

540  
85  
88  
.12

**Bazelon would lower FCC's 'raised eyebrow'**  
**The image of advertising: It's getting better**

Index in departments on inside cover

# Broadcasting Mar 24

the newsweekly of broadcasting and allied arts

Our 44th Year 1975

**NEWSPAPER**

## Volume



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

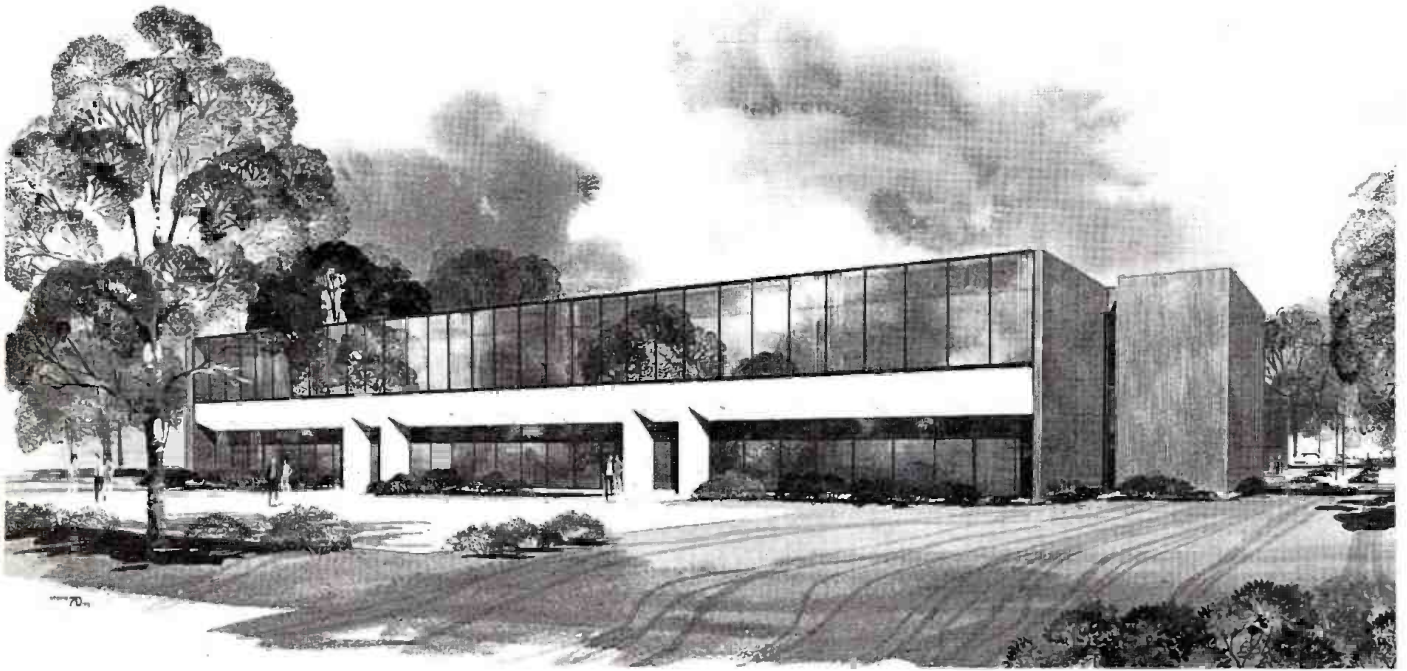
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# THE MID-SOUTH'S NEWEST ATTRACTION!



We've moved . . . into a brand-spanking-new television complex as modern as tomorrow and as beautiful as its site overlooking the majestic Mississippi River. Here our talented and dedicated staff will have the finest facility of its type available anywhere . . . here our service to the great Mid-South will continue to grow and excel!



(Formerly WREC-TV)

MEMPHIS, TENNESSEE



A NEW YORK TIMES COMPANY

THE NEW YORK TIMES BROADCASTING SERVICE, INC. AFFILIATED WITH CBS. REPRESENTED BY THE KATZ AGENCY.

# You all know what a hippopotamus looks like. Now look at the facts.

Sure, there are a lot of animal shows around. So we're not going to show you pictures of exotic fauna to convince you to buy ours. Instead here are 46 cold, hard, factual reasons why we're #1.

