

One Buy in Northern Michigan Is All You Need! WWTV/WWUP-TV

Daytime (9:00 am-4:30 pm average)	WWTV/WWUP-TV	Station #2	Station #3
Total Adults	23,000*	10,000	2,000
Total Women	18,000*	8,000	2,000
Total Men	5,000*	2,000	—
Total Homes	15,000*	8,000	3,000
Early Fringe (4:30-7:30 pm)			
Total Adults	48,000*	30,000	5,000
Total Women	27,000*	17,000	3,000
Total Men	22,000*	13,000	2,000
Total Homes	33,000*	20,000	5,000
Prime Access (7:30-8:00 pm)			
Total Adults	67,000*	29,000	21,000
Total Women	38,000*	14,000	12,000
Total Men	31,000*	15,000	9,000
Total Homes	42,000*	18,000	12,000
Prime Time (7:30-11:00 pm)			
Total Adults	70,000*	46,000	16,000
Total Women	38,000*	24,000	9,000
Total Men	32,000*	22,000	7,000
Total Homes	45,000*	28,000	10,000

*More Than Next Two Stations Combined!



We dominate this market with top CBS programming that reaches our \$2,024,269,000 consumer-spendable-income market with its healthy \$11,386 CSI per household.**

Just choose WWTV/WWUP-TV and call Avery-Knodel today for our every-to-take rates that make this one of your best buys. It's the sure way to reach the most homes in Northern Michigan.

*Source: ARB February 1975
**Source: SRDS February 1975



WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

Avery-Knodel, Inc., Exclusive National Representatives

showing of an affirmative action program to recruit women for job vacancies.

The renewal application had been contested by the St. Louis Broadcast Coalition which alleged the station provided inadequate programming, failed to ascertain community needs properly and lacked an affirmative equal-employment program.

The FCC's review of KXOK's employment profile found the station to be within the "zone of reasonableness" as to overall minorities with the exception of women. However, the commission said the Storz station's employment of women in top-level jobs was outside that zone of reasonableness, and therefore conditioned the renewal on the licensee's efforts to recruit, hire and promote women.

While a recent staff reduction of five persons at the station did not reduce the percentage of minority or female employees, the FCC expressed concern that affirmative-action efforts remain "positive and continuing."

NCCB wins some

A freedom of information request for inspection of FCC memoranda and reports by the National Citizens Committee for Broadcasting was partially granted by the commission.

NCCB sought financial data supplied to the commission during its inquiry into ownership patterns of broadcast stations by conglomerates.

After reviewing the material, the FCC decided that some of the information could be released, but that material containing confidential commercial and financial information would be withheld under exemption four of the Freedom of Information Act which permits withholding of "trade secrets and commercial or financial information." The commission also noted that since some of the requested material was prepared before the inquiry was ended last June, it was also exempt under section five which allows inter-agency or intra-agency memorandums to be withheld.

CPB pushes development of big-city public radio

Improving major market public radio is the purpose of a new program of grants by the Corporation for Public Broadcasting.

CPB is accepting preliminary proposals from noncommercial stations in the top-10 markets for the five-year \$775,000 grants. The grants are part of an effort to "improve public radio's quality and to extend its availability from the current level (approximately 60% of the U.S. population) to 90% by 1980."

In addition to the grant monies, recipients will be expected to raise additional financial support. Plans for fund-raising, along with ideas for programming, improving facilities and a projected, itemized, three-year budget should be included in the preliminary proposal.

Please send

Broadcasting

The newswEEKLY of broadcasting and allied arts

Name _____ Position _____

Company _____

- Business Address
 Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

SUBSCRIBER SERVICE

- 3 years \$60
 2 years \$45
 1 year \$25
Canada Add \$4 Per Year
Foreign Add \$6 Per Year
 1976 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
 1976 Yearbook \$23.00 (If payment with order: \$20.00)
 Payment enclosed
 Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.