

Our comparative estimate is FREE.

For more information about the Marsh & McLennan Plan for Broadcasters write to:

Lawrence E. McLean

Marsh & McLennan

National Marketing Corporation

1221 Ave. of Americas, N. Y., N. Y. 10020

(212) 997-5035



This 1375 foot, 3-station transmitting tower in Minnesota collapsed and fell across the building housing the transmitter, killing seven people.

**While you're at the NAB Convention in Chicago
come see us at the Conrad Hilton, Suites 1422, 23, 24**



TODAY'S EXCITING BEAUTIFUL MUSIC

Emotionally Involves the Listener

More Than Just Another Background Sound



**music...
just for
the two of us**

- Total Music Consistency
- 4-24 Hr. Format Blends
- Jingles/Custom Voice Tracks/Promotion and Sales Aids
- Computer Controlled Music Rotation
- Control of Daypart Programming

Call or Write Today: PETERS PRODUCTIONS, INC.

8228 Mercury Court, San Diego, California 92111 • (714) 565-8511

Hill grills FCC on budget, housekeeping

Subcommittee members cast covetous eyes on CB as source for more return from filing fees; FCC's Campbell says promotions, in-grade raises chewed into extra provided last year, helping to stymie hiring of needed new personnel; children's TV, OTC advertising, family viewing also discussed

The FCC last week heard what may be the sound of distant congressional thunder about its failure to recover more of its costs through filing fees. And if there is one service that seems particularly tempting to some members of Congress as a source of additional filing-fee funds, it is the citizens band which is growing with explosive force.

Indication of that interest in filing fees was one development at a House appropriations subcommittee hearing in Washington on the FCC's budget request for 1977. Another was the disclosure that the commission did not fill the 110 positions for which Congress thought it was appropriating funds last year. The reason: The administration simply did not ask for sufficient funding for the commission, and the commission never advised Congress.

The subcommittee plunged into the question of filing fees early in the hearing. Only \$4 for a citizens band license? Representatives Joseph Early (D-Mass.) and Elford A. Cederberg (R-Mich.) wanted to know. They thought that was inadequate. After all, the applications are flooding the commission at a rate of some 500,000 each month, and the commission is having trouble keeping the backlog at that figure. And when Chairman Wiley said that, in view of the Supreme Court opinion in 1974 prohibiting the commission from seeking to recover 100% of its costs through filing fees—it held that the commission is limited to charging only enough to recover the value of the recipient—Representative Cederberg said, "Then we've got to change the basic law." Representative Early seconded the remark.

Indeed, Representative Early seemed to yearn for the days when the commission was charging \$20 to process a citizens band application. Mr. Wiley noted that rate would now produce about \$100 million annually, about twice the \$51,448,000 the commission is seeking for fiscal 1977, which begins next Oct. 1. But he doubted whether that would be fair to citizens band users.

For his part, Chairman Wiley indicated he regarded the imposition of fees as a headache the commission would be glad to be rid of. Setting the fees is a problem and now, defending against 93 court suits brought by commission licensees seeking

We've lightened your load.

Here and here.

Our new portable video cassette recorder/player makes eyewitnessing the news easier than ever before.

JVC has done two things to improve your ENG capability: we've made the gear lighter and we've lowered its initial cost.

Our brand-new CR-4400U Color Portable Capstan-Servo 3/4" U-VCR weighs only 24.5 pounds, complete with rechargeable battery and standard 20-minute videocassette inside. And it sits as lightly on your checkbook as it does on your shoulder.

With the CR-4400U at your side, you're set to record top-quality color video, with a S/N ratio of better than 45 dB. There's a full-function keyboard, including pause/still and audio dub. Other JVC features include audio mixing and multi-purpose meter to read audio, battery, video and servo levels. Our exclusive auto assemble editing function enables you to get smooth, glitch-free edits between scenes, and can be operated by camera trigger or remote switch. With lock-up time to full speed at less than 0.2 second, you're always ready to shoot. And you can shoot 50% longer, too, since the CR-4400U requires 50% less power than most other decks.

JVC's unique patented dubbing switch is provided to facilitate quality tape transfers. For playback through regular TV sets, an optional RF converter can be plugged right into the deck. The CR-4400U operates on AC as well with its companion

New JVC CR-4400U Color Portable Recorder, shown with new CR-8300U Full-Editing Cassette Recorder, GC-4800U Color Camera, CC-4800U Camera Control Unit and Dual-Machine Remote Controller.



AA-P44U Power Adaptor, which also functions as a battery charger.

But the best way for you to find out how this light-weight, low cost portable video-cassette system can add to your newsgathering ability is to get yourself a hands-on demonstration. Call your JVC dealer, or send us the coupon below.

**JVC Industries, Inc.
58-75 Queens Midtown Expwy.
Maspeth, N.Y. 11378**

Please send information on:

- CR-4400U Portable Color 3/4" Video Cassette Recorder/Player
- GC-4800U Portable Color Camera
- CR-8300U Full Editing 3/4" Video Cassette Recorder/Player

I'd like a demonstration MB-3226

Name Title

Organization/Company

Address

City State Zip

Telephone

JVC

JVC INDUSTRIES, INC.

WGEM-TV

KCMO-TV

KOMU-TV

KSD-TV

KVO-TV

KYTV

We've turned on to an electrifying public affairs idea in Missouri.

Our six stations reach 2,070,500 homes.*

Each month we're all delivering a public affairs program in prime time. It's called "Focus 30". Each episode is a response to our collective community ascertainment which revealed topics most pertinent to Missourians. That means subjects that range from Ozark Music to Court Reform.

"Focus 30" is funded throughout the state by the Association of Missouri Electric Cooperatives. The program has given the one million members of the cooperatives the chance to explain their system and to express their dedication to energy conservation.

We think it all adds up to a unique public affairs idea. And we're putting it right in prime time. Right across Missouri.

"Focus 30" has received prestigious national and regional awards including First Award, National Rural Electric Cooperative Association. Produced by KYTV.

WGEM-TV	Quincy/Hannibal
KCMO-TV	Kansas City
KOMU-TV	Columbia/Jefferson City
KSD-TV	St. Louis
KTVO-TV	Ottumwa/Kirksville
KYTV	Springfield

We've packaged our compact Criterion three different ways.

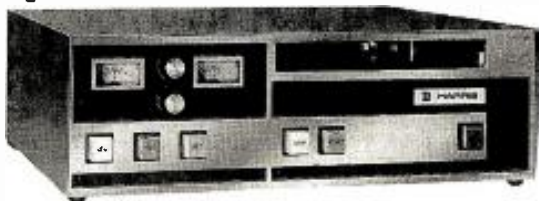
Criterion I ... only 8-1/2" wide. Direct capstan drive comparable to the finest reel-to-reel machines. Speed accuracy of 0.2%. 1, 2 or 3 cue signals available for automatic equipment. Handles A & B cartridges. Mount two units side by side in a standard 19" rack.

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refunds as a result of the Supreme Court decision is another. "If we lose," he said, "the commission will be turned into a fee-collection return agency."

And although Representative Early, who was acting chairman of the subcommittee, attempted to draw Chairman Wiley into an endorsement of the concept of fees, Chairman Wiley demurred. It's Congress's responsibility to set the policy, he said—a responsibility he indicated, it had not met. When the commission revised its fee schedule in light of the Supreme Court decision, he said, "we asked Congress to make its intention clear—to cut out fees or to tell us to collect fees up to a certain amount." Congress did neither.

Representative Early did not let the matter drop. His final request before adjourning the hearing was to ask the commission to file a report on its present fee schedule and on what fees would be if they were recovering 100% of the commission's costs. The commission's present fee schedule is designed to recover \$18 million to \$20 million.

The problem of regulating citizens band service has become so pressing that the commission has asked the Office of Management and Budget to approve a request for additional funds to deal with it. The proposed request now pending at OMB is for \$3.8 million; about \$800,000 would go for policy-research projects, the remainder for personnel (89 positions), equipment and supplies to strengthen the commission's capability for regulating—including policing—Citizens Band radio, a frequent source of television interference.

But while OMB pondered that request and Congress was receiving the request for \$51,448,000, which would provide the commission with \$1,635,000 more than was appropriated for it last year and would allow it to fill 19 new positions, Congress, in the person of Representative Early, wanted to know why the commission did not fill those 110 positions last year. Actually, 128 positions are unfilled, most as the result of a hiring freeze.

The FCC's new financial management division chief, Thomas Campbell, explained that the commission simply came up short. The budget request OMB approved for submission to Congress last year, he said, did not adequately indicate the normal in-grade increases and promotions. If those increases were to be paid, he said, "we wouldn't have enough money to fill the new positions." The commission would need another \$1.7 million to bring it up to the 2,132-position strength Congress authorized last year. And there was no indication whether the administration would specifically request those funds.

Why didn't the commission ask for a supplemental appropriation for 1976? Representative Early asked. "The mandate of Congress was to fill those positions."

"In retrospect," Mr. Campbell conceded, "we should have." After the hearing, he said that the commission felt bound by what OMB had approved for the agency. If the appropriations committees

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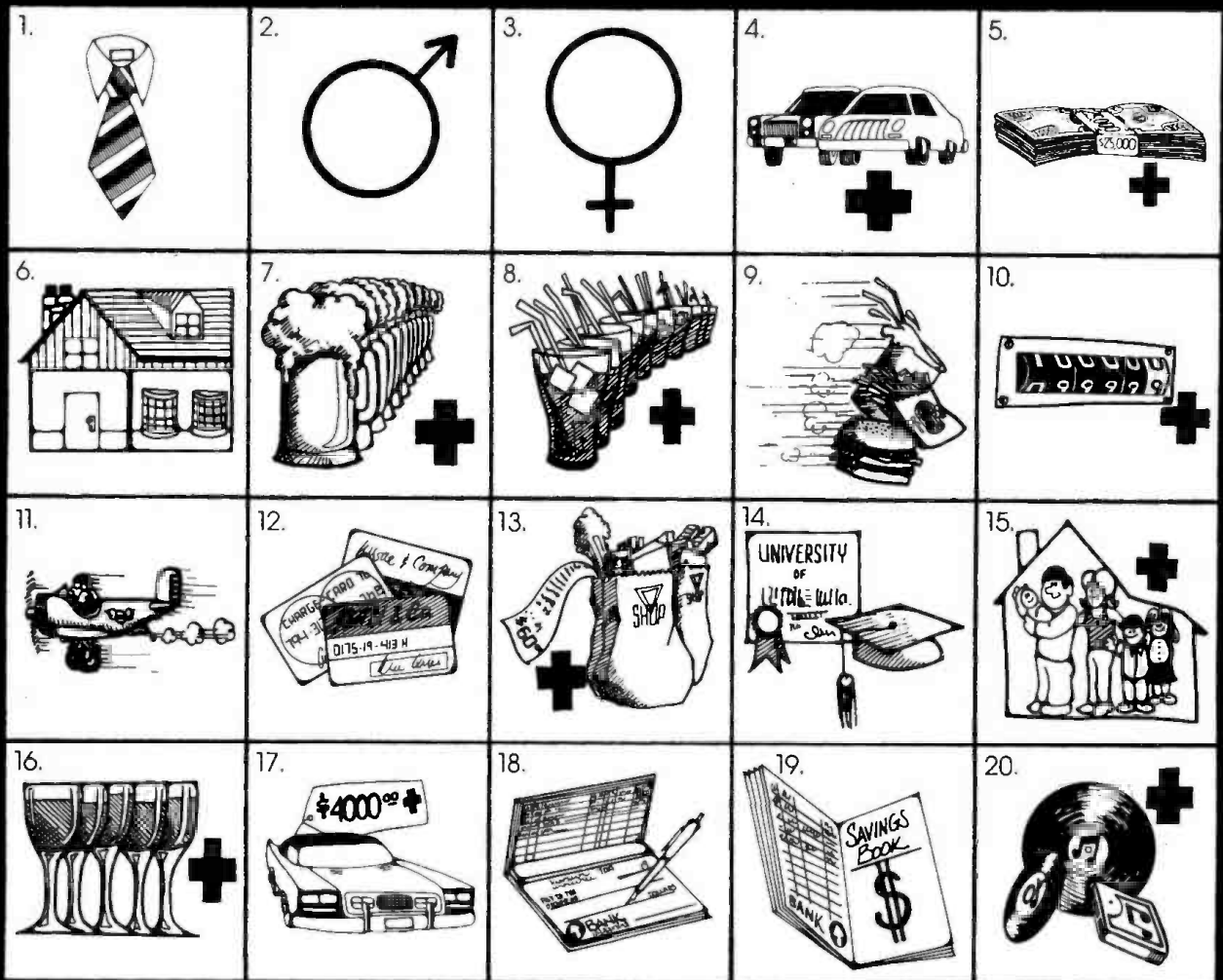
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REFERENCE: The Source, Spring, Fall, 1975, Chicago Marketing Area, Adults 18+, Average Quarter-Hour, Monday-Sunday 6am-Midnight. Data subject to qualifications listed in report.

Radio 720  People talking to people is what makes us #1.

had asked if the funds were sufficient, he said, the commission would have explained the problem. "But Congress didn't ask." However, he also said the commission did not realize the seriousness of the financial squeeze until after the new fiscal year began.

Although the commission may do for a year without the additional personnel it said it needed, it suffered no apparent breakdowns in service. When Representative Early asked that services were affected by the job freeze, Chairman Wiley did not cite any; he said only that the commission was attempting to fill obligations with people on hand.

In fact, although some of the 110 employees are to be assigned to citizens band work and to processing communications-satellite and earth-station applications—another backlog area—the chairman's prepared statement indicated considerable success in reducing backlogs in fiscal year 1975. They were reduced 65% in certificates of compliance applications sought by cable systems, and 77% in domestic public land mobile, 43% in point-to-point microwave, 18% in AM-FM-TV renewal and 13% in AM-FM-TV assignment and transfer applications. In addition, the backlog of 216 petitions to deny renewals on hand in January 1975 has shrunk by 72%, to 60.

In other matters, the subcommittee took the commission over the familiar territory of children and television.

Representatives Early and Mark Andrews (R-N.D.) were interested in the commission's plans for panel sessions May 20-21 on the question of television advertising of over-the-counter drugs (BROADCASTING, March 1; also see page 113). Mr. Early had a special interest, as did Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, at FCC oversight hearings two weeks ago, because Massachusetts Attorney General Francis X. Bellotti filed the petition that sparked the decision to hold the panels.

In answer to questions, Chairman Wiley was careful not to commit the commission to any course of action. He said the purpose of the panels, which will be co-sponsored by the Federal Trade Commission, is simply to determine what research exists on the question of the effect of OTC drug advertising on children, and what research might be required. Representative Andrews appeared to suggest the commission would be "shaping the research." And Representative Early wondered why additional studies were needed; he thought the need to deal with television advertising of OTC drugs is evident.

The congressmen were interested, also, in family viewing. Is family viewing—the concept under which broadcasters are supposed to clear their 7-9 p.m. schedule of all programs but those suitable for all members of the family—"enough?" Representative Early wanted to know. Chairman Wiley noted that the plan has been in effect for only one year but that the studies that have been done are "encouraging." In

any case, he said, it is a matter of industry self-regulation. "We're not enforcing this in any manner, shape or form."

Representative Andrews, however, thought government might have a role. "If they [broadcasters] can't do it by themselves, some type of legislation or regulation is going to be called for by the American people." But Chairman Wiley "strongly doubted" such government action would be possible. The First Amendment would not permit such action, he said. "This is an area for meaningful self-regulation, and not government regulation."

The commission was able to make good

on one congressional request in that area. Representative Cederberg said members of Congress are being bombarded by constituents with questions about the government's role in dealing with sex and violence on television. "Can we get a short statement on what you are doing?" he asked Chairman Wiley. The chairman said that could be arranged.

The subject of cable television also took up some of the time of the hearings, with Representative Early wondering whether regulation was not slowing the growth of the new industry—and he was concerned not only with federal regulation. He said that cable television in Massachusetts—





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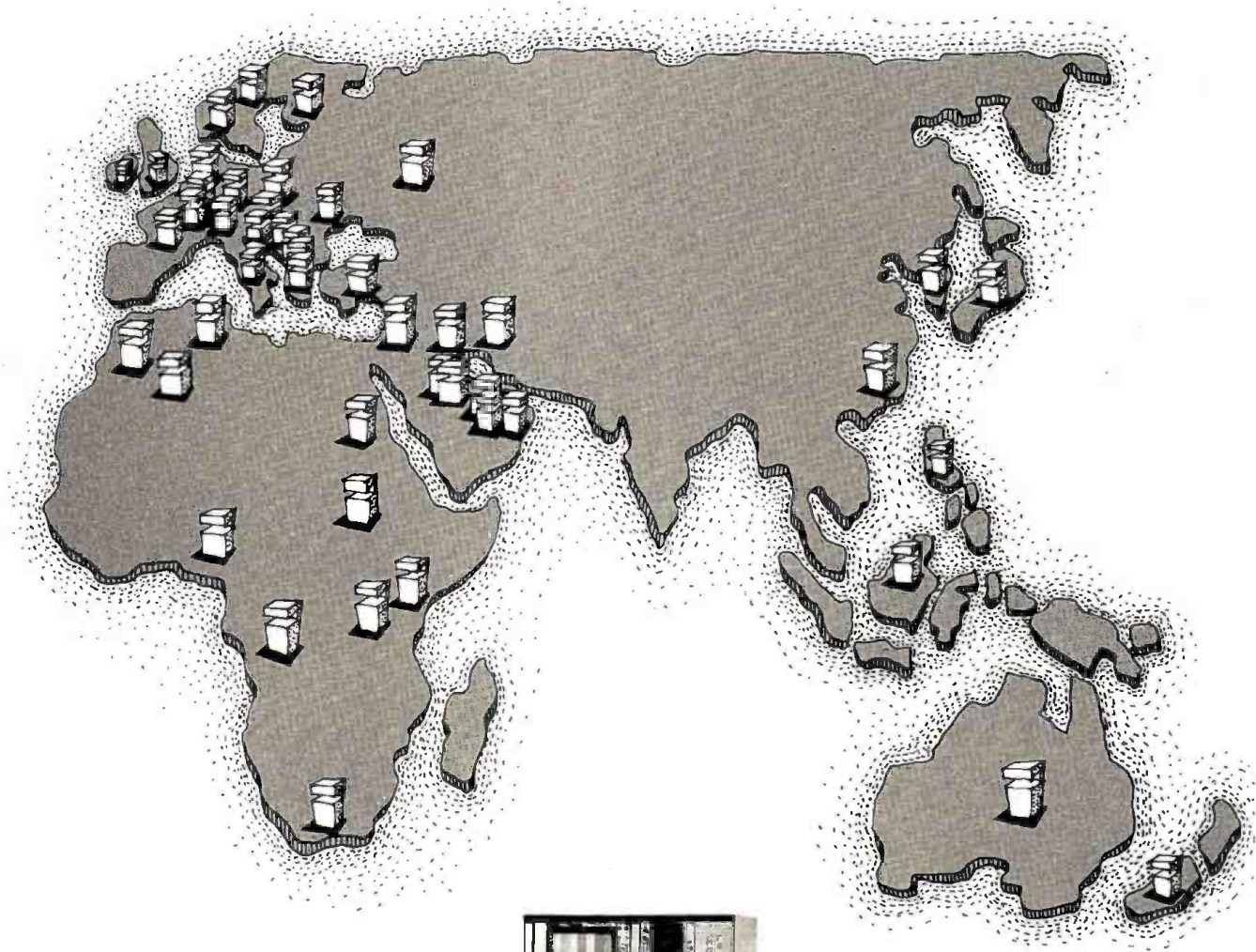
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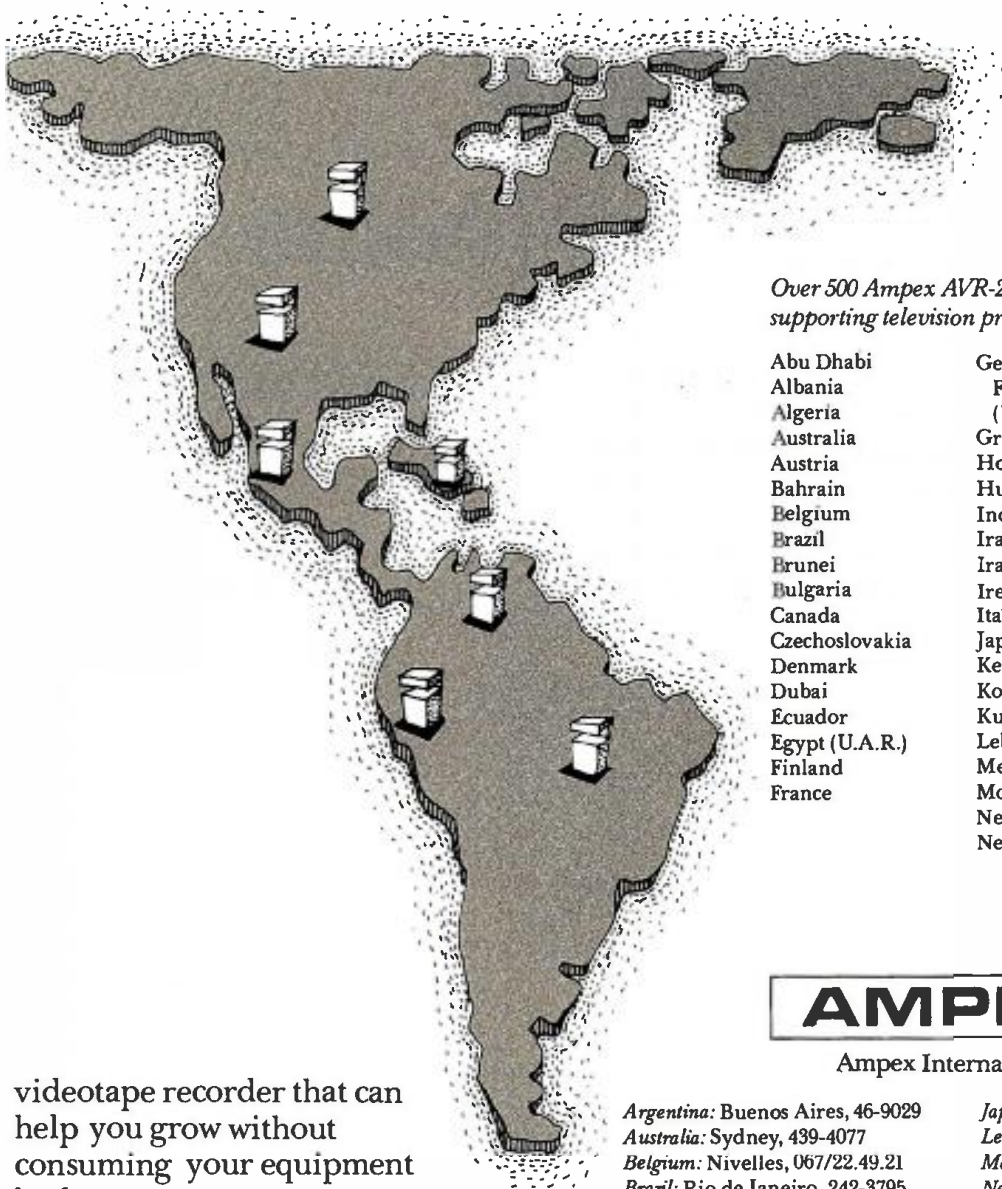
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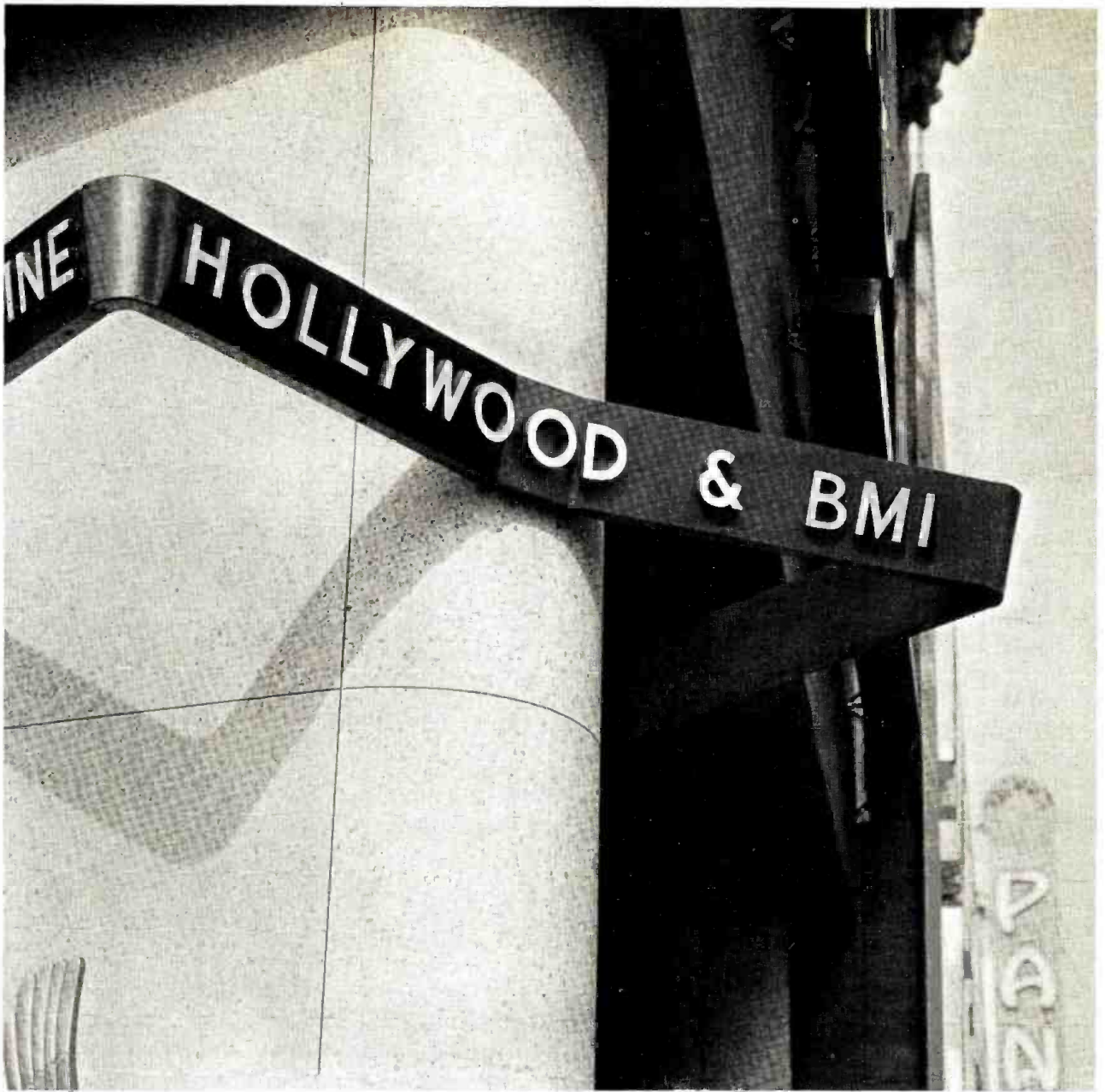
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Stamp act. The FCC has asked Congress for \$20,000 for gift sets of commemorative Bicentennial stamps that it would distribute among the representatives of the 145 member nations of the International Telecommunication Union. Commissioner Robert E. Lee, who since 1971 has represented the commission at ITU meetings, made the request last week during a House Appropriations subcommittee hearing on the commission's proposed budget for fiscal 1977. He noted that other member nations of ITU offer commemorative stamps to mark events in their countries but that the commission cannot reciprocate except through the congressional appropriations process. The gift set would include stamps and letters from the President, the secretary of state and the FCC chairman.

specifically, Teleprompter Corp.'s plans—were "stifled."

Chairman Wiley said "duplicative" state and federal regulation is "stifling" growth, although the commission's policy "is to encourage development of cable television." The commission's Cable Television Bureau chief, David Kinley, said cable system operators in Massachusetts have reported a decline in interest in applying for cable franchises since the state began regulating cable. But, he said, "It's hard to separate out the economic reasons for a slowdown in growth "from the regulatory reasons."

Bigger budgets for House subcommittees

The House has approved a budget of \$266,800 for Representative Torbert Macdonald's (D-Mass.) Communications Subcommittee for 1976, almost \$44,000 more than it had last year. That includes \$188,000 for personnel, \$60,000 for consultants. Also approved was a budget of \$720,000 for Representative John Moss's (D-Calif.) Investigations Subcommittee. That compares to \$600,000 it had to spend last year. The total budget for the Commerce Committee is \$3.2 million.

NAB small-market group gets four new faces

The National Association of Broadcasters small market radio committee has a new chairman, William R. Rollins of WSVM(AM) Valdese, N.C., and three new members. New members are David Brown, WTVL-AM-FM Waterville, Me.; Glodean Kent, KKZZ(AM)-KOTE(FM) Lancaster, Calif., and Ernest Sparkman, WKIC(AM)-

WSGS(FM) Hazard, Ky. They replace Wayne Cornils, KFXD-AM-FM Nampa, Idaho, outgoing chairman; Edward Fritts, WNLA-AM-FM Indianola, Miss., and David Parnigoni, WKVT(AM) Brattleboro, Vt., whose two-year terms expired.

Other members of the small market committee are Dick Painter, KYSM-AM-FM Mankato, Minn.; Sherwood Parks, KINA(AM) Salina, Kan.; Robert Tobey, KOTS(AM) Deming, N.M., and Jack Younts, WEEB(AM) Southern Pines, N.C.

Broadcasters call de-regulation of pay cable unfair to them

It's no free market, they say, when cable uses broadcast service to build pay-television plant

Broadcasters last week told the U.S. Court of Appeals that the Justice Department was wrong when it contended that the FCC's new pay cable rules are anticompetitive in restraining pay cable operators' ability to compete with broadcasters (BROADCASTING, Feb. 9).

If the rules are unfair to anyone, they are to broadcasters, they contend. But the principal point, which they have made throughout their long controversy with cable television, is that as long as cable operates with signals obtained from broadcasting—and at present at no cost—true free-market competition does not exist.

The arguments were among those made in a flurry of reply briefs filed in the cases in which the pay cable rules the commission adopted in May have been appealed not only by broadcasters, who think they are too lax, but by cable interests, motion picture producers and the Justice Department, who think them too restrictive.

It was the Justice Departments' brief that drew considerable attention in the replies filed by broadcasters. NBC argued that the new rules, in permitting pay cable greater access to the movies and sports events now seen on conventional television, allow cable to benefit at the expense of the public. And, indeed, 19 civic, citizen and union groups, in a joint appeal, are opposing the rules on the ground they offer too little protection against siphoning of programing from conventional television.

And the National Association of Broadcasters and Metromedia Inc., in separate replies, disputed the argument that the commission's rules deny pay cable the opportunity to compete on equal terms with broadcasters. A pay cable operator who does not offer the re-transmission of broadcast signals as a part of his service, they said, is not subject to the commission's rules, which apply only to a pay ca-

ble entrepreneur whose service is an adjunct to a cable system that retransmits broadcast signals.

The FCC, in its brief, filed last month, said that arguments that its regulation of cable is anticompetitive have been rejected by the courts in previous efforts to strike down restrictions on cable—the limitation on the importation of distant signals, for instance.

And the restrictions designed to guard against pay cable's siphoning of programing from conventional television, the commission added, are reasonable in view of its obligation, as stated by the courts, to elevate the interest of the public over that of competition when competition threatens to produce "detriment to the public interest."

The question of how much of a threat pay cable poses is an issue. The Justice Department regards the threat as small—that at worst, in the case of movies, they might be delayed in reaching conventional television—and that, in any event, Congress or the commission could act swiftly if pay cable threatened the viability of television broadcasting.

Motion picture companies also argued that the commission has provided no evidence to support its position that broadcasting needs the protection, particularly since pay cable operators can claim less than 1% of television's audience.

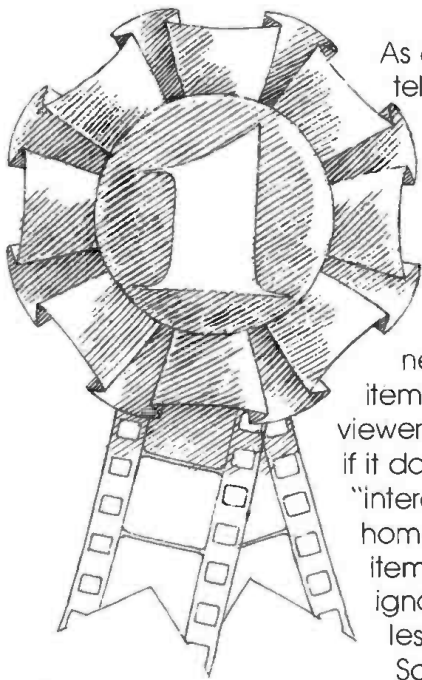
But broadcasters say pay cable service is growing rapidly. ABC said that since May,

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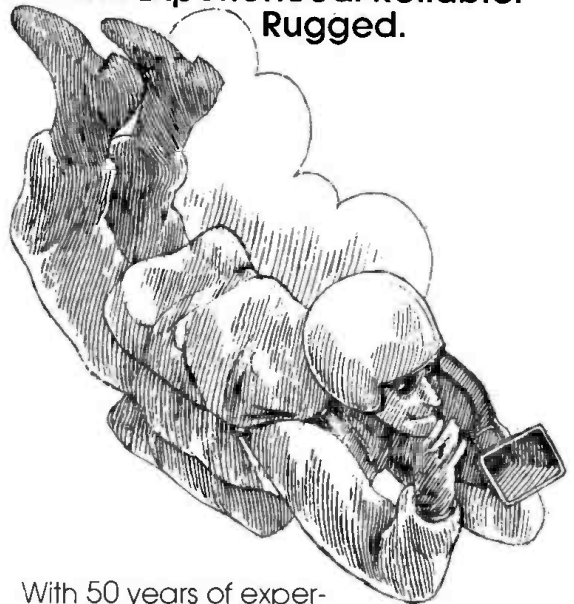
As any pro will tell you, it's not so much what you shoot with, but what you shoot at, that makes for a newsworthy item. But as any viewer will tell you, if it doesn't look "interesting" on the home screen, an item may be ignored, regardless of its content.

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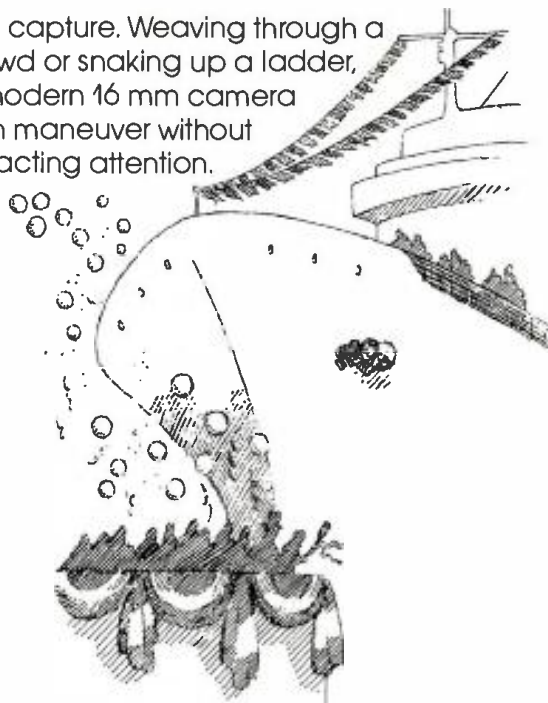
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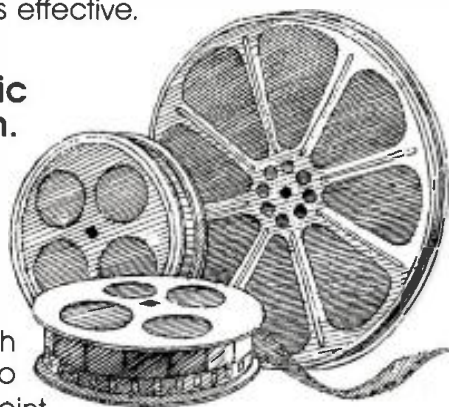
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when the rules were adopted, the number of pay cable subscribers has grown from 100,000 to 600,000 and that Russell Karp, president of Teleprompter Corp., forecasts 1.5 million subscribers by the end of this year. Furthermore, ABC said, "even more dramatic escalation of these figures can be expected with the use of satellite technology to facilitate pay cable networking."

Storer says broadcasting is its future

In full-of-confidence talk to Wall Street group, Michaels says radio stations won't be sold to beef up CATV division

Storer Broadcasting Co. has sometimes been tempted to sell off its radio stations and put the proceeds into its "continuously improving" cable TV division, but as a matter of fact the company has no intention of doing so, Chairman Bill Michaels said last week.

He told the New York Entertainment Analysts Group in prepared remarks that "radio has been an admitted problem for us," with "high spots" and "low spots" over the years and, lately, "a low for some time."

"It is no secret," he said, "that we have even conducted negotiations toward the potential disposition of WJW(AM) Cleveland, where the complication of negotiating television and radio labor contracts side by side has been particularly difficult. As is so often the case in our business, such negotiations spark new rumors that we are getting completely out of the radio business. Not so.

"Since some potential buyers are interested in Cleveland only if it could be bought in conjunction with WSPD(AM) Toledo or WGBS(AM) Miami, we have agreed to pair them up if necessary, but we are *not* selling our radio division, and we are *not* anxious to sell either Toledo or Miami, both of which produce good profits.

"Even more emphatically, we have no interest whatsoever in selling WHN(AM) New York or KGBS-AM-FM Los Angeles, period. In Los Angeles we just won a 10-year struggle to go full time with 50,000w instead of daytime only, and are already beginning construction; and in New York, new management has made truly remarkable progress the last several months to bring WHN into a strongly competitive position among the first five out of 44 competitors in many important time segments and demographic breakouts."

Mr. Michaels's radio observations came after he reported that the company—as disclosed earlier—had gained almost 40% in net income in 1975 despite the weak general economy; that the company is "pleased but certainly not yet satisfied" with its TV operations and that its CATV division "continues to be a bright spot,

moving steadily forward in homes, revenue and profits."

Information distributed at the meeting showed that 1975 broadcast and CATV revenues increased 9.1% to \$101,146,000 while broadcast and CATV operating profit slipped 1.7% to \$19,473,000. Revenues from broadcast stations went from \$80,532,000 to \$86,827,000; from CATV, from \$9,363,000 to \$11,254,000, and from other broadcast related sources from \$2,828,000 to \$3,065,000. Operating profit from stations declined from \$18,126,000 to \$16,982,000; CATV profit rose from \$1,074,000 to \$1,806,000 and operating profit from other broadcast-related sources increased from \$613,000 to \$685,000.

In answer to a question, he said the company is willing and able to redeem all 861,638 shares of its common stock that are in the estate of its late founder, George B. Storer. He said the estate's executors had not yet determined how much stock, if any, will be sold to pay inheritance taxes but that if any of the shares become available, the company's executive committee will recommend—and he thinks the board will agree—that they be redeemed by the company rather than put on the market.

He also said the company's first-quarter business "is continuing at the same encouraging pace" as in the last several months, and that "a healthy increase over last year's first quarter and full 12 months is in the offing if the economy continues at its current level."

"When we represent," he said, "as we now do, that Storer Broadcasting Co. is in its soundest and best condition in a decade, we do not make the representation idly. We make the statement based on the best criteria we know: soundness of balance sheet, current profitability, condition of economy and our industry, quality of our facilities, quality of management at the operating levels and profitability prospects for the future."

Mr. Michaels said that "our foreseeable future rests in broadcasting." In TV, he said, "we are in excellent markets, and while the problem of WSPD-TV Toledo's proximity to WJBK-TV Detroit has bothered us for years, the relative vitality of the Toledo area continues to surprise us." He said that "we keep looking continuously for opportunity for market expansion, but have no immediate prospect. Meanwhile, we feel we are a considerable distance away from the maximum profit potential of our existing markets."

He said that "we are feeling our way on pay cable, and consider ourselves middle-of-the-roaders. We do not look upon it as any assured gold mine for the operators; we don't think it is going to drive free home television out of the ball game in the immediate future; we think that it can do severe damage to the present system without accomplishing its own objective if unwisely administered; we do not think it is going to revolutionize television fare and bring Broadway plays, championship fights and the Russian ballet into your living rooms every night; but we do think that there is a great untapped financial potential

for the cable operators, and do not believe it has to be done overnight. A little restraint on both sides of the battle line would be beneficial."

Other Storer officials at the meeting with the Wall Street group included Peter Storer, president, Terry Lee, executive vice president, and Arno Mueller, vice president, treasurer and chief financial officer.

LIN seeks to buy Ridder's piece of WCCO-AM-FM-TV

The FCC has been asked by LIN Broadcasting Corp. to waive the commission's rule prohibiting the purchase of a controlling interest in an AM-FM-TV combination so it can buy the Ridder Voting Trust's interest in WCCO-AM-FM-TV Minneapolis for \$12 million. Ridder holds 50% of Mid-Continent Radio-Television, which owns 53% of Midwest Radio-Television Inc., the licensee of WCCO-AM-FM-TV. The other 47% of Midwest is owned by the Minneapolis Star and Tribune Co.