MARKET	STATION	TIME SLOT	METRO RATING	METRO SHARE	THE SUCCESS STORIES
1 ALBUQUERQUE	KOB-TV	Thur. 6:30-7:00 PM	21	38	#1 Rating & Share (Tie)/Adults
2 ATLANTA	WAGA-TV	Wed. 7:30-8:00 PM	16	29	#1 Viewers/Men/Men 18-49
3 BOSTON	WNAC-TV	Thur. 7:30-8:00 PM	16	29	#1 Viewers/Men
4 BUFFALO	WGR-TV	Sun. 7:00-7:30 PM	21	38	#1 Rating/Share/Adults 18-49
5 CHARLESTON, S.C.	WCSC-TV	Sat. 6:00-6:30 PM	18	41	#1 *Rating/Share/All Demos
6 CHATTANOOGA	WRCB-TV	Mon. 7:30-8:00 PM	21	32	#1 Viewers/Adults/Adults 18-49
7 CLEVELAND	WEWS	Tues. 7:30-8:00 PM	17	29	#1 *Men/Men 18-49
8 DENVER	KMGH-TV	Mon. 6:30-7:00 PM	15	31	#1 *Rating/Share/Viewers/Adults
	KMGH-TV	Fri. 6:30-7:00 PM	14	33	#1 *Rating & Share (Tie)
9 DULUTH-SUPERIOR	KDAL-TV	Thur. 6:30-7:00 PM	32	47	#1 Rating/Share/All Demos
10 FARGO	KXJB-TV	Thur. 6:30-7:00 PM	19	35**	#1 *Rating (Tie)/Share/Women
11 FT. MYERS	WBBH-TV	Mon. 7:30-8:00 PM	25	41**	#1 *Rating/Share/All Demos
12 FRESNO	KFSN-TV	Thur. 7:30-8:00 PM	23	38	#1 *Rating/Share/Households
13 GREEN BAY	WLUK-TV	Sun. 5:30-6:00 PM	19	39	#1 Rating/Share/Women 18-49
14 GREENSBORO/H.P./W.S.	WFMY-TV	Thur. 7:30-8:00 PM	23	35	#1 Rating/Share/Adults 18-49
15 HARTFORD-NEW HAVEN	WFSB-TV	Fri. 7:30-8:00 PM	16	31**	#1 *Rating/Share/All Demos
16 HOUSTON	KPRC-TV	Fri. 6:30-7:00 PM	27	43	#1 Rating/Share/Adults 18-49
17 INDIANAPOLIS	WRTV	Thur. 7:30-8:00 PM	22	35	#1 Rating/Share/Adults 18-49
18 JACKSON, MISS.	WLBT	Mon. 6:30-7:00 PM	35	56**	#1 Rating/Share/All Demos
19 JOPLIN-PITTS	KOAM-TV	Wed. 6:30-7:00 PM	28	45	#1 Rating/Share/All Demos
20 LAS VEGAS	KLAS-TV	Mon. 7:00-7:30 PM	20	29	#1 Women(opp. Network Football)
21 LEXINGTON	WKYT	Fri. 7:00-7:30 PM	18	36	#1 Adults 18-49/Men 18-49
22 LOS ANGELES	KNXT	Sat. 7:30-8:00 PM	14	25**	#1 Rating/Share/All Demos
23 LOUISVILLE	WHAS-TV	Thur. 7:30-8:00PM	24	42	#1 *Rating/Share/All Demos
24 MIAMI-FT. LAUD.	WCKT	Tues. 7:30-8:00 PM	22	38	#1 Rating/Share/All Demos
25 MINN-ST. PAUL	WCCO-TV	Tues. 6:30-7:00 PM	19	38	#1 Rating/Share/All Demos
26 NEW YORK	WABC-TV	Tues. 7:30-8:00 PM	12	23**	#1 Men 18-49 (All week at 7:30 pm)
27 OKLAHOMA CITY	WKY-TV	Sat. 6:30-7:00 PM	20	39	#1 Rating/Share/Viewers/Adults
28 PADUCAH-CAPE GIRAR.	KFVS-TV	Thur. 6:30-7:00 PM	28	44**	#1 Rating/Share/All Demos
29 PHILADELPHIA	WPVI-TV	Sat. 7:30-8:00 PM	16	36	#1 HH/Viewers/Adults 18-49
30 PITTSBURGH	KDKA-TV	Tues. 7:30-8:00 PM	21	35	#1 *Rating/Share/All Demos
31 PORTLAND, ORE.	KGW-TV	Sun. 6:30-7:00 PM	19	41	#1 Rating/Share/Adults 18-49
32 RALEIGH-DURHAM	WTVD	Sun. 7:00-7:30 PM	17	39	#1 *Rating/Share
33 RENO	KCRL-TV	Fri. 7:30-8:00 PM	16	28**	#1 Rating/Share/Adults
34 ROCKFORD	WREX-TV	Mon. 6:30-7:00 PM	18	33	#1 Rating/Share/Adults 18-49
35 SAN ANTONIO	KENS-TV	Fri. 6:30-7:00 PM	15	29	#1 *Viewers/Adults 18-49
36 SAN FRANCISCO	KRON-TV	Fri. 7:30-8:00 PM	11	23	#1 Rating/Share
37 SAVANNAH	WSAV-TV	Wed. 7:30-8:00 PM	21	39	#1 Adults 18-49/Men 18-49
38 SPOKANE	KREM-TV	Sun. 3:30-4:00 PM	12	35	#1 HH/Adults/Women 18-49
39 TAMPA-ST. PETE	WFLA-TV	Mon. 7:30-8:00 PM	19	29	#1 *Rating/Share
40 TERRE HAUTE	WTWO	Fr 7:30-8:00 PM	21	40**	#1 *Viewers/Adults 18-49/Men (Tie)

#### FACT #41

In Los Angeles we're one of only two prime access shows (non-network) delivering over 1,000,000 viewers.

#### FACT #42

Premiered in Chicago in January on WBBM-TV, became #1 in the time slot with 38% share. (Nielsen)

#### FACT #43

Starting this Fall in New York, we will be the only animal program series carried on WABC-TV.

#### FACT #44

We're now in our third year of production. All 78 color half-hours are narrated by William Conrad.

#### FACT #45

With the networks committed to family programming in early prime time, we're perfect for prime access.

#### FACT #46

Since these programs are primarily designed to further understanding of the natural sciences, they are properly identifiable as "instructional" for FCC logging purposes.