The waiver is being sought, said Ridder, because MTC Properties Inc., the holder of the other 50%, will not agree to a restructuring of Mid-Continent. Such a change would be necessary for separate

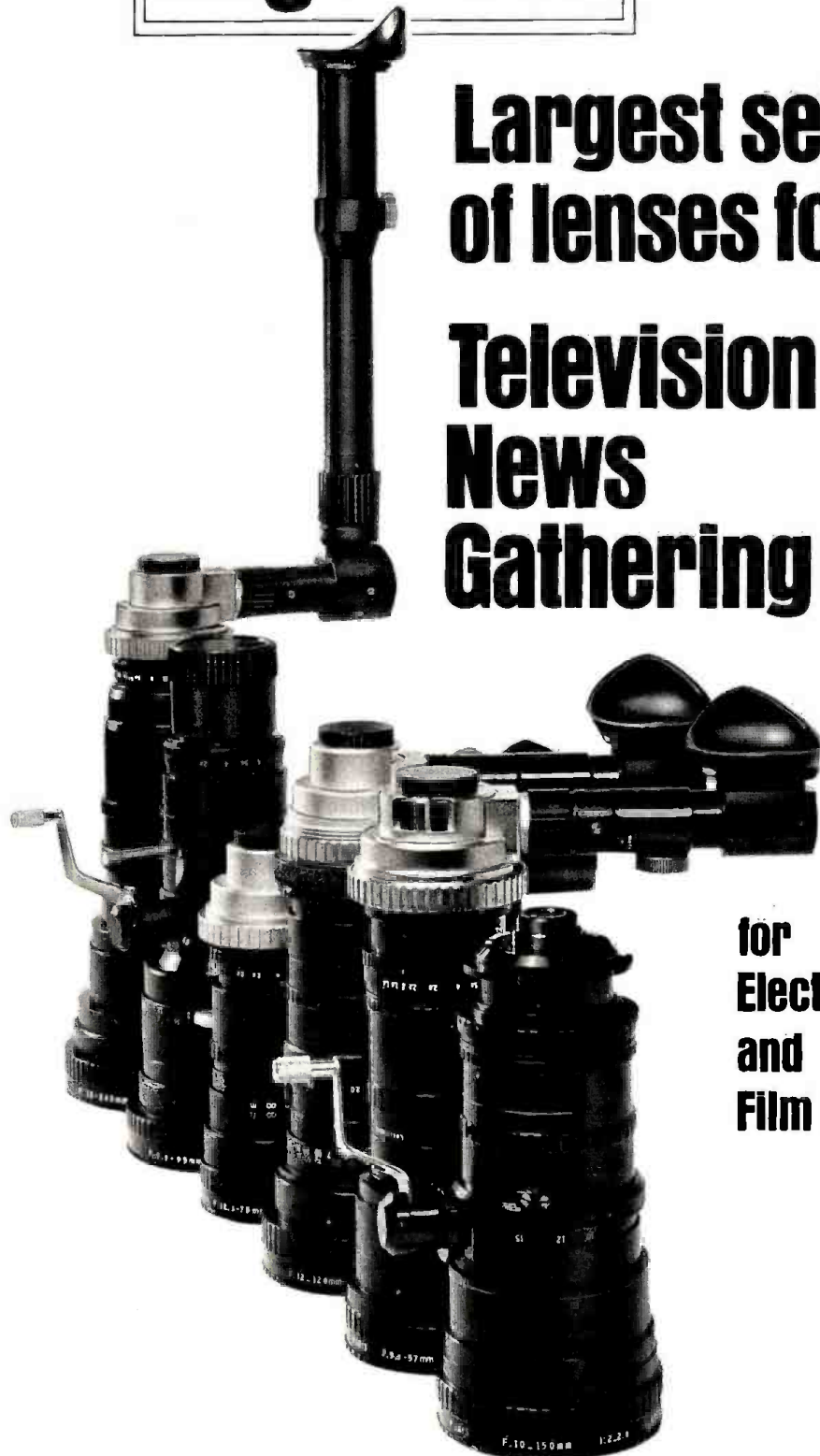
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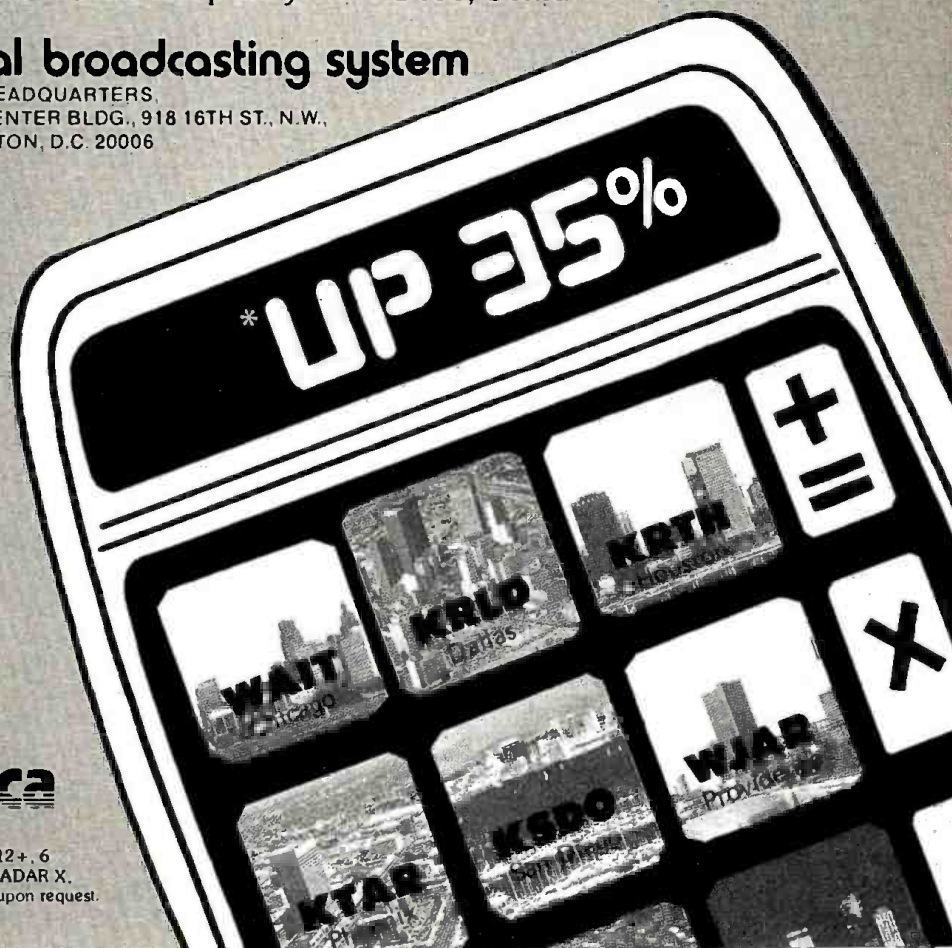


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sales of the interests, and MTC says it would suffer financially from the tax consequences.

MTC also has 60 days to exercise the right of first refusal to match LIN's offer. Thomas Doar, MTC president, said it was too early to make a decision. MTC is a holding company owned by descendants of the W.J. and F.E. Murphy families, who published the *Minneapolis Tribune* from 1900 to 1940. It also has a 14.98% interest in the *Minneapolis Star and Tribune Co.*

Ridder began selling its broadcast properties as a result of its merger with Knight Newspapers Inc. (BROADCASTING, July 15, 1974, et seq), and the WCCO interest is its last. Publicly owned LIN owns WAND(TV) Decatur, Ill.; WIL-AM-FM St. Louis; WBBF(AM)-WBF(AM) Rochester, N.Y.; WFIL(AM) Philadelphia; KXAS-TV Fort Worth; KILT-AM-FM Houston, and WAVY-TV Portsmouth, Va.

WCCO(AM) is on 830 khz with 50 kw full time; WCCO-FM is on 102.9 mhz with 100 kw and antenna 1,300 feet above average terrain, and WCCO-TV is a CBS affiliate on channel 4 with 100 kw visual, 15.1 kw aural and antenna 1,430 feet above average terrain.

Hooks challenges manner in which FCC granted WRC-TV renewal

Although he joined in unanimous decision, commissioner says he disagrees with FCC handling of EEOC discrimination charges

The FCC decision last month affirming an earlier grant of renewal of the license of NBC's WRC-TV Washington was a unanimous action (BROADCASTING, Feb. 23). But, as the first action of its kind in which the commission dealt with a finding of the U.S. Equal Employment Opportunity Commission that was adverse to a licensee, it did not entirely satisfy all of the commissioners.

Commissioner Benjamin L. Hooks issued a concurring statement in which he questioned the rationale on which the decision was reached and the methods used in reviewing petitions to deny which involve a federal, state or local agency's finding that "reasonable cause" exists to believe the station is guilty of discrimination.

Such a finding, he said, must be treated seriously. He said the commission itself has made that point on several occasions over the years. But the commission's position in the WRC-TV case, he feels, leaves the issue clouded.

The station's renewal application was challenged by National Organization for Women, which claimed the station had not served the needs of women and had dis-

criminated against them in its employment and promotion practices. And when the commission rejected the petition and renewed the license, NOW appealed—and received support from the EEOC, which had found "reasonable cause" to believe the station guilty of discrimination. Although the commission had subjected its renewal to whatever action might be appropriate in light of a final EEOC action, EEOC said its conciliation process was at an impasse.

Accordingly, the commission asked the court to send the case back and, when it did, it conducted an investigation into WRC-TV's employment practices. It was on the basis of the results of that investigation that the commission renewed the station's license.

Commissioner Hooks did not quarrel with that conclusion. But he found disturbing a statement in the order about "weighing the sufficiency of an EEOC reasonable cause to believe" finding under the Communications Act.

He recalled that, in a notice of rulemaking it issued in 1968, the FCC had said that if a major discrimination complaint which triggers the Civil Rights Act is filed against an applicant the commission will maintain liaison with the agency involved and that, if a "substantial issue" is indicated, "the application will be designated for hearing." In adopting its present EEOC rules, Commissioner Hooks added, the commission said its action "will complement, not conflict with action by bodies especially created to enforce the policy . . ." And, at another point, in 1969, it said, "We do not believe that an application should be granted where a serious qualification question remains unresolved."

Commissioner Hooks indicated he felt that the argument in the WRC-TV order did not entirely square with those earlier statements. It held that the commission should not "unduly influence the conciliation process by issuing an independent finding on the charges raised before us which might sway either party to refrain from good faith negotiation."

Members of the public and licensees could see the argument "as either a new interpretation of its policy in this area or as an outright rejection of its earlier pronouncements," Commissioner Hooks said. The commission, he added, should in either case clarify its position in the future, "most certainly" in the guidelines now being drafted for licensees to follow in implementing their EEOC rules.

Commissioner Hooks left no doubt where he stands. He feels a "reasonable cause" finding should be regarded as grounds for deferring renewal of a license, designating an application for hearing, with the evidentiary process deferred, pending disposition of the case by the agency involved, or for conducting an independent on-site investigation.

"In essence," he said, "the commission must do more under these circumstances than summarily dismiss a petition to deny."

Georgetown wants time to reconnoiter

School silences controversial FM for 60 days in order to work out definite policies

Georgetown University in Washington has shut down its noncommercial WGTB-FM, for 60 days to free the station's operation of the "crisis atmosphere" existing.

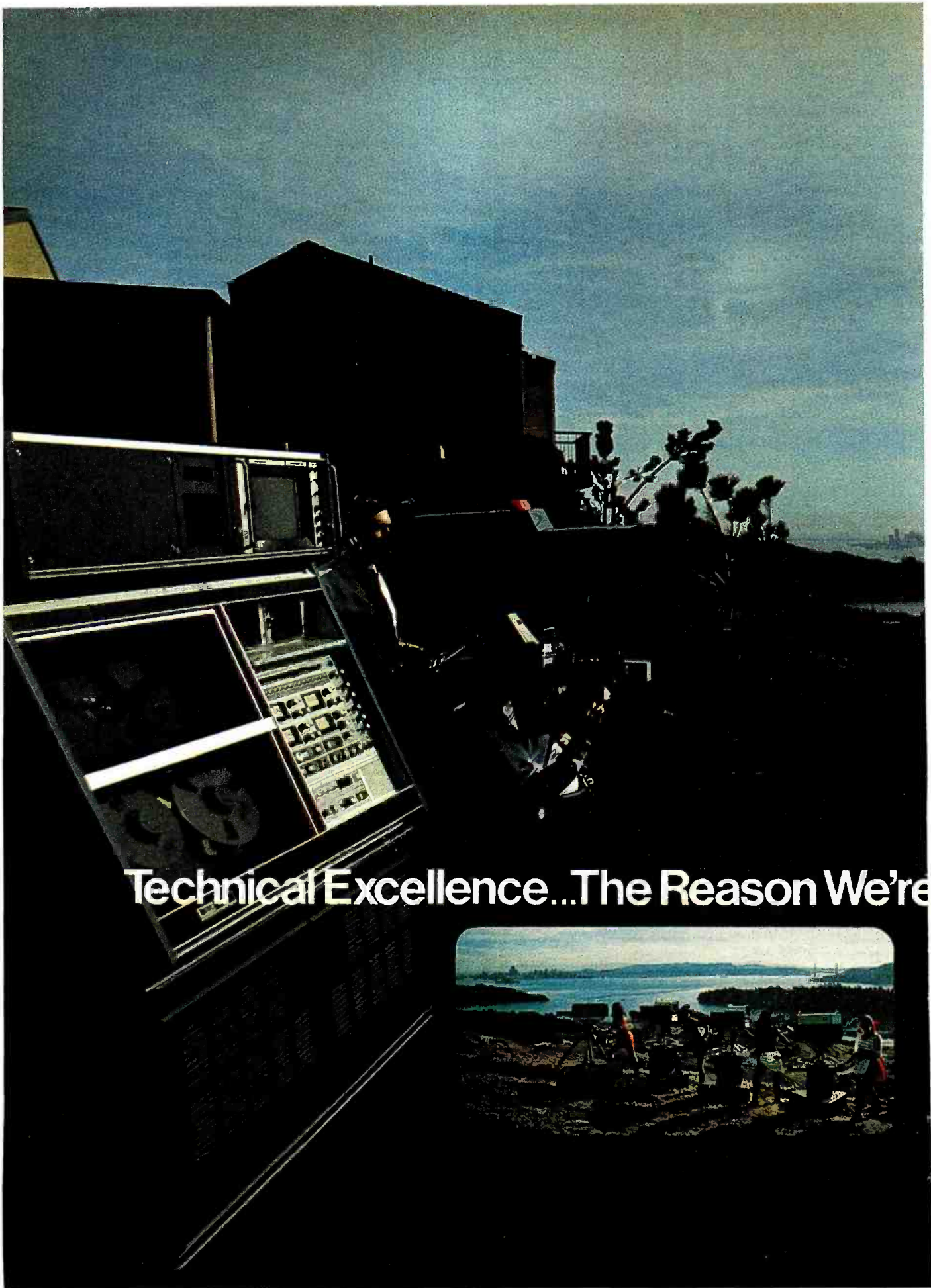
The "crisis atmosphere", according to a university spokeswoman, was initiated last year when the university dismissed WGTB-FM's general manager, Kenneth Sleeman (BROADCASTING, Dec. 15, 1975). Station staffers, which included both students and nonstudents from the community, were disturbed at the action and, according to one of them, the incident created an atmosphere in which it became difficult for the university to communicate with the station.

The university had expressed concern that Mr. Sleeman had not followed school policies and had not exercised control over the station. The school also wanted to restrict certain public-service announcements and require broadcasts of Georgetown basketball.

Prior to the December incident, WGTB-FM's license renewal had been deferred by the FCC. Issues surrounding the renewal included complaints of objectional

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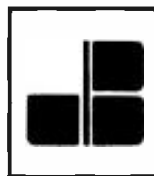
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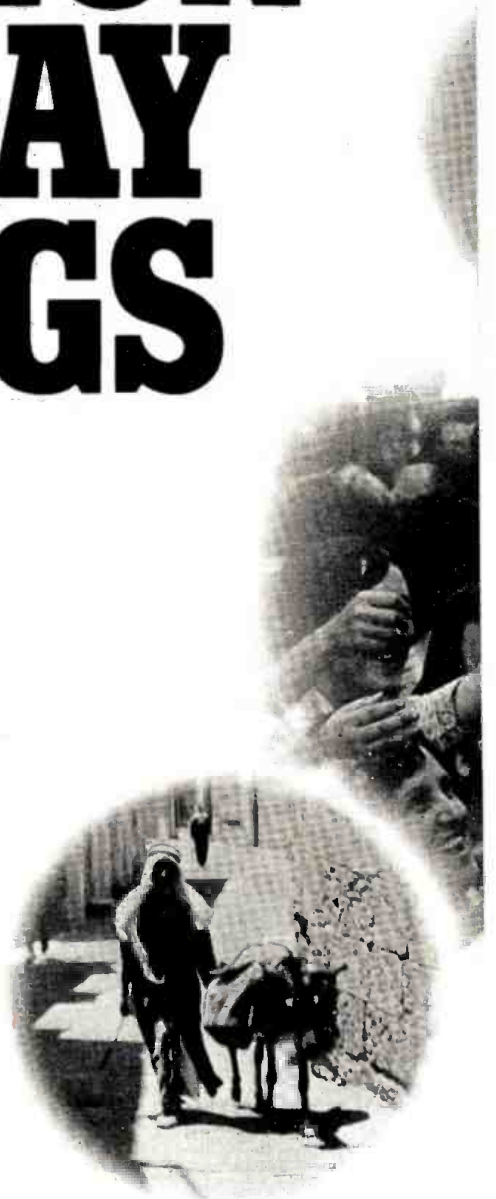
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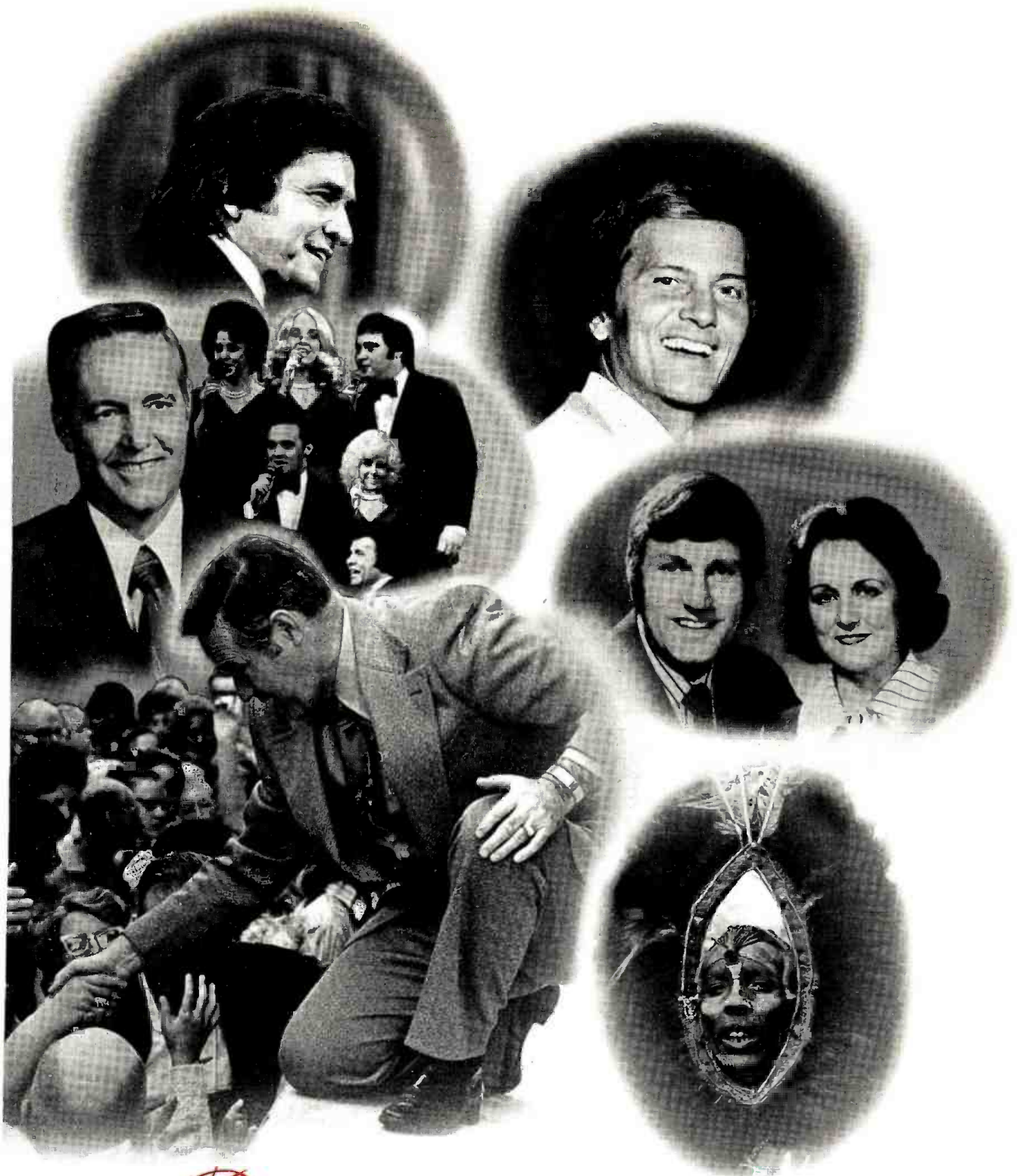
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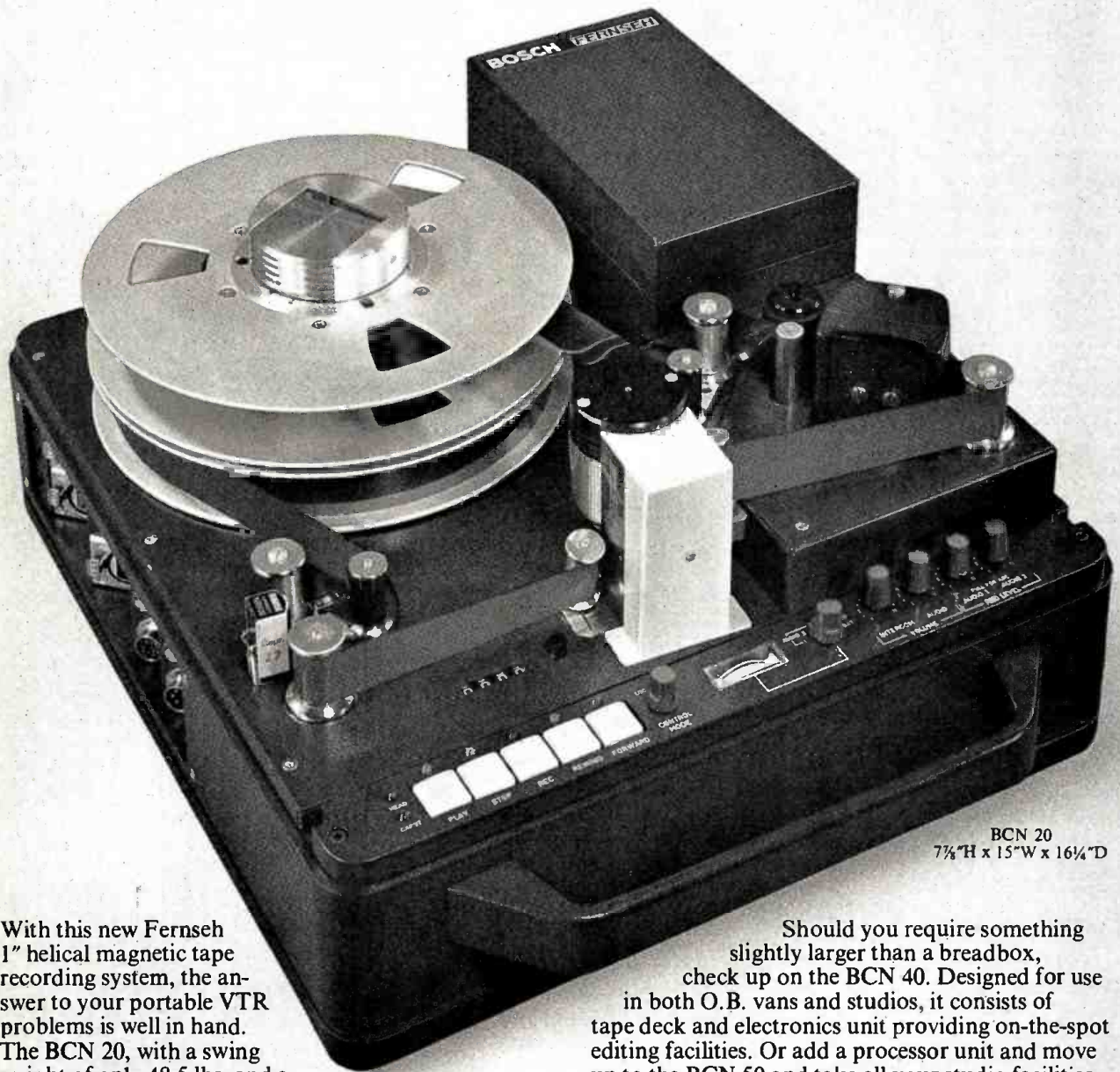


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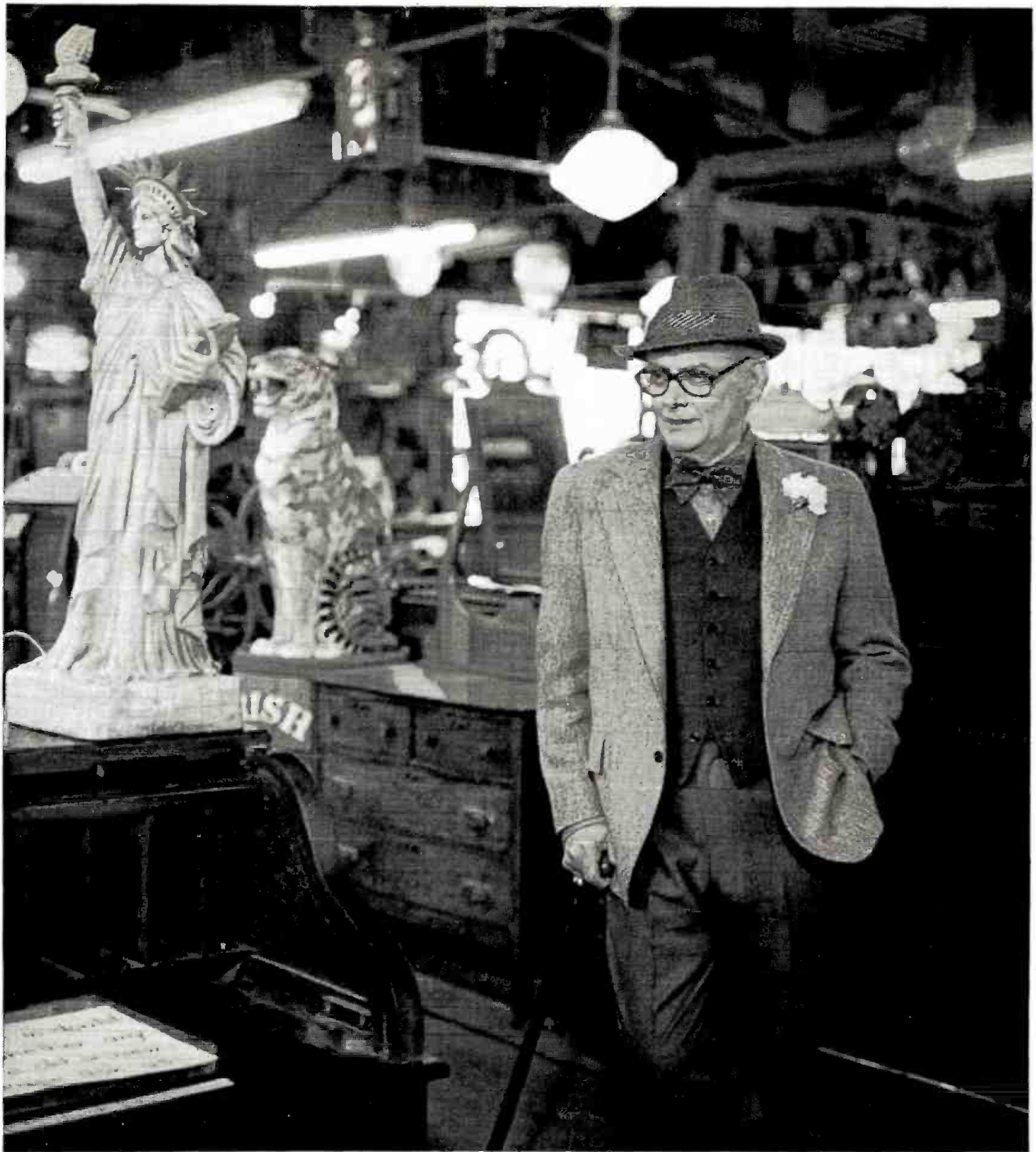
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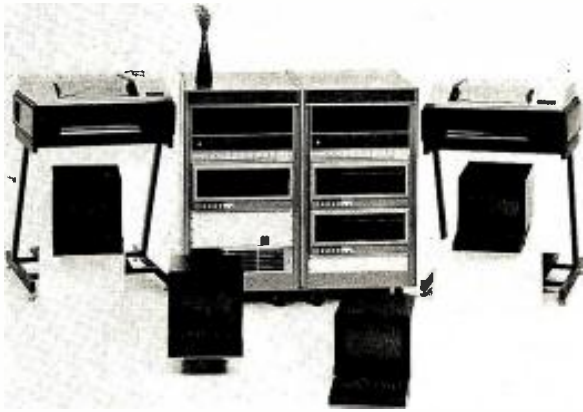


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No matter how many disclaimers we inject into this statement, we're afraid it's going to outrage some people. Some won't understand what we are talking about, because from their point of view, most reporting is essentially accurate and most editorials are fair.

Another reason we may be misunderstood is that some members of the working press feel that businessmen almost invariably exaggerate the damage done by inaccurate reporting (or of no coverage at all), overreact to critical editorials, and actually want to control the press, for their own sinister purposes.

Well, we don't want to control the press. But we do believe a way should be found to provide adequate, timely, and economic channels of communication whereby individuals and organizations can correct demonstrably inaccurate reporting or editorials. While some newspapers have mechanisms that they consider adequate, we believe there is room for substantial improvement.

We believe a system can be found that does not do violence to the First Amendment. We believe, above all, that it should be developed by the press itself, voluntarily. In urging this evolutionary step, we hasten to add that we consider American newspapers among the best in the world. We think what we are suggesting here would make them even better.

In our experience, materials provided by companies or individuals in the form of news releases, speeches, White Papers, special studies, and other documents, or even in face-to-face briefings, have not proved to be the answer, because of the selective use of such materials.

Nor do letters to the editor do the job. Few of them get printed, and even the small proportion of them that are printed invariably fail to get the coverage the original, damaging article got. They appear long after the offending article or editorial has done its damage. Finally, the newspapers usually impose severe limitations on the length of such letters.

Thus some companies and individuals have more than once felt impelled to buy advertising space to try to correct what they considered inaccurate reporting or editorials. But who could afford

the amount of paid advertising required to rebut an inaccurate article that might have appeared in several hundred newspapers? Moreover, this raises a larger issue: What about the organizations and individuals who cannot afford to buy any advertising space to try to set the record straight?

The situation with respect to the nationwide commercial television and radio networks is worse. They have no equivalent of the letter to the editor.

We recognize that the structure of TV and radio news and documentaries is not satisfactory for handling complex material or long stories. But that is no justification for failing to provide suitable access for correction of errors caused by this structure. Moreover, networks have refused to sell time for others to present information or viewpoints on any subject the networks decide is controversial.

We would hope the press (both electronic and print) would have the enlightened self-interest to see the importance of some adequate mechanism if we are indeed to have freedom of the press and not just freedom for the press. And we would hope the press will be astute enough to develop such a mechanism itself, since it would be far superior to other recourses available, such as the libel law.

Many other democracies around the world, in an effort to alleviate this problem, have enacted legislation requiring some form of access for rebuttals. These include Denmark, France, Italy, Belgium, West Germany, Austria, and Norway. We are not urging such legislation. On the contrary, we are urging the development of a voluntary mechanism, developed by the press, which would promote free and robust debate.

We say again: We believe it is in the interest of the press and of the American people that some system of access be established so that one of the world's freest presses can be even better. We don't have all the answers. We think they should come as the result of open-minded experimentation by the press, and we hope that this message constitutes a responsible attempt to stimulate such experimentation.

It seems to us that the demise of so many newspapers across the country in recent years places on the surviving newspapers an even greater responsibility in this respect.

Mobil

language and licensee control of WGTB-FM.

The Rev. R.J. Henley, S.J., president of the university, shut down the station last Tuesday (March 16). In the meantime a consultant will look over the technical facilities and a board of review will study recommendations for the resumption of broadcast service. The review board had monitored the station's "alternative" programming since last fall and reported several general conclusions. Among them: the continuation of WGTB-FM's operation; establishing a policy board for communications between the station's staff, the university and the community; WGTB-FM's programming should reflect the university's commitments towards in-depth study of issues and be free of advocacy and vested interests, and the view that the station is not simply a student activity or public relations interest but part of the total community.

Specific recommendations on how WGTB-FM should operate are now being formulated by the review board.

Public radio ponders switch to one national organization

Merger of NPR and APRS is subject of much talk at annual conference; also discussed is satellite network

Public radio's national structure was debated at last week's annual Public Radio Conference, sponsored by National Public Radio, the Association of Public Radio Stations and the Corporation for Public Broadcasting.

Whether NPR and APRS will exist separately or merge into a single entity is not expected to be decided until next year, when their respective boards will try to hammer out a definitive organizational proposal.

APRS began three years ago as an organization that would represent public radio stations at the FCC, Congress and CPB. It came into existence as the National Association of Educational Broadcasters changed from a representative organization to a professional group.

NPR is responsible for the network interconnection and unlike its television sister—the Public Broadcasting Service—is also responsible for program production. It is NPR's role as programmer that fostered the idea that public radio needed a different organization to represent it at congressional appropriation hearings.

That idea still persists among public radio broadcasters. It is difficult to send NPR reporters to cover a story on Capitol Hill one day and send another NPR person to ask for appropriations the next, said Charles Buzzard, general manager of

KMCR-FM Phoenix. Others, expressed concern that it would give rise to eight or 10 "superstations" that would provide most if not all programming and consequently reduce diversity.

Currently, programming funds are directed from CPB to NPR. But, suggestions embodied in a reorganization proposal would create a "buy-back" setup, where funding would flow from CPB directly to the stations and then back to the national network. The buy-back approach and how it might actually work along with all other considerations outlined in the reorganizational model depend on further analysis. Matthew Coffey, APRS president, sees the buy-back idea as a buy-back of services—representation, research, distribution, etc.—rather than a buy-back of programming alone. Several public radio managers expressed concern that it may evolve into a setup similar to the Station Program Cooperative employed by PBS.

Some public radio people were also disturbed that the effort over the last several years to build NPR in the public's mind would be lost if the NPR name is changed to reflect a new organization. Thirteen percent of the adult population, it was reported, are aware of public radio, and about 4% of the population listens on a weekly basis.

Bonnie Cronin, program director at WBUR(FM) Boston, however, said a single public radio organization would afford greater visibility to the medium.

Joseph Welling, NPR chairman, pointed out the problems inherent in having two organizations rather than one. Unavoidable trade-offs sometime occur and coordination is made more difficult, he said. And part of the reason for the current look at reorganization, expressed by several attendees at last week's conference, is that radio feels slighted when it comes to representation to CPB in relation to PBS.

Thomas Warnock, director of radio activities at CPB, said the corporation neither opposes nor pushes the new reorganization idea. Representation is "your" business, he told the convention. The functional operation of providing national radio service is "somewhat different," however, he said.

Both the NPR and APRS boards approved a resolution to study further the reorganization model. Member stations were called on to supply input.

Public radio's plans to join with PBS in establishing a satellite network to replace current AT&T land lines (BROADCASTING, Feb. 23) were also addressed. Henry Loomis, president of CPB which is administering the satellite project, warned public radio that CPB will pay for the "cheapest, most logical system" in collocating earth terminals. In cases where co-location can be accomplished but stations cannot agree to share the facilities, he said, then they will bear the burden of any additional costs.

Public radio's estimated cost in moving to satellite distribution is expected to be higher than its present terrestrial costs. In television's case the cost is expected to be

the same. Lee Frischknecht, NPR president, raised the question of where the extra money will come from for radio. Additional funding from CPB may be in order, he suggested, since radio has never had a state-of-the-art interconnection system. The estimated equity payment for individual public radio stations is anticipated to be no more than a "couple of thousand dollars," said Mr. Frischknecht. (PBS stations are putting up \$25,000 each for their share in the satellite system, but in all cases they will own and operate earth terminals.)

Mr. Frischknecht cautioned that satellite "data is still soft" because definitive plans must await a determination on how radio can be accommodated on the satellite system. So far 11 technical alternatives have been explored and narrowed to two, he said. Final selection is due in the next couple of weeks. It was originally envisioned that stereo audio pairs could be implanted in the television signal transmitted from the same satellite transponder. That proved impossible without serious distortion on either the Western Union or RCA satellite. One plan now being looked at would be to lease a half-transponder on the Western Union satellite. PBS earth terminals already oriented to the satellite could pick up the extra transponder with relatively inexpensive receiver additions at the earth station.

Mr. Loomis said the first satellite lead

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applications are scheduled to be filed at the FCC next month. He warned of possible delays at the commission, should the FCC decide to tackle several basic policy questions at the outset rather than sidestep them until they arise individually. Included in these policy questions are Western Union's position vis-a-vis RCA if Western Union has access to the PBS ground terminal network; the practice of nonprofit public stations leasing terminal facilities to commercial outfits and opposition from the cable television industry, which would rather own and control the terminals in cable cities than have PBS get a ground station foothold.

Open CPB meeting hears criticisms by minorities and by proponent of decentralization

The Corporation for Public Broadcasting was challenged for its "strong centralist tendencies" and taken to task in its latest staffing decisions for being insensitive to the minority employment issue at last week's board meeting in Washington.

Frederick Breitenfeld Jr., executive director at the Maryland Center for Public Broadcasting, recommended that CPB act

more as a foundation or endowment and less as an operational institution. In that way, CPB would give power rather than take it from public broadcasters, he said. Dr. Breitenfeld, an outspoken proponent of localism, suggested there was a "two-party" system in public broadcasting: localism and centralism. CPB and PBS "quite naturally" have strong centralist tendencies, Dr. Breitenfeld said, as the instinct of most agencies is to reach continually for more budget, more responsibility, more staff and more power. Regardless, "CPB is surely operating in good faith," he added.

In illustrating the localism-centralism continuum in public broadcasting, Dr. Breitenfeld pointed to CPB's first priority—programming. Along centralist lines it follows that programming should be based on what CPB research says American audiences need or want, he said. But from a localist approach, Dr. Breitenfeld said, CPB's first priority would be to strengthen the stations so that they have the financial power and philosophical fiber to make decisions on their audiences' national programming needs and wants.

Pluria Marshall, chairman of the National Black Media Coalition, registered strong resentment over CPB's appointment of Marcia Wood, a white female, as director of the newly created department of human resource development. Another CPB position filled last month—vice president of public affairs—was also filled by a

white female, Adele Greene. With that in mind, Mr. Marshall said the latest appointment "completely crushes our hopes that blacks and other minorities will be dealt with fairly at CPB." Minorities are in 10 times worse shape at CPB compared to women, said Mr. Marshall. He felt confident that the women's movement was not pushing for progress at the expense of oppressed minorities, but accused CPB of "playing the old divide-and-conquer game with those of us who have been traditionally mistreated by it." (A CPB committee report differs with that assessment; see separate story, page 83). In concluding his remarks at the open CPB board meeting, Mr. Marshall said, "the last fiber thread is about to break between black folk and CPB and its entities."

Mr. Marshall's displeasure with CPB hiring practices was supported by Yvonne Price, of the National Association for the Advancement of Colored People, and Dorothy Dow, of the National Council of Negro Women.

Cathy Irwin, with the National Organization for Women, also expressed unhappiness at the new appointment. She expressed concern that the effectiveness of the new department has already been "dampened" because of little faith from the general public. Ms. Irwin cautioned that women and minorities will not be content with fighting against one another for "crumbs" in gaining job appointments.

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the CPB board, a resolution was approved authorizing CPB support at up to \$554,000, for further production of the television series, *Woman Alive*. An authorization of up to \$185,000 was approved to assist production of a series to be entitled *Live from Lincoln Center*.

CPB in-house group details its EEO record

Women in top jobs aren't up to national percentages, but minority employment meets average

Female employment at the managerial and administrative level at the Corporation for Public Broadcasting falls below the level of females employed in comparable positions nationwide. Minority employment in top-level positions at CPB, however, is at a percentage equal to comparable minority employment in the national labor force.

These are conclusions contained in a progress report issued by the CPB equal employment opportunity committee on its affirmative action plan.

In all other CPB job categories, both women and minorities exceeded their respective numbers in the labor pool (secretarial-clerical employes are compared to the local labor force).

But the percentage of minorities at CPB

increased in all but top-level job categories after December 1974. In the administrative-managerial level it dropped from 8% to 7%, equal to the minority percentage in the national labor force. The percentage of women working at CPB increased at all but the middle level (professional-technical) from 1974. In all cases, except the management-administrative level, women employed at CPB outnumbered their respective percentages in the labor force.

The percentage of white males in clerical and professional-technical positions decreased from 1974. In both categories during 1974 and 1975 the percentage of white males employed at CPB was below their respective numbers in the labor force. However at the top job level category, 90% in 1975 and 92% in 1974 were white males—above the 72% level of the national labor force.

Black group charges exclusion from NAB

Marshall challenges Wiley, Hill figures to boycott convention for failure to include public

The National Black Media Coalition last week requested that the FCC commissioners and staff, House Communications

Subcommittee Chairman Torbert Macdonald (D-Mass.) and his staff, members of the Senate Communications Subcommittee staff and Senator Vance Hartke boycott panels and workshops at the National Association of Broadcasters convention in Chicago this week because it said NAB has an "explicit" policy of excluding members of the viewing and listening audience from the program.

A letter to each of the above by NBMC Chairman Pluria Marshall refers to an NAB "edict" prohibiting the scheduling of citizen group representatives on panels and refusing waivers of registration fees for "national representatives of non-industry or regulator viewpoints." He said NAB has extended such waivers in the past. He also said the NAB's attitude is "incredible" in light of the FCC's efforts to increase public participation in broadcasting proceedings. "We would have expected this in the 1950's, but not today."

None of those receiving the letter altered his plans to participate in the convention. The commission will be represented by Chairman Richard Wiley, and Commissioners Robert E. Lee, Benjamin Hooks and Abbott Washburn and by a host of commission staff members, Mr. Wiley said last week that the NBMC letter arrived too late to cause the commission to change its plans. He added that he would not presume to tell NAB whom to invite.

Mr. Macdonald and his subcommittee

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Company	CURRENT AND CHANGE				YEAR EARLIER				
	Period/Ended	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Avco.....	Year 11/30/75	1,274,714,000	+ 2.5%	60,835,000	*	2.78	1,243,205,000	(20,687,000)	(3.23)
Cohu.....	Year 12/31/75	15,385,075	- 7%	352,903	+56.8%	.21	16,540,781	224,931	.13
Farron Electric ¹	9 mo. 12/31/75	27,302,960	+12.5%	1,094,106	-31.4%	.28	24,259,888	1,592,637	.41
General Electric.....	Year 12/31/75	13,399,100,000	- 2%	580,800,000	- 4.5%	3.17	13,413,100,000	608,100,000	3.34
General Tire & Rubber.....	Year 11/30/75	1,751,958,000	+ 1.4%	62,368,000	-20.2%	2.82	1,726,199,000	78,113,000	3.53
Grey Advertising.....	Year 12/31/75	328,784,000	- 2%	2,146,000	- 2.7%	1.76	335,490,000	2,205,000	1.75
International Video.....	6 mo. 1/31/76	12,975,000	+0.07%	276,000	*	.10	12,974,000	(1,584,000)	.58
MCI.....	9 mo. 12/31/75	18,373,000	+461%	(19,945,000)	*	(1.26)	3,980,000	(23,108,000)	(1.75)
Mooney.....	Year 12/31/75	4,763,942	- 1.6%	207,919	+59.4%	.54	4,839,100	130,388	.34
MPO Videotronics.....	Year 10/31/75	13,716,827	+65.4%	(367,404)	*	(.68)	8,290,832	(393,862)	(.73)
Oak Industries.....	Year 12/31/75	113,013,625	-13.2%	1,019,056	-78.7%	.41	130,140,783	4,774,355	2.70
Ogilvy & Mather.....	Year 12/31/75	98,228,650	+11.9%	5,708,041	+ 3.7%	3.10	87,800,053	5,504,873	3.00
Teleprompter.....	Year 12/31/75	101,848,000	+17.3%	(4,387,000)	*	(.26)	86,809,000	(7,335,000)	(.44)
Vlko.....	Year 12/31/75	9,052,000	-11.3%	176,000	*	.07	10,205,000	(3,483,000)	(1.37)

¹Net income and per share prices have been adjusted since our Feb. 16 report as result of year-end audit of Digital Telephone Systems Inc., of which Farron has 28% interest.

*Change too great to be meaningful.

counsel, Harry M. (Chip) Shooshan, are also still on the convention program, as is Senator Hartke.

NAB professed not to understand the complaint. A spokesman for the association said last week it has more blacks on the convention program than ever before, although he conceded that most are from within broadcasting. He said that NAB has given waivers for a group of about 30 black students and others interested in entering the business—most from the Chicago area—to attend the Chicago gathering, adding that Pluria Marshall's name is included in the list of 30. NAB President Vincent Wasilewski said the association has made no changes in its policy governing minority participation in the convention.

Blacks to try different route in Houston

A group of Houston blacks, who say Houston stations KHOU-TV, KPRC-TV and KTRK-TV discriminate against blacks in programming and in employment but who are disenchanted with the FCC, are planning to take their grievances to court. Thomas Wright, associate publisher of *Forward Times*, a black-oriented newspaper in Houston, and a spokesman for the Black Communicators Association, said petitions to deny that Houston blacks filed against area stations in 1971 and 1974 were rejected by the FCC. It was not clear what procedural route the blacks would follow in gaining a court hearing on their complaint. But Mr. Wright said the suit was being prepared along the lines of *Brown vs. Board of Education*—the suit that led to the Supreme Court's historic school desegregation order of 1954. He said experts in various disciplines have begun to research papers on the impact of television on blacks. He expects the suit to be ready for filing in a U.S. district court in six months.

NAACP chapter challenges renewal of WVAN-TV

"Consistently ignoring the needs and interests of the substantial black population" was one among several reasons given by the Savannah (Ga.) chapter of the National Association for the Advancement of Colored People for a petition to deny the renewal of WVAN-TV there. Others: that the station's licensee, the Georgia State Board of Education's Television Network, is unable "to directly control its responsibility to the public" since hiring is handled through the merit system of the State of Georgia; that the station has not properly ascertained the community's needs and interests; that none among the board of directors is from the Savannah area, and that the station has an "abysmal" record in hiring blacks and women. The NAACP also said WVAN-TV had "exhibited a racist-elitist policy of scheduling a few hours at best of adult black-oriented programming weekly, none of it local."

WGBH-FM wins a point

A year-old petition to deny the license renewal of noncommercial WGBH-FM Boston has been dismissed by the FCC. The petition was filed by the Committee for Community Access and charged the station with discrimination against blacks when the station stopped its jazz programming (BROADCASTING, March 10, 1975). Commissioner Glen O. Robinson said the petition "should be rejected, not only for patent want of merit, but as scurrilous, defamatory and abusive of our processes." In addition, the commission answered the committee's allegation that the station misrepresented proposed and actual programming saying, "We believe the station exhibited resourcefulness and concern, not disregard, for its representations made to the commission."

Sheridan acquires 49% share of MBN

Paul Yates to step in as president-chief executive

Sheridan Broadcasting Corp., black-owned group broadcaster based in Pittsburgh, Pa., has bought 49% of the Mutual Black Network for a price understood to exceed

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Yates

Mutual Broadcasting System, Washington, which began operating MBN in 1972, keeps control with the remaining 51%.

Announcement was made last week by John A. Hardin, chairman of Mutual Broadcasting Corp., and Ron Davenport, Sheridan Broadcasting

ing chairman. The agreement also calls for Paul W. Yates, Sheridan president, to be named president and chief executive of the Mutual Black Network. Mr. Yates owns 16% of Sheridan stock; Mr. Davenport holds about 70%. Sheridan operates WAMO-AM-FM Pittsburgh, WILD(AM) Boston and WUFO(AM) Buffalo, N.Y.

The network currently provides 17 five-minute newscasts, two sportscasts and commentaries daily, and special programming to its 94 affiliates.

Principals in the Mutual Broadcasting Corp. are Mr. Hardin and Mr. and Mrs. Benjamin Gilbert.

Media Briefs

Arson and vandalism? WEW(AM) St. Louis, forced into silence for about 10

days by fire damage to its transmitting equipment March 8, was expected to return to air last weekend. Charles P. Stanley, Radio WEW Inc. president and general manager of 1 kw-daytimer on 770 khz, is "almost convinced" of arson, estimates some \$75,000 in damages to equipment and trailer housing it. Donrey Media Group's KORK(AM) Las Vegas also has had its share of problems. Believed act of vandalism downed one of station's three towers March 12, causing full-time facility on 920 khz to operate at 1 kw, 20% of its authorized power, for most of last week. Joseph McMurray KORK general manager, puts damages at about \$25,000. Both stations were insured for damages.

\$5,000 mistake. FCC fined Loyola University of the South, licensee of wwL(AM) New Orleans, \$5,000 for not logging entire hour-and-half program as commercial matter. After being questioned by FCC, station admitted *Ernie's Country Show* should have been logged as completely commercial. FCC also admonished station for broadcasting such commercials.

KLVL in clear. FCC has renewed license of KLVL(AM) Pasadena, Tex., and dismissed charges filed by Black Citizens for Media Access. BCMA claimed station had: inadequate public inspection file; misrepresented its ascertainment survey; was abandoning its gospel music format, and was operating in another city of license by having Houston studio. FCC said BCMA had

not supplied facts to support these allegations.

Two requests. NAB has filed comments at FCC supporting 1973 rulemaking petition of Rocky Mountain Broadcasters Association to allow FM translators to rebroadcast AM stations to rural areas. In another action, NAB asked commission to allocate more channels for remote TV pickups by letting broadcasters share 6425-6525 mhz band with common carriers.

FM multiplex. FCC has instituted further rulemaking to consider possible expanded uses for FM multiplex channels on non-commercial educational stations. Multiplex operation is simultaneous transmission of main channel program and one or more subchannel programs on single FM carrier. Issue to be resolved is whether nonbroadcast subcarrier uses should be permitted. Comments are due April 30; replies May 28. In same action, FCC declined to adopt rules permitting noncommercial FM stations to provide noneducational subscriber services for profit. Both actions were in response to rulemaking notices adopted in November 1970.

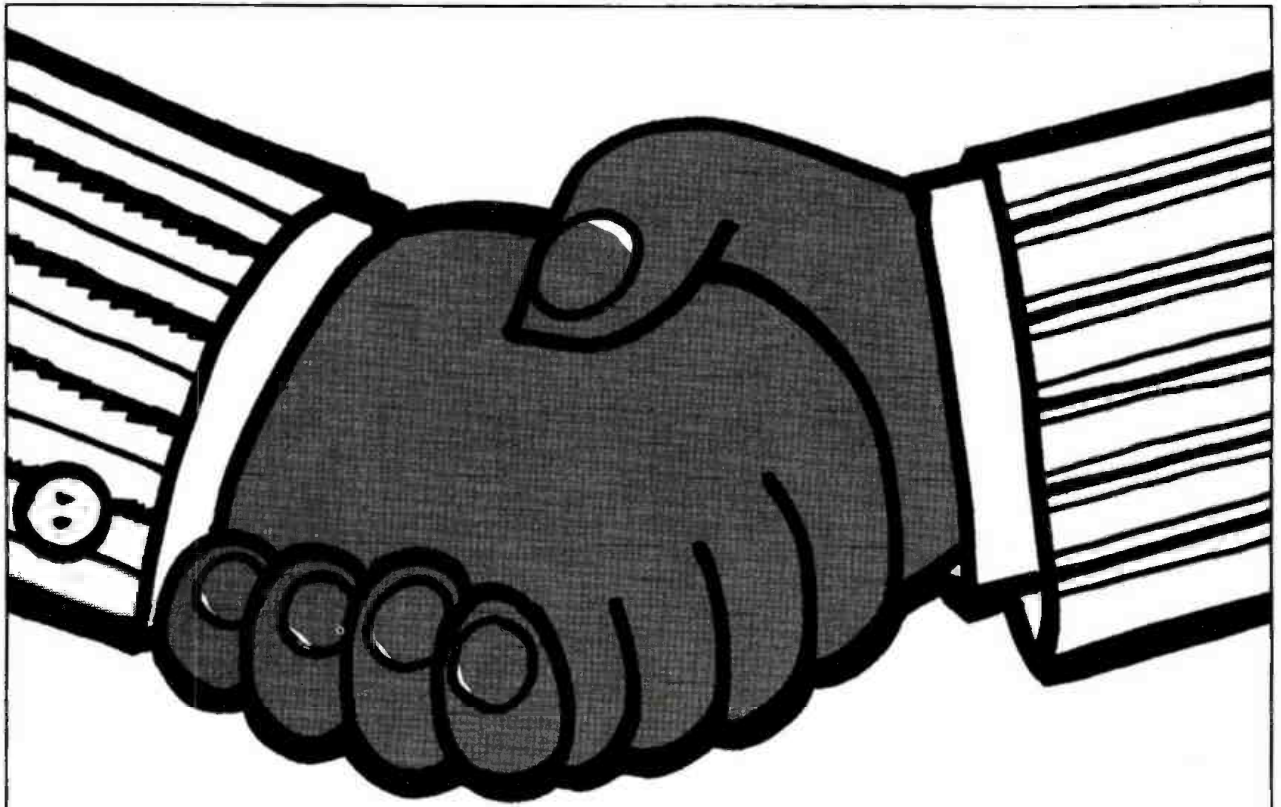
Women's suit, continued. U.S. Equal Employment Opportunity Commission has moved to intervene in behalf of class action suit by Women's Committee for Equal Employment Opportunity against NBC, RCA, WNBC-AM-FM-TV New York

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Sheridan Broadcasting Corporation, the Nation's largest Black owned broadcasting company with four radio stations, and the Mutual Black Network (Mutual Reports, Inc.), the Nation's largest Black network with 94 affiliates, have joined hands. Sheridan has purchased an interest in the network and will also manage it. Paul W. Yates, President of Sheridan, has also become President and

Chief Executive Officer of the Mutual Black Network (Mutual Reports, Inc.).

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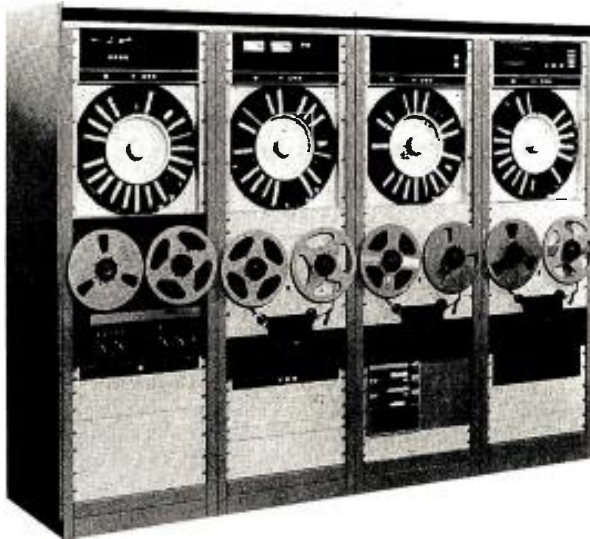
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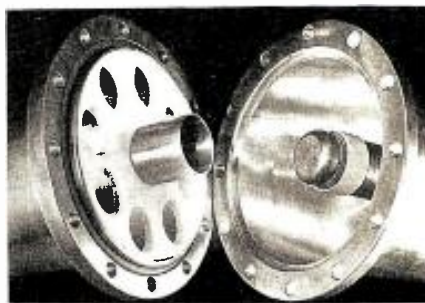
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and six unions affiliated with NBC. Southern District Court of New York must rule on request for intervention in sex discrimination suit, initially filed four months ago (BROADCASTING, Dec. 8, 1975).

FCC again assured Burch not involved in ch. 7 proceeding

Affidavits say ex-FCC chairman receives no fees, has no hand in Boston case; law firm itself contends nothing is improper

Former FCC Chairman Dean Burch and the firm in which he is now a partner, Pierson, Ball & Dowd, have told the FCC he is not earning any income from the fees the firm is receiving for representing RKO General Inc., in its effort to retain the license for WNAC-TV (ch. 7) Boston. The firm, in addition, contended there is no "appearance of impropriety" in its continued representation of RKO.

The affidavits containing those assertions were filed with the commission in response to questions as to whether the firm should be permitted to continue representing RKO in the case, which began with the filing of a renewal application in 1968.

The commission's questions were triggered by a petition filed by Community Broadcasting of Boston Inc., one of the two challengers for the channel 7 frequency. It said that since Mr. Burch participated in the case while with the commission between 1969 and 1973, Pierson, Ball & Dowd should be disqualified.

Mr. Burch had already filed an affidavit saying he had not worked on the channel 7 case since joining the firm in January 1975. But the additional affidavits were requested by the commission in view of new guidelines the American Bar Association issued two weeks ago to govern situations in which government attorneys enter private practice. (BROADCASTING, March 8).

Mr. Burch and the firm in an affidavit executed by W. Theodore Pierson, said that Mr. Burch earns a guaranteed fixed amount but may receive an additional sum, not to exceed about 11% of that fixed amount, if the partners believe his contribution to the firm warrants it.

The guaranteed payment is absolute and is not based on the amount or source of income, Mr. Burch said. And since he is screened from participation "in any adjudicatory matter" in which he participated while at the commission, he added, any additional compensation he earns can have no relationship to fees received as a result of the channel 7 proceeding.

That proceeding apparently has had an effect on the long range agreement under which Mr. Burch was to be compensated by the firm. Originally, the form of compensation was to be changed after the first

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full year, which ended Jan. 31, 1976. He was to receive a portion of the partnership profits as determined by the executive committee at the end of each year. However, he and the partners have decided that the present method under which he is compensated will remain in effect at least through Jan. 31, 1977.

Mr. Pierson said the partners' belief that there is not even the appearance of impropriety in the continued representation of RKO stems from the firm's long association with RKO in general and the channel 7 case in particular. He noted that the firm has represented RKO and its predecessor companies for 30 years and that, after preparing RKO's 1968 renewal application for WNAC-TV, it spent thousands of man hours on the resulting case in the six years before Mr. Burch joined the firm. By that time, Mr. Pierson noted, an initial decision (favoring RKO) had been rendered in the case and exceptions filed; all that remained was oral argument before the commission.

Mr. Pierson said that the possibility of Mr. Burch's association with the firm raising a question of impropriety in its continued representation of RKO never occurred to any of the partners. If it had, he said, the partners would have been obliged to consider their responsibility not to withdraw from the case, and would not have allowed Mr. Burch to become a member of the firm until the channel 7 case was settled.

Increased viewing and listening near top of Bruskin 'more' study

Watching television and listening to radio are the media activities that show the largest increases in a study reported in the February *The Bruskin Report*, a newsletter published by R.H. Bruskin Associates, market research firm of New Brunswick, N.J.

The *Report* said 2,500 adults in a national probability sample of U.S. homes were asked last fall whether they were doing more or less of 18 different activities "now" than a year earlier, or whether there had been no real change.

The activity that got the highest "more" vote (51%) was spending money, which Bruskin attributed to a combination of higher prices and somewhat increased consumer buying. In second and third places were TV watching (33%) and radio listening (30%). Reading books (25%) was tied with walking for fourth place, while reading magazines and reading newspapers (22% each) were in a four-way tie for sixth, along with driving a car and eating in restaurants. Going to movies (9%) ranked next to last, which was investing in stocks (3%).

Among activities being done less than a year earlier were going to movies (36%), which led the list, watching TV (21%), reading magazines (15%), reading newspapers (14%), listening to radio and reading

books (13% each). And some said they were doing none a year ago and none now. These included 28% for going to movies, 19% for reading books, 12% reading magazines, 6% listening to radio, 4% reading newspapers, 2% watching TV.

Local group adds more fuel to WRVR fire

Submitting what it feels is proof of earlier charges that the proposed buyer of WRVR(FM) New York misrepresented portions of its ascertainment survey, the Citizens Committee to Save Jazz Radio has asked the FCC to accept new evidence and hold a hearing on the matter.

CCSJB has opposed the sale of the station from the Riverside Church to Sonderling Broadcasting Co. because of discrimination charges and Sonderling's proposed format change from jazz to rhythm and blues (BROADCASTING, Sept. 15, 1975). Earlier, CCSJB said it tried to contact the people listed in Sonderling's ascertainment survey and couldn't find a "very high percentage of them." It alleged that the people had not been contacted by Sonderling. Sonderling denied this and noted that CCSJB hadn't included any proof.

Now CCSJB has asked the commission to accept a supplement to its original findings containing "13 signed affidavits and one signed questionnaire from persons listed on . . . ascertainment lists who were never ascertained."

Changing Hands

Announced

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

■ WIVY-AM-FM Jacksonville, Fla.: Sold by Jacksonville Broadcasting Corp. to Torrid Broadcasting Inc. for \$1,250,000. In simultaneous transaction, Torrid will sell WIVY(AM) to Hayes Broadcasting Corp. for \$250,000. Jacksonville's principals are Edwin B. Laughlin (50%), Y. Thomas Kirby (25%) and Robert E. Lieb (25%) who have no other broadcast interests. Torrid is owned by Allen Weiner who also owns KOMA(FM) San Jose, Calif. Hayes is owned by Patrick F. Hayes, present WIVY-AM-FM general manager. WIVY(AM) is daytime on 1280 khz with 5 kw. WIVY-FM is on 102.9 mhz with 29 kw and antenna 205 feet above average terrain. Broker: Blackburn & Co.

■ WTAL(AM) Tallahassee, Fla.: Sold by Capitol Broadcasting Inc. to WTAL Inc. for \$750,000. Seller is owned by Wally Hoy who has no other broadcast interests. Buyer is owned by Gene Camp (70%), Frederick, Md., oral surgeon, and Frank Veihmeyer (30%), sales manager of WFMD(AM)-WFRE(FM) Frederick, Md. Dr.



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Beverly Hills, California

Camp and Gene Smith sold WFRC(AM) Reidsville, N.C., for \$350,000 (BROADCASTING, Feb. 12). WTAL is on 1450 khz with 1 kw day, 250 w night. Broker: Reggie Martin.

■ WTUX(AM) Wilmington, Del.: Sold by Port Frere Broadcasting Inc. to Radio Station WJBR for \$500,000. Seller is owned by Gordon K. MacIntosh and Howard R. Robinson who have no other broadcast interests. Buyer is owned by John B. Reynolds Sr. and John B. Reynolds Jr. who also own WJBR(FM) Wilmington. WTUX is 1 kw daytimer on 1290 khz. Broker: Hamilton-Landis & Associates.

■ WYLO(AM) Jackson, Wis.: Sold by Universal Broadcasting of Milwaukee Inc. to Family Stations Inc. for \$300,000 plus 10-year lease at \$10,000 per year. Principals in seller are Lawrence Brandon, Marvin B. Kosofsky and Howard Warshaw who have interests in WARO(AM) Canonsburg, Pa.; WTHE(AM) Mineola, N.Y.; KUXL(AM) Golden Valley, Minn., and KEST(AM) San Francisco. Messrs. Kosofsky and Warshaw are also principals in KPCC(AM) Pasadena and KMAX(FM) Arcadia, both California. Harold Camping is president of buyer, noncommercial, nonstock corporation that is licensee of KEAR(FM) San Francisco; KEBR(FM) Sacramento, and KECR(FM) El Cajon, all California; WFME(FM) Newark and WKDN(FM) Camden, both New Jersey; WFSI-FM Annapolis, Md., and international station, WYFR Scituate, Mass. WYLO is 250 w daytimer on 540 khz.

■ WBHT(AM)-WTBG(FM) Brownsville, Tenn.: Sold by Brownsville Broadcasting Co. to B&P Properties for \$275,000. Seller is equally owned by Ben M. Gaines and Ed R. Perkins who also own WHDM(AM) McKenzie, Tenn. Mr. Perkins is also licensee of WALR-FM Union City, Tenn. Buyer is equally owned by William Pope and Harold D. Butler. Mr. Pope is sales manager of WENK(AM) Union City, Tenn., and Dr. Butler is Union City physician. WBHT is 250 w daytimer on 1520 khz. WTBG is on 95.3 mhz with 3 kw and antenna 150 feet above average terrain.

■ KSUN(AM) Bisbee, Ariz.: Sold by Bisbee Broadcasters Inc. to Sun Broadcasters Inc. for \$80,000. Seller is owned by Howard E. Waterhouse who has no other broadcast interests. Principal in buyer is Jim McCollum who also has interests in KMLA(FM) Ashdown, Ark., and KOKO(AM) Warrensburg, Mo. KSUN is on 1230 khz with 1 kw day, 250 w night. Broker: Hamilton-Landis & Associates.

■ Other sales reported at the FCC last week include: WVFV(FM) Dundee, Ill.; KRBN(AM) Red Lodge, Mont. (see page 131).

Approved

■ Sales approved by the FCC last week include: WELB(AM) Elba, Ala.; WYLS(AM)-WSLY(FM) York, Ala.; WIAD(AM) Jacksonville, Fla.; WGRI(AM) Griffin, Ga.; KSMB(FM) Lafayette, La.; KDEF-FM Albuquerque, N.M.; WKVO-AM-FM Havelock, N.C.; KXIX(TV) Victoria, Tex.; WQB(AM) Blacksburg, Va. (see page 132).

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Family viewing after a year: what effects on TV programs?

Nielsen measures more children, fewer adults watching at 8-9 p.m.; Hollywood chafes under restraints; networks defend principle, practice; CBS's Taylor, who started it all, suggests it's only a beginning

"The family hour is here to stay," says Herminio Traviesas, the vice president of standards and practices at NBC-TV and a member of the television code review board of the National Association of Broadcasters.

"The family hour is in clear violation of the First Amendment, and we're going to get it thrown out," says Michael H. Franklin, the executive director of the Writers Guild of America, West, one of the parties to a lawsuit against family viewing.

Those statements typify the hardened positions that have formed since the misnamed "family hour" was incorpor-

ated into the television code at the NAB's 1975 convention in Las Vegas. (The code now reserves the 7-9 p.m. period for programs suitable for family viewing. "Family hour" describes the 8-9 part of it that the networks program.) A year after the NAB television board adopted family viewing, the networks that promoted the restraint are its chief defenders; program producers and distributors deplore it.

To Arthur Taylor, president of CBS Inc., who was the first among network executives to advance the family-viewing concept after FCC Chairman Richard E. Wiley called for the suppression of sex and violence on the air, the code restriction "has demonstrated its value" by the "virtual elimination of violence in family-viewing time." Beyond that, Mr. Taylor said last week, there has been a reduction in violence of about 30% in all network prime-time programming.

"The goal of family viewing, purposely drawn in general terms, has enabled contemporary themes to be aired in the early evening hours while restraining dialogue that family audiences would find tasteless," Mr. Taylor told BROADCASTING. It has proved, he added, that "there are creative people who can produce entertaining and enlightening programming of quality that is also responsible."

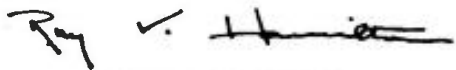
Mr. Taylor also revealed that he sees the current code provision as "neither a final step nor a static one by any means." The

family-viewing period, said Mr. Taylor, "has set the precedent for further action by broadcasters along this road to responsibility as future conditions require."

To Mike Weinblatt, the executive vice president of NBC-TV in charge of programming and sales, family-viewing time "will work," and "it'll be with us for a while," because the networks "are not doing that much different than previous years" in the scheduling of shows between 8 and 9 p.m., NYT. As an example, he says, "we wouldn't program sophisticated half-hour comedies at 8 o'clock because they probably wouldn't appeal to kids." There's a higher proportion of children and older people planted in front of their sets earlier in the evening, he continues, so that a network would be inviting low ratings if it didn't program the 8-to-9 period with those demographics in mind, family time or no family time.

Sources at A.C. Nielsen would agree with Mr. Weinblatt about the predominance of children aged 2 to 11 at 8 o'clock, but comparing 8-to-9 p.m. time periods during the month of February 1975 (when there was no such thing as family hour) and of February 1976, the Nielsen researchers see a bit of a drop-off among men over 50 and women over 50. For example, according to these sources, the number of women 18 to 49 watching television from 8 to 9 p.m. during February 1976 was almost exactly the same as it

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was during February 1975. But the number of total women (i.e., all women over the age of 18) showed a 2.7% decline in February 1976 compared to February 1975, all of that decline concentrated in the women 50-plus category.

And a similar conclusion can be drawn from the fact, again according to Nielsen sources, that while the men 18-to-49 category actually showed a 3.5% increase during the 8-to-9 time periods in February 1976 over those same periods in February 1975, the total-men figure in February 1976 fell 2.5% below that of February 1975.

Sticking with the comparison between 8-to-9 time periods in February 1975 and February 1976, viewing among the 12-to-17-year-olds showed a 6% gain this year, and among the 2-to-11-year-olds there was a jump of 11%.

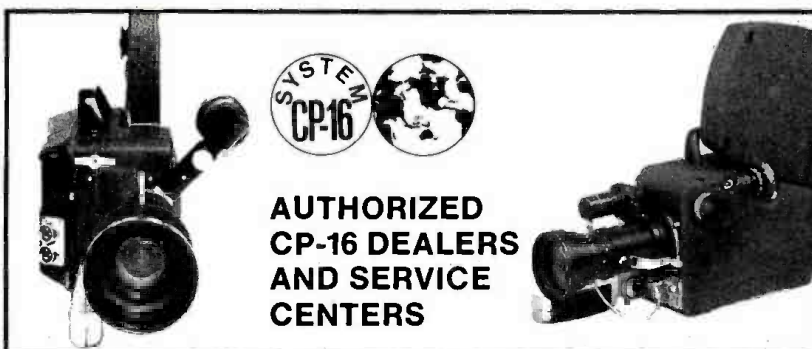
Other sources attributed this huge increase in children particularly to the appeal of three of the second-season shows introduced into the family-hour schedule by ABC: *Laverne and Shirley* (which, for the two weeks ended Feb. 22, scored a 37.7 rating among children, compared to a 17.8 rating among total men), *The Bionic Woman* (a 36.5 among children, a 16.5 among men) and *Donnie and Marie* (29.1 rating for children, 11.6 for men).


But in terms of total persons, there was a statistically insignificant 1% rise in viewing during the 8-to-9 time periods of February 1976 compared to the same periods of February 1975, leading the Nielsen sources to comment: "You can't really say that family hour has had much effect on TV watching one way or the other."

However, Norman Lear, whose Tandem Productions is responsible for *All in the Family*, *Sanford and Son* and *Maude*, among other situation comedies, is convinced family time has had a deleterious effect on TV content, and he says that even if the rule were thrown out by the courts, its after-effects would still be influencing prime-time programming as many as seven years into the future. Mr. Lear comes to that conclusion by reasoning that: "All the shows that will be scheduled in family time for the 1976-77 season will be "bland" and "designed . . . not to offend anyone." In each of the time periods, one of those bland shows will be a substantial hit, which means it will probably run from five to seven years or more. A second show in that time slot, equally bland, will get solid enough ratings to insure its survival and, again a continuous run that could last up to seven years.

Mr. Lear's polar opposite is Michael Eisner, vice president, program planning and development, ABC-TV, West Coast, who is convinced that the producers and writers are overreacting. "Los Angeles is an extremely liberal community—like all art communities," he says. "These creative people find the whole concept of family hour a problem but in actual practice the rule really hasn't been a problem."

Mr. Eisner does acknowledge some battles over content with Danny Arnold, the





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CBS's Arthur Taylor
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NBC's Mike Weinblatt
"It'll be with us for a while"; networks aren't doing "that much different."



ABC's Michael Eisner
"In actual practice the rule really hasn't been a problem."

executive producer of *Barney Miller* (Thursday, 8:30-9 p.m., NYT), but hints that the comedy series may be scheduled out of family hour on the new fall schedule. "The main thing family hour has done is to remove hard-action shows like *Kojak* from the 8 o'clock time periods," he says. "As a parent, I'm glad—to take one instance—that ABC moved *The Rookies* back to 9 o'clock."

But Larry White, former vice president,

programs, at NBC-TV and now a producer at Columbia Pictures Television, does not think that family hour is here to stay. He says, in effect, that cultural factors are the main determinants of what gets on TV or doesn't get on TV. "Right now, we're in a restrictive period," he says. "But the pendulum will swing back the other way—it's just a matter of time." The one thing Mr. White is emphatic about, however, is that "you can't hash out creative problems in

the courts."

Mr. White notwithstanding, the Writers Guild of America, the Directors Guild, the Screen Actors Guild and various independent producers will be represented in the U.S. District Court in Los Angeles, Judge Warren Ferguson presiding (there'll be no jury), on Tuesday, April 6, as plaintiffs against the three networks, the National Association of Broadcasters and the FCC. Most of the Hollywood writer-producers (they call themselves "hyphenates") say they're optimistic that family hour will be thrown out on First Amendment grounds.

"The guidelines are clearly unconstitutional," says Aaron Spelling, a partner in Spelling-Goldberg Productions (*Starsky and Hutch*, *The Rookies*, *S.W.A.T.*). "The government is, in effect, telling me what my children can and can't see on television."

"Putting restrictions on the kinds of shows that can be aired at 8 o'clock," adds Lee Rich, the president of Lorimar Productions (*The Waltons*, *The Blue Knight*), "is like telling a newspaper that it can't carry the weather report on its front page. We've got to kill this thing right at the beginning because it could lead to even worse censorship on the part of government."

Family-hour-generated problems are very much on the minds of the production companies as they put together the pilots that will contend for spots on the three networks' 1976-77 prime-time schedules. "The average writer or producer working on a pilot for next September," says Norman Lear, "is having to write very carefully in order to keep family hour—representing one-third of prime-time—part of his show's potential market."

Roy Huggins, for example, the executive producer of *The Rockford Files*, *Baretta* and *City of Angels*, has a pilot about a contemporary urban law firm, *Hazard's People*, in the works for CBS. Mr. Huggins says that *Hazard's People* could go either within or outside family hour. If the former, it would just steer clear



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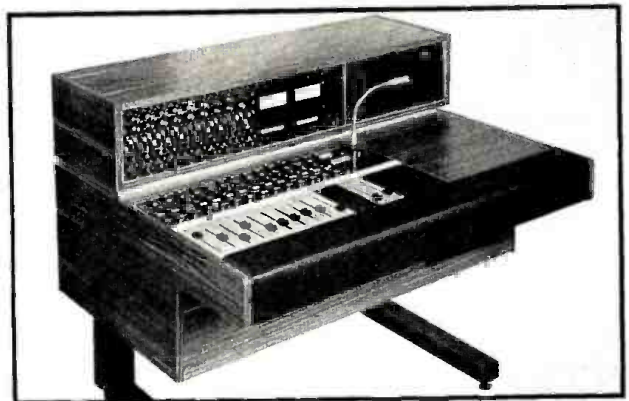
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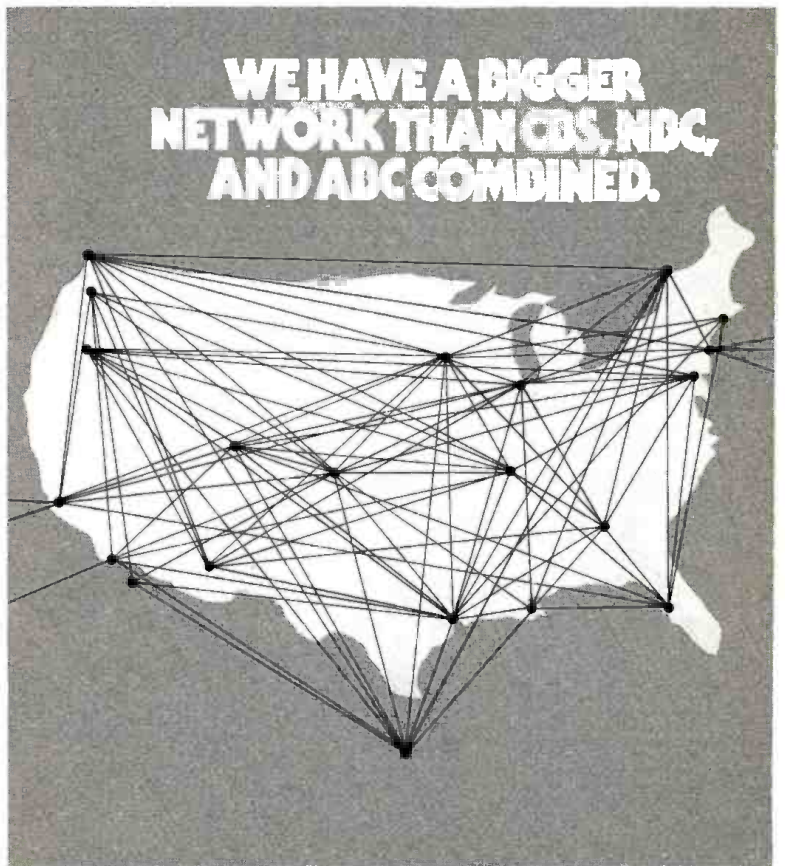
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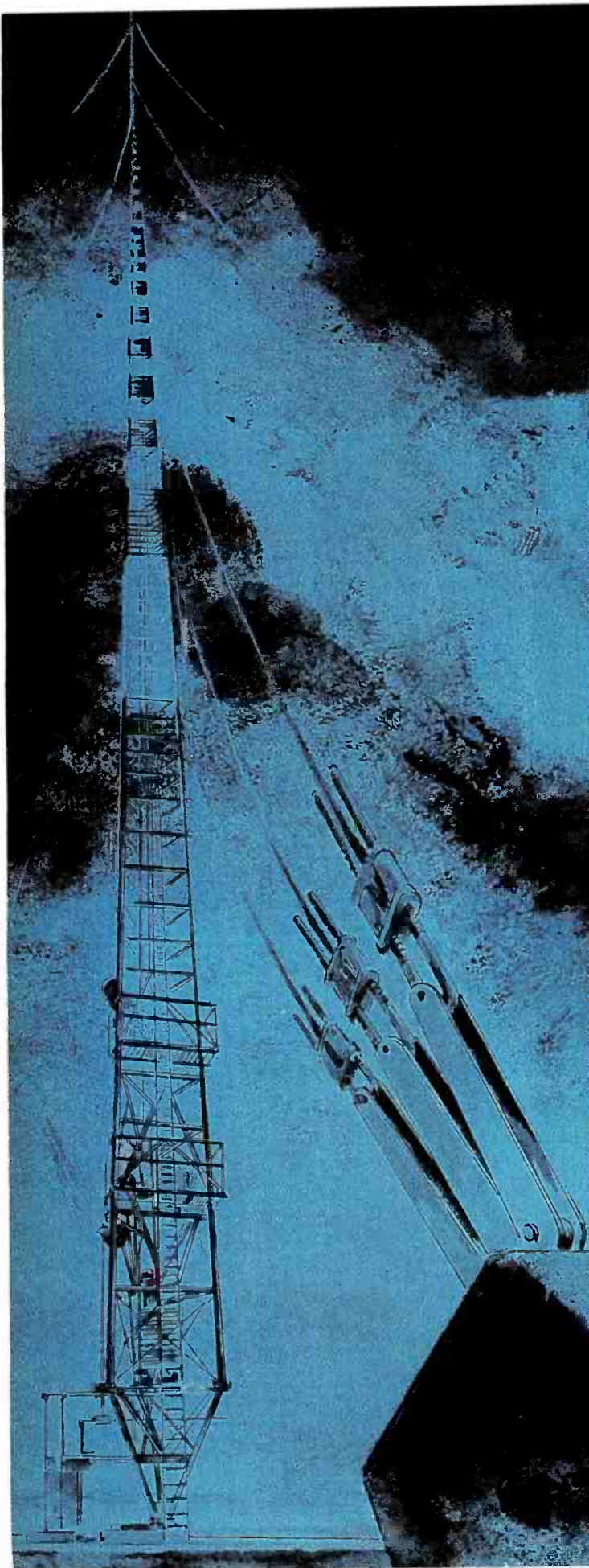
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Tandem's Norman Lear
Family hour's momentum could affect TV for another seven years.

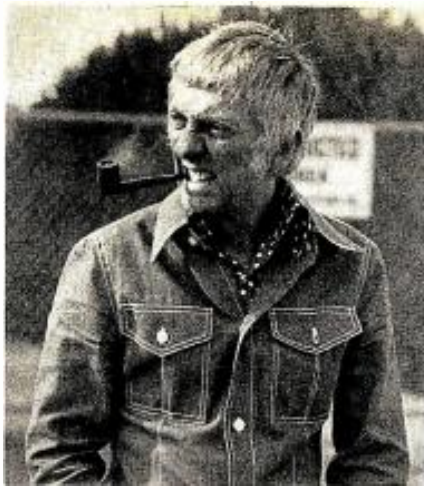
of subjects like abortion or euthanasia.

A similar situation holds for Grant Tinker, the head of MTM Productions. He has a 60-minute western, *Royce*, with Robert Forster as a Shane-type loner befriended by a widow with two children—on the drawing boards for CBS. Mr. Tinker, a practical man, says that the amount and level of violence, if CBS gives MTM the go-ahead for a series, will pretty much depend on the time slot. Less bloodshed, of course, if it goes at 8, more if at 10.

In terms of family hour's effect on the content of shows now on the air, one of Norman Lear's writers, Allen Mannings, who serves as executive producer of *Good Times* (CBS, Tuesday, 8-8:30 p.m.), says that CBS forced him to change the script of a recent episode about venereal disease. In the original, Mr. Mannings wanted to get across the message about the soaring VD rate among U.S. teen-agers by permitting the series' most popular character, J.J. (played by Jimmie Walker), to contract the disease himself. But CBS's editors stepped in, according to Mr. Mannings, and he had to rewrite the episode in such a way that J.J. is suspected by one of his girl friends of being the source of her syphilis, a suspicion that proves unfounded.

But Yorkin, Mr. Lear's former partner, and the executive producer of *Sanford and Son* (Friday, 8-8:30 p.m.), says NBC vetoed "one scene where we indicated that Lamont [the "son" in the title, played by Demond Wilson] stayed over at his girl's house." Also, Mr. Yorkin says, "we have to watch our language on *Sanford and Son* now. Until family hour, we got away with some fairly reckless language. Now, even "hells and damns are out."

Tom Sarnoff, the executive in charge of NBC's West Coast operations, admits that "the censors do look more closely at the 8-to-9 time periods. But sometimes we stomp on one episode of a program not necessarily because of the content of that particular program but because we're looking at the cumulative impact of a whole week's worth of that type of program."



Spelling-Goldberg's Aaron Spelling
"The government is, in effect, telling me what my children can see."

Some of the producers say the restrictive family-hour climate has even begun to affect 9 o'clock shows like *Kojak*. "Even though we're not as violent as *Hawaii Five-O* or the Spelling-Goldberg shows," says Matt Rapf, the executive producer of *Kojak* (CBS, Sunday, 9-10 p.m.), "I noticed that CBS was a little more cautious about violence in our scripts this past year. We're more a character show than an action show, anyway. *Kojak* is a cerebral cop, and although Telly Savalas adds a physicality to the character, it's not a staged-fistfight kind of physicality."

The physicality of *Kojak*, however, has caused MCA-Universal to postpone putting it into syndication. Instead, CBS has made a deal with Universal to carry reruns of the series in one of its late-night-movie time periods next season.

Similarly, ABC is telecasting reruns of Paramount Television's *Mannix* and Spelling-Goldberg's *The Rookies* once a week in late night. *Mannix* (Thursday, 11:30 p.m.-12:40 a.m.) has chalked up a respectable season-to-date (six episodes) 6.0 rating and 22 share, and *The Rookies* (Friday, 11:30 p.m.-12:40 a.m.), also on the basis of the series in one of its late-night movie and 21 share.

Aaron Spelling claims that by ejecting *The Rookies* from family hour last September, ABC slapped a too-violent label on the show and damaged its future resale value in syndication. And Norman Lear claims that the future syndication revenues of *All in the Family* have been undermined by CBS's family-hour-generated transfer of the controversial situation comedy from Saturdays at 8 to Mondays at 9. "All of the syndicators I've talked to," Mr. Lear says, "have told me *All in the Family's* reruns will be worth a lot less if stations can't strip them in family-hour time periods, because those are the time slots that advertisers pay the most for." This projected financial loss for Mr. Lear's Tandem Productions is forming the basis for a separate \$10 million law suit by the company against the networks, the FCC and the NAB

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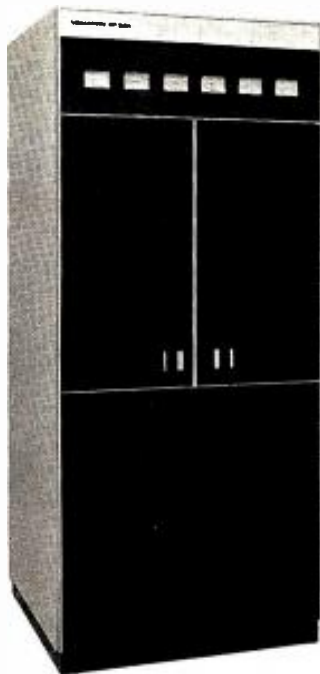
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Producers' allies file briefs in family viewing suit

Two citizen groups and MPAA back up assertions that policy is violation of First Amendment

The U.S. District Court in Los Angeles last week received additional arguments in support of the position of Hollywood writers and producers that enforcement of the television industry's family viewing policy should be prohibited.

The parties were diverse—the Motion Picture Association of America, in one friend of the court brief, and the National Citizens Committee for Broadcasting and Action for Children's Television together in another.

Both contended that the family viewing policy violates the First Amendment. And they say that the policy, adopted by the networks and the National Association of Broadcasters after private meetings with FCC Chairman Richard E. Wiley, constitutes illegal "state action."

The MPAA was speaking as an ally of the members of the Hollywood creative community who filed the suit. Like the writers and producers, it refers to the policy as "the Prime Time Censorship Rule." That "rule," it said, is "an unconstitutional attempt to harness the broadcasting media to a vague official notion of what Americans may or may not watch on television."

NCCB and ACT, two established citizen groups concerned with television, have frequently participated in FCC proceedings. The commission policy statement on children's programming is an outgrowth of an ACT petition requesting a rulemaking aimed at requiring broadcasters to set aside certain hours of the day for programming designed for children of different age groups and at prohibiting sponsorship of such programs.

NCCB and ACT said in their brief that the "affirmative forms of FCC regulation" they have long urged on the commission have been upheld by the Supreme Court and courts of appeals, as in the case of the fairness doctrine and the personal attack rules. In those cases, they contended, commission regulation of programming has been affirmed "as a means for achieving or preserving diversity—a means of upholding the public's paramount rights."

But the family viewing policy, they said, is something different—a "negative content regulation without adequate standards or procedural safeguards, in contravention of the Constitution and Section 326 [the no-censorship provision] of the Communications Act."

Like others seeking outlawing of the policy, NCCB and ACT said that the Administrative Procedure Act mandated public participation in the discussions leading up to adoption of the policy—despite claims of the FCC and the broad-

casters that the policy constitutes self-regulation, not government regulation.

If they had participated, NCCB and ACT said, they could have provided reports documenting the need for diversity in children's programming. And the findings in those reports, they said, suggest the need for "FCC stimulation, through constitutionality sanctioned means, of diverse program formats on Saturday mornings, when children are the only viewing audience."

'Hartman' ratings are holding up

In big markets, it's getting as high as 11, usually against the local late news programs

Norman Lear's soap-opera send-up *Mary Hartman, Mary Hartman* appears to be hanging on to the strong sampling it chalked up in early January (BROADCASTING, Jan. 19).

The comedy series, which is being stripped in syndication by Rhodes Productions, racked up a 10 Nielsen rating and 19 share on WNEW-TV New York for the week ended March 12, putting it third in its time period (Monday-through-Friday, 11-11:30 p.m.) behind WNBC-TV's local newscast (14 rating and 27 share) and WABC-TV's newscast (12 rating, 25 share).

Similarly, on KTTV(TV) Los Angeles, *Hartman* harvested an 8 Nielsen rating and 19 share for the week ended March 12, finishing third in the 11 p.m. time

period behind KNBC(TV) news (11 rating, 28 share) and KABC-TV news (11 rating, 27 share).