## WILD, WILD WORLD OF ANIMALS

NAB: Suite 2230 at the Las Vegas Hilton

# TIME LIFE TELEVISION

Source: NSI and \*ARB November, 1974. Sweep Reports. Audience and related data are based on estimates provided by the rating services indicated, and are subject to qualifications available on request.  
\*\*DMA/ADI Rating and Share

TIME & LIFE BUILDING/NEW YORK, N.Y. 10020  
(212)556-7783

# You can mine cash from your mountain of receivables.

With Media Payment Corporation's payment and credit services, you have only one receivable . . . from MPC and it's one you never have to worry about. You receive payment of your receivables on the same days, each month, every month of the year—whether or not MPC has collected—and you can choose a pay date option that meets your station's cash flow requirements.

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If you've got a "Mountain of Receivables" at your station, we can help you mine a lot of valuable cash. Call or write Dennis E. Robich, Media Payment Corporation, 380 Madison Avenue, New York, New York 10017. (212) 953-1504.



**Media Payment Corporation**

Makes Dollars and Sense

## Closed Circuit®

**No hands.** Insiders are predicting biggest attractions in hardware exhibits at National Association of Broadcasters in Las Vegas April 6-9 will be solid-state radio transmitters, to be displayed by Harris Corp. and Westinghouse Electric Corp. (*Broadcasting*, Feb. 24). Harris Broadcast Division has 1kw model currently operating at KXEO(AM) Mexico, Mo., and Westinghouse Defense and Electronic Systems Center, Baltimore, has 5kw unit in experimental use at Westinghouse Broadcasting's WIND(AM) Chicago.

Makers say transmitters will usher in new age of technology. System is compact (1kw version is suitcase-size and 5kw model is size of three-drawer filing cabinet), fully automated and virtually maintenance free. There are no tubes, no knobs, dials or controls, just 10 or 12 slide-in transistorized cards. If one card fails, power will drop, but transmission will continue "until you die of old age," one engineer said. Another said transmitter buildings will become obsolete — all that will be needed is box at base of transmitter tower. Westinghouse as of last week had not firm marketing plan. Odds are it will license other firms to sell equipment; Westinghouse has been out of commercial broadcast equipment business since mid-50's.

**Yes and no.** Broadcasters will be one-up on cable television operators in at least one event at their respective trade association conventions next month. President Ford, who is scheduled to address National Association of Broadcasters convention in Las Vegas on April 7, sent regrets last week to National Cable Television Association. White House official said President's schedule will not permit him to make NCTA meeting in New Orleans week of April 13.

**Obscenity tests.** FCC, which says it wants judicial review of its actions on obscenity and indecency, is likely to get as much review as it can handle. Media Access Project, public-interest law firm representing citizen group in topless radio case involving Sonderling Broadcasting's WGLD-FM Oak Park, Ill., is undeterred by refusal of U.S. Court of Appeals in Washington to grant rehearing (see page 21) and is cranking up for appeal to Supreme Court, although final decision has not been made. Commission is also expected to be challenged on its "indecency" ruling in Pacifica case (*Broadcasting*, Feb. 17). Again, no final decision has been reached, but Pacifica's Washington attorneys expect to go to court. (Pacifica's lawyers did not rule out petition asking FCC to reconsider its action; but deadline for that is today [Monday]).

Question still to be answered is whether Pacifica would be supported by civil libertarians and/or commercial broadcasters who feel ruling might impinge on their freedom of expression, for case could have implications for stations beyond off-beat outlets like Pacifica's. These who pay close attention to lyrics, for instance, say many rock records would probably fall under indecency definition contained in Pacifica ruling.

**Lobby lament.** Washington's substantial lobby corps is distraught over legislation that would place it in gold-fish bowl and extend scrutiny to contacts with executive as well as legislative branch. S. 185 would require full disclosure

of lobbying, including expenditures, at quarterly filing intervals subject to jurisdiction of newly created Federal Election Commission.

"Open Government Act of 1975" has also been introduced in House and has bipartisan support on both sides of Hill. It outlines three tests to define lobbyist as one who (1) receives \$250 or more per quarter or \$500 or more per year for lobbying; (2) spends \$250 or more per quarter or \$500 per year, excluding personal expenses; (3) communicates orally with one or more employees of Congress or of executive branch on at least eight separate occasions (written communications don't count). Logs must show itemized account of all expenditures of \$10 or more (price of modest Washington lunch for one with couple of drinks). That presumably means that broadcasters or cable operators would be subject to registration (and penalties) after eight conversations with people in Congress, executive branch or independent agencies.

**City in itself.** Cox Cable's San Diego system, for long time largest in U.S., expects new milestone this summer: 100,000th subscriber.

**Pay to go uptown.** Teleprompter Manhattan is reportedly close to adding Home Box Office pay channel to cable-TV service it provides to upper half of borough. Sources say 85% of cable subscribers to Teleprompter's Mount Vernon, N.Y., system and 80% of subscribers to its Babylon, N.Y., system have signed up for extra pay channel and that, based on these figures, Teleprompter may now be willing to fork over 10% of pay channel's gross receipts to New York City. That cut was what stopped Teleprompter from joining Sterling Manhattan in adding pay channel nine months ago (*Broadcasting*, July 1, 1974).