In Chicago, *Hartman*, stripped at 10 p.m., came up with an 11 rating and 17 share on Kaiser's UHF WFLD-TV for the week ended March 12, lodging it in fourth place behind the local news offerings of the three network-owned stations.

In some markets, stations are stripping *Hartman* at 1 p.m. On WBAL-TV Baltimore, for instance, *Hartman* finished first in that time period with a 10 Nielsen rating and 45 share average for the four weeks ended March 3. On WJAR-TV Providence, R.I., *Hartman* is tied for first at 1 p.m. with the CBS soap opera *The Young and the Restless* on WPRI-TV, each of them with a 6 rating for the four weeks ended March 3 (although *Hartman* has a 29 share average compared to *Restless's* 26 share).

In Norfolk, Va., at 1 p.m., *Hartman's* 5 rating and 22 share on WAVY-TV (for the four weeks ended March 3) put it in third place behind *Ryan's Hope*, the ABC soap opera on WVEC-TV (7 rating, 34 share), and the syndicated *People, Places and Things* on WTAR-TV (7 rating, 30 share).

One indication that *Hartman* may not be doing well when it has to face off against prime-time network competition: on WDCA-TV Washington, where the series managed only a 4 rating and 5 share for the four weeks ended March 3, leaving it well behind all of the shows on the network-connected stations in Washington and behind WTTV(TV)'s *The FBI* reruns (which averaged a 6 rating and 10 share).



Happy days. One station happy with *Mary Hartman, Mary Hartman* (whatever the ratings; see story) is WDCA-TV Washington, on which that series has bestowed a surge of audience notoriety not common to major market UHF's. The station advanced its 10th anniversary celebration from April 20 to March 11 to take advantage of *Hartman* creator Norman Lear's presence in Washington. Cutting the cake: Mr. Lear (r) and Milton Grant, WDCA-TV vice president and general manager.

Nielsen rating honors continue in same vein

ABC takes another week; CBS holds lead for season as rerun cycle commences

CBS-TV last week claimed victory for the 1975-76 prime-time season now that most of the fall series have begun their rerun cycles, but ABC-TV continued its sizzling second-season pace, winning its ninth week in a row.

Through March 15, CBS had logged a season-to-date Nielsen rating of 19.6. ABC's rating was 18.8 and NBC's 18.1. For the seven days ended March 15, ABC harvested a 20.6 rating, CBS an 18.3 rating and NBC a 17.7 rating.

ABC won Monday, Tuesday, Wednesday and Thursday. Monday was highlighted by the continuing huge numbers for ABC's second-season *Rich Man, Poor Man*, whose 28.5 rating and 43 share made it the number-one show of the week. On Tuesday, ABC's *Laverne and Shirley*, another second-season hit, continuing its winning ways (25.0 rating, 36 share, good for seventh place), and the premiere of ABC's adult-oriented *Family* racked up a 23.3 rating and 40 share (good for 12th place). Wednesday was paced by a rerun of the 90-

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minute pilot for ABC's *Starsky and Hutch* (23.5 rating, 39 share, 11th place), and Thursday by two solid ABC sitcoms, *Welcome Back, Kotter* (27.6 rating, 42 share, second place) and *Barney Miller* (24.7 rating, 37 share, ninth place).

CBS's sitcom block gave it an easy win on Saturday, and its umpteenth showing of "The Wizard of Oz" (26.8 rating, 42 share, third place) allowed CBS to breeze in to a victory on Sunday.

NBC won Friday with its bread-and-butter series, particularly the lead-off show, *Sanford and Son* (22.8 rating, 36 share, 15th place).

Man in the News

NBC 'puts up' again with Paul Klein

Network looks to a man who may be undiplomatic, but who knows his programming, for help as it finds itself in third place in the ratings; he's credited with the LOP theory and with selling the quality of an audience, recognized for counterprogramming skills, he says he wants to inject a little class into the schedule

Paul Klein has made a lot of headlines lately as the man NBC-TV brought back to pull it out of the mire of third place in the three-network ratings race, but he is said to have confided to friends that he doesn't see his job exactly that way, that he sees it as more than that.

In his view, what he's supposed to do—and what he hopes to do—is help give NBC-TV a new sense of direction, a new touch of what he calls class, in the process of helping lift it into second place or, who knows, even first.

Or so he's been quoted by associates and friends, upon whom reporters are primarily dependent these days for clues to what he's thinking and doing. Unlike the easily accessible Paul Klein who was at NBC from 1961 to 1970, the Paul Klein who returned there earlier this month is steering clear of public comment, avoiding interviews and keeping his ideas to himself or at least confining them to his circle of NBC associates.

Part of his transition from the flamboyant old days to the reticent present may stem from his delicate if not downright awkward corporate situation. He's obviously deeply involved in program plans even though he's not the programming vice president. That title is held by Marvin Antonowsky, who is persistently reported to be about to depart, although NBC just as persistently insists the reports are without foundation.

Another reason for Mr. Klein's unaccustomed reluctance is that the three net-

works are currently in the throes of putting their 1976-77 prime-time schedules together and officials thus have little time and no inclination to say anything that will tip their competitive hands to one another.

His record from earlier years suggests some clues to what may be expected now, however. He was an ardent advocate of prime-time movies, for example, and of longer-form programming in general and also of what is now called "event television," a term that some say he invented.

Whether any of these preferences will be reflected in the 1976-77 schedule may depend less on Mr. Klein's advocacy, however, than on the extent to which they are available in the development supply from which NBC is selecting its 1976-77 components.

Mr. Klein has been especially outspoken over the years in his belief that, although series may remain the backbone, more and more television will be in the "event" category—and long-form events at that. Among contemporary examples might be the World Series and the Olympics and, in dramatic programming, shows like ABC's *Rich Man, Poor Man*.

Such programming, he has said, offers several advantages, including the ability to pay for itself on its initial run (its only run, in the case of live events) and thus make re-run rights less vital. Perhaps more important, such programs can hurt competing programs to the point of making it easier to compete with them with conventional fare.

One of the last big program decisions Mr. Klein was involved in at NBC before he left in 1970 was event programming—acquisition of the 1972 Olympics TV rights.

Those Olympics games fared relatively poorly in the ratings, but Mr. Klein would never agree with those who said buying them was a bad idea. He may privately take some philosophical comfort from the fact that ABC-TV was able to score a major ratings coup with its presentation of the winter Olympics this year.

If only because he arrived on the NBC scene after the 1976-77 developmental work was done, Mr. Klein's biggest immediate program contribution is apt to be in scheduling. That has always been his forte. He has never claimed to be able to look at a program and know immediately whether it would be a hit but for being able to chart audience flow, plot lead-ins and counter-programs he has earned a substantial reputation.

He also is well-known for his so-called LOP theory. This holds that people are such inveterate viewers that, even when nothing has a strong appeal for them, they'll watch anyway, choosing whatever strikes them as the least objectionable program.

As a matter of fact, Mr. Klein has never tried to hide his feeling that much of commercial television's program fare, especially in the situation comedy and adventure is "like grade C movies running for a hundred years" (BROADCASTING, Jan. 24, 1972).

"I don't want to put on lewd and violent



Klein

programs," he once said. "I have faults, but that's not one of them. In fact, I like class—I want NBC to be classy."

That aim was entirely consistent with his pioneering in audience demographics and his argument, long before it was a fashionable position, that some audiences are more valuable than others to a given advertiser.

When he was breaking into the TV business, audiences were "sold by the truckload and every truckload was treated the same as another truckload." He is widely credited with establishing the premise that some audiences are worth more than others—that the "right" audience for a given advertiser, for example, may be smaller but nevertheless worth higher rates than some larger audience representing less potential for the advertiser's products.

That he could sell this theory at a time when NBC-TV was running second in the ratings race was helpful no end to NBC salesmen in keeping revenues high. Indeed, Mr. Klein has always insisted that during his last three years at NBC it was NBC, not CBS, that was the number one network because, he said, with *Today* and *Tonight* then virtually unchallenged by CBS, NBC was able to account for more revenues than any other network.

Paul Lester Klein was born Nov. 6, 1928, in Brooklyn. He took his BA degree in philosophy and mathematics, and has said that "I really wanted to be a philosopher—but who has jobs for philosophers? There was no listing for philosophers in the *New York Times* want ads." He did answer an ad for a "mathematically oriented person" and thereby wound up as a research analyst for the old Biow Co. advertising agency in the fall of 1953. A couple of years later he moved to Doyle Dane Bernbach and from there, in 1961, to NBC.

He started as supervisor of ratings and moved upward to more and more responsibilities until, as vice president for audience measurement from 1965 to 1970, he was involved in many areas and was one of the few nonprogram executives permitted to sit in and offer ideas at pro-

gram-department conferences.

He left NBC in 1970 to form Computer Television Inc., a pay-TV operation in the hotel-motel field. Time Inc. subsequently bought out his interests and the original company was disbanded but the name and other assets were sold to Spectradyne Inc. of Dallas, an electronics manufacturer also engaged in video programming for hotels and motels. He also has served as a consultant on programming and scheduling matters to the Corporation for Public Broadcasting, the Public Broadcasting Service and the Ford Foundation, and just before rejoining NBC-TV—as vice president, network marketing and planning (BROADCASTING, March 8)—bought and scheduled the programs for PBS's "Festival '76" membership campaign.

Although it's been widely assumed that he was brought back by NBC to try to shore up its ratings, Mr. Klein's return is said in fact to date back to discussions some 18 months ago, long before NBC plunged into third place in the ratings. NBC officials were interested in getting him back and he, having given up his own company, thought he might like to return to broadcasting.

He has always said he couldn't work for any network but NBC—and that in fact only NBC would, in his words, "put up with me." (Once, asked what it was about him that made him "hard to put up with," he replied that he has no feel for or interest in corporate manners or diplomacy. "Diplomats," he explained, "say 'I like what you're doing, but ...' Me, I start after the 'but.'")

In any case, although conversations about his return predated NBC's current ratings difficulties, now that he's on the job his assignment must certainly include improvement in the ratings. Paradoxically, he has always been a strong competitor and yet not an uncompromising believer that being first is everything. He feels, as he's said, that "you've also got to have class." Given that, he's always figured position will take care of itself—especially if you help it everywhere you can.

Groups go for 'Presidents'

Stations representing more than 60% of the country are said to have cleared prime time to carry *The Presidents: 76 Years on Camera*, four one-hour specials to be produced by Mert Koplín and Charles Grinker, directors of the Corporation for Entertainment and Learning, New York, in association with Post-Newsweek Stations Inc., Washington, and Scripps-Howard Broadcasting Co., Cincinnati. The specials, offered on a barter basis in the top-50 markets and for cash in other markets, will be aired during the second quarter next year.

A major sponsor already sold is Standard Brands, New York, for its Eggbeaters, Planters peanuts, Blue Bonnet margarine and Fleischmann's margarine. Ted Bates & Co. is Standard's agency.

New York-based Gould Entertainment

Corp. is handling syndication for the series.

According to Post Newsweek and Scripps-Howard, other groups with stations lined up to take the program so far are Combined Communications, Cox, Hubbard Broadcasting, Multimedia, Storer, Corinthian, Hearst, Meredith, Metromedia and WEstinghouse.

Two major studies for ABC-TV cite the many factors when assessing effect of TV violence on young

Lieberman Research notes such factors as screen size, accompanying commercials, hero-villain association; Heller-Polsky suggests more study in classrooms

Where violence on TV is concerned, it's not only what you do, but how you do it.

That is one of the lessons to be drawn from the summaries of two five-year research projects underwritten by ABC

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and made public 10 days ago (BROADCASTING, March 15).

It helps, for instance, if a so-called violent program contains commercials. Researchers ran two episodes of *The Corrupters* and *The Untouchables* with commercials and again without them.

"In the tests without commercials," the researchers reported "the boys [who saw the two versions] showed a greater increase in inclination toward aggression than [after seeing] the episodes shown with commercials. It appears that the inclusion of commercials breaks the concentration and involvement of the boys and dampens the buildup of excitement."

These particular experiments were among many conducted by Lieberman Research Inc., involving 10,000 "normal" children between ages 8 and 13. Lieberman found in general that under certain conditions exposure to TV violence increased their "inclination toward aggression," and that exposure to "pro-social" influences on TV tended to have beneficial effects on their social perceptions.

The Lieberman studies dealt with effects under laboratory conditions and thus did not attempt to correlate the viewing of violence with actual behavior. They did, however, find that many factors in scenes or programs of TV violence—or nonviolence—may have bearing on a child's "inclination toward aggression." Among these:

- "There are sharp differences in impact depending on the type of violence portrayed. Killings and woundings produce the greatest increase in inclination toward aggression while chase scenes and verbal violence generate the smallest increase."

- Screen size may be important. When *The Corrupters* was shown under two viewing conditions—in one on a TV screen, in the other on a theater screen in an auditorium—"it was found that violence viewed on the larger screen generated a greater increase in inclination toward aggression. It appeared that the boys were more attentive to the larger screen, while they were playful watching TV, thereby reducing their attentiveness."

- "There is no direct relationship between the length of a violent scene and the extent to which it produces increased inclination toward aggression. The quality of a scene rather than its duration is a more important factor. For example, sudden and unexpected violence produces more inclination toward aggression regardless whether it is in a long or short scene."

- "The more realistic a program, the greater the relative increase in inclination toward aggression."

- "The more children identify with the characters or situations in a program, the greater the increase in inclination toward aggression." Two cartoons, "Johnny Quest" and "Smokey the Bear," produced "above average" increases, whereas an episode of *The FBI*, because its main characters were older, "did not produce much inclination toward aggression even

though it was violent."

- "Children identify more with heroes than with villains. Moreover, children associate positive traits (smart, good-looking) with heroes and negative traits with villains (weak, dumb, scared)."

- "The more children regard characters in programs as good-looking, the greater the likelihood of an increase in inclination toward aggression. This is true for both heroes and villains."

- "The more children regard characters in programs as smart and clever, the smaller the likelihood of an increase in inclination toward aggression. This is true for both heroes and villains."

- "The more children see heroes as 'all powerful' and villains as 'not powerful,' the greater the likelihood of an increase in inclination toward aggression."

- "The inclusion of humor in violent programs dampens the level of inclination toward aggression generated by exposure to the program."

- "Being scared is associated with an increase in inclination toward aggression. Also, although most children indicated they were not scared by any of the programs, they indicated a preference for programs that scared them."

- There was little difference between a news program containing only non-violent news and one containing both violent and non-violent news, in terms of the increased inclination toward aggression that they produced. Researchers speculated that showing the children news when they wanted to see entertainment may have caused their inclination toward aggression to rise, and that the violent scenes may have had little relevance to the children. In any case, "the results are inconclusive and more research is probably needed."

With the aid of the researchers, ABC has been working findings into its guidelines for its standards and practices department. One of the results, ABC officials say, has been "a steady reduction of the incidence of violence in both adult and children's programming [on ABC-TV], and an increase in children's programs with prosocial messages."

The Lieberman studies found that action-adventure programs carried by ABC-TV in the 1972-75 periods caused "less inclination toward aggression" than their 1962-63 counterparts, and that children's programs aired since 1972 "produced little increase in inclination toward aggression."

The researchers also concluded that ABC may have dropped some programs unnecessarily. They cited *The Road Runner* specifically, noting that it "contained violence." And yet, they continued, "because it contained other elements which defuse aggression, such as humor, the program generated little increase in inclination toward aggression. Therefore it is felt that more study is needed on whether programs such as this should be considered violent at all."

Where the Lieberman studies examined "inclination toward aggression," the other ABC-financed five-year project undertook

to relate violence on TV to actual behavior. This series, conducted by Dr. Melvin S. Heller and the late Dr. Samuel Polsky of Temple University, was conducted among emotionally impaired youngsters, children from broken homes and youthful offenders imprisoned for violent crimes.

Generally, these would seem to fit into the category of those widely considered most likely to be affected by TV violence—that is, youngsters, predisposed to violence. Yet test after test produced results showing that although more aggressive TV programing produced more aggressive “fantasies” on the part of the young people, it “did not lead to heightened aggressive behavior.”

“There was no demonstrable relationship between the intensity of television aggression and the intensity of aggressive behavior in children following their viewing of the television programs,” the Heller-Polsky researchers said.

One study involving 100 youngsters and young adults in prison for violent crimes found that 22% “confessed to having imitated or tried out criminal techniques they had first seen demonstrated on television.” However, the report continued, “in no instance was it determined that a criminal career or act of violence was motivated by excessive viewing of televised violence.”

A similar study, among 135 offenders, reinforced that conclusion and also found that varying the intensity of TV violence “had no statistically significant effect” in terms of violent behavior.

Still another test, comparing findings for a group of youthful offenders with those for an age-matched group of college students, reached this conclusion: “This retrospective study of young persons matched in age and growing up in the television era, confirms our previous conclusions that violent crime is the result of multiple factors and cannot, without gross over-simplification, be attributable to watching violent television programs.

“Among causal factors associated with violent crime, underlined in the comparative study with college youth, are differences in early environmental influence, problems of self-image and feelings of inadequacy, the relationship between depression and aggression, multi-relations with parental figures, youthful gang participation, unanswered dependency needs, heterosexual inadequacies with respect to tenderness and a host of precipitating factors relating to the utilization of drugs and alcohol.”

ABC said it had invested \$1 million in the two five-year projects and is currently soliciting proposals from “several hundred colleges and universities” for new undertakings in “a continuing program of social research at ABC.”

The Heller-Polsky summary had some suggestions of its own. One was that the best place to learn about TV’s effects on children is in the classroom:

“Millions of dollars of laboratory or survey research alone will not supply the answer to what children learn from televi-

sion or how. Nor will anecdotal accounts from individual parents, teachers or critics. What and how children are learning from television deserves continued study of the massive data which can only be collected by systematic attention to the response of young children to television programs as part of regular classroom discussions.

“If children are learning bad things from television, or anything at all, the logical place to find out more about it is where their learning is evaluated, tested and assessed daily—the classroom. It is clear that television teaches something. What better prospect of utilizing, assessing and capitalizing on the impressions and misimpressions that children receive from television than in the classroom?

“If half-hour programs were assigned to even first-grade classes, and then discussed like any story or ‘show and tell,’ untoward reactions to programing could be quickly identified, misinformation or explicative advertising could be debunked—and children would learn to evaluate assigned television entertainment under the leadership of the person entrusted with their learning and intellectual development, their teacher. (Certainly Bugs Bunny is worth as much discussion as Little Red Riding Hood or Hansel and Gretel, and in the estimate of some has at least as much artistic merit.)

“Such systematic data collected in various states and regions from children of different age groups would allow teachers and educators to assess over a longitudinal period the influence and impact of television experience as it affects the thinking and actual behavior of children. The monitoring and classroom discussion of children’s responses to television programs would provide mutually rewarding information for researchers, teachers and television programers alike.”

The Giants’ team

With the new ownership of the San Francisco baseball Giants settled and the indecision over broadcast plans allayed by announcement that the club would not shift to another city (BROADCASTING, March 8), KSFO(AM) San Francisco lost little time.

Last week the station reported it had lined up 12 stations on a regional network and announced its sponsor line-up. Included are Bank of America (through Grey Advertising), Budweiser (D’Arcy, MacManus and Masius), Chevrolet (Campbell-Ewald), Long’s Drug Stores (Dakis Concern), Standard Oil of California (BBDO), United Airlines (Leo Burnett) and U.S. Steel (Compton).

KTVU Oakland-San Francisco is the TV outlet, feeding Giants games to one other station, KMPH(TV) Tulare, Calif.

In Boston, WMEX(AM) Boston rounded out its radio sponsor list for Red Sox games by signing The First National Bank of Boston (Humphrey, Browning and MacDougall).

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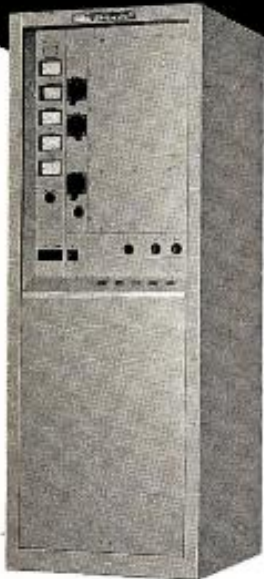


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TV live special set from Fort McHenry

**Ambitious nonnetwork show
will run 12 hours July 3-4**

A 100-station hook-up is expected to carry "The Great American Birthday Party," a 12-hour live special to be presented July 3-4. The show is being produced by the Ray Beindorf Productions, Beverly Hills, Calif., headed by the former CBS executive vice president of the network's stations division.

Clearance and interconnection arrangements are being handled by the Robert Wold Co., Los Angeles. Mr. Wold calls it the largest single "non-network network" project and said that his company's efforts in the top-15 markets already have netted 20 to 25 stations in groups such as Metromedia, Corinthian, Westinghouse and Meredith. Other stations said to be lined-up include WGN-TV Chicago, KTVU(TV) San Francisco, KPLR-TV St. Louis and WQAD-TV Moline, Ill.—all in all, an estimated 40% of the country's households so far. Efforts to attract stations in smaller markets also are planned.

The show will be from Fort McHenry, Md., where Francis Scott Key wrote the "The Star Spangled Banner," with the show's control center located on board the warship, the U.S. Constellation, there.

PBS gets go-ahead to buy Janus package

The proposed Public Broadcasting Service acquisition of 100 classic films from Janus Films Inc., New York (BROADCASTING, Dec. 22, 1975) has gained enough PBS member support to go forward. One hundred PBS stations agreed to purchase the Janus package for approximately \$1.8 million. Exxon Corp. will provide a \$700,000 support grant toward purchasing the Janus films.

The films will be included in the PBS distribution schedule beginning next month, although 20 films are scheduled for earlier broadcast by stations participating in PBS's "Festival 76" fund raising campaign this month.

Films titles include: Federico Fellini's "La Strada" (1954), Marcel Camus's "Black Orpheus" (1950) and Ingmar Bergman's "Wild Strawberries" (1957).

Impetus for TV writing aim of Exxon, NEA project

The Exxon Corp. and the National Endowment for the Arts will finance an undertaking that has a basic aim of getting more playwrights involved in television writing.

The TV project is part of the National Playwrights Conference, which for the past 11 years has convened in mid-sum-

mer at the Eugene O'Neill Theater in Waterford, Conn. The conference's artistic director, Lloyd Richards, will also supervise the project, which is called New Drama for Television.

TV scripts have already been submitted, mainly by playwrights previously associated with the conference. Four to six of these scriptwriters will be chosen to attend this year's conference, July 18 to Aug. 15, where experienced television professionals will be on hand to give advice and creative help.

Conference sources say that the chosen writers will then be free to sell their work "to producers interested in original television scripts."

Program Briefs

On board. Eight stations have become affiliates of NBC Radio. They are WEBQ(AM) Harrisburg, Ill.; WATH(AM) Athens, Ohio; WANB(AM) Waynesburg, Pa.; WKSJ(AM)-WHUG(FM) Jamestown, N.Y.; KGMV(AM) Missoula, Mont.; KSS(AM) Colorado Springs and WJL(AM) Tupelo, Miss.

Oilers new radio key. KTRH(AM) Houston will take over this summer as originating station for Houston Oilers of National Football League. KILT(AM) there had covered Oilers games for last 11 years. Signed so far for Oilers network: WOAI(AM) San Antonio, Tex.; KWKH(AM) Shreveport, La., and WRR(AM) Dallas.

Oscar, Emmy preview. Program Syndication Services, arm of Dancer-Fitzgerald-Sample, New York, has cleared in 51 markets for half-hour specials on annual Oscar and Emmy award presentations. Titled *The 1976 Oscar Hopefuls* and *The 1976 Emmy Hopefuls*, programs have been sold for cash or for time bank at D-F-S to stations including: WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, KMOX-TV St. Louis, WXYZ-TV Detroit and WTOP-TV Washington.

Topical tapes. Impact Tape Services is offering black-oriented public affairs programs for radio. Topics include Boston busing, black politics in the South, and prominent blacks are interviewed. *4826 South Figueroa Street, Los Angeles 90037; (213) 231-2752.*

The Wolfman at 7:30. Pearson Television Sales will be distributors for *Pop Goes the Wolfman*, weekly half-hour syndicated musical-comedy-variety TV series starring Wolfman Jack. Aimed at prime-time access scheduling, series will be available to stations for January 1977. *9477 Brighton Way, Beverly Hills, Calif. 90210; (213) 278-9510.*

Alliance. Century III Programs, Vancouver, B.C., has begun taping *The Tommy Banks Celebrity Hour*, one-hour variety-talk TV series for syndication this fall. Series featuring Canadian orchestra leader Tommy Banks and American celebrity guest co-hosts, is geared for American audience.

Religious history. Sacred Heart Programs, St. Louis, is producing series of half-hour radio specials exploring influence of religion in American history. Titled *The Patriotic Part, Catholic and Citizen in America*, Bicentennial series of 12 programs covering documented stories of early settlers, explorers and missionaries from different parts of U.S., is free. Dept. BT 76, 3900 Westminster Place, St. Louis 63108.

David Orr Hollywood. David Orr Productions, Dallas, has opened branch office at 6235 Hollywood Boulevard and Vine, Suite 1019, Hollywood 90028.

Full of 'Joy'. More than 115 stations have agreed to carry International Lutheran Layman's League 30-minute radio program, *Joy*, and 260 additional stations have requested audition copies. Program, featuring choral music, scripture readings and comment (BROADCASTING, Feb. 2) is offered free by St. Louis organization.

In business. Dan Goodman Productions Inc., New York, has been formed as distributor of TV series and feature films. Mr. Goodman, formerly VP in charge of television for Avco Embassy, New York, reports his firm is handling *Space Chase*, half-hour series, and seven made-for-TV features including "Eleanor and Franklin," "Pueblo Affair," and "Death Be Not Proud." Suite 2308, 60 East 42d Street, New York 10017; (212) 986-5181.

Oscar nominee. Public Broadcasting Service's *The Incredible Machine*, underwritten by Gulf Oil and produced by National Geographic Society and Wolper Productions, has been nominated for Academy Award by National Academy of Motion Picture Arts and Sciences in documentary feature category. (Awards will be presented March 29 in Los Angeles.) PBS program dealt with workings of human body, had achieved exceptionally high ratings in many cities.

Flick flak. CBS Radio will do 30-part series of special reports next weekend (March 27-28) with umbrella title, *The Movies*. Interviewees include actors Jack Nicholson and Glenda Jackson, producer Richard Zanuck and director Robert Altman, all Oscar nominees. Series' executive producer is Frank Miller.

Sentimental journey. *Nagasaki—One Man's Return*, hour-long taped report of visit to city on 30th anniversary of atomic blast by San Antonio, Tex., clergyman who was a Marine on duty there in U.S. occupation, has been placed on 37 television stations in as many markets for broadcast in prime time. Clergyman, Dr. Buckner Fanning, pastor of Trinity Baptist Church, is buying time through his own foundation. Program was produced by Miller Productions, Austin, Tex.

New in Glendale. King Productions has been formed as television production facility, emphasizing low-cost dubbing concept. Executive director is David Watson, for past two years independent producer on West Coast. 730 East Broadway, Glendale, Calif. 91205; (213) 241-2131.

The lineups for FTC-FCC OTC drug ad panel

Participants are announced for three sessions—'Misuse,' 'Illicit Use' and 'Alternatives'—to be held on May 20 and 21

The FCC last week announced the names of the 35 individuals who will participate in two days of panel discussions in May on the possible impact of television advertising of over-the-counter drugs and on what remedial action, if any, is required. The individuals, drawn from medicine, research centers and universities, broadcasting and citizen groups, will be divided among three panels that will discuss misuse, illicit use and alternatives to current use of over-the-counter drugs and how they are advertised on television.

The panels, which are being co-sponsored by the Federal Trade Commission and the FCC on May 20-21, are in major part a response to a petition filed by Massachusetts Attorney General Francis X. Bellotti and 14 other state attorneys general urging the commission to ban over-the-counter drug advertising on television before 9 p.m.

The petition expressed concern about the effect of such advertising on children. But commission staffers, after conferring with representatives of the FTC, decided they lacked the information on which to consider the Bellotti petition. The panels were designed to provide information on what research has been done, and what was needed, in the area.

Mr. Bellotti is scheduled to participate in the panel on alternatives, along with consumerists Peggy Charren, president of Action for Children's Television, and Robert B. Choate, of the Council on Children, Media and Merchandising, and Stockton Helffrich, director of the National Association of Broadcasters Code Authority.

Besides the panelists themselves, representatives of the FCC, FTC, National Science Foundation, Food and Drug Administration and possibly other government agencies will participate. They will question members of the panels, to sharpen or illuminate comments made during the discussions.

The commission hopes to get more out of the panelists than the comments they will make. They are also being asked to submit papers on the matters to be discussed at their "earliest convenience" following the panels. In addition, the commission is inviting anyone else with experience or interest in the areas to submit papers—research or other—bearing on them by July 21.

All panels will be held at the FCC (1919

M Street N.W., Washington) in room 856.

Panel A, titled "Misuse," will be held May 20, 9 a.m. to noon, moderated by Dr. Eli A. Rubenstein, Medical School Health Sciences Center, State University of New York at Stony Brook. Panelists include: Dr. F. Earle Barcus, professor at Boston University School of Communications; Dr. Barbara R. Fowles, acting director of research for *The Electric Company* at the Children's TV Workshop, New York; Dr. Beatrix Hamburg, Stanford University School of Medicine; Philip A. Harding, office of social research, CBS Inc.; Dr. Gerald S. Lesser, Harvard University's center for research in children's television; Mary Ann Lewis, University of California at Los Angeles; Dr. Chester M. Pierce, Harvard University; Dr. Helen Rodriguez, Lincoln Hospital, New York; Henry L. Verhulst, Bethesda, Md.; Dr. Scott Ward, Harvard University's Graduate School of Business Administration; and Dr. Charles Winnick, sociology department, City College of New York.

Panel B, "Illicit Use," will be held on May 20, from 2 p.m. to 5 p.m., moderated by Dr. Eric Josephson, Center for Sociocultural Research on Drug Use, New York. Panelists include: Dr. Ira Cisin, George Washington University, Washington; Dr. Gerhard J. Hanneman, Annenburg School of Communications, University of Southern California, Los Angeles; Dr. James Hulbert, Columbia University, New York; Dr. Richard Jessor,

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Institute of Behavioral Science, University of Colorado, Boulder; Dr. Lloyd Johnston, University of Michigan, Ann Arbor; Anthony Kales, M.D., Hershey (Pa.) Medical Center; Dr. William McGuire, Yale University; Dr. Glen Mellinger, Institute for Research and Social Behavior; Berkeley, Calif.; Dr. Ronald Milavsky, NBC director of social research; Dr. Jaime Salazar, Health Research Services and Analysis Inc., Los Angeles, and Dr. Robert H. Sharpley, Cambridge, Mass.

Panel C—"Alternatives"—will be held on May 21 from 9 a.m. to noon, moderated by Dr. Stephen A. Greysler, Harvard Business School, Boston. Panelists include: Mr. Bellotti; Warren Braren, Consumers Union, Mount Vernon, N.Y.; Mrs. Charren; Mr. Choate; George E. Davy, Miles Laboratories Inc., Elkhart, Ind.; Emilie Griffin, National Advertising Division, Council of Better Business Bureaus; Mr. Helffrich; Dr. Donald L. Kanter, School of Business Administration, University of Southern California; Dr. Donald E. Payne, Oxtoby-Smith Inc., New York, and Dr. Ithiel de Sola Pool, Massachusetts Institute of Technology, Cambridge.

RAB ranks top 2,000

Radio Advertising Bureau officials report a hot streak in new memberships. More than 200 have been added in the last six

months. Among the most recent joiners: the Sonderling station group and the Sonderling-owned Bernard Howard rep firm. RAB officials credit a growing station demand for retail sales tools and an apparently greater appreciation of RAB's assistance, plus an about-face in RAB recruitment strategy. Its field men, who formerly solicited stations, now concentrate on regional advertisers and agencies, and recruitment is handled by direct mail. The latest surge has carried memberships past the 2,000 mark—including networks, stations and, with the Howard addition, virtually all large national reps.

D.C. lawyers ponder lifting ad ban

Washington attorneys are considering going far beyond the American Bar Association's decision last month to modify its ban on advertising by lawyers to allow advertising in the Yellow Pages and in legal directories and listings. The District of Columbia Bar is debating a proposal to eliminate the ban entirely and allow advertising on radio and television, on billboards and in newspapers.

Testimony on the proposal to permit "dignified" advertising but ban false and deceptive statements was taken from legal and consumer camps at a hearing Satur-



Still in the family. Tinker, Dodge & Delano Inc., which was part of the Interpublic Group of Companies, has changed its name to Tinker, Campbell-Ewald Inc. and will be the New York base of Campbell-Ewald International, one of the two worldwide agency systems of the Interpublic Group (the other is McCann-Erickson Worldwide). In the change, Lester A. Delano (r) who has been president, became chairman of board and chief executive officer, and Harry R. Thompson (l) senior vice president of Interpublic, was named president and chief operating officer. Bruce M. Dodge, who had been chairman of Tinker, Dodge & Delano, is retiring from the agency business and is acquiring an interest in KMEQ-AM-FM Phoenix. The agency in 1975 billed an estimated \$26 million, of which more than \$17 million was in broadcast.

NAB NOTICE

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day, March 13, in Washington. According to William Allen, vice chairman of the bar's ethics committee who led the hearing, most witnesses supported the proposal. Proponents argued, among other things, that advertising would aid the public through price competition, said Mr. Allen, a member of Covington & Burling.

However, he added, limitations on advertising were suggested, such as one that would prevent a large firm from taking advantage of a single practitioner through advertising. Another witness, he said, was totally opposed to any lifting of the ban, claiming that the advertising would inevitably become deceptive.

To be accepted, the proposal must pass the bar's legal ethics committee, board of governors and the D.C. Court of Appeals. A decision is not expected before next year.

Radio-ADI checks to start this spring

Arbitron Radio will begin to measure and report radio listening in television areas of dominant influence each time one of the top-50 ADI markets is measured, effective with the 1976 spring survey.

William T. McClenaghan, vice president

and general manager, Arbitron Radio, said the only exceptions will be for the ADI markets of Grand Rapids-Kalamazoo, Mich., and Sacramento-Stockton, Calif. Grand Rapids and Sacramento are measured twice each year by Arbitron Radio, but Kalamazoo and Stockton are measured only once. As a result, he said, the ADI will be measured only in the spring survey for those two ADI's.

Mr. McClenaghan noted that ADI measurement of radio listening was begun by Arbitron Radio in the 1975 spring survey. He said ADI measurement of radio permits the medium to be more competitively evaluated with television by advertisers. By measuring the ADI each time one of the top-50 markets is surveyed by Arbitron Radio, broadcasters and advertisers "will be able to trend and average the estimates across surveys," according to Mr. McClenaghan.

He also pointed out that the 1975 ADI measurement enabled small-market radio stations not listed in the standard Arbitron Radio report to be listed in the ADI section because of the size of their audience in the ADI. Of the 1,973 stations carried in the 1975 top-50 ADI reports, Mr. McClenaghan said, 536 were small-market radio stations listed for the first time.

Push on for Compu/Net

With the designation of Arbitron's Rick Aurichio as president (BROADCASTING, March 8), Compu/Net Inc. is taking its computerized radio broadcast traffic and accounting management system off "hold" and looking for new station clients. The hold was imposed several months ago in cutbacks and realignment to stem what was said to have been a \$5-

million loss ("Closed Circuit," Nov. 3, 1975). Mr. Aurichio said he expects to have the company's radio client list up to 50 from the present 35 by the end of the year, and that Hank Rogers in Los Angeles and Marilyn Gerson in New York will lead the sales effort. They are already in the market to hire sales people.

NBC Radio retail project to be explained in Chicago

The NBC Radio Network's 230 affiliated stations are being offered the opportunity to purchase on an exclusive basis in their markets a radio marketing presentation designed to increase their share of retail advertising.

Marion Stephenson, vice president and general manager, NBC Radio, said the network will share in the cost of the package. She was not able to place a figure on the cost since it would depend on the number of affiliates participating in the project.

The package consists of a film aimed at retail advertisers, "Get It on Radio, Get It on Radio Now" and a guide book, *Building Store Traffic with Broadcast Advertising*. They were prepared by the Broadcast Marketing Co., San Francisco, with which NBC Radio has signed an exclusive contract for network-affiliate distribution.

The film, available in both super 8mm and 16 mm, will be shipped to subscribing stations. They also will receive a film projector. The film stresses that a media mix of more radio and less newspapers is needed today; covers the special advantages of radio; enumerates the limitation of newspapers and demonstrates various commercial approaches. A portion of the

A sizzling January at TV networks

Calendar and sports schedule extras in daytime weekends put billings over \$226.4 million

A 53.4% increase in weekend daytime billings helped propel network TV sales to a total of \$226,485,100 in January, up 12.8% from January 1975, according to estimates compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

TVB attributed the rise in weekend

daytime dollars to four factors: An extra weekend day in January 1976; NBC's introduction of college basketball weekends; two additional pro football playoff games this January (played in December in the preceding season) and higher prices for the playoffs, Superbowl and Pro Bowl.

Though weekend daytime had the biggest gain, billings in other day parts also advanced over their levels of January 1975, as shown in the following table:

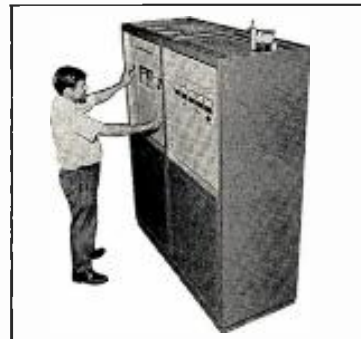
Daypart	Jan. '75 billings (add \$000)	Jan. '76 billings	% change
Daytime	\$ 69,692.7	\$ 85,009.9	+22.0
Weekday	50,431.9	55,454.4	+10.0
Weekend	19,260.8	29,555.5	+53.4
Nighttime	131,150.6	141,475.2	+ 7.9
Total	\$200,843.3	\$226,485.1	+12.8

	ABC	Total	CBS	NBC
January	\$64,331.1	\$83,496.3	\$78,657.7	\$226,485.1

Source: Broadcast Advertisers Reports, as released by Television Bureau of Advertising.

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On the line for TVB. Television Bureau of Advertising's sales advisory committee (SAC) held its spring meeting in New York, approved TVB strategy of close coordination with station reps in developing spot-TV business, dealt with variety of other business plans including new retail TV workshop April 28-29 and extensive schedule of sales training seminars.

L to r, front row: Edward Tabor, KLAS-TV Las Vegas; Douglas Smith, WFBC-TV Greenville, S.C.; Thomas Maney, WCVB-TV Boston, co-chairman of SAC; Richard Appleton, WPMI-TV Philadelphia, SAC co-chairman; Roger D. Rice, TVB president; Robert Rice, WRAU-TV Peoria, Ill., representing TVB board of directors; Marty Colby, XETV(TV) Tijuana, Mexico (San Diego);

Vincent DeLuca, WTEN(TV) Albany, N.Y.

Standing, l to r: Patrick Gmiter, Cox Broadcasting, Atlanta; Boyd Lawlor, KSBW-TV Salinas-Monterey, Calif.; Marvin Reuben, WDAM(TV) Laurel-Hattiesburg, Miss.; George Coles, WTVN-TV Columbus, Ohio; Martin Ozer, Metromedia Television, New York; Hap Eaton, WJAK-TV Detroit; Scott Marriner, KCAU-TV Sioux City, Iowa; Arnold Kleiner, WJZ-TV Baltimore; Ronald Phillips, WTAR-TV Norfolk, Va.; Gerard Mulderrig, WPIX(TV) New York; James Freeman, WSBT-TV South Bend, Ind.; Richard Wexo, WDSU-TV New Orleans; John Behnke, KOMO-TV Seattle; Henry O'Neill, WFSB-TV Hartford, Conn.; Larry Busse, WEAU-TV Eau Claire, Wis.; Mark Mandala, KGO-TV San Francisco; Cliff Conley, WFTV(TV) Orlando, Fla.; David Michels, KOTV(TV) Tulsa.

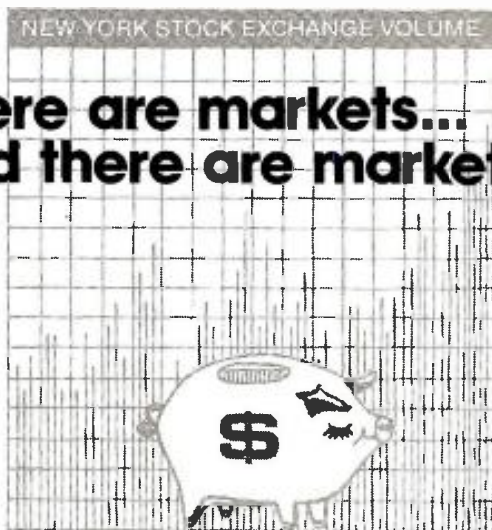
23-minute film can be customized for the individual station with an insert of a station spokesman and a BMC segment covering the market's local newspaper competitive story.

BMC will be at the National Association of Broadcasters convention in Chicago next week to discuss the film and its use.

Every year for RADAR

Statistical Research Inc., Westfield, N.J., said last week that plans have been completed to conduct two RADAR measurements of network radio audiences per year, starting this year. SRI, which handles

the research, said there will be a spring and a fall measurement, with a separate set of reports based on each study. There will be about 2,000 persons in each sample, contrasted with 4,000 in previous years when a single study was made. RADAR (Radio's All Dimension Audience Research) is commissioned by the ABC.



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Advertising Briefs

Cablecasting®

Masla urges radio to use both ratings

Stations can't do without them; they do different things, he says

Broadcasters who say they can't afford to subscribe to two radio rating services have got it all wrong. They can't afford not to.

That was the advice Jack Masla, head of Jack Masla & Co., radio station rep, offered in a speech at the New York State Broadcasters Association meeting at Albany.

If a monopoly situation developed in radio ratings, Mr. Masla warned, broadcasters would be at the mercy of the monopolist. In addition, he said, at least two services are needed for other reasons, including more frequent measurements in many cases and measurements at different times of the year.

He commended a memo which he said was written by "a key executive" of one of the agencies in the Interpublic Group of Companies, telling that agency's people to "use both services [Pulse and Arbitron Radio] when practical; use Pulse for ethnic, teen and young adults, when practical; and use Arbitron for other demographic groups, when practical."

Papers, too. While Television Bureau of Advertising is predicting 12% gain in retail TV advertising in final quarter of 1975, Newspaper Advertising Bureau reports that its clients' retail lineage increased 11.4% to \$1.5 billion in fourth quarter last year.

Another opponent. National Association of Broadcasters has seconded petition by Proprietary Association, Washington-based trade group of sellers and manufacturers of over-the-counter drugs, calling for withdrawal of proposed regulation to require OTC advertising claims to coincide with those permitted by Food and Drug Administration (BROADCASTING, March 8). Among other things, NAB claims "it is not inconceivable that too much specificity in advertising, as may be appropriate on product labels," may cause "public confusion."

Pure Canadian. Ontario government has restricted all its advertising to 100% Canadian-owned agencies. Similar policy had applied informally to ministry of industry and tourism for several years, but new policy expanded by management board order last month will cover all government organizations. Order also includes all communications services used by government. Total advertising this year by Ontario is expected to be \$8 million.