**One on one.** National Black Media Coalition has decided best way to make its presence and views known in Washington is by personal calls on officials, instead of formal exchanges FCC has held in past, with several hundred visitors crowding meeting room to confront commissioners on dais. Last week Pluria Marshall, NBMC Washington representative, and delegation from other cities began applying new tactics by visiting six FCC members in turn (Charlotte Reid was out of town). They intend to extend technique to members of Congress, others on regulatory scene.

Joining Mr. Marshall last week were James McCuller of Rochester, N.Y., NBMC chairman; David Honig, research analyst, and Delores Ennis and Loretta Akers, representatives of, respectively, Chicago and Detroit groups.

**Letting others in?** There's been talk of selling use of some data collected in radio's voluminous ARMS II research project to other media, but sources at Radio Advertising Bureau, under whose leadership project was developed and is being administered, say there's been no such decision, though they think question may arise again. Study examines consumers' shopping, buying and product-usage as well as media habits. Findings would be useful to TV and newspapers in particular since reading and viewing patterns are tied into study along with radio. Selling parts is favored as means of recovering some of expense, which totaled \$400,000 or more, but is opposed on grounds that radio broadcasters put up that money and are entitled to exclusivity.

## Top of the Week

**Bureaucratic censorship?** Chief Judge David Bazelon, minority of one to request rehearing in *Sonderling Broadcasting case*, warns against "raised-eyebrow" regulation by FCC, cites misuse of obscenity statutes. Page 21.

**Crossownership sitting tight.** Deadline is April 1 and Justice Department is still considering appeal of FCC's new rule. American Newspaper Publishers Association files major petition seeking partial reconsideration, clarification. Page 22.

**Higher ceiling.** Government would match 40% of amount Corporation for Public Broadcasting raises itself, not to exceed \$88 million in 1976, in bill passed from Senate Commerce to Senate Appropriations Committees. Page 23.

**Good reception.** Advertising's image has improved since 1964 assessment, says study by American Association of Advertising Agencies. Useful, credible ads win favor, but "upscale and intellectual" 16% of audience remains skeptical. Page 28.

**Chow time.** Figures unleashed by Television Bureau of Advertising show cats and dogs have it all over baby. Page 30.

**After three years.** CATV's hard times, uneasy pay cable partnership, internal strife over copyright and FCC frustrations are viewed in retrospect by David Foster. Page 34.

**New Orleans in April.** National Cable Television Association has finalized management and technical program agendas for its 24th annual convention. Page 36.

**Still on top.** CBS-TV continues to lead other networks five nights a week. Statisticians scan Nielsens, weighing chances for second-season survivals. Page 41.

**Another round on 'Pensions.'** Confusion reigns over state of NBC's fairness doctrine scuffle. This time, after reinstating the first decision, three-judge panel will consider whether issue is moot. NBC thinks it's glad. Page 43.

**"Hangover of suspicion."** Ron Nessen, addressing Washington chapter of Sigma Delta Chi, traces current criticism from reporters to Watergate era; some liken him to "the other Ron." Page 43.

**Peabody people.** University of Georgia School of Journalism picks 22 to honor for public service. Page 44.

**Revenue optimism.** Goldman, Sachs & Co., Wall Street, gives the edge to publicly owned group broadcasters, predicts 5%-7% gains in station revenues for year. Page 45.

**Going to market.** MCA and Philips officials demonstrate their baby: home video-disk systems, priced comparably to color TV sets. Page 46.

**In search of self.** Rock/pop incursion into country music and performer cross-overs fueled debate between reformers and traditionalists at sixth annual Country Radio Seminar in Nashville. Page 47.

**Youngest of the best and brightest.** At 34, Bob Duffy is type-cast for his role as president of The Christal Co. From pro basketball to radio-rep management, winning, he says, is matter of attitude. He's still shooting to score. Page 65.

Index to departments on back cover

## FCC issues anticipated rules on pay cable; major cable companies seek court appeal

FCC on Thursday completed work on its controversial package of pay cable and over-air pay television rules — and on Friday group of eight cable industry companies filed notice of appeal in U.S. Court of Appeals in Washington. Terrence A. Elkes, of Viacom, one of companies in suit, said group decided to go to court rather than seek reconsideration because it regards further appeal to commission as "futile." Other companies in suit are Home Box Office, American Television and Communications Corp., Manhattan Cable Television Inc., U.A.-Columbia Cablevision Inc., Warner Communications, Teleprompter Corp. and Theatrevision.

Mr. Elkes said group believes rules conflict with established antitrust principles by inhibiting competition, exceed commission's authority and, in regulating content of programming, violate First Amendment.

Broadcast industry representatives, including network executives and National Association of Broadcasters officials, have also been extremely critical of rules since information on direction they were taking became known two weeks ago (*Broadcasting*, March 10). Broadcasters feel rules on films are virtually meaningless as protection against siphoning by pay cable. "The private interests of the program suppliers are being served while the public interest is being ignored," said Donald Zeifang, NAB's vice president for government relations.

Besides adopting new rules for pay cable and pay TV, commission initiated two spinoff inquiries. One will check into alleged practice by networks of "warehousing" feature films; commission said public interest may require measures which limit or prohibit television from denying subscription industry access to programs. Other inquiry is to obtain data on whether further changes should be made in rules governing subscription's use of series-type programs. New rules permit pay operators to exhibit series not previously exhibited on free television.