Cable operators fear problems in rate regulation at local level

They support FCC's suggestion for rules change, but feel agency should pre-empt entirely; others voice opposition

Cable television operators have endorsed the FCC's proposal to modify its existing rules to allow the local franchising authorities the option of regulating CATV subscriber rates. However, many cable groups want the commission to go a step farther and pre-empt subscriber rate regulation, insuring that local authorities will not become involved and create costly delays.

Citizen groups and broadcasters don't agree. In comments filed at the FCC (March 12), Citizens for Cable Awareness in Pennsylvania and the Philadelphia Community Cable Coalition urged the FCC to retain its mandatory rule that requires local municipalities to hold public hearings on rate procedures. Without public hearings, given the fact of 15-year franchises, citizens would have no way to

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Station

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City

State

Zip

get cable problems corrected, they pointed out. CCAP and PCCC urged the commission to establish uniform accounting services for the cable industry to help local governments make informed judgments regarding rate increases.

ABC suggested the FCC encourage cable subscriber rate regulation at the state level, rather than the local level, since smaller communities may not have the power or resources required. ABC deplored the commission's "haphazard approach" of refashioning cable rules by following "regulatory momentum from one proceeding to the next," after having adopted a "carefully balanced set of rules in 1972." It said, "if the commission desires to realign public interest determinations reached in 1972, it should initiate a comprehensive proceeding directed to that end." Various individual television licensees supported ABC's views.

American Television and Communications Corp., a multiple system cable operator, endorsed the FCC's proposed rule changes, but suggested they alone would not solve the problems created by subscriber rate regulation at the state and local level. Accordingly, ATC recommended that the FCC pre-empt all rate regulation. Otherwise ATC saw the "imminent encroachment" of local authorities into pay cable via rate regulation. Such indirect regulation is occurring, contended ATC, as franchise authorities require cable companies to report pay revenues for inclusion in over-all rate-making determinations. The FCC should issue a ruling for the "explicit" purpose of barring state and local authorities from requiring CATV operators to report pay cable revenues, urged ATC.

The National Cable Television Association also saw the FCC's proposal as only a "first step." The "blind thrusting of rate regulation on inexpert communities," said NCTA, "has resulted in confusion at best and disaster at worst." The cable industry is caught in the middle, NCTA said, by FCC construction requirements and technical standards on one hand and elected city officials who find it difficult to allow any rate increases. The only source of increased revenues for many systems has been the growth in subscribers, claimed NCTA.

Based on a survey with a 15% response rate, NCTA contended final action on subscriber rate increases generally occurs between six and 18 months after the initial request—with an average time lag of 12 months. During the past two years, NCTA calculated that 72% of requested rate increases were granted; 20% were denied and 8% are still pending. The cost of rate increase proceedings averaged \$2,896 to CATV operators.

NCTA claimed that it was unlikely more than a "handful of local authorities" will exercise an option not to regulate rates, even if they don't have the desire. The necessary second step in the FCC's rule-making, said NCTA, is the substitution of market pricing for regulatory pricing in all markets exclusive of classic-system communities where over-the-air reception is

poor and the demand curve is inelastic.

The Community Antenna Television Association questioned the FCC's jurisdiction in adopting mandatory rate regulation in the first place. It is doubtful whether an administrative agency (like the FCC) can constitutionally impose administrative burdens on nonfederal governments without congressional authority to do so, CATA said. CATA urged the FCC to delete its rules requiring local rate regulation, claiming small communities simply do not want to get involved or do not have the time or expertise to resolve typically complex rate cases.

The Arizona Cable Television Association claimed both cable operators and local authorities should be free of "unwanted problems of delays" in obtaining approval for rate increases.

The California Community Television Association claimed there has been no evidence that the present rule served the public interest. Prior to enactment of the rule, CCTA said, over-all subscriber rates in the state increased 1% annually. (The cost of living increased 5% annually at that time, CCTA pointed out.) Since the rule was enacted, subscriber rates have increased 10% annually.

CCTA urged the FCC to make local rate regulation optional and offered rules the commission should adopt to guide those local authorities that chose to continue to regulate cable rates. Accordingly, CCTA recommended that local authorities allow cable systems a "just and reasonable rate" which would cover all expenses, interest on the system's debt, enable the payment of dividends sufficient to attract investors, and retain a surplus cash amount for expansion and upgrading of the cable system. Rates should be permitted that will allow CATV systems to comply with FCC technical, regulatory and construction requirements, concluded CCTA.

Other cable groups to file comments at the FCC included: Verto Corp., Universal Television Cable System Inc., Liberty Communications Inc. and Community Tele-Communications Inc.

Turner cranks up for satellite feed

RCA bird, Scientific Atlanta earth station are increments in Atlanta U's cable network

Preliminary arrangements are moving toward the day that Turner Communications' WTCG(TV) Atlanta will be distributed via satellite to cable television systems interested in importing the station's sports-oriented programming. (The Atlanta independent broadcasts professional baseball, basketball and hockey along with a sizable collegiate sports schedule.)

Toward that goal—first announced late last year (BROADCASTING, Dec. 1, 1975)—Turner has sold the assets of its common-carrier subsidiary to Edward L. Taylor, a

former vice president of marketing at Western Union. FCC rules prohibit a common carrier from getting involved with program origination.

Mr. Taylor has announced that his new company, Southern Satellite Systems Inc., has an agreement in principle with RCA Global Communications Inc. for lease of one 24-hour transponder on RCA's Satcom satellite for the distribution of WTCG's signal.

An agreement has also been reached between Southern Satellite Systems and Satellite Equipment Leasing for the provision of a Scientific Atlanta receive and transmit earth station to be located in Atlanta. Newly formed, SEL will own and maintain the earth station which is ordered for April 1 delivery.

Cable systems interested in carrying the WTCG signal will pay Southern Satellite Systems, which is expected to file a tariff for about 10 cents per subscriber per month. A spokesman for Turner said "verbal commitments" so far account for a million subscribers. Four or five cable systems are "on-line" at this point ready to receive the Atlanta signal, he said. Cable systems, which already have an earth station to pick up Home Box Office's pay cable feed, can adjust their facilities to pick up an additional channel from the RCA satellite toward which they are already oriented.

Daniels into dollars

Daniels & Associates, a Denver-based cable television brokerage, management and consulting firm, has formed a new division, Daniels Investment Services, to raise debt and equity funds for CATV operators.

Steven C. Halsted, who has been active in private-placement bond purchases for The Travelers Insurance Companies, will head the new division.

Mr. Halsted outlined Daniels Investment Services' financial focus: to help in debt maturation, in acquiring funds and in raising equity for CATV growth.

Mr. Halsted pointed out that the CATV industry traditionally has paid a premium for funds. That is changing, he said, with "the evolution of sensible regulation" and the "revolution of pay cable"

Fine arts for cablecast

Cable Arts Foundation Inc., a nonprofit New York organization that develops programming on the arts for cable television, has initiated its first nationwide effort. *A Time for Art*, a series of 10 one-hour color programs dealing with the visual, performing and literary arts, is being offered in 12 states on close to 20 different cable systems.

Cable Arts was established in spring 1973 with a \$75,000 grant from the New

York State Council on the Arts to conduct a limited experiment in Manhattan for developing arts programs for CATV. The concept is for Cable Arts to provide the catalyst for local cable companies or institutions to develop regular programming that deals with the arts.

Since then, the Markle Foundation, the Rockefeller Foundation, the National Endowment for the Arts, the National Endowment for the Humanities and the Ford Foundation have become financial supporters of Cable Arts.

The program series is being offered on cassette for cablecasting on local origination or access channels. It costs each cable system \$350.

One down, 81 to go

The FCC has ruled that Spanish-language KDTV (TV) San Francisco is a "local signal" and should be carried by South Sausalito Cable TV. The commission directed the cable system to comply with its mandatory signal carriage rules or face a show cause order. The commission's Feb. 20 order was only a single victory for KDTV in a much larger fight. The new UHF station, licensed to Bahia de San Francisco Television Co., is seeking coverage on 82 cable TV systems within the 35-mile specified limit of the San Francisco-Oakland-San Jose TV market, but only a couple have obliged (BROADCASTING, Dec. 1, 1975). Three days prior to the FCC's decision involving South Sausalito Cable, Bahia de San Francisco petitioned the commission to issue show cause orders against 12 other cable companies operating systems in 48 communities.

Cable Briefs

Storer buys more. Storer Cable TV Inc., subsidiary of Storer Broadcasting, has purchased CATV systems in Punta Gorda, Port Charlotte and Arcadia, all Florida, from Gulf Coast Teleception Inc. (William F. Hemminger and Hugh Morrow). Systems serve 8,000 plus subscribers on Florida's West Coast, bringing Storer's total subscriber count to 155,000.

CAC help. David Schulz, analyst with FCC Cable Bureau for past two years, has set up Federal Cable Authorizations, consulting firm in Washington. FCA will help cable operators prepare applications for certificates of compliance. Such applications usually are prepared by attorneys, but Mr. Schultz feels most can be completed by operators themselves if they enlist expert advice. 1728 S Street, N.W.

Carolina calling. Summit Cable Services, Winston-Salem, N.C., will begin affiliation with Home Box Office's satellite distributed pay cable network April 9. System, which serves approximately 22,000 subscribers, marks HBO's first entrance into Carolinas. HBO currently serves 30 CATV systems (23 earth stations) on its satellite network.

Judges are said to lean too far toward fair trial, from free press

Special study group depletes growing secrecy in courts, gag orders directed at media

A task force of journalists, lawyers and jurists, reporting on what they see as an intensifying conflict between the courts and the press, has concluded that attempts by trial judges to restrain reporters from covering criminal cases "constitute a growing threat to freedom of the press."

"Rights in Conflict," a report of the Twentieth Century Fund's 13-member task force on justice, publicity and the First Amendment, further recommends adoption of model legislation to limit restrictive or "gag" orders.

The statute proposed for adoption by individual states would require the highest court of the state to establish a committee to prepare a standing order governing the distribution of information relating to criminal proceedings, to balance fair trial/free press considerations. That committee would be made up of judges, lawyers and journalists, although two task force members, Stephen Barnett, University of California-Berkeley law professor, and Joseph A. Califano Jr., lawyer whose clients include the *Washington Post*, argued against including press in such committees.

The recommendations steer clear of the special problems of the broadcast press because, Mr. Califano explained, "the current prohibitions on photography and television were outside the scope of this report at this time." M.J. Rossant, director of the Twentieth Century Fund, said: "We'll think" about backing such a study in the future.

The report specifically criticizes four judicial practices:

Issuance of orders aimed directly at the press, forbidding publication of material obtained outside the courtroom which "amount to prior restraints" and "appear constitutionally impermissible."

Excessive use of restrictive orders to impose silence on defendants, lawyers, witnesses and others. "Such 'gag orders' are issued too frequently and in terms disproportionate to any realistic assessment of the peril they are intended to prevent," the report says.

Excessive reliance on secrecy, by selecting juries in secret, by sealing essential papers on trial exhibits, by conducting extended conferences on evidence and motions in judges' chambers and by expanding unduly the use of bench conferences.

Lack of quick appeal against restrictions on the press, sometimes draining the suppressed information of its news value.

A dissenting opinion was offered by

Judge John R. Bartels, U.S. District Court, New York, who said: "I believe that the report is too sweeping in its criticism of the courts and does not adequately recognize the necessity of protecting a defendant's right to a fair trial."

Five reporters and editors served on the task force, including Carl Stern, Washington correspondent, NBC News (sole broadcast representative) and Tom Wicker, associate editor of the *New York Times*. A background paper by Alan Barth, author and former editorial writer for the *Washington Post*, is included. The report is published by McGraw-Hill Books, New York.

Sheehan, Thayer, Wiley, Humphrey, Wasilewski to speak at APB

From four to five hundred station managers and news directors are expected to attend the sixth annual convention of Associated Press Broadcasters, June 3-5 at the Marquette Inn, Minneapolis.

Keynote speaker will be William Sheehan, president of ABC News. Other headliners will be Jack Thayer, president of NBC Radio; Richard Wiley, chairman of the FCC; Senator Hubert H. Humphrey (D-Minn.), Vincent Wasilewski, president

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PHONE: (609) 456-1716 TELE: 84-5200

of the National Association of Broadcasters.

Panel discussions (with participants to be announced) will focus on electronic news gathering and on radio news.

An APB-appointed committee headed by Roy Morgan, executive vice president and general manager, WILK(AM) Wilkes-Barre, Pa., will meet in New York in early April to determine the winner of the Robert Eunson Award. Four additional awards will be presented to member stations.

Convention co-chairmen are Curtis Beckmann, news director of WCCO(AM) Minneapolis, and Walter Rubens, president of KOBE(AM) Las Cruces, N.M.

UPI Audio goes aloft

The UPI Audio service will switch from terrestrial to satellite relay for delivery of all of its radio program services from New York to Los Angeles, effective March 31.

The newcasts, features and other program matter will then be distributed to the service's West Coast subscribers via landlines, feeding through KMPC(AM) Los Angeles during testing stages of the satellite service. UPI Audio will use the RCA Satcom I satellite and will employ a 5 khz channel instead of the 3 khz line it has been using in its crosscountry relays.

William B. Ketter, UPI vice president for broadcast services, said the possibility of extending satellite service to other areas is being investigated and "eventually all 970 UPI subscribers could be receiving a 5 khz satellite signal from us."

AP Radio's plans for satellite feeds to the West Coast were announced several weeks ago (BROADCASTING, March 8).

Journalism Briefs

Kaltenborn scholarship. May 15 is deadline for applications for 1976-77 H.V. Kaltenborn scholarship award. Applicants, either in graduate school or planning to enter graduate school in fall, must submit transcript of undergraduate grades, letter of application indicating interest and intent and three letters of recommendation. Award, amounting to \$2,500, will go to student in broadcasting with news reporting emphasis. Students in all states are eligible, but scholarship must be used at University of Wisconsin at Madison or Milwaukee. *Professor Blake R. Kellog, University of Wisconsin-Extension Communications Programs, Lowell Hall, 610 Langdon Street, Madison 53706.*

Latest in education. Daily update of federal activities affecting education is now offered by U.S. Office of Education, Department of Health, Education and Welfare. Daily 30-second to 120-second cuts are interviews and actualities plus news briefs and are available for Spotmaster equipment by dialing 472-2729 (Washington area broadcasters) or toll-free 800-424-0214 (outside D.C. area).

Equipment & Engineering

WBZ stations, IBEW exchange charges of lockout, equipment damage

Labor dispute spills over to court suit over complaint it led to stations being banned from news events

Federal and state arbitrators called in to settle a labor dispute at Westinghouse Broadcasting Co.'s WBZ-AM-FM-TV Boston reached an impasse last Monday and negotiations have been suspended indefinitely.

The labor dispute with members of the International Brotherhood of Electrical Workers, Local 1228, began last October during contract negotiations. It climaxed March 7, when management in Boston and from other Group W stations took over positions held by 71 IBEW workers. The stations' collective bargaining contract with the local expired last Nov. 1.

In ordering the IBEW workers out, management charged vandalism, claiming that vital equipment had been sabotaged and made inoperative. It claimed both the radio and television stations had been taken off the air on Feb. 11 by a deliberate shutdown of the power supply and auxiliary generator. Thefts, as well as harassment of non-IBEW personnel, were also charged.

Union workers, however, tell a different story. A statement, issued by the local, accused management of setting up the evidence to look like theft and vandalism in order to lock out the employees. That charge was categorically denied by management.

According to one IBEW member who asked to remain unidentified, major reasons for the labor dispute involved management's switch of jurisdiction for various positions from IBEW to the American Federation of Television and Radio Artists. The spokesman claimed the company wrongly insisted that non-IBEW personnel operate minicams, for example. The IBEW member also accused the station of dropping a policy of "inverse seniority" wherein the last person hired is the first to go. The spokesman claimed a discrimination case is now in the courts stemming from the layoff of three IBEW members: a woman, a black and a man of Italian descent.

Management, however, maintained that it had pursued all avenues of negotiation and also made a critical concession of an increase of \$25 in the current \$350 per week base pay of IBEW workers, which was rejected.

The labor dispute has also had repercussions while the stations were covering news the week of the alleged "lock-out."

WBZ filed suit in U.S. District Court in

Boston against Massachusetts Governor Michael Dukakis, the local and 13 city and state officials, charging that the stations were banned from covering news events.

The governor's press secretary, Mary Fifield, however, claimed that the stations' reporters were not banned, but merely told they weren't welcome at a press conference by the governor because of his sympathy with IBEW workers. (The governor, himself, is a member of AFTRA, from the days he moderated public broadcasting's *The Advocates* series.) She argued that they could have held fast and remained.

According to the stations, the court dismissed the charges against the governor last week but issued a warning to the Boston City Council, which, the stations claimed, threatened to pass a resolution barring all management personnel from council chambers if they did not leave a meeting. Management personnel did not challenge the council and two AFTRA-member reporters were allowed to remain. Another conference by the governor was covered routinely the following day.

Two more ideas for AM stereo

Sansui comes up with its second proposal; Motorola adds another to three already on file with study committee

Motorola and Sansui have proposed two additional AM stereo systems to the National AM Stereophonic Radio Committee. Three stereo AM systems had already been proposed by RCA, Comm Associates Inc. and Sansui at an earlier committee meeting (BROADCASTING, Feb. 9).

Sansui's latest proposal is similar to RCA's concept involving amplitude modulation of the monaural signal and frequency modulation of the stereo signal. A spokesman for Sansui said, however, that the company was not abandoning its earlier proposal. An alternative was proposed, he said, because it is uncertain at present just what type of AM receivers are most widely in use.

Motorola's proposal is based on the quadrature technique, where two signals are put sufficiently apart on one carrier so a receiver can listen separately for left and right signals. One problem so far has been that envelope detectors in radios pick up both signals at one time with some distortion, said a Motorola spokesman. The Motorola AM stereo proposal would transfer the distortion from the envelope detector to the stereo receiver where it could be corrected.

Several of the engineers who attended NASRC's latest meeting are hopeful that stereo AM can become a reality in a little over two years. Unlike quadrasonic radio, they point out, stereo AM on an experimental basis has been around since the early 1960's.

EIA delegates to get their answers first hand from regulators

Spring conference in Washington keyed to legislative issues, update industry developments

Some 100 consumer electronics industry representatives are expected to be in Washington tomorrow (March 23) for the opening of the four-day spring conference of the Electronics Industries Association at the Mayflower hotel. And, according to Jack Wayman, senior vice president of the Consumer Electronics Group (CEG) of the EIA, attention will be focused primarily in two areas: the "long laundry list of legislation" and "industry development."

An over-all attendance of 450 EIA members is anticipated for the meeting which will be marked by participation by various congressmen and officials from government agencies.

An individual agenda has also been planned for CEG members including committee meetings and reports on such subjects as FM quadrasonic stereo, AM stereo and UHF TV antennas, tuner accuracy and taboos. On the legislative side, the "laundry list" is expected to include discussion of the House all-channel radio bill which would require AM and FM reception in all radios priced at \$15 or more.

Other issues to be addressed are proposals from the White House to cut down appliance energy use; from the Consumer Product Safety Commission regarding television standards, and from the Federal Trade Commission on warranty regulations. FCC action on interference between television and citizen band radio will also be discussed.

The "industry development" meetings will concern industry promotion, consumer information and handling of complaints. Five new radio public service announcements (60's and 30's) are to be reviewed. According to Mr. Wayman, similar PSA's already have run on 2,000 radio stations, providing information on purchase and use of radio and television sets.

Most of these meetings, like that of the CEG board, will be closed to the public. However, William Kucera, director of communications for CEG, last week said he didn't expect any "earth-shaking" policy changes, but rather an update on legislative and engineering issues.

Clout for the cause of UHF

The Council for UHF Broadcasting is doing what it can to prod FCC into action on matters designed to improve the technical development of UHF. It has written

Representative Torbert Macdonald (D-Mass.), on this issue, and two weeks ago it wrote to FCC Chairman Richard E. Wiley, complaining about delays in the commission action on CUB's requests that the agency issue a policy statement in support of further UHF development, establish a committee to coordinate specific steps in the action plan that CUB submitted to the commission on July 21, 1975, and institute requested rulemakings—one to reduce permissible receiver noise levels for UHF, and the other to require comparable antenna attachments for UHF and VHF indoor antennas. The commission earlier responded to a letter from Representative Macdonald, chairman of the House Communications Subcommittee, listing actions the commission has taken to aid UHF development.

Groups urge against passage of satellite transmission rules at WARC-77

Hard and fast rules governing satellite transmissions in the 11.7-12.2 ghz band should not be adopted at the 1977 World Administrative Radio Conference. More practical experience with the band is needed before decisions can be made. So said comments filed at the FCC.

The U.S. should not "adopt any binding regulations at WARC," said Satellite Business Systems, since they would be effective for at least four years.

ABC urged the commission to start a rulemaking proceeding to "determine the over-all design of domestic satellite frequency allocations" since domestic satellite services are growing so rapidly.

Technical information and suggestions asked for by the commission in its second notice of inquiry (BROADCASTING, Feb. 16) were supplied. Comsat General Corp. said it thinks orbit division is the best method for sharing the band, but said any "guiding principles" should not be adopted until there is enough "operational experience to bear them out." It also said it is too early to set up limits on the

amount of allowable out-of-band energy emitted from satellites. AT&T disagreed and said that unless definite limitations are imposed, such radiations could "adversely affect high density radio-relay systems" operating in the adjacent band.

User needs and limitations in the 11.7-12.2 ghz band are a national matter, said the Corporation for Public Broadcasting, which cautioned that certain principles "including the use of cross-polarization and frequency interleaving" were established in earlier satellite uses and "may not be as effective for, or even applicable to, the broadcast satellite service."

Satellite-to-home service concerned the ABC, CBS and NBC network affiliates associations which said that the government "should proceed on the premise that satellite-to-home broadcasting in this country is not in the public interest . . . nor is there any basis . . . for the U.S. to take the lead in espousing satellite-to-home broadcasting in other countries."

Technical Briefs

Multichannel recorder. Ampex Corp., Redwood City, Calif., has introduced MM-1200 multichannel audio recorder for audio-video productions and recording of master tapes for LP records. Recorder is available in eight, 16 and 24 channel versions.

Now it's Robins. Fairchild Sound Equipment Corp., Commack, N.Y., manufacturer of audio broadcast and sound recording equipment and subsidiary of Robins Industries, will change its name to Robins Broadcast and Sound Equipment Corp. Fairchild Sound, established in 1956, was acquired by Robins in late 1971.

Zoom lens. Canon Inc., Lake Success, N.Y., has available zoom lens for one inch and two-thirds inch C mount vidicon cameras. Model V6x18-fl.6, designed for ENG applications, has focal length of 18 mm at wide angle and 108 mm at telephoto for use in both studio and field

Name change. Hitachi Shibaden Corp. of America, Woodside, N.Y., manufacturer of video equipment for broadcast use, will change its name April 1 to Hitachi Denshi America Ltd. Address, basic organization

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Media

Joe L. Allbritton, owner/publisher, *Washington Star* newspaper, elected chairman/director of related Evening Star Broadcasting Co., Washington. Other newly elected directors are **Barbara B. Allbritton**, wife of publisher, and **Clifford Folger**, senior partner, Folger, Nolan, Fleming, Douglas Inc. there. Re-elected ESBC officers: **Richard S. Stakes**, president/chief executive officer; **Andrew M. Ockershausen**, VP/secretary, and **Paul W. Freas**, treasurer. **Daniel Willoth** was named assistant secretary-treasurer. ESBC owns WMAL-AM-FM-TV Washington, WCIV(TV) Charleston, S.C., and WLVA-AM-TV Lynchburg, Va.



Miller



Friedman

Fred H. Miller, director, financial services, ABC Leisure Group I, named director corporate planning, ABC Inc., New York. **Ronald H. Friedman**, manager, special projects, ABC Leisure Group I, appointed director of marketing, ABC Inc.

Roselyn S. Brassell and **Herbert M. Schoenberg**, senior attorneys, CBS law department, Los Angeles, named assistant general attorneys.

Skip Finley, general manager, WAMO-AM-FM Pittsburgh, named VP/general manager of radio properties of owner, Sheridan Broadcasting Corp., including WILD(AM) Boston, WUFO(AM) Amherst, N.Y., and WAMO stations.



Finley



Bronson

W. Howard Bronson Jr., president/general manager, newspaper production, Times Publishing Co., Shreveport, La., named president of its KWKH(AM)-KROK(FM) there.

William B. Rohn, director, television marketing development, Hughes Television Network, New York, named VP, marketing/station relations.

Phil Doersam, co-owner/general manager, KGLR(FM) Reno, named VP/general manager, KPTL(AM)-KKBC(FM) Carson City, Nev.

Dave Garland, sales representative, KMWT(FM) Mineral Wells, Tex., named station manager.

Harry Michaels, program manager, WANE-TV Fort Wayne, Ind., named administrative assistant to VP/general manager.

Mary Jo Trenkler, promotion director, WKS-TV Jacksonville, Fla., named operations assistant.

Jack Merdian, general manager, WJPA-AM-FM Washington, Pa., steps down after 51-year career in broadcasting to be VP, sales/public service, succeeded as general manager by **Michael Plaskett**, account executive, MARC & Co. advertising, Pittsburgh.

Larry Brown, news producer, WCAU-TV Philadelphia, named creative services director, WRAU-TV Peoria, Ill.

Newly elected officers of North Carolina chapter of American Women in Radio and Television: **Madelyn Patton**, WMNC-AM-FM Morganton, VP; **Evelyn Ramey**, WPTF(AM) Raleigh, secretary; **Helen Stubblefield**, WXII(TV) Winston-Salem, treasurer. **Wilma Whitehead**, Triangle Broadcasting, Winston-Salem, re-elected president.

Patricia Willcox, executive assistant to Arkansas Broadcasters Association, Little Rock, named ABA executive director. She is also president/owner of Broadcast Representatives Inc. there.

Marcia D. Wood, immediate past secretary of labor for state of South Dakota, named director of new human resource development department, Corporation for Public Broadcasting, Washington.

John H. Burger, operations manager, noncommercial WHRS(FM) Boynton Beach, Fla., named general manager, Educational Broadcast Services, instructional network of Palm Beach county (Fla.) school board.

Eric Hauenstein, VP/general manager, KDKB-AM-FM Mesa, Ariz., named program chairman, National Radio Broadcasters Association conference and exhibition in San Francisco Sept. 19-22.

Broadcast Advertising

Robert E. Jacoby, president/chief executive officer, Ted Bates Co., New York, has assumed additional title of chairman, replacing **Archibald McG. Foster**, who is retiring.

Browning Holcombe Jr., VP and Midwest manager, Petry Television, Chicago, moves to New York as head of company's manpower development program. Replacing him in Chicago is **Rod Sterling**, VP of Atlanta office. **Susan Takiff**, account executive in Philadelphia, named manager of that office. **Richard Nagle**, VP and director of regional sales, New York, will be responsible for all Petry TV regional offices.

Earl F. Overton, **John Hoffman**, **Thomas A. Barrett**, and **Michael Gratz**, salesmen, Katz TV Continental, Chicago, Detroit, Atlanta and St. Louis, respectively, named sales managers of respective offices.

David J. Sarlund, corporate controller, D'Arcy-MacManus & Masius, Bloomfield, Mich., named VP/assistant treasurer.

David S. Abrams, associate, Ayer Marketing Services Group, New York, named VP of parent N.W. Ayer ABH International there. **Henry O. Guarini**, art director, Ayer Creative/Contact, Philadelphia, subsidiary, and **Joe Vodneck**, AC/C copywriter, named VP/creative directors, creative/contact division, New York.

James M. Carey, account executive, participating program sales department, NBC-TV, New York, named network sales account executive.

William J. Conlon, creative group head, and **Ludwig F. Dochtermann**, associate creative supervisor, J. Walter Thompson, New York, named VP's.

Chet Bandes, media research director; **John Pansuti**, media planning director, and **Thomas L. O'Reilly**, network account supervisor, Doyle Dane Bernbach, New York, named VP's.

Gary L. Griffin and **Millford G. Shaver**, creative supervisors, Benton & Bowles, New York, named VP's.

George A. Wilcox, VP/media director, Needham, Harper & Steers, Chicago, named to same position, Post-Keyes-Gardner there.

Paul Faser, founder/director, Prime Time Marketing, New York, named senior VP, retail services, Air Time Inc. media services firm there, responsible for co-op advertising division.

Steve Castellaw, account executive, McDonald & Little advertising, Atlanta, named sales representative, Blair Television there. **Patricia A. Paxton**, broadcast buyer/planner, Ross Roy advertising, Detroit, named sales representative, Blair Television's Detroit office.

Walter R. Weis, VP, Lois Holland Callaway advertising, New York, named VP/copy supervisor, Kurtz & Symon advertising there. **Dennis D'Amico**, head art director, Sacks and Rosen advertising there, named K&S senior art director.

Douglas J. Greenlaw, VP-sales, WKTQ(AM) Pittsburgh, named general sales manager, KAUM(FM) Houston.



Greenlaw



Tartikoff

Brandon R. Tartikoff, advertising/promotion manager, WLS-TV Chicago, named director of advertising/promotion/press information, succeeding **Ed Weber**, named to same position, WWJ-TV Detroit.

Hugh Robinson, general manager, WTVW-TV Tupelo, Miss., named national sales manager WSFA-TV Montgomery, Ala.

Nancy Aeschbach, senior account executive, WEEI-FM Boston, named sales manager, WJAR(AM) Providence, R.I.

Marty Green, sales representative, WLUK-TV Green Bay, Wis., named sales manager, co-owned WAXX(AM)-WEAU(FM) Eau Claire, Wis.

Roger L. Matney, account executive, WSOA-AM-FM Charlotte, N.C., named general sales manager.

Bonnie Brand, sales representative, XEROK(AM) Ciudad Juarez, Mex. (El Paso, Tex.), named sales manager.

Roderick A. Mays, senior VP, American Advertising Federation, Western region office, San Francisco, retires June 1. No successor has been named.

Programing

Carl M. Stephens Jr., broadcast operations director, WSFA-TV Montgomery, Ala., named program manager, co-owned WIS-TV Columbia, S.C.

Art Moore, producer/director, WKBW-TV Buffalo, N.Y., named to same position, co-owned WPVI-TV Philadelphia.

Armando Nunez, manager, foreign sales, Independent Television Corp., New York, elected VP.

Dave Shollin, music director, KFRC(AM) San Francisco, named to additional duties as program director.

Jim Frank, reporter, WCFL(AM) Chicago, named program director. **Wanda Wells**, reporter, given additional duties as assistant to program director.

Jim Owen, air personality, WIFC(FM) Wausau, Wis., named program director.

Wallace B. Ashby Jr., producer/director, KDKA-TV Pittsburgh, named production manager, WJZ-TV Baltimore. Both are Group W stations.

Dick Dione, producer, WBAY-TV Green Bay, Wis., named to same position, WEAU-TV Eau Claire, Wis.

Duane Dow, sportscaster, KYW-TV Philadelphia, named sports director, KTVI(TV) St. Louis.

Marvin Korach, sales manager, Century National Sales, San Francisco, named VP/national

sales director, Audio Features division, Earth News there, responsible for marketing new radio series, *The Daily Planet*.

Janet Dewart, student, Georgetown University Law Center, Washington, named director of newly created specialized audience programs department, National Public Radio there.

Don F. Dillion, VP/general manager, WPTA-TV Fort Wayne, Ind., named program/production manager, WANE-TV there.

Vincent C. Manze, audience promotion manager, Group W's KYW-TV Philadelphia, named director, on-air promotion for *The Mike Douglas Show* there, also owned by Group W.

Peggy Hughes, assistant to director of broad-

casting, noncommercial WTTW(TV) Chicago, named program manager, noncommercial KAET(TV) Phoenix.

Broadcast Journalism

Frank Goerg, consultant to NBC Radio's News and Information Service, New York, and former executive editor, WTOP(AM) Washington, named news director, NBC Radio Stations.

Fred Burrows, executive news coordinator, KMOX-TV St. Louis, named news director.

Dave Choate, news assignment editor, WCKT(TV) Miami, named to additional duties as executive news producer.



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Future of radio committee. National Association of Broadcasters radio board members **John Anderson** of WCCW-AM-FM Traverse City, Mich.; **Walter E. May** of WPKE(AM) Pikeville, Ky.; **Donald Thurston** of WMNB-AM-FM North Adams, Mass., and **Virginia Pate Wetter** of WASA(AM) Havre de Grace, Md., have been appointed to work with the NAB research committee on the study of radio's future. The NAB board at its January meeting in Key Biscayne, Fla., authorized \$30,000 for the study and named NAB Research Vice President John Dimling to head it.

Don Keeler, news director, KMEG-TV Sioux City, Iowa, named documentary/staff reporter, KCAU-TV there. **Tammy Taylor**, reporter, KIMM(AM) Rapid City, S.D., named KCAU-TV reporter.

Nadia El Sebai, news coordinator, Independent Television News Association, Washington, named producer.

Marilyn Salenger, reporter, WNAC-TV Boston, named co-anchor.

Ric Arenstein, creator/executive director/host, syndicated radio program, *Focus: America*, named reporter/anchor/sportscaster, WINZ(AM) Miami.

Henry A. Plante, news editor, *Prince George's County* (Md.) *Sentinel*, named assignment editor, WTTG(TV) Washington.

Gil Buettner, news producer, WLUK-TV Green Bay, Wis., named to same position, co-owned WEAU-TV Eau Claire, Wis.

Harry Martin, producer/anchor/host, WBNG-TV Binghamton, N.Y., named reporter, WBAL-TV Baltimore.

Mike Fierberg, air personality/reporter/consumer affairs director, WNTY(AM) Southington, Conn., named reporter/co-anchor, KTSB(TV) Topeka, Kan.

David Molpus, reporter, National Public Radio, Washington, named news producer. **Jackie Judd**, reporter, WBAL-AM-FM Baltimore

and **Richard Lewis**, news producer, noncommercial woi-FM Ames, Iowa, named NPR associate news producers.

Cable



Haimovitz

Jules Haimovitz, manager, operations and statistical research, ABC TV, New York, named planning/administration director, pay-cable unit, Viacom, New York.

William L. Wertz, regional manager, Continental Cablevision, Acton, Mass., named operations VP/engineering director.

Randy L. Midkiff, chief technician, Continental's Fostoria, Ohio, office, named to same position, Findlay, Ohio, succeeding **Joe Helms**, named manager/chief technician, Norwalk, Ohio.

Equipment & Engineering

Ray Harding, Midwestern area sales manager, RCA Broadcast Systems, Camden, N.J., named Western area sales manager, Hollywood, succeeding **Edwin C. Tracy**, retired. **Paul Bergquist**, manager, studio equipment engineering/product management, Camden, succeeds Mr. Harding as Midwestern sales manager.

John F. Watter, VP/treasurer, Multitronics Inc., electronics manufacturer, Rockville, Md., named president/treasurer.

David J. McLachlan, corporate controller/assistant treasurer, Adams-Russell, Waltham, Mass., named VP/corporate controller.

Allied Fields

John B. Eighmey, assistant professor of marketing, University of Notre Dame, South Bend, Ind., appointed to newly created position of deputy assistant director, division of national advertising, Federal Trade Commission's Bureau of Consumer Protection, Washington.

Herbert S. Richey, president/chief executive officer, Valley Camp Coal Co., Cleveland, named chairman-designate, board of directors, U.S. Chamber of Commerce, Washington. Among others elected to two-year terms on chamber board is **Alan S. Donnahoe**, president/chief executive officer, Media General, Richmond, Va.

Nathan Kingsley, special assistant in State Department division of educational and cultural affairs, Washington, named director of corporate affairs, Radio Free Europe/Radio Liberty, New York. Mr. Kingsley will be nominated for election by RFE and RL boards as vice president of corporation.

James C. Mullen, television special services manager, Arbitron, New York, named radio product manager, Beltsville, Md., research/production center.

Arthur G. House, associate of Fly, Shuebruk, Blume and Gaguine, Washington law firm, has established offices for practice of law. *Chevy Chase Lake building, Suite 1212, 8401 Connecticut Avenue, Chevy Chase, Md. 20015; (301) 986-0771.*

Broadcast engineers. **Glenn Lahman**, KDKA-AM-FM-TV Pittsburgh has been re-elected president of the Society of Broadcast Engineers. **Robert Wehrman**, Cox Broadcasting, Atlanta, has been elected executive VP and **James E. Hurley**, WTAE-TV Pittsburgh, re-elected secretary-treasurer. New directors elected: **P.J. Ford**, wis-TV Columbia, S.C.; **Ed Herlthy**, KTLA(TV) Los Angeles; **Albin R. Hillstrom**, KOOL-AM-FM-TV Phoenix; **Robert Jones**, consultant, LaGrange, Ill.; **Charles Morgan**, Susquehanna Broadcasting, York, Pa.; **Larry Taylor**, WENY-TV Elmira, N.Y., and **Ralph Thompson**, Post-Newsweek Stations, Washington. Three directors re-elected: **James Grinnell**, ABC, Chicago; **John M. Lyons**, Sonderling Broadcasting, New York, and **William Orr**, WBNS-AM-FM-TV Columbus, Ohio.

Dinah Shore chosen to receive "Broadcaster of the Year" award of International Radio and Television Society, New York, at annual meeting May 12. Miss Shore earlier received "Award of the Year" of National Association of Television Program Executives (BROADCASTING, March 1).

Eugene M. Picciano, former manager of corporate sales development, Ziff-Davis Publishing Co., New York, named VP and sales director of Johannes Regn Inc., multimedia communications and promotion company there.

Walter Cronkite, CBS News correspondent, will receive Bicentennial National Fellowship award April 29 at Sheraton hotel, Philadelphia. Award is presented annually to civic leaders by National Fellowship Commission.

Deaths

Dr. Otto S. Schairer, 96, retired RCA VP who pioneered in development of radio and TV, died March 12 in Hightstown, N.J. He participated in planning of Westinghouse's KDKA(AM) Pittsburgh in 1920, joined RCA in 1929 and retired in 1945.

Alfred G. de la Croix, 69, retired electronics engineer, Safety and Special Services Bureau, FCC, Washington, died March 10 after apparent heart condition at Doctors hospital there. Before joining FCC in early 1940's he had been sales engineer for Westinghouse Electric and Manufacturing, Springfield, Mass. He left FCC in 1969. Survivors include his wife, Marguerite, and son, Eugene.

Richard K. Hance, 56, former news producer director/cameraman, died after apparent heart attack in St. Paul, Minn., March 10. He was associated with KSTP-TV Minneapolis-St. Paul after World War II. In 1959 he joined WGN-TV Chicago and in 1966 went to WFLD-TV there. At time of death, he was director of audio visual services, Burlington Northern railway. Survivors include his wife, Marcella, and five children.

Lester Prenskey, 61, house counsel for Broadcast Music Inc., New York, died March 14 after long illness. He was executive secretary of Society of Stage Directors and Choreographers for many years and also was private attorney before joining BMI in 1970. Mr. Prenskey leaves no immediate family.



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The Broadcasting Playlist™ Mar 22

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		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	3-7p	7-12p	
1	1	December 1963 (3:21) Four Seasons—Warner Bros.	1	2	2	1
3	2	All by Myself (4:22) Eric Carmen—Arista	3	3	1	3
4	3	Lonely Night (Angel Face) (3:17) Captain & Tennille—A&M	4	1	5	2
2	4	Theme from "S.W.A.T." (4:07) Rhythm Heritage—ABC	2	4	3	4
5	5	50 Ways to Leave Your Lover (3:29) Paul Simon—Columbia	5	5	4	5
6	6	Dream Weaver (3:15) Gary Wright—Warner Bros.	6	6	6	6
8	7	Dream On (3:25) Aerosmith—Columbia	7	7	8	10
7	8	Money Honey (3:17) Bay City Rollers—Arista	9	8	9	7
13	9	Sweet Thing (3:18) Rufus Featuring Chaka Khan—ABC	10	12	7	9
10	10	Love Hurts (3:03) Nazareth—A&M	11	9	12	8
9	11	Take It to the Limit (3:48) Eagles—Asylum	8	10	10	11
11	12	Love Machine, Part 1 (2:55) Miracles—Tamla	13	13	11	13
29	13	Disco Lady (3:50) Johnny Taylor—Columbia	12	11	13	12
17	14	Only 16 (2:44) Dr. Hook—Capitol	14	15	14	15
14	15	I Write the Songs (3:39) Barry Manilow—Arista	15	14	16	14
15	16	Fanny (Be Tender with My Love) (3:26) Bee Gees—RSC	20	16	17	16
24	17	Bohemian Rhapsody (5:55) Queen—Elektra	21	22	15	17
25	18	Action (3:29) Sweet—Capitol	22	17	18	18
23	19	Golden Years (3:27) David Bowie—RCA	19	19	19	21
22	20	Let Your Love Flow (3:16) Bellamy Bros.—Warner Bros.	16	20	20	22
26	21	There's a Kind of Hush (All over the World) (2:53) Carpenters—A&M	17	21	21	23
21	22	Slow Ride (3:45) Foghat—Bearsville	24	18	23	19
20	23	Right Back Where We Started From (3:16) Maxine Nightingale—United Artists	18	23	22	27
30	24	Show Me the Way (3:25) Peter Frampton—A&M	23	24	24	25
12	25	Breaking up is Hard to Do (2:53) Neil Sedaka—Rocket	35	25	26	20
16	26	You Sexy Thing (3:30) Hot Chocolate—Big Tree	27	28	25	24
19	27	Evil Woman (3:15) Electric Light Orchestra—United Artists	28	26	30	29
31	28	Deep Purple (2:47) Donnie & Marie Osmond—MCA	25	31	27	31
40	29	Sweet Love (3:20) Commodores—Motown	29	30	29	30
28	30	Cupid (3:02) Tony Orlando & Dawn—Elektra	26	32	28	33
32	31	Fox on the Run (3:24) Sweet—Capitol	38	27	38	26
33	32	Saturday Night (2:56) Bay City Rollers—Arista	39	29	39	28
42	33	Only Love Is Real (3:32) Carole King—Ode Ode	30	36	32	37
38	34	Living for the Weekend (2:50) O'Jays—Phila. Int'l.	33	37	31	36
35	35	Mozambique (3:00) Bob Dylan—Columbia	34	35	33	35
—	36	Foiled Around and Fell in Love (2:58) Elvin Bishop—Capricorn	32	41	35	38

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	3-7p	7-12p	
34	37	Junk Food Junkie (3:03) Larry Groce—Warner Bros.	31	38	37	39
—	38	Boogie Fever (3:25) Sylvers—Capitol	37	42	34	40
18	39	Convoy (3:48) C.W. McCall—MGM	41	34	42	32
27	40	Love Roller Coaster (2:52) Ohio Players—Mercury	43	33	43	34
36	41	Squeeze Box (2:39) Who—MCA	40	40	36	41
46	42	Looking for Space (3:56) John Denver—RCA	36	39	40	44
—	43	Sara Smile (3:07) Hall & Oates—RCA	46	43	48	42
41	44	Love Is the Drug (3:00) Roxy Music—Atco	42	47	41	43
—	45	We Can't Hide It Anymore (3:47) Larry Santos—Casablanca	44	45	44	*
—	46	Lorelei (3:21) Styx—A&M	48	46	46	49
—	47	Strange Magic (3:22) Electric Light Orchestra—United Artists	45	49	47	45
—	48	Happy Music (3:04) Blackbirds—Fantasy	*	44	50	46
48	49	Shannon (3:50) Henry Gross—Lifesong	47	50	49	50
—	50	Good Hearted Woman (2:57) Waylon Jennings & Willie Nelson—RCA	49	*	*	*

Country

1	1	Good Hearted Woman (2:57) Waylon Jennings & Willie Nelson—RCA	1	2	1	4
2	2	Till the Rivers All Run Dry (3:27) Don Williams—ABC/Dot	6	1	4	2
4	3	Roots of My Raising (2:44) Merle Haggard—Capitol	2	3	2	7
8	4	Broken Lady (2:37) Larry Gatlin—Monument	3	6	5	1
6	5	You'll Lose a Good Thing (2:50) Freddie Fender—ABC/Dot	7	4	3	3
3	6	Remember Me (2:50) Willie Nelson—Columbia	8	7	6	9
9	7	Faster Horses (2:51) Tom T. Hall—Mercury	4	10	8	5
5	8	If I Had it to Do All over Again (2:33) Roy Clark—ABC/Dot	5	5	11	6
—	9	Paloma Blanca (3:27) George Baker Selection—Warner Bros.	14	8	7	10
13	10	Till I Can Make It on My Own (3:00) Tammy Wynette—Epic	9	11	12	8
11	11	Till I Kissed You (2:32) Connie Smith—Columbia	10	12	9	15
14	12	Drinkin' My Baby off My Mind (2:23) Eddie Rabbitt—Elektra	11	13	19	11
—	13	Good Night Special (3:08) Little David Wilkins—MCA	13	16	10	12
16	14	Standing Room Only (3:04) Barbara Mandrell—ABC/Dot	12	15	14	16
—	15	Without Your Love (Mr. Jordan) (2:00) Charlie Ross—Big Tree	20	9	21	14
10	16	Angels, Roses and Rain (3:14) Dickey Lee—RCA	17	18	18	13
7	17	You Are the Song (Inside of Me) (2:50) Freddie Hart & the Heartbeats—Capitol	16	14	23	21
—	18	I Couldn't Be Me without You (2:40) Johnny Rodriguez—Mercury	18	19	20	20
20	19	Hank Williams You Wrote My Life (3:06) Moe Bandy—Columbia	22	23	16	17
—	20	Sometimes (2:52) Bill Anderson & Mary Lou Turner—MCA	*	20	17	18
19	21	I'm So Lonesome I Could Cry (2:47) Terry Bradshaw—Mercury	21	*	13	24
24	22	The White Knight (3:57) Cledus Maggard & Citizens Band—Mercury	15	*	15	*
12	23	If I Let Her Come In (3:05) Ray Griff—Capitol	25	17	25	19
—	24	The Battle (2:44) George Jones—Epic	19	21	*	*
15	25	It's Morning (and I Still Love You) (2:15) Jessi Colter—Capitol	23	22	*	*

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

April 15-18—*American Advertising Federation* fourth district convention. Speakers will include Dr. Mortimer Fineberg, Psychological Associates Inc.; William Sharp, advertising manager, Coca-Cola Co.; Mark Tully, vice president and advertising manager of Maison Blanche, New Orleans. Hilton hotel, Tallahassee.