Commission vote on new rules was 6-to-1, with Commissioner Glen O. Robinson dissenting in part and concurring in part. He issued statement describing rules governing pay operators' use of films as "protectionist." He agreed broadcasters have reason to fear pay operations, but said commission does not sit to "protect broadcasters' profits." Commission, he said, must protect public interest, and that is "served by the free and open development of pay cable." However, in view of "importance of certain live sporting events, . . . and the absence of a competitive mechanism to expand their numbers if they are appropriated," he said, he concurs in placing some "siphoning" restrictions on sports — although he regards them as unduly complex.

Package of rules commission adopted conforms basically to information that became available two weeks ago, although there are some modifications and some gaps have been filled. For instance, market so far as pay cable rules are concerned includes all conventional television stations cable system must carry under commission's cable rules. Pay television station's market includes all conventional stations that place Grade A contour over community in question.

Rules on films that Commissioner Robinson finds "protectionist" — and which broadcasters say are hopelessly inadequate — will permit pay cable and pay television operations to bid on films less than three years old, more than 10 years old if they have not been shown in market in preceding three years, and films of any age if they are under contract to station in market or to network with affiliate there. In addition, subscription exhibition of any film will be allowed if pay entrepreneur can demonstrate that, even absent subscription television, it would not be

made available to free television or conventional television would not want it. There are no restrictions on subscription use of foreign language films.

Specific sports events, such as Rose Bowl or World Series, will be denied pay cable and pay TV unless they have been off free television for five years. Protection of regular, pre-season, home and away games is based on "high-water mark" principle. If television station carries 25% or more of games in any category in one of preceding five years, pay operation can carry up to 50% of games television did not carry in high-water-mark year. If television does not air 25% of games in particular category in any of those five years, pay cable will be allowed to bid on fewest games not televised in any of those five years. FCC also adopted rule requiring reduction in number of games available to pay if number available to television is reduced. As for games of new teams in league or teams that have moved to another city, number of their games available to pay operation would be determined by same formula; averages of league telecasts would be used to determine previous conventional television coverage.

Commission also, in its order, made clear it is preempting subscription television program and rate regulation. Complex nature of pay operations which do not conform to state boundaries requires regulation from single source, commission said.

### **Jack Anderson, on Mutual network, gets credit for scoop on submarine story; CIA asked other broadcasters to hold off**

Jack Anderson's broadcast on Mutual Broadcasting System Tuesday night dealing with Central Intelligence Agency's efforts to salvage sunken Russian submarine ended extraordinary effort on part of CIA to keep lid on story. Chiefs of commercial networks' Washington news bureaus were called by CIA Director William Colby or aide on Monday, and on Tuesday morning Mr. Colby paid personal calls to National Public Radio and CBS News offices, across from each other on M Street.

CIA wanted Mr. Colby to have opportunity to present national security reasons for not using story, if networks had it. Commercial networks did not. But they promptly began digging. ABC's Bill Lord said he would give Mr. Colby chance to comment before ABC went with story. CBS hoped for scoop on Wednesday night — hope that Anderson broadcast dashed.

NPR's Barbara Neuman had story, or part of it, as result of leak from *New York Times*, which had developed major piece and was waiting for clearance to publish it. NPR's decision not to air story was apparently difficult one. Jack Mitchell, director of informational programming, said NPR call to CIA to firm up story brought visit from Mr. Colby on Tuesday. "We decided to delay," Mr. Mitchell said.

But there was another go-round at 5 p.m., after it was learned that Mr. Anderson would break story that night. NPR's role as public broadcaster seemed to play part in decision. Question was whether "we wanted our name associated with story," Mr. Mitchell said. "There were more arguments for letting Anderson do it, in terms of how it would be received." Besides, he said, "we still didn't feel we had enough data."

Another broadcast outfit with story was Westinghouse Broadcasting Co. Sid Davis, its Washington news bureau chief, had developed story on basis of tip from reporter friend. Mr. Davis was not contacted by CIA, but he sat on story because friend who had tipped him had consented to request to sit on his. Mr. Davis has no regrets about not putting story on air before Mr. Anderson. "I felt it was a national security matter," he said. "I would have honored a CIA request if it had come my way."

### **RCA, Philips/MCA stake claims to new home market for video disks**

Skirmishing in what seems likely to become battle of video-disk home TV systems began last week: RCA followed first formal demonstration of Philips/MCA optical system (story page 46) by putting RCA's capacitance system on display in "informal progress report" for newsmen.

RCA officials said their objective is to have RCA Selectavision VideoDisc system ready for market by final quarter of 1976 — roughly Philips/MCA's target entry date — and quoted price estimates lower than Philips/MCA's. They reiterated conviction that RCA's has "inherent advantages over any known optical system."

Color rendition via RCA system appeared stable and true, and lacked momentary breakup that occurred during fast-forward and fast-reverse on Philips/MCA unit. RCA's lacks freeze-frame, slow-motion and accelerated-motion features of Philips/MCA system: RCA officials said they had deliberately kept "bells and whistles" to minimum and concentrated on economy, simplicity and "features the consumer needs." System includes fast-forward and fast-reverse "search" modes, and "pause" that permits stopping program (screen goes blank) and restarting at same point.