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 20-24—Annual TV Newfilm Workshop, sponsored by *National Press Photographers Association and University of Oklahoma*. OU, Norman, Okla.

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 23-24—Annual meeting of *International Broadcasters Idea Bank*. Host: WPOC-FM Baltimore. Cross Keys Inn, Baltimore.

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

■ **April 24**—*Georgia AP Broadcasters Association*

annual meeting and awards luncheon. Midnight Sun Restaurant, Peachtree Center, Atlanta.

■ **April 24**—Special meeting of *Chicago section of Society of Motion Picture and Television Engineers*. Topics: Newsgathering, by Raymond J. Smith, WKYC-TV Cleveland; digital communications, Frank Davidoff, CBS-TV, New York; filmstrips and slides, SI Becker, Allied Film Lab, Detroit; technical and production panel; 16 mm color film production, Robert Swanson, Swanson Productions, Milwaukee; film scratch remedies, Walter Hrasnik, Bell & Howell, Chicago; video tape and motion picture distribution, Ed Swanson, Modern Talking Pictures, Chicago animation production, Donald Shoemaker, Hanna Barbera Productions, Chicago-Hollywood. O'Hare Inn, Chicago.

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

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

April 25—*International Broadcasters Idea Bank* sales seminar. Cross Keys Inn, Baltimore.

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

April 25-27—*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.

■ **April 30**—*FCC's* deadline for comments on possible expanded uses for FM multiplex channels of non-commercial educational stations (Docket 19079). Replies are due May 28. FCC, Washington.

May

May 1—*White House Correspondents' Association* annual dinner to honor the President. Washington Hilton hotel, Washington.

May 1-2—*Illinois News Broadcasters Association* spring convention. Ramada Inn, Carbondale.

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

■ **May 3-7**—Annual meeting and symposium co-sponsored by the *Society for Information Display* and the *University of California at Los Angeles*. Keynote speaker will be Dr. James Hillier, executive vice president, RCA Corp. Among topics: advantages and limitations of contemporary color TV picture tubes; flat panel displays for TV and color broadcasting and video disk systems. Beverly Hilton hotel, Beverly Hills, Calif.

May 4-5—Annual convention, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

May 5-9—*American Women in Radio and Television* 25th annual national convention. Helen Thomas, chief of UPI's White House bureau, will be keynote speaker. Marriott hotel, Philadelphia.

May 7-8—Conference on "Communications Policy in the Public Interest," sponsored by *City of Boulder, Colo., Boulder Public Library and Community Free School of Boulder*. Purpose is to inform/involve citizens in the media. Principal speakers include FCC Commissioner James H. Quello, Representative Timothy Wirth (D-Colo.), Charles B. Howe, state representative, and James Richards, Office of Communications for United Church of Christ. Panelists will include representatives of various government and state agencies, broadcast organizations, citizen groups, trade press, universities and research and motivation companies. Boulder Public Library and Boulder City Council chambers. Contact: Tom Cross, project director, P.O. Box 791, Boulder 80302; (303) 441-3009.

May 10—*FCC's* deadline for comments on commission's review of rules regulating network radio broadcasting (Docket 20721). Replies due June 7. FCC, Washington.

May 10—*FCC's* new deadline for filing comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20693). Replies are now due May 25. FCC, Washington.

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May 11—Connecticut Broadcasters Association spring convention. Western Connecticut State College, Danbury.

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**—Eighth World Telecommunications Day, developed by the International Telecommunications Union in co-operation with the United Nations Educational, Scientific and Cultural Organization. Theme this year is "Telecommunications and the Mass Media."

May 17—*Emmy Awards* presentation, carried live on ABC-TV (9-11 p.m.). From Century Plaza hotel, Los Angeles.

May 17-18—Virginia Cable Television Association spring conference. Holiday Inn, Alton 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**—Advertising Research Foundation second mid-year conference. Hyatt Regency O'Hare, O'Hare International Airport, Chicago.

May 20-21—FCC-Federal Trade Commission joint panel discussions on over-the-counter drug advertising. FCC, Washington.

■ **May 20-21**—Practicing Law Institute program on "Legal and Business Problems of Television and Radio." St. Regis Sheraton hotel, New York. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

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

■ **May 21**—FCC's new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due June 25. FCC, Washington.

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

May 25-28—Annual convention, ABC-TV affiliates. Century Plaza hotel, Los Angeles.

■ **May 27-28**—Practicing Law Institute program on "Legal and Business Problems of Television and Radio." Stanford Court hotel, San Francisco. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

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 3-4—Fifth annual national Publi-Cable Conference. Campus, Kutztown State College, Kutztown, Pa. Contact: Dr. Robert P. Fina, executive director of Public-Cable, Kutztown State College.

June 3-5—Associated Press Broadcasters sixth annual

convention. William Sheehan, ABC News president, will be keynote speaker. FCC Chairman Richard Wiley and Jack Thayer, NBC Radio president, will be featured speakers. Marquette Inn, Minneapolis.

June 3-5—Alabama Broadcasters Association 30th annual spring convention. Admiral Semmes hotel, Mobile.

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 5-9—American Advertising Federation's 71st annual convention. Statler-Hilton hotel, Washington.

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 Programming 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. Wiening, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.

■ **June 16-18**—Broadcasters Promotion Association 21st annual seminar. FCC Chairman Richard Wiley will be luncheon speaker June 16. Statler 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 18-19**—Alabama AP Broadcasters Association annual meeting and awards presentation. Rode-way Inn, Birmingham.

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 25-26**—Tennessee AP Broadcasters Association annual convention. River Terrace hotel, Gallinburg.

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

July

July 7—Texas Association of Broadcasters annual

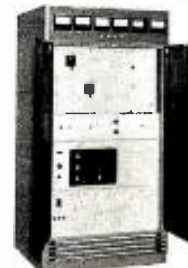
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convention. Americana Inn of Six Flags, Arlington.

■ **July 11-12**—*South Carolina Broadcasters Association* summer convention. Mills-Hyatt House, Charleston.

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

■ **July 16-18**—*Oklahoma Broadcasters Association* summer meeting. Lake Texoma Lodge, Kingston, Okla.

■ **July 17**—*Atlanta chapter of the National Academy of Television Arts and Sciences* second annual Emmy awards dinner. Omni International hotel, Atlanta.

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 18-20**—*California Broadcasters Association* summer convention. Del Monte Hyatt House, Monterey.

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 Broad-*

casters 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 Videcom-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.

Sept. 26-28—*Nebraska Broadcasters Association* convention. Lincoln Hilton, Lincoln.

October

Oct. 6-8—*Indiana Broadcasters Association* annual membership meeting. Executive Inn, Vincennes.

Oct. 7-10—*Women in Communications Inc.* national meeting. Marc Plaza hotel, Milwaukee.

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

Oct. 13-16—*Western Educational Society for Telecommunications* conference. Sheraton Anaheim, Anaheim, Calif.

■ **Oct. 17-22**—*Society of Motion Picture and Television Engineers* 118th technical conference and equipment exhibit. Americana hotel, New York.

■ **Oct. 18-19**—*Advertising Research Foundation* 22nd annual conference. Waldorf-Astoria hotel, New York.

Oct. 18-19—*National Association of Broadcasters* regional conference. Hyatt Regency hotel, Houston.

Oct. 21-22—*National Association of Broadcasters* regional conference. Brown Palace hotel, Denver.

Oct. 24-27—*National Association of Educational*

Broadcasters 52d annual convention. Conrad Hilton hotel, Chicago.

■ **Oct. 24-30**—*First World Jewish Film and Television Festival*. Jerusalem. Contact: Melville Mark, 52 ue de Moillebeau, 1211 Geneva 28.

Oct. 28-31—*Missouri Broadcasters Association* fall meeting. Crown Center, Kansas City.

November

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

■ **Nov. 10-13**—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Marriott hotel, Los Angeles.

Nov. 11-12—*National Association of Broadcasters* regional conference. Waldorf Astoria hotel, New York.

■ **Nov. 15-16**—*National Association of Broadcasters* regional conference. Omni International hotel, Atlanta.

■ **Nov. 18-19**—*National Association of Broadcasters* regional conference. Hyatt Regency O'Hare hotel, Chicago.

■ **Nov. 22-23**—*National Association of Broadcasters* regional conference. Statler Hilton hotel, Washington.

December

Dec. 11-16—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla.

1977

Jan. 23-26—*National Religious Broadcasters* 34th annual convention. Washington Hilton hotel, Washington.

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

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 refile 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, is scheduled to go before full Rules Committee this week, 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 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. Com-

ments 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). Stations involved are to meet this week with Canadian Radio Television Commission and advance plan involving Canadian subsidiaries (see story, this issue).

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 broad-

cast 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).

■ **Community ascertainment.** FCC has issued new rules designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, Dec. 22, 1975). It has now issued similar regulations for noncommercial stations (BROADCASTING, March 15).

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. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). 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 two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Sub-

committee. 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 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 5, replies May 5.

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 licensee 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 subcommit-

tee ranking Republican, Lou Frey (R-Fla.). Radio-only proposal by National Radio Broadcasters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings, promised this year by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). 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.

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). Four Brunswick Record officials have been found guilty of mail fraud and conspiracy (BROADCASTING, March 1). Several others under investigation have pleaded guilty (BROADCASTING, Jan. 26).

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 Senate-passed copyright bill. 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 included in larger Labor, HEW appropriation package, will emerge from subcommittee sometime in April. CPB President Henry Loomis testified before subcommittee in February (BROADCASTING, Feb. 16).

■ **Ratings.** Nielsen prime-time averages season-to-date (27 weeks): CBS 19.6, ABC 18.8, NBC 18.1. Twenty-seventh week alone: ABC 20.6, CBS 18.3, 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. FCC has also rejected WGN Continental policy of selling political time only in units of five or more minutes (BROADCASTING, March 1).

■ **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). Both petitions are under study by chief engineer's office.

■ **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, March 8 through March 12 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

TV actions

- *KIXV St. Cloud, Minn.—Broadcast Bureau canceled CP authorization and deleted call letters at request of permittee (BPET-426). Ann. March 10.
- San Juan, P.R.—Suburban Broadcasting Corp. Broadcast Bureau dismissed application for UHF ch. 18 (494-500 mhz); ERP 1080 kw vis., at request of applicant (BPCT-4671). Ann. March 10.

AM application

- Whitefish, Mont.—Big Mountain Broadcasting Co. seeks 1400 khz, 1 kw-D, 250 w-N. P.O. address: 318 First St., Whitefish 59937. Estimated construction cost \$51,000; first-year operating cost \$48,000; revenue

\$72,000. Format: MOR. Principals: Richard R. Miller (75%), John L. Petersen (15%), et al. Mr. Miller owns KBOW-AM-FM Butte, Mont. Mr. Petersen is lawyer. Ann. March 9.

AM actions

- Helena, Mont.—Capital Investments. Broadcast Bureau granted 950 khz, 5 kw-U. P.O. address: Box 1700, Helena 59601. Estimated construction cost \$167,026; first-year operating cost \$50,000; revenue \$60,000. Format: variety. Principals: Seven equal owners; no other broadcast interests. Commission rejected petition by Holter Broadcasting Corp., licensee of KBLL(AM) Helena, to reject application. Action March 9.

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WMIX Mt. Vernon, Ill., to August 26 (BMP-14147). Action March 4.

FM applications

- Mobile, Ala.—Mobile Broadcast Service seeks 96.1 mhz, 40 kw, HAAT 420 ft. P.O. address: 758 St. Michael St., Mobile 36602. Estimated construction cost \$50,000; first-year operating cost \$50,799; revenue \$80,000. Format: beautiful music. Principals: E. Howard Smith (34.7%), Howard L. Smith (35.9%), et al. E. Smith owns real estate agency, Howard Smith manages electronics firm. Smiths have application pending for AM in Mobile. Ann. March 8.

■ Lake Arrowhead, Calif.—San Bernardino Broadcasting Corp. seeks 103.9 mhz, 38 w, HAAT 2541 ft. P.O. address: c/o Thomas M. Jones, 990 Inland Center Dr., San Bernardino, Calif. 92408. Estimated construction cost \$55,642; first-year operating cost \$55,140; revenue \$50,000. Format: MOR. Principal: Thomas M. Jones is owner-manager. Ann. March 12.

■ Redding, Calif.—Redding FM Communications seeks 104.3 mhz, 31.3 kw, HAAT 26 ft. P.O. address: Box 4634, Redding 96001. Estimated construction cost \$24,500; first-year operating cost \$30,760; revenue \$42,500. Format: contemporary. Principals: Eugene L. and Joy D. Hill (42.1%), Emma Hill (25.5%), Steven

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L. Williams (12%), et al. Mr. Hill is movie projectionist, wife Joy is salesperson, mother Emma works for laundry. Mr. Williams is broadcast instructor. Ann. March 9.

■ *Honolulu—Hawaii Public Broadcasting Authority seeks 88.9 mhz, 100 kw, HAAT — 1070 ft. P.O. address: 2350 Dole St., Honolulu 96822. Estimated construction cost \$165,157; first-year operating cost \$144,000. Format: variety. Principal: State-created agency to develop non-commercial broadcasting. Ann. March 9.

■ *Decorah, Iowa—Minnesota Public Radio seeks 89.5 mhz, 10 w, HAAT 165 ft. P.O. address: c/o William H. Kling, 400 Sibley St., St. Paul 55101. Estimated construction cost \$3,800; first-year operating cost \$4,500. Format: classical. Principal: Non-profit statewide organization. Ann. March 12.

■ *Waynesburg, Pa.—Commonwealth Broadcasters seeks 103.1 mhz, 3 kw, HAAT 461 ft. P.O. address: 25 East High St., Waynesburg 15370. Estimated construction cost \$21,000; first-year operating cost \$8,700; revenue \$30,000. Principals: Kenneth R. Strawberry (95%), Arnold W. Albright (5%). Mr. Strawberry works for State Department, Messrs. Albright and Strawberry own same percentages of WANB(AM) Waynesburg. Ann. March 9.

■ Surfside Beach-Garden City, S.C.—Lower Grand Strand Broadcasting Co. seeks 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Drawer A, Surfside Beach, S.C. 29577. Estimated construction cost \$71,852; first-year operating cost \$65,000; revenue \$100,000. Format: C&W. Principals: Five equal owners with 17.9% each and one owner with 10.5%. No broadcast interests. Ann. March 2.

■ Copperas Grove, Tex.—KOVE Broadcasting Co. seeks 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Ted C. Connell, W. Hwy. 190 & Fort Hood Rd., Killeen, Tex. 76541. Estimated construction cost \$53,711; first-year operating cost \$134,169; revenue \$144,000. Format: C&W. Principals: Ted C. Connell and Gaylon Wayne Christie (50% each). Mr. Connell owns Texas car dealerships, cleaners, realty company, airways company and interests in common carriers and bank. Mr. Christie has real estate, insurance and motorcycle interests. Ann. March 12.

■ Lamesa, Tex.—KPET Radio Inc. seeks 100.3 mhz, 100 kw, HAAT 227 ft. P.O. address: c/o Galen O. Gilbert, 3537 Wooten, Ft. Worth 76133. Estimated construction cost \$32,400; first-year operating cost \$12,000; revenue \$60,000. Format: MOR, talk. Principals: KTLQ Radio Inc. (84%) and Jimmy Young (16%). Galen O. Gilbert (60%), Ralph Lynch and Joe L. McCullah (20% each) own KTLQ Radio Inc., licensee of KTLQ-AM-FM Tahlequah, Okla. Mr. Gilbert owns majorities in KSWM-AM-FM Aurora and KBTN(AM) Neosho, all Missouri, KOKN(AM) Pawhuska, Okla. and KZEE(AM) Weatherford, Tex. Mr. Young has no other broadcast interests. Joe McCullah has interests in KSWM-AM-FM. Ann. March 9.

■ *Richmond, Va.—University of Richmond seeks 90.1 mhz, 10 w. P.O. address: c/o R.H. Walker, director of public information, Richmond 23173. Estimated construction cost \$9,698; first-year operating cost \$5,000. Format: Music variety. Principal: Private educational institution. Ann. March 12.

FM actions

■ *Boise, Idaho—Boise State University. Broadcast Bureau granted 90.1 mhz, 10 w. P.O. address: 1910 College Blvd., Boise, Idaho 83725. Estimated construction cost \$9,661; first-year operating cost \$5,300. Principal: Richard E. Bullington, executive vice president (BPED-2037). Action March 5.

■ Nampa, Idaho—Nampa Broadcasting Co. Broadcast Bureau granted 96.9 mhz, 38 kw, HAAT 2,503 ft. P.O. address: 113 3rd Street South, Nampa 83651. Estimated construction cost \$6,360, equipment to be leased; first-year operating cost \$16,735; revenue \$18,000. Principal: Brent Larson (100%). Mr. Larson also owns KAIN(AM) Nampa (BPH-8677). Action March 3.

■ *Chicago—Illinois Institute of Technology. Broadcast Bureau granted 88.9 mhz, 10 w, HAAT 90 ft. P.O. address: 3300 S. Federal St., Chicago 60616. Estimated construction cost \$3,850; first-year operating cost \$3,500. Principal: Dr. Robert J. Bonthron, dean of students (BPED-1961). Action March 3.

■ Decatur, Ill.—Mumbles Corp. (formerly Prairieiland and Soy Broadcasters). Broadcast Bureau granted 95.1 mhz, 50 kw, HAAT 500 ft. P.O. address: 265 South Park Street, Decatur 62535. Estimated construction cost

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	6	10	155	8	163
Total TV	930	10	23	963	68	1,031

*Special temporary authorization

**Includes off-air licenses

\$75,000; first-year operating cost \$36,000; revenue \$60,000. Mumbles owns WZD(AM) Decatur. Principals: Stephen P. Bellinger, managing partner (45%), Joel W. Townsend (26.5%), et al. Mr. Bellinger is general manager of WZD. Ann. Sept. 15.

■ *Fort Wayne, Ind.—Fort Wayne Lutheran Association for Secondary Education. Broadcast Bureau granted 88.3 mhz, 10 w. P.O. address: 1601 St. Joe Dr., Fort Wayne 46805. Estimated construction cost \$1,990; first-year operating cost \$1,000. Principal: Mr. Guenther Herzog, principal (BPED-2072). Action March 3.

■ *West Des Moines, Iowa—West Des Moines Community School District. Broadcast Bureau granted 88.9 mhz, 10 w, HAAT 60 ft. P.O. address: 1101 Fifth St., West Des Moines 50265. Estimated construction cost \$2,895; first-year operating cost \$250,000. Principal: Gregory D. Franck, teacher (BPED-2074). Action March 5.

■ *Novi, Mich.—Board of Education, Novi Community School District. Broadcast Bureau granted 89.5 mhz, 10 w. P.O. address: 25575 Taft Rd., Novi, Mich. 48050. Estimated construction cost \$18,385; first-year operating cost \$5,000. Principal: Dr. Gerald Kratz, superintendent of schools (BPED-2038). Action March 8.

■ Poplar Bluff, Mo.—Broadcast Bureau dismissed application by Cervantes Broadcasting Corp., for new station (BPH-9045). Action March 3.

■ *Cullowhee, N.C.—Western Carolina University. Broadcast Bureau granted 91.7 mhz, 10 w. P.O. address: Department of Speech and Theatre Arts, Cullowhee 28723. Estimated construction cost \$5,630; first-year operating cost \$6,000. Principal: Donald L. Loeffler, department head (BPED-2097). Action March 5.

■ *Bellare, Ohio—Board of Education of Bellare City School District. Broadcast Bureau granted 88.7 mhz, 10 w. P.O. address: 35th and Guernsey St., Bellare 43906. Estimated construction cost \$2,200; first-year operating cost \$400-\$500. Principal: Norman R. Russell, technical director (BPED-2087). Action March 3.

■ *West Chester, Ohio—Lakota School District. Broadcast Bureau granted 89.9 mhz, 10 w, HAAT 140 ft. P.O. address: 5050 Tylersville Rd., West Chester 45069. Estimated construction cost \$5,500; first-year operating cost \$600. Principal: Allen S. Lynch, director of broadcasting (BPED-2095). Action March 5.

■ *Austin, Tex.—Austin Community Radio. Broadcast Bureau granted 88.7 mhz, .15 kw, HAAT 1,119 ft. P.O. address: c/o Dr. John Warfield, 5505 Pendleton Lane, Austin 78723. Estimated construction cost \$7,600; first-year operating cost \$7,400. Principal: Dr. John Warfield, president (BPED-2119). Action March 5.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ WABJ-FM Adrian, Mich., to September 1 (BMPH-14744); WANG Coldwater, Mich., to August 20 (BMPH-14743); WGUD Pascagoula, Miss., to August 6 (BMPH-14719); KCHI-FM Chillicothe, Mo., to August 1 (BMPH-14739); KBMS Billings, Mont., to August 29 (BMPH-14747); WFRD Hanover, N.H., to August 5 (BMPH-14738); WBOE Cleveland, to September 1 (BMPED-1362). Actions March 8. WVOK-FM Birmingham, Ala., to July 7 (BMPH-14746); WDNA Miami, to September 25 (BMPED-1366); WRCJ Reading, Ohio, to June 1 (BMPED-1367); KRMQ Provo, Utah, to August 12 (BMPH-14748); KPBB-FM Spokane, Wash. to September 18 (BMPED-1365). Action March 9.

Starts

■ *KRCU Cape Girardeau, Mo.—Authorized program operation on 90.9 mhz, TPO 10 w. Action March 3.

■ WRFB Stowe, Vt.—Authorized program operation on 101.7 mhz, ERP 45 w, HAAT 2,280 ft. Action Feb. 27.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WRUM-FM Rumford, Me. (BLH-6915); *WRTZ Springfield, Mass. (BLED-1486); WTSA-FM Brattleboro, Vt. (BLH-6938). Action March 8. WRMS-FM Beardstown, Ill. (BLH-6893); *WIBI Carlinville, Ill. (BLED-1448); *WKCC Chicago (BLED-1468); *WUEC Eau Claire, Wis. (BLED-1450); *WORT Madison, Wis. (BLED-1478). Action March 9. WQDY-FM Calais, Me. (BLH-6945); *WKNH Keene, N.H. (BLED-1473); WPNH-FM Plymouth, N.H. (BLH-6854); *WONY Oneonta, N.Y. (BLED-1465); *WQAB Philippi, W. Va. (BLED-1441). Action March 5. *WWPH Princeton Junction, N.J. (BLED-1454); KAMA-FM El Paso (BLH-6928). Action March 9.

Ownership changes

Applications

■ WVFV(FM) Dundee, Ill. (103.9 mhz, 3 kw)—Seeks assignment of license from WVFV Radio Inc. to R.F. Broadcasting Co. for \$160,000. Sold by Richard O. Willrett to Ralph J. Faucher. Mr. Willrett has no other broadcast interests. Mr. Faucher is sales manager and sports director of WTAQ(AM) La Grange, Ill. Ann. March 8.

■ *WLTI(FM) Lowell, Mass. (91.5 mhz, 1.7 kw)—Seeks assignment of license from Lowell Technological Institute of Massachusetts to University of Lowell. No consideration; two schools merged. Ann. March 8.

■ KRBN(AM) Red Lodge, Mont. (1450 khz., 1 kw-D, 250 w-N)—Seeks assignment of license from Carbon County Broadcasters to Red Lodge Broadcasting for \$53,451. Sellers: Present owners are having financial difficulties; no other broadcast interests. Buyers are Robert A. and Roy Peck and John D. Bonner Jr. (each 33-1/3%). Three principals have varying ownerships in Wyoming and Montana newspapers. Ann. March 8.

■ WTIG(AM) Massillon, Ohio (990 khz, 250 w-D)—Seeks assignment of license from Scott Broadcasting Co. of Ohio to Miller Broadcasting Co. for \$310,000. Seller: Herbert Scott, also owns WPAZ(AM) Pottstown, WFEM(FM) Ellwood City, WFEC(AM) Harrisburg and WKST(AM) New Castle, all Pennsylvania; WJWL(AM)-WSEA(FM) Georgetown, Del.; WTTM(AM)-WCHR(FM) Trenton, N.J.; and WTRY(AM) Troy and WSHS(FM) Albany, both New York. Principal in buyer is Richard Miller who also owns WLEC-AM-FM Sandusky, Ohio. Ann. March 8.

■ WRHY(FM) Starview, Pa. (92.7 mhz, 820 w)—Seeks assignment of license from Capital Media to Harrea Broadcasters for \$214,250. Buyers: Michael M. Rea (85%) and J. Albert Dame (15%). Mr. Rea has real estate interests; Messrs. Rea and Dame own WKBO(AM) Harrisburg, Pa. Ann. March 8.

■ WBHT(AM)-WTBG(FM) Brownsville, Tenn. (AM: 1520 khz, 250 w-D; FM: 95.3 mhz, 3 kw)—Seeks assignment of license from Brownsville Broadcasting Co. to B&P Properties for \$275,000. Sellers: Ben M. Gaines and Ed R. Perkins also own WHDM(AM) McKenzie, Tenn. Mr. Perkins also is

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licensee of WALR-FM Union City, Tenn. Buyers are William Pope and Harold D. Butler (each 50%). Mr. Pope is sales manager of WENK(AM) Union City. Mr. Butler is doctor and owns farms. Ann. March 8.

Actions

■ WELB(AM) Elba, Ala.—Broadcast Bureau granted assignment of license from Elba Radio Co. to William D. Holderfield for approximately \$48,000. Mr. Holderfield (50% before; 100% after) purchased stock from widow of former partner (BAL-8465). Action March 4.

■ WYLS(AM)-WSLY(FM) York, Ala.—Broadcast Bureau granted assignment of license and CP from Grantell Broadcasting Co. to William B. Grant for \$50,000. Mr. Grant and Charlie J. Ezell were equal partners; Mr. Ezell decided to leave broadcasting field (BAL-8601, BAPH-589, BALRE-2967). Action March 4.

■ KLAJ-AM-FM Lakewood, Colo. (AM: 1600 khz, 5 kw-DA-N; FM: 107.5 mhz, 86 kw)—Broadcast Bureau granted transfer of control of Lakewood Broadcasting Service from Edward S. Scott (100% before; 30% after) to Lutheran Church-Missouri Synod Foundation, trustee (none before; 70% after) and assignment of license of KLAJ-AM-FM from Lakewood Broadcasting Service to KLAJ Inc. for \$1,500,000 plus note of \$1,000,000. Transfer is contingent on grant of assignment of license. Principals: Mr. Scott is donating stock to foundation. KLAJ Inc. is owned by McCoy Broadcasting, Arthur H. McCoy (85.05%), George B. Hager (11.4%), et al (BTC-7871, BAL-8534, BAPLH-188, BASCA-70, BALRE-2929). Action March 5.

■ WIAD(AM) Jacksonville, Fla. (1530 khz)—Broadcast Bureau granted assignment of CP from Integrated Broadcasting Co. to CLW Broadcasters for reimbursement of expenses, \$54,834. Buyer: CLW Broadcasters is owned by AMG International, non-profit New Jersey corporation CLW also owns WSCW(AM) South Charleston, W.Va. (BAP-837). Action March 8.

■ WGR1(AM) Griffin, Ga. (1410 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of WGR1 Radio from Norrell Broadcasting Group to Clifford L. Hornsby Jr. and Russell W. Spangler. Consideration: \$150,000. Buyers: Mr. Spangler is general manager of WGR1. Mr. Hornsby is executive vice president of bank (BTC-7910). Action March 5.

■ WZOE(AM) Princeton, Ill.—Broadcast Bureau granted transfer of control of WZOE Inc. from George Allen, Harry E. Snyder and Ray G. Smith to George Allen, trustee, Harry E. Snyder and Stephen W. Samet. Mr. Smith sold 25% interest to Mr. Samet and Mr. Allen put his holdings into trusteeship for himself. Action reflects 50% transfer of original stock, requiring FCC approval (BTC-7965). Action March 8.

■ KSMB(FM) Lafayette, La. (94.5 mhz, 29.5 kw)—Broadcast Bureau granted transfer of control of Sugarland Broadcasting from John Walton et al. (12% each before; none after) to Thomas Galloway, Barry D. Thompson et al. (12% each before; 39.5% each after). Consideration: \$92,974. Principals: Mr. Galloway and Mr. Thompson are among original stockholders. FCC denied objections by David A. Wenger Jr., who contended he wrongfully had been deprived of five shares of stock in Sugarland and to other rights incident to stock ownership. Action March 9.

■ WDMJ-FM Marquette, Mich. (95.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Lake Superior Broadcasting Co. to Gospel Opportunities for \$250,000. Seller: Also seeks to sell WDMJ(AM). Buyer: Nonprofit, nonstock organization; Daniel C. Smith, president (BALH-2202, BASCA-712). Action March 5.

■ KDRG(AM) Deer Lodge, Mont.—Broadcast Bureau granted involuntary assignment of license from Howard Neckels, receiver, to David Fransen, receiver. Mr. Neckels resigned position and court appointed Mr. Fransen (BAL-8605). Action March 4.

■ KDEF-FM-Albuquerque, N.M. (94.1 mhz; 1.6 kw)—Broadcast Bureau granted assignment of license from Desert Horizons to Gaylord Broadcasting Co. for \$150,000. Seller: Media Horizons, parent company, is in process of selling KDEF(AM) Albuquerque and KROD(AM) El Paso. Buyer: Parent company, Oklahoma Publishing Co., publishes Oklahoma City *Oklahoman* and *Times* and is held by 70 stockholders. Gaylord Broadcasting is licensee of WKY-AM-TV Oklahoma City, KTUT(TV) Fort Worth, KHTV(TV) Houston, WVTV(TV) Milwaukee, WTVT(TV) Tampa, Fla., KSTW(TV) Tacoma, Wash., and KRKE(AM) Albuquerque, N.M. (BALH-2182). Action March 5.

■ WKVO-AM-FM Havelock, N.C.—Broadcast Bureau granted acquisition of positive control by Charles P. Wenk (40.3% before; 51.23% after) through purchase of stock from Bruce Kent (28% before; none after), for \$1,017. Mr. Wenk's wife, Loretta, also purchased stock from Mr. Kent, giving her 28% ownership (BTC-7911). Action March 4.

■ WHEX(AM) Columbia, Pa.—Broadcast Bureau granted acquisition of negative control by Kenneth A. Patrick (40% before; 50% after) through purchase of stock from licensee corporation, Hex County Radio. Mr. Patrick and two other stockholders purchased stock that had been put aside for employee who later resigned position (BTC-7950). Action March 8.

■ KXIX(TV) Victoria, Tex. (ch. 19)—Broadcast Bureau granted assignment of license from Guadalupe Valley Telecasting Co. to Victoria Communications Corp. for \$225,000. Seller: Guadalupe Valley is subsidiary of South Texas Telecasting, licensee of KIII(TV) Corpus Christi, Tex. Michael D. McKinnon is president. Buyer: Dewey T. Acker (29.5%) et al. Mr. Acker is announcer for KNAL(AM) Victoria. Other 11 stockholders are area businessmen and professionals (BALCT-573). Action March 4.

■ WQBX(AM) Blacksburg, Va. (710 khz, 5 kw-D)—Broadcast Bureau granted transfer of control of Radio Montgomery Inc. from Lonnie L. Pulliam (33% before; none after), William L. Carroll (33% before; none after) and Ray A. Childers (33% before; 30% after) to F. Roger Page Jr. (none before; 60% after). Consideration: \$600 plus \$150,000 assumption of liabilities. Principals: Mr. Childers is station manager of WQBX. Mr. Page has various interests in oil, coal, textile, real estate and investment companies. Three-year holding rule waived (BTC-7791). Action Feb. 23.

Facilities changes

TV actions

■ WKID Fort Lauderdale, Fla.—Broadcast Bureau granted modification of license covering change of studio location to 3130 S.W. 19th St., Pembroke Park, Fla. (BALCT-801). Action March 10.

■ *WLRN-TV Miami—Broadcast Bureau granted CP to change ERP to 1000 kw vis., 200 kw aur.; change type trans. and ant.; make changes in ant. structure; ant. height 1010 ft. (BPET-473). Action March 3.

AM applications

■ KUHL Santa Maria, Calif.—Seeks CP to increase daytime power to 5 kw; change type trans. Ann. March 8.

■ WTLN Apopka, Fla.—Seeks CP to increase daytime power to 10 kw. Ann. March 9.

■ WIIN Atlanta—Seeks to change ant.-trans. location; change from DA to non-DA; change type trans. Ann. March 9.

■ WWCC Bremen, Ga.—Seeks CP to increase power to 2.5 kw. Ann. March 12.

■ KUAM Agana, Guam—Seeks CP to change frequency to 630 khz; change power to 50 kw unlimited; change type trans. Ann. March 12.

■ WNTS Indianapolis—Seeks CP to add nighttime power with 500 w; change hours of operation of unlimited, DA-2; change station location to Beech Grove, Ind. Ann. March 8.

■ KDTH Dubuque, Iowa—Seeks CP to increase nighttime power to 5 kw; make changes in ant. system. Ann. March 12.

■ WDSM Superior, Wis.—Seeks CP to increase daytime power to 10 kw. Ann. March 12.

■ KWYO Sheridan, Wyo.—Seeks CP to increase daytime power to 5 kw; change ant.-trans. location. Ann. March 12.

AM actions

■ WFTO Fulton, Miss.—Broadcast Bureau granted CP to increase daytime power to 2.5 kw; change type trans.; conditions (BP-20044). Action March 3.

■ WWIT Canton, N.C.—Broadcast Bureau granted CP to increase daytime power to 5 kw; change trans. (BP-20028). Action March 9.

■ WMLR Hohenwald, Tenn.—Broadcast Bureau granted CP to increase daytime power to 1 kw; add nighttime operation with 250 w.; change frequency to

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1230 khz; change hours of operation to unlimited time; conditions (BP-19757). Action March 3.

■ **Presunrise service authority.** Broadcast Bureau granted following stations on indicated date PSA for operation between 6 a.m. and sunrise times with power shown: **WVAL** Sauk Rapids, Minn. (239 w), Oct. 15, 1975; **WGBB** Juana Diaz, Puerto Rico (128 w), Nov. 20, 1975; **KSUD** West Memphis, Ark. (100 w) Nov. 25, 1975; **WPPI** Carrollton, Ga. (500 w), Nov. 25, 1975; **KVLL** Woodville, Tex. (23 w), Dec. 15, 1975; **WKYR** Burkessville, Ky. (500 w), Dec. 30, 1975; **KCII** Washington, Iowa (370 w), Jan. 15, 1976; **KVYL** Holdenville, Okla. (500 w), Jan. 15, 1976; **KBTC** Houston, Mo. (500 w), Jan. 30; **WBGR** Paris, Ky. (500 w), Jan. 30; **WDIC** Clinchco, Va. (500 w), Feb. 2; **WVOT** Wilson, N.C. (500 w), Feb. 5; **WKEN** Dover, Del. (478 w), Feb. 25; **WBLY** Springfield, Ohio (272 w), Feb. 26; **WCGO** Chicago Heights, Ill. (322 w), Feb. 26; **WNEU** Wheeling, W. Va. (218 w), Feb. 26; **WNST** Milton, W. Va. (417 w), Feb. 27; **WTRU** Muskegon, Mich. (403 w), Feb. 27.

■ Following stations granted PSA for operation starting at 6 a.m. or sunrise at protected station shown, whichever is later: **WGRK** Greensburg, Ky. (250 w—CBE), Nov. 17, 1975; **KXL** Portland, Ore. (500 w—WSB), Nov. 19, 1975; **KOLM** Rochester, Minn. (19 w—WKBW), Nov. 20, 1975; **KOKK** Huron, S.D. (216 w—WOWO), Jan. 12, 1976; **WKCM** Howesville, Ky. (153 w—WRVA), Jan. 27; **WQKI** St. Matthews, S.C. (500 w—WOR), Feb. 4.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WGUL** New Port Richey, Fla. (BP-20,156), Feb. 27; **WKRO** Cairo, Ill. (BP-19,914), Feb. 27.

FM application

■ **WPJO** Titusville, Fla.—Seeks CP to change frequency to 89.1 mhz. Ann. March 9.

FM actions

■ **WFMI** Montgomery, Ala.—Broadcast Bureau granted CP to install new ant.; make changes in transmitting equipment; ERP 17.5 kw; ant. height 135 ft.; remote control permitted (BPH-9787). Action March 9.

■ **KJZZ** Anchorage, Alaska—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 25 kw (H&V); ant. height 165 ft. (H&V); condition (BPH-9343). Action March 5.

■ ***KBPK** Buena Park, Calif.—Broadcast Bureau granted license covering changes (BLED-1466). Action March 9.

■ **KFAT** Gilroy, Calif.—Broadcast Bureau granted modification of CP to change ant.-trans. location to 11 miles east of Morgan Hill; change ant.; make change in ant. system; ERP 800 w; ant. height 2580 ft.; remote control permitted (BMPH-14558). Action March 3.

■ **KPEN** Los Altos, Calif.—Broadcast Bureau granted CP to specify actual modification of trans. to show correct trans.; ERP 3 kw (H&V); ant. height —175 ft.; remote control permitted (BPH-9780). Action March 5.

■ ***KALW** San Francisco—Broadcast Bureau granted

license covering changes; ERP 2.5 kw (H&V); ant. height 800 ft. (H&V) (BLED-1483). Action March 9.

■ **KSUE-FM** Susanville, Calif.—Broadcast Bureau granted modification of CP to change trans. location to Antelope Peak, 5.15 miles northeast of Susanville; operate by remote control from studio site at Chestnut and Weatherlow Sts., Susanville; change trans. and ant.; make change in ant. system; ERP 160 w. (H&V); ant. height 1050 ft. (H&V) (BMPH-14583). Action March 3.

■ ***WXCI** Danbury, Conn.—Broadcast Bureau granted license covering changes; ERP 1.2 kw (H&V); ant. height —77 ft. (H&V) (BLED-1475). Action March 9.

■ ***WDOC-FM** Prestonburg, Ky.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw (H&V); ant. height 530 ft.; remote control permitted (BPH-9784). Action March 9.

■ ***WBJC** Baltimore—Broadcast Bureau granted modification of CP to change trans. location to 0.2 mile east of intersection of Interstate 695 and U.S. Highway 140, Baltimore; make changes in ant. system; ERP 50 kw (H), 41 kw (V); ant. height 500 ft. (H&V); remote control permitted; conditions (BMPED-1368). Action March 9.

■ **WOMC** Detroit—Broadcast Bureau granted licenses covering changes for main trans.; ERP 190 kw (H&V), ant. height 360 ft. (H&V), and auxiliary trans.; ERP 58 kw (H&V), ant. height 260 ft. (H&V) (BLH-6899-900). Action March 5.

■ **KCHI-FM** Chillicothe, Mo.—Broadcast Bureau granted modification of CP to change trans. location to 2½ miles northwest of Chillicothe; change trans. and ant.; make change in ant. system; ERP 1.55 kw (H&V); ant. height 400 ft. (H&V); remote control permitted (BMPH-14600). Action March 3.

■ **WSUS** Franklin, N.J.—Broadcast Bureau granted licenses covering changes for main trans. and for new auxiliary trans.; ERP main 360 w. (H&V), auxiliary 180 w. (H&V); ant. height 750 ft. (H&V) (BLH-6877-8). Action March 8.

■ **WBZA-FM** Glens Falls, N.Y.—Broadcast Bureau granted CP to change trans. location to West Mount Ski Center, West Glens Falls; install new ant.; make changes in ant. system; ERP 280 w. (H), 275 w. (V); ant. height 840 ft. (H&V); remote control permitted (BPH-9579). Action March 5.

■ ***WRCJ** Reading, Ohio—Broadcast Bureau granted modification of CP to change trans. and ant.; ERP 0.33 kw; ant. height 125 ft. (BMPED-1311). Action March 3.

■ **KSEO-FM** Durant, Okla.—Broadcast Bureau granted modification of CP to change ant.; ERP 1.9 kw (H&V); ant. height 370 ft. (H&V); condition (BMPH-14742). Action March 9.

■ **WACM** Freeland, Pa.—Broadcast Bureau granted modification of CP to change trans. location to Walnut St., 700 ft. west of city limits, Freeland; specify studio location at trans. location; delete remote control; change ant.; make changes in ant. system; ERP 410 w. (H&V); ant. height 680 ft. (H&V) (BMPH-14750). Action March 8.

■ **WWDB** Philadelphia—Broadcast Bureau granted CP for changes; ERP 13 kw (H&V); ant. height 850 ft. (H&V); remote control permitted (BPH-9786). Action March 9.