Dr. James Hillier, RCA executive vice president, research and engineering, and Richard W. Sonnenfeldt, staff vice president, VideoDisc operations, estimated that, in current dollars, RCA player would retail for about \$400 (compared with \$500 quoted by Philips/MCA), and 60-minute program disks for about \$10 (against \$2-\$10 quoted by Philips/MCA for 30 minutes). Difference in length is explained by RCA plan to record on both sides of disks, MCA/Philips on only one side, at least initially.

RCA officials emphasized that, except for stylus, RCA system is built almost completely from conventional components that have been mass-produced for years, whereas Philips/MCA system, they asserted, is much more complex and contains number of parts never mass-produced. To emphasize RCA system's simplicity, they dismantled and reassembled it for newsmen, and demonstrated drop-in ease of stylus cartridge replacement. (But stylus, they said, should last over 200 hours and then cost no more than \$10 to replace.)

Thomas J. McDermott, staff vice president, Selectavision programming development, said RCA initial catalogue would include minimum of 500 programs of all types and 300 to 500 programs would be released annually. He forecast two-hour feature movies selling for "well under \$20."

Chief difference between RCA capacitance and Philips/MCA optical systems is that capacitance uses stylus pickup and optical uses beam of light. Philips/MCA officials say their disks "never wear out"; RCA officials say theirs will last 500 plays or more — but that average record probably won't be played over 50 or 60 times. Among other differences, RCA turntable spins at 450 revolutions per minute, Philips/MCA's at 1,800.

### **Stations vote against sweep changes**

Arbitron Television reported Friday (March 21) that 90% of TV stations responding to survey opposed expansion of four-week rating sweeps to eight weeks, while 58% of replying agencies favored change.

Stations objecting to eight-week sweeps cited cost, potential loss of week-by-week ratings and increase in number of pages per report. Stations overwhelmingly felt eight-week periods would not minimize effects of "hyping" or be more representative of measurement quarter, while agencies substantially took other side on those two points. Agencies were asked if they would accept price increase of about 10% to support eight-week sweeps; 40% said yes, 31% no and 29% "don't know."

# Seeing is believing!

This season WRET-TV (a Charlotte, N.C. independent) put 4 Viacom sitcoms together between 5:30 and 7:30 weekdays, replacing last season's different programming.

You see the lift WRET-TV gets from laughs. In *every* half hour.

Back-to-back sitcoms give WRET-TV an average 150% rating increase over the 2-hour span! And a 157% greater share of audience!

Viewing by women is up 180%.  
Viewing by 18-49 women is up 177%.

About 87% of all women are in the 18-49 group. And at 7:30 WRET-TV goes into prime time with 200% more 18-49 women than they had at the same time a year ago.

Thanks to Lucy, the Hillbillies, Gomer and Andy. All from...

# Viacom

Source: NSI, Nov. 1974 and 1973.  
Audience estimates are subject to qualifications available on request.

## WRET-TV DMA RATINGS (NOV. 1974 VS. NOV. 1973)

9



I LOVE LUCY  
(UP 350%)