■ **KWAS** Amarillo, Tex.—Broadcast Bureau granted modification of CP to specify studio location as 5.0 miles north of city limits on U.S. 287, Amarillo; change trans. and ant.; make changes in transmitting equipment; ERP 100 kw (H&V); ant. height 730 ft. (H&V) (BMPH-14751). Action March 4.

■ **KAMC** Arlington, Tex.—Broadcast Bureau granted license covering changes; ERP 100 kw (H&V); ant. height 670 ft. (BLH-6947). Action March 9.

■ ***KUHF** Houston—Broadcast Bureau granted modification of CP to change trans. location to Alvin-Friendswood Rd., 3 miles north-northeast of Alvin; change ant.; make changes in ant. system; ERP 27 kw (H&V); ant. height 970 ft. (H&V); remote control permitted (BMPED-1299). Action March 3.

■ ***KTX-FM** Lubbock, Tex.—Broadcast Bureau granted CP to change frequency to 88.1 mhz (ch. 201); install new trans. and ant.; ERP 18.5 kw (H&V); ant. height 340 ft. (H&V); remote control permitted; condition (BPED-2082). Action March 5.

■ ***WYCS** Yorktown, Va.—Broadcast Bureau granted CP to replace transmission line; ERP 21 kw; ant. height 155 ft. (BPED-2205). Action March 9.

■ **KYAC-FM** Seattle—Broadcast Bureau granted CP to change trans. location to Mt. Newcastle (Cougas Mt.), 3.5 miles northwest of Issaquah, Wash.; install new trans. and ant.; make changes in ant. system; ERP 50 kw (H&V); ant. height 1090 ft. (H&V); remote control permitted (BPH-9748). Action March 5.

■ ***WHWC** Colfax, Wis.—Broadcast Bureau granted modification of license covering change of station location to Menomonic, Wis. (BMLD-100). Action March 5.

■ **WFAW-FM** Fort Atkinson, Wis.—Broadcast Bureau granted CP to change trans. location to 5.8 miles south of Fort Atkinson on Hwy. KK, Fort Atkinson; make change in ant. system; ERP 50 kw (H&V); ant. height 500 ft. (H&V); remote control permitted (BPH-9574). Action March 3.

■ ***WHLA** Holmen, Wis.—Broadcast Bureau granted modification of license covering change of station location to La Crosse, Wis. (BMLD-99). Action March 5.

FM start

■ Following station was authorized program operating authority for changed facilities on date shown: **WTLC** Indianapolis (BPH-9493), March 3.

In contest

Designated for hearing

■ **Chillicothe, Ill., FM proceeding:** Chilli Communications and Central Illinois Broadcasting Corp., competing for 94.3 mhz (Doc. 20724-5)—FCC designated for hearing. Issues to be determined include whether Central Illinois is financially qualified to construct and operate as proposed, efforts made by applicants to ascertain community needs and interests and means by which they propose to meet those needs and interests, which proposal would better serve public interest and which should be granted. Action March 3.

Case assignments

Acting Chief Administrative Law Judge Lenore G. Ehrig made following assignments on date shown:

■ **WAMA (AM)** Selma, Ala., **renewal proceeding:** Vogel-Hendrix Corp. (Doc. 20722)—Designated ALJ John H. Conlin to serve as presiding judge; set hearing for June 1 in Selma. Action March 8.

■ **WHBB (AM)** Selma, Ala., **renewal proceeding:** Talton Broadcasting Co. (Doc. 20723)—Designated ALJ Joseph Stirmer to serve as presiding judge; set hearing for June 1 in Selma. Action March 8.

■ **Chillicothe, Ill., FM proceeding:** Chilli Communications and Central Illinois Broadcasting Corp., competing for 94.3 mhz (Doc. 20724-5)—Designated ALJ Walter C. Millers presiding judge; set hearing for May 24 at Silver City. Action March 8.

■ **WRSC (AM)-WQWK (FM)** State College, Pa., **renewal proceeding:** State College Communications Corporation (SCCC) (Doc. 20720)—Designated Walter C. Miller as presiding judge; set hearing for June 1 at State College. Action March 8.

Procedural ruling

■ **KJOG-TV** San Diego, **assignment proceeding:** Gross Broadcasting Co. to University Television (Doc. 20589)—ALJ David I. Kraushaar scheduled hearing for October 5. Action March 5.

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FCC decision

■ Burbank and Pasadena, Calif., **renewal and FM proceeding:** George E. Cameron Jr. Communications Inc. (KROQ-AM-FM) and Stanfield Gates Radio Co. competing for 106.7 mhz—Commission vacated November 12, 1975, order designating for hearing. The Commission also dismissed renewal applications without prejudice to their resubmission within 30 days. Action March 9.

Complaint

■ Commission rejected complaints filed against National Collegiate Athletic Association (NCAA), American Broadcasting Companies, and six ABC affiliate stations—KTRK-TV Houston, WABG-TV Greenwood, WAPT(TV) Jackson, Miss., WHBQ-TV Memphis, WRBT(TV) Baton Rouge and WVUE(TV) New Orleans. Petitioners included two community groups—East Feliciana Black Action Organization and Concerned Citizens of Baton Rouge—and seven individuals—Fred Williams, Charles Otis, Larry Jones, Lennon London, D'Orsay D. Bryant, Henry Boyd and Jan West. Petitioners, stated that NCAA, ABC, and network affiliates discriminated against predominantly black colleges and universities in selection of collegiate football games for broadcast, especially on NCAA football game of the week. Action Feb. 19.

Fines

- WORL(AM) Orlando, Fla.—Broadcast Bureau notified licensee it incurred apparent liability for forfeiture of \$2,000 for failing to terminate broadcast day specified on station's authorization. Action March 8.
- WWL(AM) New Orleans—Commission notified Loyola University of the South, licensee of WWL, that it incurred apparent liability of \$5,000 by mislogging duration of commercial matter broadcast on 13 days in 1975. In concurrent action, commission admonished Loyola for broadcasting program-length commercials. Action March 10.
- WCOU(AM) Lewiston, Me.—Broadcast Bureau ordered to forfeit \$250 for operating with excessive antenna power or by failing to have station's logs kept by employees competent to do so, having actual knowledge of facts required. Action March 8.
- WLSV(AM) Wellsville, N.Y.—Broadcast Bureau notified it incurred apparent liability of \$2,000 for failing to show duration of some commercial announcements on program logs and by exceeding actual duration of some commercial announcements as opposed to amount of time logged. Action March 11.
- WVAP(AM) Langley, S.C.—Broadcast Bureau notified licensee it had incurred apparent liability of \$500 for operating with excessive power or by failing to have logs kept by employee competent to do so, having actual knowledge of facts required. Action March 10.
- KXOX(AM) Sweetwater, Tex.—Broadcast Bureau notified it incurred apparent liability of \$500 for operating with excessive power. Action March 10.
- KSL-TV Salt Lake City—Broadcast Bureau granted CP to change ERP to 34 kw vis., 6.75 kw aur; change type ant.; make changes in ant. structure; ant. height 3780 ft. (BPCT-4754). Action March 10.

Other actions

- WELB(AM) Elba, Ala.—Broadcast Bureau granted renewal of license subject to condition that assignment of license covered by BAL-8465 be consummated within 60 days of date of grant and commission be notified of such consummation within one day thereafter. Action March 4.
- KTLK(AM) Denver—Commission renewed license for remainder of license term, until April 1, 1977. Station is licensed to Action Radio. Action March 9.
- WLCY(AM) St. Petersburg, Fla.—Broadcast Bureau granted request for waiver of rules to identify as St. Petersburg-Tampa, Fla. Action Feb. 27.
- KLVN(AM) Pasadena, Tex.—Commission renewed license for remainder of license term—until August 1, 1977. Station is licensed to Felix H. Morales. Petition to deny renewal had been filed by Black Citizens for Media Access, and others. Action March 10.

Call letters

Applications

Call	Sought by
New FM's	
KWTC-FM	Mojave Valley Broadcasting, Barstow, Calif.
WOLC	Maranatha Inc., Princess Anne, Md.
*WCRH	Cedar Ridge Children's Home & School Inc., Williamsport, Md.
*WVPH	Board of Education, Piscataway township, N.J.
KQSW	Media West, Rock Springs, Wyo.
Existing TV	
KVIA-TV	KELP-TV El Paso
Existing AM's	
WDZY	WHHL Pine Castle-Sky Lake, Fla.
WKKY	WCIS Moss Point, Miss.
Existing FM's	
KFLG	KAFF-FM Flagstaff, Ariz.
WBZF	WCBR-FM Richmond, Ky.

Grants

Call	Assigned to
New AM's	
WPRY	H.S. Hagan Jr, Perry, Fla.
WLBO	Linson Broadcasting Co., Morgantown, Ky.
New FM's	
*KRBD	Rainbird Community Broadcasting Corp., Ketchikan, Alaska
*KBDG	Turlock Joint Union High School District, Turlock, Calif.
*WMWM	Salem State College, Salem, Mass.
*KRPR	Rochester Community College, Rochester, Minn.
*KRCU	Board of Regents Southeast Missouri State Univ., Cape Girardeau, Mo.
WJRZ	Jersey Shore Broadcasting Co., Ship Bottom, N.J.
WQDW	Smiles of Lenoir, Kinston, N.C.
KWMJ	Midland Broadcasting Co., Midland, Tex.
*WITB-FM	Salem College, Salem, WVa.
Existing AM	
KYDE	KPBA Pine Bluff, Ark.
Existing FM's	
KXO-FM	KNEU B Centro, Calif.
WHLY	WDGM Leesburg, Fla.
KMGK	KIOA-FM Des Moines, Iowa
WHKC	WBIC Henderson, Ky.
WPVM	WCUM-FM Cumberland, Md.
WLVI	WEHH-FM Elmira, N.Y.
WSYX	WLNO London, Ohio
KKDA-FM	KEZT Dallas

Allocations

Petition

■ Henderson, Nev.—Broadcast Bureau proposed assignment of 100.5 mhz (ch. 263). Assignment was requested by KVOV(AM) Henderson (Doc. 20734). Action March 5.

Actions

- Joliet, Ill.—Broadcast Bureau denied petition by Harris Enterprises, licensee of WLLI-FM in Joliet, proposing to substitute 104.7 mhz (ch. 284) for its present allocation, 96.7 mhz (ch. 244A). Action March 5.
- Presque Isle, Me.—Broadcast Bureau assigned 106.1 mhz (ch. 291) and deleted 95.3 mhz (ch. 237A). Changes were proposed by University of Maine, licensee of *WUPI-FM Presque Isle.

Rulemaking

Action

■ Commission instituted further rulemaking to consider possible expanded uses for FM multiplex chan-

nels of noncommercial educational stations. Commission, however, declined to adopt rules permitting non-commercial FM stations to provide non-educational subscriber services for profit. Actions were in response to rulemaking notices adopted November 4, 1970. Action Feb. 18.

Translators

Actions

- K041G Kiana, Alaska—Broadcast Bureau granted CP for translator to rebroadcast KYUK-TV Bethel and KUAC-TV Fairbanks, both Alaska; TPO 10 w. (BPT-TV-5435). Action Jan. 20.
- W67AH Hiwassee and Young Harris, Ga., and Hayesville, N.C.—Broadcast Bureau granted CP for translator to rebroadcast WTCG Atlanta, TPO 100 w. (BPTT-2924). Action Jan. 20.
- K10JO Quinter, Kan.—Broadcast Bureau granted CP for translator to rebroadcast KLNE-TV Lexington, Neb.; TPO 5 w. (BPTTV-5432). Action Jan. 20.
- W64AH, Butler and Boston communities, Ky.—Broadcast Bureau granted CP for translator to rebroadcast WKON Owenton, Ky.; TPO 100 w. (BPTT-2935). Action Jan. 20.
- K12KJ Allagash, Me.—Broadcast Bureau granted CP for translator to rebroadcast WAGM-TV Presque Isle, Me., via W02AZ Allagash, Me.; TPO 1 w. (BPT-TV-5405). Action Jan. 27.
- K12KK Trenton, Neb.—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast KPNE-TV North Platte, Neb.; TPO 1 w. (BPT-TV-5410). Action Jan. 16.
- K07NV, K09MQ, K11ND, Hanna and Tabiona, Utah—Broadcast Bureau granted CPs for 3 new VHF TV translator stations to rebroadcast KCPX-TV Salt Lake City, via K75AY, Myton, Utah; KUTV Salt Lake City, via K78BG, Myton, Utah; and KSL-TV Salt Lake City, via K70CN, Myton, Utah; TPO 1 w. (BPT-TV-5372-4). Action Jan. 13.
- K13NY Allen Camp, Wash.—Broadcast Bureau granted CP for translator to rebroadcast CBUT Vancouver, British Columbia; TPO 1 w. (BPTTV-5419A). Action Jan. 20.
- K60AV, K63AO, K65AU, K67AW, K69BF, Stemilt, Colockum and Wenatchee area, Wash.—Broadcast Bureau granted CPs for 5 translator stations to rebroadcast KREM-TV, KXLY-TV, KHQ-TV, KSPS-TV, Spokane, Wash.; and KAPP Yakima, Wash.; TPO 100 w. (BPTT-2930-4). Action Feb. 3.

Cable

Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Kickapoo Cable TV, for (village of) Camp Douglas, Wis. (CAC-03689); KWR Systems, for (village of) Munnsville, and (town of) Stockbridge, N.Y. (CAC-05622-3); Harpers Ferry Cable TV, for Harpers Ferry, Iowa (CAC-05810); Hopkinsville Cable TV, for Hopkinsville, and unincorporated areas of Christian county, Ky. (CAC-05871-2); Shows, for East McKeesport borough, Trafford borough, and Wilkins borough, all Pa. (CAC-06004-6); Shows, for North Versailles township, Braddock borough, Rankin borough, Turtle Creek borough, Churchill borough, and East Pittsburgh borough, all Pa. (CAC-05998-6003); Ausable Communications, for (town of) Chesterfield, (town of) Peru, (town of) Ausable, and (village of) Keesville, all N.Y. (CAC-05873-6); Televents, for Castro Valley, Calif. (CAC-05912); Jefferson Cable Corp., for Charlottesville, Va. (CAC-05922); Canandaigua Video Corp., for (town of) Farmington, and (village of) Victor, N.Y. (CAC-05925-6); Total TV, for Evansville, Wis. (CAC-05927).
 - Sequoia Cablevision, Visalia and Tulare, Calif.—Commission granted certificates of compliance to operate three systems. Action was in response to petition for reconsideration of earlier denial. Action March 10.
- ### Other action
- Louisville, Ky., River City Cable TV—Commission granted reconsideration of action and authorized carriage of WGN-TV Chicago. In earlier decision, commission had denied waiver of leapfrogging rules. Action March 9.

Classified Advertising

See the March 15, 1976 issue,
Page 118 for Classified Rates.

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.

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.

Top-rated, medium market Midwest beautiful music FM seeks sales manager who can sell and lead sales staff. Send complete resume, earning expectations and goals to Box Q-220, BROADCASTING.

Non-broadcast investor looking for young, aggressive individual who wants to manage a station. Must have strong sales and programming background and leadership ability. Excellent profit participation offered. Send resume. Box Q-243, BROADCASTING.

General Manager for brand new 50,000 watts FM in one of California's best radio markets. 767,000 population in coverage area. Excellent dial position, super high tower and great billing potential. Air date May 1976. Just right for honest, hard working, sales oriented leader looking for a challenge! Rush resume to WBC, 22 St. Andrews Place, Alamo, CA 94507. EOE.

Exceptional top 10 market sales management position needs you, if you're a top sales producer, motivator, and all 'round leader, that is. As you might expect, income, fringes, etc., are all major market quality, as is the station. Rick Davenport, Ron Curtis & Company. 312-693-6171.

Oklahoma big market station needs sales manager. Top format, excellent group opportunity. Top income and staff awaits the right person. Rick Davenport, Ron Curtis & Company. 312-693-6171.

HELP WANTED SALES

Tiger! The only radio station in county. Only full time facility between Helena, Butte & Missoula. Looking for experienced salesperson with management potential. Applicants should now be employed in small to medium market. No calls, please. Reply with complete resume in confidence KDRG, PO Box 539, Deer Lodge, MT 59722.

Experienced sales person, proven sales record for top pay. Largest share of audience (18-49) ARB. Liberal salary, liberal incentive. KFMQ Radio, Terminal Bldg., Lincoln, NE.

KGGO is seeking a bright energetic self-starter with sales experience and interest in advancement to be account executive for number 2 rocker in Des Moines. Salary open. Call or write today. Cal Crane, Sales Manager, KGGO, Des Moines, IA 50317. 515-265-6181.

Account executive. All news station needs to hypo sales effort to meet greatly increased ratings. Good guarantee against commissions plus other good benefits. Resume to WBRE, Wilkes-Barre, PA 18703.

Experienced atmosphere for leading Hudson Valley AM-FM. Solid growth potential with a good list. Are you satisfied with your present situation? Send resume: WEOK Broadcasting Corp., PO Box 416, Poughkeepsie, NY 12602.

Outstanding opportunity to outstanding sales person with proven track record. First year earnings should be over \$15,000. Established list. Excellent fringes. Highly successful operation. Send resume full details to: Rick Jakle, WRMN-WJKL, 18½ Douglas Ave., Elgin, IL 60120. EOE.

We lost a salesman to a client, making immediate opportunity for RAB-oriented salesman or woman. Call 1-703-343-4447 Burt Levine or write WROV, PO 4005, Roanoke, VA 24015.

HELP WANTED SALES CONTINUED

Grass Roots American Radio Inc. an expanding chain of small market radio stations offers opportunity to women & men who are reputable and willing to get a sales job done. Gene Newman, Longhorn Pass, Hartselle, AL. 205-773-2558.

HELP WANTED ANNOUNCERS

Morning MOR, beautiful music, news person, 15,000 community in Mountain West AM-FM Stereo. Send resume and expected salary to Box Q-244, BROADCASTING.

Respected major group broadcaster has openings for morning drive personality, news person & chief engineer. Good salary, excellent benefits. Large Eastern market. Box Q-250, BROADCASTING.

Classical Announcer for top-rated, major market concert music station. Must be relaxed and friendly on the air, with professional delivery and command of foreign pronunciation. Solid, imaginative commercial production and tight board needed. Send tape and resume to John Proffitt, Program Director, KLEF, 1401 South Post Oak Road, Houston, TX 77056. EOE/MF.

Immediate opening for first phone announcer. Must have prior experience and knowledge of MOR music. KSCJ, Box 1379, Sioux City, IA 51102. EOE.

Immediate opening for announcer with first ticket. Send tape, resume and wage demands to WAMD, Aberdeen, MD 21001.

Wanted alive! Contemporary personality. Production a must. Good staff. Hustle and move up with group station. Third. Joe Langworthy, WDEC. Box 1307, Americus, GA 31709. 912-924-3681.

Major Midwest, No. 1 rated beautiful music FM station looking for experienced pros, with 3rd. Call WGER 517-892-4501.

Experienced, qualified morning announcer for MOR station in Ohio. If you're willing to give 110%, I am willing to pay the salary that goes with it. Minimum two years experience. WGLX Radio, Galion, OH.

Production director/Asst. Program Dir. Strong voice and creative abilities a must. Heavy production load, some air, good salary. No beginners! Send tape and resume to G. Joachim, WHLO, Akron, 44313.

Michigan, 10,000 watt contemporary/MOR seeks morning personality (who could be music director). Immediate opening for experienced talent only. Equal Opportunity Employer. Rush tape-resume to Paul Pigeon, WKNX, 5200 State Street, Saginaw, MI 48603.

Looking for experienced announcer who has solid background, versatility, excellent references and a desire to settle in Marion, Ohio and work for WMRN, an Equal Opportunity Employer. 614-383-1131. Ask for Roger Fischer or Art Martin.

93-X, Maine's all hit FM rocker seeks mature professional. Good pay. Tape and resume to WOXO, 15 Pleasant Street, Norway, ME 04268.

Baseball PBP at once. Florida state league. Sports Corporation of America, Lantana, FL. Chance for year around sports work. 305-582-2474.

Needed immediately! Country jock for top-rated country music station in mid-Atlantic area. Must know country music. Call 1-302-422-7575, ask for program director.

Contemporary MOR Announcer, heavy on production, PBP desirable. Good chance for advancement. Contact Dave Callaway 912-283-1230.

HELP WANTED TECHNICAL

Chief Engineer. Top Ten major market AM/FM. Strong on maintenance, have thorough knowledge of FCC rules and regulations. Box Q-33, BROADCASTING.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer, Midwest major market full-time AM. Solid experience in all phases of transmitter and studio maintenance and complete knowledge of FCC Rules. Creativity and ambition a must. EOE. Box Q-182, BROADCASTING.

Wealthy Chief Engineer for smaller California market FMer. References, ability more important than age. No investment. Box Q-123, BROADCASTING.

Southern Michigan Chief Operator. Experienced in AM-FM transmitter and studio maintenance as well as complete knowledge of FCC Rules. Salary open. Good benefits and advancement opportunities. EOE. Send resume and salary expectations to Box Q-227, BROADCASTING.

1st phone willing to learn? Assist Chief with operation of 10,000 watt directional KGGF. Also limited news and board duties. Tape, resume and salary requirements to Bill Miller, KGGF, Coffeyville, KS 67337.

Chief Engineer heavy on maintenance wanted for WDEW in Westfield and WARE in Ware, Massachusetts. Growing chain, good money and excellent benefits. Contact Mr. VAughan or Mr. Roberts at WARE.

HELP WANTED NEWS

Experienced newperson for aggressive news department at leading radio station in larger Florida market. Apply Box Q-161, BROADCASTING.

Retired newperson First ticket retirement resort wants you. Unique situation may be perfect for you. Sales too, if you wish. Drop us a line. Box Q-148, BROADCASTING.

Calif. Combo News-D.J. Mature voice. No beginners. Tape, resume, references, salary, first letter. KTIP, Box 1450, Porterville 93257. Equal Opportunity Employer.

Opening for second news person at top rated station with a commitment to news. Tapes to Kevin Brennan, News Director, KTRM Radio, PO Box 5425, Beaumont, TX 77702.

Newperson to direct news operation at number one rated station in growing Phila. suburban market. Experienced, aggressive electronic journalist to dig, write air local news. Opportunity for P-B-P. Good pay and fringe benefits. Tape and background to GM, WCOJ, Coatesville, PA 19320. An Affirmative Action Employer.

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.

Syndicator needs experienced beautiful music programmer for successful, growing music service. Great opportunity for right person. Confidential. Box Q-234, BROADCASTING.

Florida Coastal station wants copywriter to head Copy Department. Must be exceptionally creative for both FM-Rock and AM-MOR formats, yet detailed person who is good typist. Send sample copy, resume, typing speed and starting salary requirements Hudson Millar, WIRA-WOVV, Fort Pierce, FL. Equal Opportunity Employer.

Production Manager, min. 3 yrs. experience. Individual must excel in creativity, be a "detail" person & a self-starter. Excellent benefits, salary open. Established station. In the heart of the Illinois Valley. Send tapes & resumes to: J.D. Hogan, WLPO AM/FM, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer MF.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS, CONTINUED**

Experienced wordsmith who can make words march, sing, inspire, sell. Man or woman with ingrained feel for radio, music & sounds produced professionally. Burt Levine, WROV, Roanoke, VA 24015.

Moonlighters, stringer, writers needed in every town. Parttime, pays well. No news background required. Simon, 1280B Sawmill, Yonkers, NY 10710.

Director, for progressive School of Journalism. With demonstrated administrative and teaching ability and professional media experience. To direct 700 students and 10 faculty in broadcast, public relations, newswriting/editorial, magazine, and photo-journalism programs. Earned doctorate preferred. Start July 1, 1976. Send nominations, applications by April 19, 1976, to Marie R. Hodge, Chairperson, Search Committee, College of Business Administration, Bowling Green State University, Bowling Green, OH 43403. An Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

13 years radio experience; management, sales, production, announcing, PBP. Reliable. Aggressive. Looking to settle Northwest. Small or medium market. Box Q-188, BROADCASTING.

Highly qualified manager. Fifteen years sales and management experience. Seeking executive position with young, expanding company. Top references and outstanding track record. Will consider investment opportunity. Box Q-193, BROADCASTING.

Sales manager or sales-oriented station manager wants to associate with Minnesota or Wisconsin station. Successfully selling now. Box Q-246, BROADCASTING.

I am a promotional minded sales mgr/program director, with 10 years successful sales and management experience and 4 years agency and video exp. I cause numbers. I'm tough, dedicated, creative and responsible. I'm looking for a home. But with people who really want to do something. Jay Anthony, A/C 512-442-7123.

Jack of all trades, 10 years radio-TV exp., B.A., want GM, PD, Op. D. in Midwest. Elliott Smith, 1501-23 Ave NE, Mpls, MN 55418, 612-781-7365.

Gray Ingram, manager, salesman, engineer, automation consultant will be available upon FCC approval of sale of station. 919-637-4450, PO 1056, New Bern, NC 28560.

SITUATIONS WANTED SALES

13 years, radio experience: management, sales, production, announcing, PBP. Reliable. Aggressive. Looking to settle Northwest. Small or medium market. Box Q-188, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Knowledgeable sportscaster, available in May, seeks Midlands market. Six years broadcast experience. BA, 3rd endorsed. Box Q-165, BROADCASTING.

Dynamic, creative, up tempo rock nite-man. Experienced, & employed. Excellent med. or major only. Box Q-171, BROADCASTING.

How is your all-night show doing? 12-year veteran wants to put his oldies concept to work. Big numbers proven. Excellent credentials, production, 1st phone. Box Q-176, BROADCASTING.

13 years radio experience: management, sales, production, announcing, PBP. Reliable. Aggressive. Looking to settle Northwest. Small or medium market. Box Q-188, BROADCASTING.

Dependable announcer with 3rd. and endorsement. Tight board, good news, production and commercials. Pt. time experience in 74 and 75. Go anywhere. Now! Box Q-197, BROADCASTING.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

D.J., Tight board, good news, commercials, looking for break, willing to go anywhere, ready now. Box Q-224, BROADCASTING.

Help major shakeup in progress. I may be next. First phone announcer with some production experience. Sports Director/Music Director. Not a clock watcher. Single man willing to relocate. Immediate reply please from station offering growth and opportunity. Box Q-225, BROADCASTING.

1st phone, no experience, willing to relocate, technician. Box Q-230, BROADCASTING.

Number one night personality, major Ohio Metro AM. Top 50 dayside. MOR, Country. 7 years experience major markets. Complete professional. BA, excellent references. Into 5 figures. Box Q-248, BROADCASTING.

Professionally trained announcer, looking for All time DJ/announcing duties. Some exp. Talented, versatile, gd. personality, strong voice. Willing to work first month free to prove myself. Third phone, young, good references. Box Q-253, BROADCASTING.

Currently available, anncr strong on news, interviewing. 1st phone. 2 yrs. exp. Box Q-260, BROADCASTING.

Much public radio experience. Now looking for commercial break in West. 3rd endorsed. Box Q-262, BROADCASTING.

Award winning sports writer-announcer with five years experience looking for sports information director's or assistant's job. Contact Bob Jackson at 214-369-9176 or write PO Box 15203, Dallas, TX 75201.

Contemporary major or medium stations. Charley Donovan 713-789-1532. 3737 Hillcroft, No. 160, Houston 77057.

3 years experience. Station going automation. Seeking East Coast rocker. Resume and tape, Paul Nicoletta, 504-872-6828 10 AM-4 PM. Third endorsed.

Sportscaster-Newscaster play-by-play all sports, strong baseball, football, basketball. Writer, college graduate. Commercial experience. Excellent references. Phone 408-422-9675. Johnson, 1623 Los Gatos Way, Salinas, CA 93901.

Personality jock experienced, creative production. First phone, married and stable. Available now. Todd 608-257-8515.

Black Gospel jazz D.J. Sales exec. References. Experienced. Bro. James 7 Exton, Somerspoint, NJ. 609-927-9283.

Top ratings in small market, degree, experienced in all phases, ready to move up. Glenn Verheyen, 544 Brooklyn Lot 33, Jacksonville, IL 62650.

Experienced professional. Announcer/Production. 2 years. Contemporary or Top 40. PO Box 71, Park Forest, IL 60466. 312-747-8060 evenings.

Experienced young announcer, 3rd endorsed. Good news, commercials, sales experience. Dependable. Will relocate immediately. North Eastern states only, including New England. Richard Goodman, c/o B. Marchese, 3755 N.E. 167th Street, North Miami, FL 33160.

1st phone DJ wants job, 6 months experience. John Cook, 125 South 3rd East, Apt. 501, Salt Lake, UT 84111. Phone 801-322-4095 in evening.

Country/Bluegrass DJ 3rd phone, 3 years FM experience, good knowledge of music. Tapes/resumes 513-897-3494. Consider all.

Versatile female, 3rd phone, 3 years airwork experience FM station. Proficient in bookkeeping/office skills. Tapes/resumes 513-324-8667. Consider all.

Personality with 5 years exp., first phone, married, one child, wants change. Medium market Western states only. Contact Dave Elliott, 805-986-9728. Oxford, CA.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Your pulse topper: 18-34's, and teens. Contemporary personality. Experienced. Production. Degree. Thrid. 217-787-3295.

Sportscaster: College grad, 1 yr. experience college station, PBP basketball, football, some hockey, would like baseball; broadcast school trained, MOR exp., 3rd endorsed. Larry Knutson, 218-681-5427 8:00-4:00.

Experienced air personality seeks MOR or progressive rock. Ready now, anywhere. 15266 Cleveland, Allen Park, MI. 313-928-5918.

Creative personality; experienced DJ, newsman looking for jock or talk show. 3rd endorsed. Rod Kackley, 31330 West Lyons Circle, Warren, MI 48092. 313-264-4247.

Enthusiastic young announcer, trained in all phases of broadcasting, first class FCC. Tape, resume. Call Dave, 213-790-0417.

Not a hippie, yippee or weirdo. Experienced personality seeks solid small or medium market. Good production. 3rd ticket, 27, and married. Currently located SE Pa. No revolving door organizations please. 215-256-6330, John LaMonica.

East Coast. First phone, PD experience too. Prefer Contemp or Oldies format. 617-892-9529.

File preferred: announcer 1st phone, 5 years experience, now doing TV & radio. Want a warmer climate. Write 209B, East 44th St, Boise, ID 83707. 208-345-8812.

Progressive rock. 4 yrs. experience (morning-mid-days). BA Communications, 3rd endorsed, single, 24, excellent references, know music, smooth board. Marty Lange, 2902 Friendship, Iowa City, IA 52240. 319-337-4476.

First phone, D.J., limited experience, looking for small market contemporary station. Rollin Reetz, 1917 Clarence, Berwyn, IL 60402. 312-788-1272.

SITUATIONS WANTED TECHNICAL

Chief Engineer position wanted by ham with 5 years experience in all phases of AM & FM radio. Minimum salary \$250 but will accept part in trade. Write Box Q-231, BROADCASTING.

SITUATIONS WANTED NEWS

Sportscaster, fine college PBP experience in all major sports. A natural in baseball. News and sales experience. Versatile and vibrant. Box Q-237, BROADCASTING.

Latino female seeks entry position with growth potential in news broadcasting. Box Q-238, BROADCASTING.

Television sports editor seeks return to radio. Law degree. News, talk, all PBP. Professional gathering, writing, reporting. Box Q-240, BROADCASTING.

News and/or announcer. First phone. College degree, one year law school. College newspaper and radio. Entry level position in station needing hard worker. Box Q-245, BROADCASTING.

Growth opportunity sought. 14 years experience, solid journalism background. Now in New Jersey. Box Q-251, BROADCASTING.

Take charge, highly experienced, broadcast professional. Seeking major-medium market news director challenge. 1st phone. Consider telephone talk, programming, television. Box Q-264, BROADCASTING.

Young aggressive hard-working individual looking to break into broadcasting as a radio newscaster in a small market station. Junior college graduate, A.S. Degree in broadcasting. Available immediately. Will relocate. Richard Chabot, 7 Fiske Road, Lexington, MA 02173, 617-862-0979.

Responsibility is as important as aggressiveness. Thinking journalist, BA, MS, broadcast journalism, third endorsed, one year experience, seeks small to medium market. Rich Peacock, 33 Cogswell Ave., Cambridge, MA 02140. 617-547-2788.

**SITUATIONS WANTED NEWS
CONTINUED**

NIS stations and others. Newscaster reporter. 4 years experience. Douglas O'Brien 313-534-0251.

Young newsmen with some experience seeking reporter and or news writer position. Call after 7 week-nights. Gregory Bresiger 212-889-8480.

Experienced relevant news communicator with ideas, initiative, diversified metro market background desires progressive station strong on local scene/community involvement. Can dig and deliver. Mike Berens, 830 Ruskin, Edwardsville, IL 62025. 618-656-4891 evenings.

Frustrated with 14 hour day non-radio work. Looking for first break in news. Six months experience. Write Rod Morrison, 308 Hollis Street, Framingham, MA 01701.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Programing, production, promotion. 6 years, presently PD. Many hats, professional attitude. Prefer group within 200 miles Toledo. Contemporary/Top 40. All reasonable offers. Wise investment. Box Q-226, BROADCASTING.

Producer/Director, 16 yrs. experience in all phases, number 1 news station in area. Worked with ad agencies and in field work. Sports minded, 37 yrs. old, married, need new challenges. Box Q-232, BROADCASTING.

Production, Programing, & News. Third endorsed, versatile, 4 yrs. experience, MA in radio/television. Seeking parttime position in Chicago area. Box Q-252, BROADCASTING.

Track record includes programing, two top-rated stations \$ame 100,000 market. Competent air, production, technically, 1st tone. Box Q-266, BROADCASTING.

TELEVISION

HELP WANTED MANAGEMENT

A Major Western market all religious TV station is looking for a general manager. Experience and dedication are musts. Send resume and salary requirements to Box Q-269, BROADCASTING.

Min. 5 years exp. as principal operating officer in television station Mgmt. Ability to develop and evaluate local and national programs and budgets; extensive knowledge of TV broadcasting technology and administrative procedures. Experience in controlling TV production/programing budgets. Applications closed March 30, 1976. Send letter and comprehensive resume with salary history to: Exec VP & GM, PO Box 6, Sacramento, CA 95801. No phone calls, please. An Equal Opportunity Employer.

Accountant, assistant to controller for group. Auditing, accounts receivable control, and collection experience required. Some travel. EOE. Send resume, references and salary history to: J. McCreary, Rust Craft Broadcasting Co., 320 Market Street, Steubenville, OH 43952.

HELP WANTED SALES

Television Advertising Account Executive wanted. Minimum of six months media sales experience for network VHF station. Midwest station. Equal Opportunity Employer. Write Box Q-259, BROADCASTING.

HELP WANTED TECHNICAL

Engineers with first phone, for southwestern VHF, studio and transmitter. Experience not required but must have at least equivalent of trade school or military training. Paid holidays, vacation, retirement plan and other benefits. Send brief resume with past earnings history and present salary requirements to Chief Engineer, KOAT-TV, PO Box 4156, Albuquerque, NM 87106.

Needed immediately, experienced engineers for TV remotes, Slo-Mo, VTR editing, transmitter and ES operation. Send resume and salary requirements to PO Box 7817, Atlanta, GA 30309.

**HELP WANTED TECHNICAL
CONTINUED**

Maintenance Engineer(s) Short-term requirement to maintain RCA Color Studio (TR70/TK45/TK28) monitors daily, tuners and misc. B & W camera equipment. 7:30 AM - 3:30 PM daily, Monday thru Friday for period now thru November, 1976. Requirement also includes two hour call-up, seven days a week. Location: Arlington, Virginia. Salary excellent. Equal Opportunity Employer. Call or write Michael Wetmore, Peirce-Phelps, Inc., 2000 N. 59th Street, Philadelphia, PA 19131. 215-879-7171.

Director of Engineering. Group broadcaster seeks experienced chief with strong administrative abilities for major west coast market. Starting salary \$30,000, plus benefits. Call or write to Dave Boylan, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631, 312-693-6171. Confidentiality assured.

TV Engineer. Graduate of two year technical school or equivalent experience, unlicensed, to operate and/or maintain color television, FM radio and audio/visual equipment for FM a commercial broadcast station. Experienced engineer preferred. Position available immediately. Salary: \$9,027. Send resumes to: University of Missouri, Personnel Services, 309 Hitt St., Columbia, MO 65201. An Affirmative Action/Equal Opportunity Employer.

Graduate engineer, experienced in Microwave and CATV systems to work in system planning and installations for largest MDS operator. Approximately 25% travel. Contact Microband Corporation of America, 176 Broadway, New York, NY 10038.

HELP WANTED NEWS

We are looking for an experienced anchor who can communicate. Medium market television, strong news staff, excellent company. Equal Opportunity Employer. Please send resume and picture to us. We will ask for tape. Box Q-155, BROADCASTING.

News Director, Medium market, network UHF with 12 person news department. ENG knowledge helpful, but not required. Respected group ownership. Starting salary commensurate with experience. All benefits. An Equal Opportunity Employer. Send complete resume to Box Q-198, BROADCASTING.

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-219, BROADCASTING.

Assistant News Director for Top 25 market. Group owned station. Immediate opening. Equal Opportunity Employer. Box Q-235, BROADCASTING.

Leading radio-TV operation has opening for aggressive journalism grad equally adept gathering, writing and performing news. Could lead to news director. Box Q-239, BROADCASTING.

Professional Meteorologist. Lost our last two meteorologists to Los Angeles and San Francisco stations. Seeking replacement. KOB-TV, PO Box 1351, Albuquerque, NM 87103.

Television Reporter/Anchor, WSAZ-TV, Charleston-Huntington. Send resume, VTR, to Bos Johnson, Box 2115, Huntington, WV 25701. An Equal Opportunity Employer.

Immediate opening. News director, co-anchor. If you are really good and can help hold an established 44% share write: E.D. Madden, PO Box 395, Evansville, IN 47703. Send complete resume and tape.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Newscast Director needed immediately. Minimum of two years directing news required. Others need not apply. Equal Opportunity/Affirmative Action Employer. Box Q-221, BROADCASTING.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS, CONTINUED**

Producer for morning talk show format needed immediately. Will consider Associate Producer with extensive experience. Equal Opportunity/Affirmative Action Employer. Box Q-222, BROADCASTING.

Assistant Professor: Radio-Television. Teach newfilm, documentary, and ENG. Supervise film and ENG services for PBS station. \$1300 month/12 month appointment. PhD required. Box Q-265, BROADCASTING.

Asst. Producer. News gathering, on-air, portapak taping and editing experience. Will generally work alone on assignment. Need characteristics of a producer, director, newsperson, camera operator and air talent. Will work with an aggressive, professional news team. Send resume to President, WSKG, Public Television, PO Box 97, Endwell, NY 13760. An Equal Opportunity Employer.

Executive Producer/Director of Production needed for innovative educational programs at the University of Mid-America. The executive producer is responsible for all non-print media and supervision of production personnel. Extensive experience and demonstrated ability in television and film production required. Reply immediately to Dr. Paul Merrill, UMA, PO Box 82006, Lincoln, NE 68501. 402-467-3671. An Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

Controller/Business Manager position. Young, female, with experience in major TV market. Experienced in EDP. B.S. Accounting. Box Q-204, BROADCASTING.

General Manager, sales manager, programing for medium to large market. Thoroughly experienced all phases: station-ownership, management, sales management-sales (local and national), programing, film-buying, promotion and network announcing-news reporting. Leader in industry and community affairs. 21 years in television; 8 prior years in radio. Total broadcasting experience: 29 years. Age 46. A professional, quality, aggressive competitor. Accustomed to formidable challenges and much responsibility. Can increase, substantially, your profits and prestige. Box Q-223, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer. BSEE, excellent technical background. Box Q-105, BROADCASTING.

Engineering Supervisor, assistant chief or chief engineer's position wanted by EE graduate with over 20 years experience in all phases of studio and remote operation. Box Q-236, BROADCASTING.

1st phone. Highly experienced all aspects TV and radio engineering and production. Prefer Northeast. Box Q-255, BROADCASTING.

Technical engineer. First class license major market video television radio experience desires maintenance/operations position. Will relocate. Preferably Midwest. Box Q-268, BROADCASTING.

SITUATIONS WANTED NEWS

Energetic newsmen 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.

Top 40 sports, I'm number one where I am now, but I'm not satisfied. If you're looking for the best, you'll find it here, but don't bother if it's not Top 40. Five years experience in all phases of sports on TV. 30 year old college graduate. Loves to travel. Box Q-192, BROADCASTING.

Filmmaker, experience TV News/film-ENG editor/reporter. Female, M.A., wants position in documentary production. Write Box Q-205, BROADCASTING.

Meteorological personality. Television is a visual media, and I do a very visual weathercast. I also do environmental and some general assignment reporting. AMS qualified, and looking to move up. Box Q-241, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

B.A.: American History/Biology. 1 year Law School. First phone. College newspaper and radio. Seek entry level position. Eager learner. Box Q-245, BROADCASTING.

Female meteorologist, warm professional presentation, 5+ years experience, AMS seal. Box Q-247, BROADCASTING.

Hard-nosed reporter seeks straight talking news director. Female. 3 yrs. experience news, producing. Box Q-249, BROADCASTING.

Anchorman with polished delivery, reporter/producer skills, available. Employed, 31. Box Q-261, BROADCASTING.

8 year pro with 4 years top twenty market seeks position in sports broadcast field. Radio/TV. Will relocate. Reply: B. Davis, 700 N. Water St., Milwaukee, WI 53202.

Experienced, mature journalist with major market radio/TV news management and anchor background. Strong record of professional and civic achievement. Available soon. Prefer Southeast. Box 5826, Birmingham, AL 35209.

Weathercaster with unique on-camera cartooning format seeking position. AFRTS background. Bron Smith, 213-796-7441.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Position with TV or radio station, for the development of station image. Tracking down "jingles" reliable critique. Willing to travel, for more information please write Box Q-228, BROADCASTING.

Producer/Director. 7 years experience news. Sports commercials. Currently Top 20 market. Excellent references. Box Q-254, BROADCASTING.

Production problems? Creative, free lance producer-director. 20 years experience all types remote sports and studio productions. Live and video tape. Box Q-258, BROADCASTING.

Television Production specialist. Mid 20's. Familiar with all phases of T.V. production. Write: Helmut Schroetter, 712 N. Division St., Appleton, WI 54911.

Artist/Designer creative and experienced 1½ years ETV (graphics animation model sets, Japan Prize) 6 months graphic trainer seeks challenging diversified position. Contact Ms. N. Bergau, 176 Mill Road, Rochester, NY 14626.

Beginning position desired. Have B.A. in radio/TV communications, working on M.A. Currently audio-visual technician. Lawrence Benesch, PO Box 151, Dumont, NJ 07628.

College grad BFA film No. 2 D.J. Jacksonville Fla. WCAU TV wake up! Commercial production, copywriting, creative, funny & zany. Looks like Ernie Kovacs. Get me out of N.J.! 201-747-4677.

CABLE

HELP WANTED MANAGEMENT

Unusual management opportunity. Second in command, medium sized M.S.O. Director of operations, for 70,000 subscriber M.S.O. Must have extensive management experience either in cable or other communications media. Relocate on east coast. Please write to Comcast Cable Division, Comcast Corporation, One Belmont Avenue, Bala Cynwyd, PA 19004. Replies confidential.

BUY-SELL-TRADE

PCF-701 Norelco color film island, beautiful pictures from two Kodak 285s, S&S Spectrum 32 slide, Norelco PCM-800 multiplexer, and island base all for \$35000. Call 812-238-1515.