2

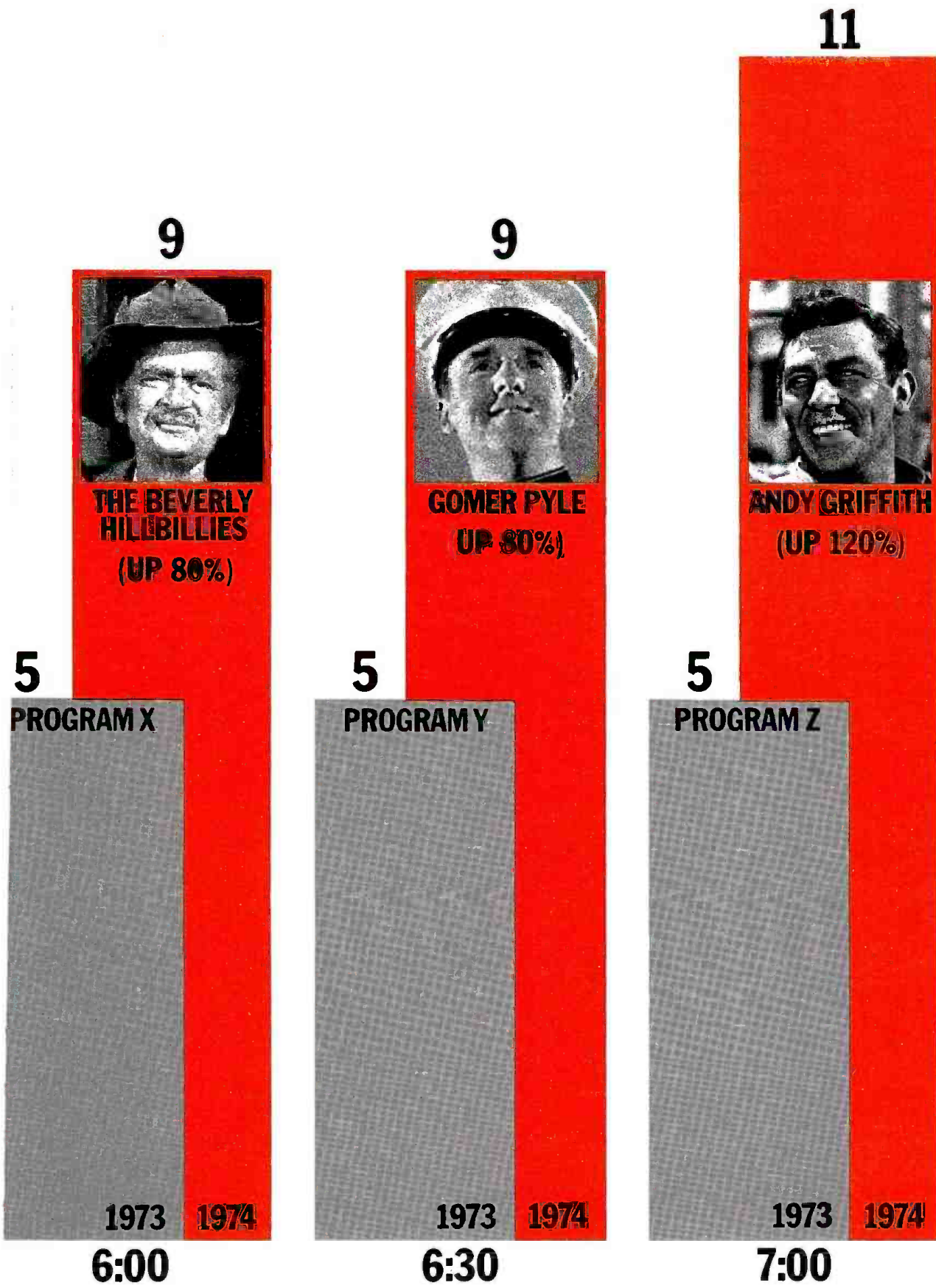
PROGRAM W

1973

1974

5:30





**9**



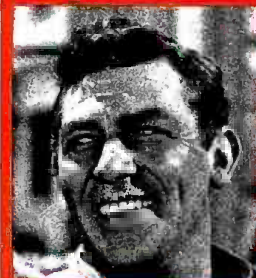
**THE BEVERLY HILLBILLIES**  
(UP 80%)

**9**



**GOMER PYLE**  
(UP 80%)

**11**



**ANDY GRIFFITH**  
(UP 120%)

**5**

**PROGRAM X**

**1973 1974**

**6:00**

**5**

**PROGRAM Y**

**1973 1974**

**6:30**

**5**

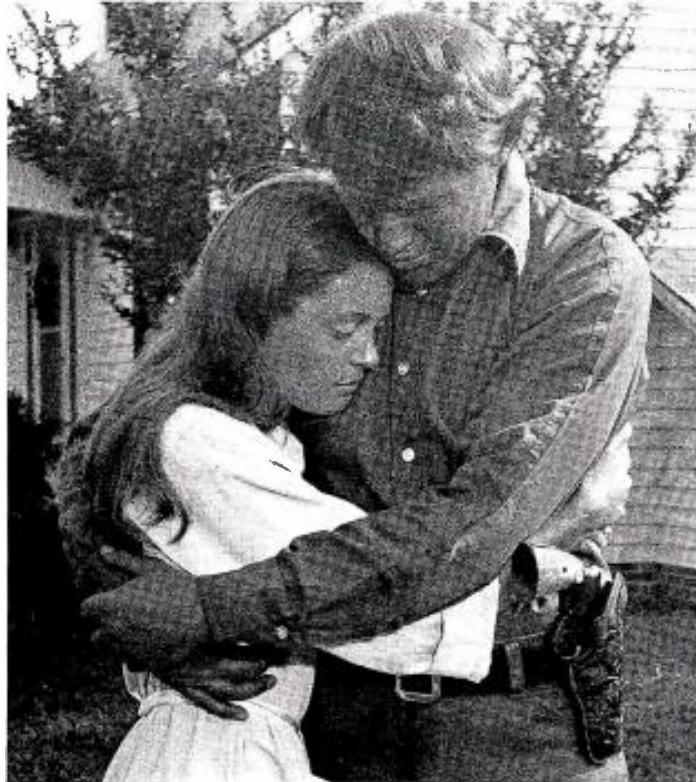
**PROGRAM Z**

**1973 1974**

**7:00**

"A powerhouse!  
Emotionally charged from beginning to end.  
You'll never forget it."

WASHINGTON POST



**45%**  
of the national  
TV audience watched  
"Walking Tall" on the  
night of March 1.

"Walking Tall" is one of 21 motion pictures in an  
extraordinarily powerful new group.

**Viacom Features II**

Source: "Walking Tall" audience share (9:00-11:15 p.m., Mar. 1, 1975) reported by Variety, Mar. 5, 1975.

## FCC finds second draft of OTP's cable bill as faulty as first

In FCC's view, Office of Telecommunications Policy's second draft of proposed cable television legislation "is not ready for the congressional hopper." Commission continues to feel new draft, like one proposed last year, provides for generally inflexible regulatory programing in allocating to courts and Congress responsibilities FCC now exercises.

Commission expressed its views to Office of Management and Budget, which is in process of clearing proposed bill for submission to Congress. In suggesting that bill requires substantial amount of work, commission said that "pervasive regulation" that it says commission is equipped to provide "is not the function of the already burdened judiciary, and we cannot expect the Congress to respond to the almost daily exigencies of a regulated industry."