Selling Kodak Film 7240M-400. New, \$31.00 continuous supply. Raw Stock Center, 9 E. 37 St., NY. 212-679-1218.

WANTED TO BUY EQUIPMENT

TEK 149A NTSC Signal generator. Contact Tor Liholt, 516-273-7111. LNR Communications Inc., 180 Marcus Boulevard, Hauppauge, NY 11787.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

G.R. 916 AL RF bridge, like new, \$495.00. Box Q-257, BROADCASTING.

Stereo generator, Sparta 682, CBS 4110 stereo Volumax limiter; CBS 4450A stereo Audimax AGC. All in use, excellent condition, available May. Each \$1050 or offer. Bib Venditti, KZAP, Box 511, Sacramento, CA 95803. 916-444-2806.

Ikegami TK-355 Camera System: 10-1 Zoom Lens, tripod-dolly, 100-ft. cable, Waveform monitor. Used only as demonstrator. For sale below rep. cost. Contact Mr. Ed Milling, Taft Broadcasting Corporation, 713-622-1010, Houston, TX.

35mm Norelco telecine motion picture projector. All options current price well over \$17,000.00. Never used, mint condition. \$8500.00 will consider some trade. Write, wire or phone International Cinema Equipment Company, 13843 Northwest 19th Avenue, Miami, FL 33054. 305-681-3733.

Gates BC-1F, 1kw/250w AM transmitter 1230 khz good condition, removed from service Jan. 76, \$2,000. Contact Bill Brown 912-265-5980.

Gateway II audio console, excellent condition \$1500. UREI Modulimiter, new \$425; Criterion 80, mono, like new \$400. WNOE, New Orleans. 504-523-4753.

1 KW Collins FM Stereo transmitter, will tune and test your frequency, perfect: 4.500. 601-362-2790 after 5 PM.

Gates Executive, 10 channel simulcast solid state console, new stereo line amplifiers, \$2500; complete Marti M-3 Dual STL with transmitter remote control, tuned up to 943.15 mhz and 942.85 mhz, includes: antenna transmission line, spare tubes and crystals, \$2500; Spectrasonics Compilimiter, \$275; Collins PB 150 Mono playback cartridge machine, \$150; Fairchild Conax FM limiter \$50; McMartin TBM-2000 FM SCA Monitor and relay receiver, \$100; Marti SCG-67 Sub Carrier Generator, \$75; 12" Microtrak tonearm, \$45; 4 - 72" equipment racks, make offer. Call Ray Thomson, Chief Engineer, KDKB 602-833-8888.

Collins 20 V AM transmitter, 1000/500 watts on 1480 khz. \$1,000. Gates GTM-88s Stereo FM Modulation Monitor \$600. WRSW AM-FM, Times Building, Warsaw, IN 46580. 219-267-3111.

For Sale: Channel 60 antenna and 400' guyed tower. Exc. cond. Will trade for? 312-357-1211.

Hellax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

Portable monochrome camera chain. Includes 2 General Electric 4PC11A2 I. O. cameras, associated equipment, switching gear. Complete package capable of broadcast quality pictures. General Electric monochrome stabe amp (Tube type). Sarkes Tarzian 10 watt, 2 Ghz. MT-1C & MT-1D. Ch 6 vestigial side band filter, 1 KW, standard electronics (good shape). VTR, Ampex 1000B, low band monochrome complete with bridge monitoring. (Good shape). 15 kw, water cooled dummy load, 52 Ohms, standard electronics (good shape). RCA TT-1 field sync. generator, (fair shape). All units are to be sold on as is basis. Make offer on all or part of above equipment. Contact Chief Engineer, KVIE, PO Box 6, Sacramento, CA 95801. Phone 916-929-5843.

GE PE-250 color camera. GE TY-106B helical antenna, ch. 22, Collins stereo console 212S-1, more items on list. S.R. Cathrall, WEZF-TV, Box 22, Burlington, VT 05401. 802-655-3663.

950 feet RCAMI-19387 6 inch 75 OHM transmitter line. Paul & Kelley, WLKY-TV, Louisville, KY. 502-893-3671.

FOR SALE EQUIPMENT CONTINUED

Jampro 5 Bay Antenna with new connector cables. Gates RDC - 10 Gates remote. GEL 5 KW-FM transmitter. CCA - 10 channel stereo console. Bogen Mixer pre-amp model number MXM - A Two - 20 KW harmonic filters. Contact: Jimmie Joynt, KYKR Radio, 713-985-2543. PO Box 2307, Port Arthur, TX 77640.

Bell & Howell 16mm film chain projector. Pedestal, switching, remote, optical/magnetic, excellent condition. \$1350.00. Cinevision, PO Box 457, Avondale Estates, GA 30002.

Bell & Howell JAN 16mm OPT/MAG Film chain projector, pedestal, switching, remote, excellent condition. \$1495.00. Other video equipment available, free list. International Cinema Equipment Company, 13843 NW 19th Avenue, Opalocka, FL 33054.

Used Recortec: Evaluation/Cleaning, plus tailoring device. All peripheral equipment plus spare parts. \$10,000 F.O.B. Manhattan. Call 516-487-2381 or 516-734-5301.

For Sale: "2" each auto cue 25hz \$150.00 each. "1" Moseley 450mhz STL or one way mobile three years old with yagi's, \$1800.00. Write: KWSL Radio, PO Box 1230, Sioux City, IA 51102. Phone 402-987-3477.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

Deejays: 'Conversations' are super fun! And they score! Free demo from Hip Pocket Productions, Box 2585, Columbus, OH 43216.

"**May a diseased candidate** pull your lever in public." Now that you're awake, smart jocks across the country and Iowa, are turning on to "Dave Spector Comedy", the only sophisticated, completely void of silliness, original service. Everything funny enough for Johnny Carson or it isn't printed. Noone can top me. Each issue contains: topical jokes; one bit of "Tonight Show" quality; extremely funny song tags; plus the popular "Dare you to say it on the air department." Wouldn't it be nice to get every month? Wouldn't it be nice to get every night? Embarrassingly priced at a low \$15 for 12 monthly issues. Usable sample \$3 applied towards subscription. Better yet, send \$15 immediately and receive bonus back issues, too. 212 jocks can't be wrong. Represented at N.A.B. by Institute of Broadcast Arts, Hyatt, Suite 2223, "Dave Spector Comedy," WIBA Suite 2800, 75 E. Wacker, Chicago 60601. Or phone 236-8371. This is for pros.

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.

TV job seekers: Color vtr or ilm audition \$60.00 plus stock. L.A. area. 213-885-0533.

Join Oldtime Announcers' Club. Announcing experience dating back 25 years or more. No dues. PO Box 1174, North Little Rock, AR 72115.

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INSTRUCTION

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Class 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.

INSTRUCTION CONTINUED

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Effective commercials give more sales, better income. Learn how. Complete course. Sample \$5, refundable. Fuller, Box 692, Cincinnati, OH 45201.

Newscasters, move up, earn more. Improve your delivery, put style into your writing. Veteran New York network news correspondent will work with you through your tapes. Reasonable. Free details. Box P-120, BROADCASTING.

We guarantee your FCC license. You can continue in class without cost until you pass your FCC license test! Survive FCC updates. Broadcasting courses available including announcing and radio product. Financing plan available. Veteran approved school. Now in new facility. Finest instructors, best equipment. Out of state student plan. Call or write today for free booklet. 312-321-9400. Omega State Institute, 237 East Grand Avenue, Chicago, IL 60611.

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. 235 East Grand Avenue, Chicago, IL 60611.

Job opportunities and announcer-d.j.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

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.

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.

RADIO

Help Wanted Management

Group owner acquiring new property. Opening for experienced General Manager with strong documented sales background. References must be excellent. Send complete resume to

Box Q-233, BROADCASTING.

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Help Wanted Technical

Major Radio Broadcast Equipment Manufacturing Group

has opportunities for experienced RF, Audio and Automation Sales Engineers for Domestic and International Assignment.

See at NAB or send resume to:

Jack Lawson
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Sparta Electronics
Division of Cetec
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Sacramento, CA 95828

Exceptional Chief Engineer wanted for exceptional opportunity. Initially, you'll be chief of AM/FM combination in major Southwest market. Position will quickly lead to Director of Engineering for group broadcasters. To qualify you must have an E.E. Degree or equivalent, three years fulltime radio experience, at least one year as a Chief Engineer and experience with both FM stereo and AM directional stations. Send resume to John Gorby, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Suite 285, Chicago, IL 60631.

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.

Aggressive general manager looking for major market problem station. Present station just sold. Leader in sales, programming, accounting, with engineering skills both AM/FM major markets. Specialize converting problem operations to winners. Complete knowledge FCC rules, expert at collections. Excellent credentials. Known nationally. Can attract and work with best programing & sales staff available. Last station increased yearly billing from \$200,000 to \$1,500,000 in four years. Complete broadcast background including ownership AM/FM major market. First Class License: 20 years broadcasting. Ready for new challenge. Let's discuss management position major market. Box Q-118, BROADCASTING.

MONEY - EXPERIENCE - ABILITY

.....available for investment in medium to large market. Successful General Manager with extensive experience in large and medium markets, wants equity position and active management. Excellent record with heavy sales experience. Successful management of Major station in Major market producing record profits, revenues and ratings. Available late April.

Box Q-209, BROADCASTING.

Situations Wanted Management Continued

General Manager looking for final move up. Now in suburbs of top 15. All goals reached here I'm looking to move to stable company management or oversee small group. 24 radio years, top references and excellent track record. Write: Box Q-256, BROADCASTING.

Chris Bailey is an ADVISOR for MEDIUM and SMALL MARKETS with 17 years in MAJOR MARKETS EXPERIENCE.

ANSWER YES TO ONLY TWO THEN CALL CHRIS TODAY 216-961-1009 or write 11406 Clifton Blvd. Suite 804 Cleveland, Ohio 44102.

1. Ratings Down
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3. Direction of Your Station Wrong
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Super Stuff—Give me your boards and a telephone and I'll guarantee you the most successful show around. Bulletproof talk/MOR combo. that only two mortals in existence can pull off, and I'm one of them. Conservative management, save your stamps. No guts, no glory. Ken S. 301-523-2669. 1739 Eutaw Pl., Baltimore, Md. 21217.

Situations Wanted News

NETWORK NEWSMAN

Now anchoring from NYC. Want permanent West Coast job. Solid journalistic background including all-news. News Director, Anchor or street. Now or in future. I'll phone, then visit. Box Q-242, BROADCASTING.

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I'm looking for management spot. Offer 12 yrs network news, local with net O&O, radio & TV. Anchorman network radio hourly. Previously news director. Box Q-267, BROADCASTING. Contact at NAB Convention thru 312-433-1113.

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Write Box Q-263, BROADCASTING.

Public Notice

The City of Rockville, Maryland is prepared to accept applications for the award of a CATV franchise. Application deadline is May 17, 1976. Application and CATV ordinance available upon request from: Daniel G. Hobbs, Assistant City Manager, Maryland at Vinson Streets, Rockville, Maryland 20850.

**Notice of Availability
for CATV Franchise in
The City of Sun Prairie,
Wisconsin**

Notice is hereby given that proposal information for a 15 year Cable Television Franchise is now available and may be obtained by contacting Bernard Kahl, City Clerk, City Hall, 124 Columbus Street, Sun Prairie, Wisconsin 53590. Each such request must be accompanied by a two hundred fifty dollar (\$250.00) non-refundable filing fee made payable to the City. Proposals for a franchise must be in accordance with the instructions issued by the City and will be received for consideration until 10:00 A.M. (CST), Tuesday, June 1st, 1976.

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.

Help Wanted Sales

SALES MANAGER

For domestic and international antenna sales. Two years minimum broadcast equipment sales experience required. Work with Cetec domestic sales group and foreign reps selling VHF-UHF. Television antennas and patented FM antennas enjoy delightful climate and excellent corporate fringe benefits. Excellent base pay with commission. Mail complete resume in confidence or drop. into NAB Booth 615 Chicago. Peter Onnigian, President Jampro Antenna Company Subsidiary of Cetec Corporation 6939 Power Inn Road Sacramento, California 95828

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You should possess an aptitude for selling plus solid communications skills (both verbal and written) in order to effectively provide marketing support to District Sales Managers, to help increase the sales of our automated programming systems.

You'll also be responsible for customer correspondence; preparation of bids, quotations, and analyses of competitive automation systems and related products; and provision of on-site demonstrations. Based in our Quincy headquarters, you'll report to the Sales Manager of Radio Broadcast Equipment and have moderate travel requirements.

In addition to an excellent salary, you'll receive comprehensive benefits including profit sharing, hospitalization, and relocation expenses. Send resume in confidence to:

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Help Wanted Announcers

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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

**Help Wanted Technical
Continued**

GRASS VALLEY GROUP



We are looking for experienced engineers in the following categories:

- **CIRCUIT DEVELOPMENT.** Applicants should be thoroughly familiar with the latest solid state devices and techniques. BSEE and at least 5 years of experience required.
- **TV SYSTEMS ENGINEERS.** Applicants should be thoroughly familiar with television systems. Minimum of 5 years of TV experience required.
- **TV SALES ENGINEERS.** 5 years of TV broadcasting experience required.
- **TV FIELD SERVICE ENGINEERS.** BSEE required. Applicants should be willing to travel in the US and abroad for a 2-year period before becoming permanently assigned to the plant in Grass Valley.

Send resume and salary requirements in confidence, to Robert L. Cobler, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, California 95945.

Arrangements can also be made for an interview at the NAB exhibition - Chicago, March 21-24.

An equal opportunity employer

**Help Wanted Programing,
Production, Others**

SENIOR PROGRAM OFFICER

Must have BA/MA degree or equivalent experience; approx. 10 yrs. general broadcast experience with at least 4-5 yrs. strong network programing. Established contacts in public and commercial TV and ability to deal effectively with top-line producers and talent. Excellent fringe benefits. EOE-M/F Please send resumes only to Mrs. Lily A. Okura, Director of Personnel, 1111 16th Street, N.W., Washington, DC 20036.

Situations Wanted Management

Key, young executive at Major N.Y. Rep., solid broadcasting experience with network and advertiser, seeks top level management position offering growth with right station. Performance oriented, self motivated, hard working. B.S. and M.A. top school. Best industry references.

Box Q-174, BROADCASTING.

Situations Wanted News

**Former
O & O
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(now employed), looking for No. 2 position in large market or News Director in medium market.

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Stock Index

Stock symbol	Exch.	Closing Wed. March 17	Closing Wed. March 10	Net change in week	% change in week	High	1975-76 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)			
Broadcasting													
A8C	N	29	29 5/8	-	5/8	-	2.10	29 5/8	13 1/8	16	17,187	498,423	
CAPITAL CITIES	CCB	N	48 3/8	49	-	5/8	-	1.27	52 1/4	22	7,208	348,687	
CBS	C8S	N	54	55 1/4	-	1 1/4	-	2.26	57 5/8	20 1/2	28,313	1,528,902	
COX	COX	N	34 1/4	34	+	1/4	+	.73	36 1/8	10 1/4	5,852	200,431	
GROSS TELECASTING	GGG	A	11 3/8	12	-	5/8	-	5.20	12	6 7/8	8	800	9,100
LIN	LN8	O	16	16	-	-	-	.00	16 3/4	2 5/8	12	2,382	38,112
MOONEY	MOON	O	3 5/8	3 3/4	-	1/8	-	3.33	3 7/8	1 1/4	10	385	1,395
RAHALL	RAHL	O	4 3/4	4 3/4	-	-	-	.00	6 1/4	2 1/4	12	1,297	6,160
SCRIPPS-HOWARD	SCRP	O	25	25 1/2	-	1/2	-	1.96	25 1/2	14 1/4	11	2,589	64,725
STARR *	S8G	M	3 3/4	3 3/4	-	-	-	.00	7	2 3/4	2	1,091	4,091
STORER	S8K	N	22 5/8	20	+	2 5/8	+	13.12	22 5/8	12 1/8	13	4,548	102,898
Taft	TF8	N	25 1/2	26	-	1/2	-	1.92	28 1/2	11 5/8	10	4,042	103,071
TOTAL											75,694	2,905,995	

Broadcasting with other major interests

AVCO	AV	N	4 5/8	4 3/4	-	1/8	-	2.63	4 3/4	3/4	15	1,250	5,781
BARTELL MEDIA	BMC	A	10 3/8	10 7/8	-	1/2	-	4.59	10 7/8	2 3/8	4	11,481	119,115
JOHN BLAIR	BJ	N	1	1	-	-	-	.00	1 5/8	1/2	4	2,257	2,257
CHRIS-CRAFT	CCN	N	10 1/8	10 1/4	-	1/8	-	1.21	10 1/4	3 7/8	15	2,403	24,330
COMBINED COMM.	CCA	N	7 1/2	6 5/8	+	7/8	+	13.20	7 1/2	2 1/8	7	4,167	31,252
COWLES	CWL	N	16 3/8	16	+	3/8	+	2.34	17 1/4	5	11	4,899	80,221
DUN & BRADSTREET	DN8	N	9 1/4	9 5/8	-	3/8	-	3.89	9 5/8	4 1/8	9	3,969	36,713
FAIRCHILD IND.	FN8	N	28 1/2	29 7/8	-	1 3/8	-	4.60	33 1/2	18 3/4	18	26,527	756,019
FUQUA	FOA	N	9 3/8	9 7/8	-	1/2	-	5.06	9 7/8	3 3/4	14	5,708	53,512
GANNETT CO.	GCI	N	9	7 5/8	+	1 3/8	+	18.03	9	3 1/4	225	8,689	78,201
GENERAL TIRE	GY	N	39 1/2	39 1/4	+	1/4	+	.63	39 5/8	23	22	21,108	833,766
GLOBETROTTER	GL8TA	O	21 1/4	22 1/4	-	1	-	4.49	22 1/2	10 5/8	8	21,954	466,522
GRAY COMMUN.	GL8TA	O	2 1/2	2 1/4	+	1/4	+	11.11	3 5/8	7/8	13	2,783	6,957
HARTE-HANKS	HHN	N	6 1/2	6 1/2	-	-	-	.00	7	6	5	475	3,087
JEFFERSON-PILOT	JP	N	24 3/8	24 3/8	-	-	-	.00	24 3/8	6 1/4	14	4,369	106,494
KAISER INDUSTRIES	KI	A	27 1/2	28 7/8	-	1 3/8	-	4.76	38 3/4	26 1/4	12	24,068	661,870
KANSAS STATE NET.	KSN	O	12 3/4	11 3/4	+	1	+	8.51	12 3/4	4 5/8	8	27,575	351,581
KINGSTIP	KTP	A	4 1/4	4 5/8	-	3/8	-	8.10	4 3/4	2 7/8	6	1,815	7,713
KNIGHT-RIDDER	KRN	N	7 7/8	7 3/4	+	1/8	+	1.61	8 3/8	1 7/8	6	1,154	9,087
LEE ENTERPRISES	LNT	A	35 1/2	36 1/8	-	5/8	-	1.73	36 1/4	14 1/4	19	8,305	294,827
LIBERTY	LC	N	16 3/8	16 3/4	-	3/8	-	2.23	24 5/8	12	7	3,352	54,889
MCGRAW-HILL	MHP	N	15 3/4	16 1/2	-	3/4	-	4.54	16 1/2	7 1/8	7	6,762	106,501
MEDIA GENERAL	MEG	A	14 5/8	15	-	3/8	-	2.50	16 5/8	6	11	24,601	359,789
MEREDITH	MDP	N	18 1/8	18 3/8	-	1/4	-	1.36	19 1/8	9 3/8	9	7,221	130,880
METROMEDIA	MET	N	16 3/4	17 1/8	-	3/8	-	2.18	17 1/8	8 3/8	7	3,041	50,936
MULTIMEDIA	MMED	O	21 3/8	21 5/8	-	1/4	-	1.15	21 7/8	5 1/4	12	6,553	140,070
NEW YORK TIMES CO.	NYKA	A	19 3/4	18 3/4	+	1	+	5.33	19 3/4	8 3/4	13	4,390	86,702
OUTLET CO.	OTU	N	15 3/4	15 5/8	+	1/8	+	.80	16 1/4	7 1/2	11	10,938	172,273
POST CORP.	POST	O	17 1/8	17 1/2	-	3/8	-	2.14	19	8	6	1,387	23,752
PSA	PSA	N	10 3/4	10 3/4	-	-	-	.00	11	3 1/4	4	871	9,363
REEVES TELECOM	R8T	A	8 1/4	8 1/2	-	1/4	-	2.94	9	3 3/4	3	3,181	26,243
ROLLINS	ROL	N	1 3/4	1 7/8	-	1/8	-	6.66	2 1/4	3/4	12	2,376	4,158
RUST CRAFT	RUS	A	24 1/2	26 1/8	-	1 5/8	-	6.22	26 7/8	11 1/4	16	13,404	328,398
SAN JUAN RACING	SJR	N	8 1/4	8 7/8	-	5/8	-	7.04	9 3/4	4 3/4	7	2,328	19,206
SCHERING-PLOUGH	SGP	N	8 3/8	8 1/8	+	1/4	+	3.07	14 1/4	5 3/4	7	2,509	21,012
SONDERLING	SDB	A	53 1/4	51 1/2	+	1 3/4	+	3.39	67 1/4	44 1/2	21	53,956	2,873,157
TECHNICAL OPERATIONS	TO	A	12	11 3/4	+	1/4	+	2.12	12 3/8	4	7	727	8,724
TIMES MIRROR CO.	TMC	N	4 1/2	4 7/8	-	3/8	-	7.69	6 1/4	2 3/8	10	1,344	6,048
WASHINGTON POST CO.	WPO	A	20 5/8	21	-	3/8	-	1.78	22 5/8	10 1/4	15	33,823	697,599
WOMETCO	WOM	N	31	29 3/4	+	1 1/4	+	4.20	31 3/8	16 7/8	12	4,751	147,281
TOTAL											378,803	9,303,138	

Cablecasting

AMECO**	ACO	O	3/8	3/8	-	-	-	.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AEL8A	O	1 7/8	1 7/8	-	-	-	.00	2 3/8	1/2	38	1,672	3,135
AMERICAN TV & COMM.	AMTV	O	21 1/4	21 3/4	-	1/2	-	2.29	21 3/4	6	27	3,322	70,592
ATHENA COMM.**		O	3/8	1/2	-	1/8	-	25.00	2 1/4	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 3/4	5	-	1/4	-	5.00	7 3/4	3	238	8,351	39,667
CABLECOM-GENERAL	CCG	A	8 1/2	8 3/8	+	1/8	+	1.49	8 1/2	1 5/8	8	2,560	21,760
CABLE INFO.		O	1/2	1/2	-	-	-	.00	1 1/4	1/4	1	663	331
COMCAST		O	3	3	-	-	-	.00	3	3/4	13	1,708	5,124
COMMUNICATIONS PROP.	COMU	O	3 1/2	3 3/8	+	1/8	+	3.70	3 1/2	1 1/4	13	4,761	16,663
COX CABLE	CXC	A	16 3/8	17 1/2	-	1 1/8	-	6.42	18 1/8	4 3/8	20	3,560	58,295
ENTRON	ENT	O	1 3/4	1 3/4	-	-	-	.00	1 3/4	5/8	13	1,358	2,376
GENERAL INSTRUMENT	GRL	N	12 3/8	12 3/4	-	3/8	-	2.94	31 1/2	7 1/2	31	7,201	89,112
GENERAL TV		O	1 1/2	1 1/4	+	1/4	+	20.00	1 1/2	1/4	1	1,000	1,500
GENEVE CORP.	CFUN	O	7 1/4	7 1/4	-	-	-	.00	7 3/4	4 1/4	60	1,121	8,127
SCIENTIFIC-ATLANTA	SFA	A	15 1/2	16 1/2	-	1	-	6.06	18	11 1/8	13	1,374	21,297
TELE-COMMUNICATION	TCOM	O	4 7/8	5	-	1/8	-	2.50	5	1	2	5,181	25,257
TELEPROMPTER	TP	N	10	9 7/8	+	1/8	+	1.26	10	1 1/2	29	16,604	166,040
TIME INC.	TL	N	62 7/8	63 1/4	-	3/8	-	.59	67 1/2	24 3/4	14	9,975	627,178
TOCOM	TOCM	O	3	3	-	-	-	.00	3 1/4	1 5/8	7	617	1,851

Stock symbol	Exch.	Closing Wed. March 17	Closing Wed. March 10	Net change in week	% change in week	High	1975-76	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
UA-COLUMBIA CABLE	UACC	O 12 1/4	12 3/4	- 1/2	- 3.92	13	4 5/8	13		1,714	20,996
UNITED CABLE TV	UCTV	O 2 1/8	2 1/4	- 1/8	- 5.55	4 1/8	1 1/4	1		1,879	3,992
VIACOM	VIA	N 10 3/4	11 5/8	- 7/8	- 7.52	11 5/8	2 3/4	13		3,654	39,280
VIKOA**	VIK	A 2 3/8	2 1/2	- 1/8	- 5.00	2 3/4	5/8	4		2,529	6,006
TOTAL										84,129	1,229,825
Programming											
COLUMBIA PICTURES	CPS	N 7	7		.00	9 5/8	2 3/8	8		6,748	47,236
DISNEY	DIS	N 59	60 1/4	- 1 1/4	- 2.07	62 1/4	21 1/4	28		30,977	1,827,643
FILMWAYS	FWY	A 9 1/2	9	+ 1/2	+ 5.55	10 1/8	2 3/4	9		1,792	17,024
FOUR STAR			1/2		.00	1/2	1/4	1		666	333
GULF + WESTERN	GW	N 25	25 5/8	- 5/8	- 2.43	26 5/8	18 1/4	6		30,058	751,450
MCA	MCA	N 69 3/8	66 3/4	+ 2 5/8	+ 3.93	89 1/8	27 3/4	7		8,672	601,620
MGM	MGM	N 14	14 1/8	- 1/8	- .88	18 3/4	12 1/4	7		13,118	183,652
TELETRONICS INTL.	O	8 1/2	8 1/2		.00	9 1/4	1 3/8	12		831	7,063
TRANSAMERICA	TA	N 11 3/4	11 1/4	+ 1/2	+ 4.44	11 3/4	6	10		64,947	763,127
20TH CENTURY-FOX	TF	N 13	13 3/8	- 3/8	- 2.80	15 1/2	5 1/8	6		7,562	98,306
WALTER READE**	WALT	O 3/8	3/8		.00	3/8	1/4			4,296	1,611
WARNER	WCI	N 22 3/4	22 7/8	- 1/8	- .54	23 3/4	8 1/4	8		16,718	380,334
WRATHER	WCO	A 5 3/8	5 3/4	- 3/8	- 6.52	5 7/8	1 1/2	16		2,229	11,980
TOTAL										188,614	4,691,379
Service											
8800 INC.	88DD	O 19 1/4	20 1/4	- 1	- 4.93	20 3/4	11 1/8	8		2,513	48,375
COMSAT	CO	N 28 3/4	29 1/8	- 3/8	- 1.28	46 1/2	24 1/2	6		10,000	287,500
DOYLE DANE BERNBACH	DDYL	O 11 1/8	11 1/2	- 3/8	- 3.26	13	6 1/4	6		1,816	20,203
FOOTE CONE & BELDING	FCB	N 12 3/4	13 1/8	- 3/8	- 2.85	13 1/8	5 1/2	8		2,130	27,157
GREY ADVERTISING	GREY	O 8	9 3/4	- 1 3/4	- 17.94	9 3/4	5 1/2	5		1,213	9,704
INTERPUBLIC GROUP	IPG	N 25	24 3/4	+ 1/4	+ 1.01	25	8 5/8	8		2,290	57,250
MARVIN JOSEPHSON	MRVN	O 9 3/4	9 1/2	+ 1/4	+ 2.63	10 3/8	2	17		1,962	19,129
MCI COMMUNICATIONS	MCIC	D 2 3/4	2 3/4		.00	3 7/8	1 3/8	1		15,826	43,521
MOVIELAB	MOV	A 2	2 1/4	- 1/4	- 11.11	2 3/8	5/8	8		1,407	2,814
MPO VIDEOTRONICS	MPO	A 3	2 3/4	+ 1/4	+ 9.09	4 1/8	1	30		537	1,611
NEEDHAM, HARPER	NOHMA	O 6	6		.00	6 3/4	3 7/8	6		853	5,118
A. C. NIELSEN	NIELB	O 22 3/4	23 1/2	- 3/4	- 3.19	24 5/8	10 5/8	18		10,598	241,104
OGILVY & MATHER	OGIL	D 23 1/4	23 1/4		.00	24 3/4	11 1/2	8		1,805	41,966
J. WALTER THOMPSON	JWT	N 12 1/4	12	+ 1/4	+ 2.08	12 1/2	4 1/8	49		2,649	32,450
TOTAL										55,599	837,902
Electronics/Manufacturing											
AMPEX	APX	N 7 7/8	8	- 1/8	- 1.56	8 1/8	2 5/8	158		10,885	85,719
CETEC	CEC	A 2 1/8	2 3/8	- 1/4	- 10.52	2 1/2	1	18		2,319	4,927
COHU, INC.	COH	A 3 1/4	3 1/2	- 1/4	- 7.14	3 5/8	1 1/4	30		1,617	5,255
CONRAC	CAX	N 23	23 3/8	- 3/8	- 1.60	30 1/4	3 1/2	9		1,282	29,486
EASTMAN KODAK	EASKD	N 112 1/2	110 1/4	+ 2 1/4	+ 2.04	115	63	29		161,347	18,151,537
FARINON ELECTRIC	FARN	O 9 1/2	9 1/4	+ 1/4	+ 2.70	14 3/4	6 1/4	18		3,937	37,401
GENERAL ELECTRIC	GE	N 51 3/4	51 7/8	- 1/8	- .24	54 3/4	32 3/8	16		183,258	9,483,601
HARRIS CORP.	HRS	N 46 5/8	43 3/4	+ 2 7/8	+ 6.57	46 5/8	14 1/2	13		6,066	282,827
HARVEL INDUSTRIES *	HARV	O 6	6		.00	9	3	38		480	2,880
INTERNATIONAL VIDEO	IVCP	O 2 3/4	3 1/8	- 3/8	- 12.00	3 3/4	3/4	1		2,711	7,455
MICROWAVE ASSOC. INC	MAI	N 15 7/8	16 3/8	- 1/2	- 3.05	26 7/8	9 3/4	11		1,320	20,955
3M	MMN	N 60	59 1/8	+ 7/8	+ 1.47	66 7/8	46 1/8	26		114,240	6,854,400
MOTOROLA	MOT	N 45 7/8	47	- 1 1/8	- 2.39	57 7/8	33 3/4	39		28,198	1,293,583
N. AMERICAN PHILIPS	NPH	N 30	29	+ 1	+ 3.44	32 1/4	12 3/8	16		12,033	360,990
DAK INDUSTRIES	DEN	N 9 3/4	9 5/8	+ 1/8	+ 1.29	11 1/2	5 1/2	13		1,639	15,980
RCA	RCA	N 28 1/4	27 5/8	+ 5/8	+ 2.26	28 1/4	10 3/8	20		74,547	2,105,952
ROCKWELL INTL.	ROK	N 27 3/4	27	+ 3/4	+ 2.77	28 7/8	18 7/8	9		31,200	865,800
RSC INDUSTRIES	RSC	A 2 1/4	2 1/8	+ 1/8	+ 5.88	2 1/2	1 1/4	11		3,440	7,740
SONY CORP.	SNE	N 9 5/8	9 5/8		.00	13 1/4	5	39		172,500	1,660,312
TEKTRONIX	TEK	N 60	57 3/4	+ 2 1/4	+ 3.89	60	18 1/8	19		8,671	520,260
TELEMIATION	TI MT	O 3/4	3/4		.00	1 1/2	3/4	4		1,050	787
VARIAN ASSOCIATES	VAR	N 15 3/8	16 3/8	- 1	- 6.10	18 1/2	6 1/2	14		6,838	105,134
WESTINGHOUSE	WX	N 16 5/8	17 1/4	- 5/8	- 3.62	20	9 3/4	9		87,091	1,447,887
ZENITH	ZE	N 38 3/8	39 3/8	- 1	- 2.53	39 3/8	10	36		18,797	721,334
TOTAL										935,466	44,072,202
GRAND TOTAL										1,718,305	63,040,441

Standard & Poor's Industrial Average 113.4 113.5 -.1

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

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

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

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

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

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

Joe Allbritton: banker, publisher, broadcaster—and still a country boy

"I have caused to be reviewed my financial condition and based on the review I state to you that the value of gross assets held by me and my wholly owned companies exceeds \$100 million."

That was Joe L. Allbritton's response, in a filing with the FCC last year, to a suggestion that he was not financially qualified to assume control of Washington Star Communications Inc., parent of the financially ailing *Washington Star* and the financially robust broadcast subsidiary, licensee of six stations. It was lawyerlike in its syntax, but almost overpowering in its implications:

"... the value of gross assets held by me and my wholly owned companies exceeds \$100 million."

And this was not a Rockefeller born to great wealth or a Howard Hughes who built on the fortunes of a father. This was Joe Allbritton, of Houston's "bourgeoisie"—as he puts it—whose father and uncle owned a cafeteria and who started out as a lawyer 26 years ago. Not even Texas very often provides material for success stories of that scope.

The quoted passage bespeaks the power that goes with holdings in banks in Houston and in Luxembourg; in the largest bank holding company in the Southwest (in which he has since sold his remaining holdings for \$10,750,000; earlier, he sold an even larger block of stock for \$25.3 million); in an insurance company, in mortuaries and in a large savings and loan association, all in California, and in Houston real estate.

It also seems to reflect a trace of impatience that his financial qualifications should be questioned, and a desire to get on with a great new adventure, one that offered the chance of a truly heroic accomplishment—saving the *Star*.

There are those who have followed Mr. Allbritton's career who see in the effort to save the *Star* a zest for romance and adventure. This was not another bank or a string of mortuaries he would be running; this was a *newspaper*; and in the heady atmosphere of the nation's capital. What's more, reversing the *Star*'s disastrous fortunes would provide a psychic reward: Mr. Allbritton, said one who has watched him, is "a man of strong ego impulses; he thrives on his successes."

Mr. Allbritton rejects any suggestion that he was interested in a newspaper in Washington for the power it would bring. "I know something of the world," he says. "If I wanted to have influence, I could have had all the power and influence I wanted for the interest on the money I put



Joe Lewis Allbritton—chairman, Evening Star Broadcasting Co., publisher, *Washington Star*; chairman and director of Washington Star Communications Inc., and chairman of board and chief executive officer of Evening Star Newspaper Co., all of Washington; chairman of board and president of Perpetual Corp. and chairman of board of Pierce National Life Insurance Co., both of Los Angeles; chairman of board of Houston International Bank, Luxembourg, S.A., Grand Duchy of Luxembourg, and director of H.F. Ahmanson & Co. (savings and loan), Los Angeles; b. Dec. 29, 1924, D'Lo, Miss.; LLB, Baylor University, Waco, Tex., 1949; law and real estate, 1950-1956; founder, president and chief executive, San Jacinto Savings and Loan Association, Houston, 1956-68; director, chairman of the executive committee, and chief executive officer, Houston Citizens Bank & Trust Co., 1969 to 1975; director and chairman of executive committee, First International Bancshares Inc., Dallas, 1972-1975; m. Barbara Balfanz, Feb. 23, 1967; son—Robert Lewis, 7.

in here"—some \$40 million.

No, it was not the drive for power and influence, he says.

But, the challenge . . . that was a factor. One of the pillars on which he has built his fortune, he says, is a willingness to "risk prior gains for future rewards." And the *Star* represented the greatest challenge ever offered him. In fact, as far as he has been able to determine, no newspaper has slipped as far as the *Star* has and survived.

The newspaper was losing as much as \$1 million a month last fall, when he committed himself to spend \$28.5 million for 90% of the stock in the parent company (he already owned 10%). And although the broadcasting properties were revenue producers, he would be forced, as a result of the FCC's crossownership rules, to dispose of the most profitable ones—WMAL-AM-FM-TV Washington, as well as either WLVA(AM) or WLVA-TV Lynchburg, Va. He would be permitted to retain WCIV-TV Charleston, S.C., but it and one of the Lynchburg stations could hardly be expected to provide the steady transfusion of money the hemorrhaging *Star* needed.

If the purchase of the *Star* company is

a gamble, Mr. Allbritton believes he can win it—but not simply by improving the quality of the newspaper, a process most observers in Washington believe is now under way. Mr. Allbritton has plans for providing the newspaper with what he calls "the potentiality for endurance," and it involves his remaining a substantial figure in broadcasting. He is interested in swapping the WSC stations he must dispose of, rather than selling them (and paying a heavy capital gains tax on the sale), as well as in acquiring additional properties. The stations' profits, he says, would enable the paper to "hang on."

But more than that, Mr. Allbritton seems to be discovering the charms of broadcast ownership—that he can make back in four and a half years the purchase price of, say, a radio station. "Do you know anything you can buy that can pay for itself in four and a half years?" he asks. "That's not a bad deal."

Mr. Allbritton first learned of good deals as a young lawyer in Houston. An uncle advised him that the way to make a great deal of money was to invest in real estate on the edge of a rapidly growing city. Houston fit that description, so in 1952 he and some associates purchased 400 acres at \$350 an acre for a 10% down payment. Within a couple of years, they were able to sell off enough of the land to pay the note, and Mr. Allbritton in time bought out his partners. Today, he still owns most of the remaining land, and he estimates it is worth up to \$30,000 an acre. But he has no intention of selling the acreage which served him well as the collateral that enabled him to begin amassing his fortune.

At 51, Mr. Allbritton likes to tell interviewers there is more to him than his career in business, that there are "balancing" factors in his life—his interest in his family; in charitable and civic activities; in animals; and in his collection of paintings and his wife's collection of antiques ("the trappings of civilization").

There is about Mr. Allbritton a feeling that he has not forgotten his roots, which go back to Houston in the 30's and, before that, to D'Lo, Miss., where he was born and where his family still owns "a piece of dirt," and that, whatever others may think of his control of more than \$100 million in assets, he is not overwhelmed by it. "Personable" is a word often used to describe him. Even Charles Firestone, of the Citizens Communications Center, counsel for three local citizen groups that opposed the transfer of the WSC, used the word, as well as "down to earth" in talking about him months after the meeting at which they negotiated the agreement under which the groups withdrew their petition to deny. "We felt we could trust him," Mr. Firestone said.

The FCC is right

The FCC has acted with commendable restraint in abandoning the rulemaking it had proposed to curb hypoing. There are rules enough now on its books and the Federal Trade Commission's to prosecute abuses that the FCC had in mind when it originally struck out on its antihypoing venture.

As reported in last week's issue of this magazine, the rulemaking had been intended to prohibit any special advertising or promotion within four weeks before or during a rating period and, within three months of a rating period, any promotion that rewarded people for saying they listened to a given station. The proposed rules would also have prohibited licensees from misrepresenting audience surveys, from accurately quoting improperly conducted surveys or from quoting results of surveys that were not the latest available.

The commission gave all the right reasons for calling this escapade off. As broadcasters are fully aware, the Federal Trade Commission already has the apparatus, and has shown no reluctance to use it, to prosecute fraudulent or misleading use of ratings. There is no demonstrable need for the FCC to duplicate work that the FTC is performing capably.

As to the policing of special promotions and advertising, the FCC was persuaded that it would find it difficult to discriminate between legitimate promotions and those devised to distort ratings. It also agreed that there was no legal distinction between a television station's reservation of a movie hit for use in ratings periods and a special promotion of the movie. It saw the prospects of disadvantaging broadcast stations in their competition with unregulated newspapers, and it worried about the likelihood that the proposed rule would work to the special hardship of less affluent licensees.

The public notice of the withdrawal of the hypoing proceeding said the action was grounded in "the right of the broadcaster to conduct his business profitably and to compete as vigorously and effectively as possible in his service area."

Words worth chiseling over the door to FCC headquarters.

Small wonder

Most members of Congress complain about their "bad image," blaming the news media. That is perhaps the true reason the legislative bodies are so squeamish about live pickups of parliamentary sessions. For one thing, they fear panning shots showing the chambers at least four-fifths empty most of the time.

Senators and congressmen might study their own committee proceedings, where the infighting occurs, to learn why they are in such frightful odor among not only their constituents but also the people in public life upon whom they commit unnecessary acts of abuse and invective—for headline purposes, of course.

A notable instance occurred a fortnight ago, involving FCC Chairman Richard Wiley, who, whatever one may think of his freewheeling views, puts in more hours of work per week than most members of Congress expend in an entire session. Mr. Wiley was hailed before a subcommittee on government operations regarding the monitoring and interception of international record communications involved in the CIA expose.

When Mr. Wiley contended there was a conflict in law as to what the FCC could do, Chairman Bella Abzug (D-N.Y.) loudly accused him of being "intimidated by the kind of cover-up that

takes place in the executive branch." But the crowning blow came from Representative John Moss (D-Calif.) who said that if Mr. Wiley does not know how to use the power he has, "maybe the FCC needs a new chairman."

Such events occur constantly in the ornate Capitol sanctuaries constructed so the legislators peer down upon witnesses. This helps explain why it is difficult to entice highly qualified people to accept appointive office. And this, too, may explain why so many voters hold Congress in disdain.

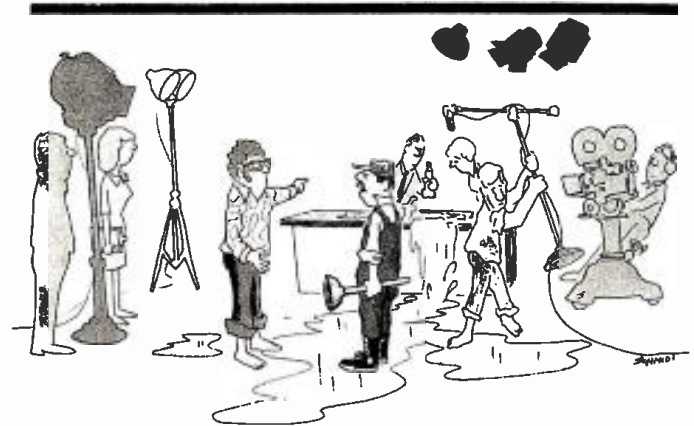
'Midas' mischief

Like all conventions in the modern manner, political or professional, it's not what's on the agenda but what goes on in those smoke-filled rooms, or their counterparts, that really counts.

On stage this week in Chicago, there will be read a friendly message from President Ford to the National Association of Broadcasters, as displayed elsewhere in this issue. From the same platform, one of the nation's most popular broadcasters—Julian Goodman, who in the Horatio Alger style rose to the chairmanship of NBC from apprentice newsman—will receive the Distinguished Service Award in the 50th anniversary year of the network over which he presides. From President Vincent T. Wasilewski, who begins his 12th year as broadcasting's spokesman, will come a challenge for action.

But in the suites the big confrontation will be on how to defuse the onslaught against the growth and influence of the broadcast media, but mainly against television. Known elements in government—from White House to FCC—are working with dubiously underwritten public-interest entities and organized cults and minorities with their theme of "obscene profits" of television stations and networks. They are privy to those "confidential" figures supplied the FCC. And the game plan seems to be to give the new boys a chance. Never mind free enterprise, the risk capital, and the fact that the losers in radio and television have at times outnumbered winners.

This is the real issue. It can be met only by solid, well-conceived, forthright counterprogramming on the political and public fronts.



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"Are you the fellas that are filming the liquid drain-opener commercials?"



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