Commissioner Glen O. Robinson, in separate statement, agrees with most of FCC's comments, but expresses disagreement, too, in that he feels proposed bill's basic weakness is failure to provide sufficient congressional guidance to commission. He said bill is specific on minor matters, silent on important ones. For instance, he said, draft bill says nothing about proper scope of regulation of program retransmission on pay cable. "Congress should not give the commission carte blanche to regulate cable as the latter deems expedient," commissioner said. "More than jurisdiction should be established; there must also be direction." And although commission says draft is not ready for Congress, Mr. Robinson said, "I think it is imperative that Congress speak to the points raised by the OTP bill."

### In Brief

**No promises.** Broadcast representatives last week sought but failed to get commitment from Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, for action on license renewal legislation. Vincent T. Wasilewski, president of National Association of Broadcasters, and Peter Kenney, NBC's Washington VP, came away from meeting with impression that Mr. Macdonald would, however, consider new renewal bills. Representative Louis Frey (D-Fla.), ranking minority member on subcommittee, is said to be working on renewal bill of his own.

**No strings.** President of New York chapter, National Academy of Television Arts and Sciences, took "strongest possible exception" to former national chairman Thomas W. Sarnoff's questioning connection between forthcoming salute to Sir Lew Grade and payment to academy (page 41). Jules Power, ABC-TV executive producer and New York academy chapter chairman, told Mr. Sarnoff, NBC West Coast executive vice president, in letter made public Friday (March 21) that Sir Lew was chosen for honor "purely on the basis of his eminent position" and thought of telecast came "many months" later. "Therefore," Mr. Power said, "your continued allegation that Sir Lew in some fashion 'bought' this honor is not only incorrect, but would appear to be shockingly irresponsible."

**He was there.** Chief Judge David Bazelon of U.S. Court of Appeals in Washington dissented to court's order denying rehearing in NBC *Pensions* case (see page 43), and may file statement. This became known last last week in court order amending earlier one indicating Judge Bazelon was absent at time court acted.

**Added starter.** House Commerce Committee acquired new member last week, freshman Andrew Maguire (D-N.J.) He fills vacancy left by Representative John Jarman (R-Okla.), who early this year bolted Democratic party to become

Republican. Mr. Maguire will seek assignment to Investigations Subcommittee.

**Cox bullish.** Broadcast revenues of Cox Broadcasting Co., Atlanta, are expected to increase in first quarter of 1975 by 5-6% over same period of 1974, according to report by Clifford M. Kirtland Jr., president, to company's annual meeting March 19. He said that consolidated revenues for company are expected to increase by 10% in first quarter, with net income about same.

**JWT: up and down.** J. Walter Thompson Co., New York, reported billings in 1974 rose to \$888 million from \$840 million in 1973, while net income from advertising operations fell to \$2,481,000 (94 cents per share) from \$3,934,000 (\$1.49 per share) in 1973. JWT said decline reflected effects of worldwide inflation, energy crisis and raw materials shortages.

**Not NOW.** FCC has dismissed petitions to deny license renewals of WRC-TV Washington and WABC-TV New York filed by National Organization for Women. Petitions to deny, in both cases, alleged faulty ascertainment, inadequate programing, employment discrimination and unfair presentation of women in stereotyped roles. NOW still has complaint pending against WRC before U.S. Equal Employment Opportunities Commission. WABC-TV still faces other petitions to deny.

**Inflation.** House last Friday approved House Commerce Committee budget of \$2.8 million, three times what committee spent last year. Most of added funds will go to pay salaries of increased subcommittee staffs. Budget for Communications Subcommittee is \$223,000, five times what it spent last year, and Investigations Subcommittee's is \$600,000.

**Late Fates.** *John R. Miller*, executive VP, Hearst Corp., named president and chief executive officer, succeeding *Frank Massi*, who becomes vice chairman of board and continues as head of finance committee. Hearst is licensee of four AM's, three FM's, three TV's. . . *Charles Lee Jackson*, instructor at Massachusetts Institute of Technology, appointed engineering consultant to FCC Commissioner Glen O. Robinson Jr. . . *Kenneth H. James*, 50, president and general manager, Channel 7 Corp., and KETV (TV) Omaha, died of cancer last Friday (March 21). Survivors include his wife, Helen, two daughters and son. . . *James W. Coan*, 57, co-founder with John G. Johnson of Winston-Salem Broadcasting Co., now Southern Broadcasting Co., 12-station group, died in Winston-Salem, N.C., of kidney disease. Mr. Coan retired in 1968. Surviving are wife, Grace, and five children. *For earlier reports, see "Fates & Fortunes," page 52.*

### Headliners

**Neal W. O'Connor**, board chairman and chief executive officer, N.W. Ayer ABH International, New York, elected chairman of board, American Association of Advertising Agencies, succeeding John Elliott Jr., chairman of Ogilvy & Mather International, New York. **Richard C. Christian**, president of Marsteller Inc., elected vice-chairman and **Richard K. Manoff**, board chairman of Richard K. Manoff, secretary-treasurer. John Crichton continues as president and director of AAAA. Named to operations committee with the above board members were **Edward H. Meyer**, chairman-president, Grey Advertising Inc., New York; **Arthur W. Schultz**, board chairman of Foote, Cone & Belding Communications Inc., Chicago; **Stuart B. Upson**, board chairman, Dancer-Fitzgerald-Sample Inc., New York.



# RAPE. IT HAPPENS 140 TIMES A DAY IN AMERICA.

## **Storer stations are concerned and are doing something about it.**

Forcible rapes reported to the FBI in 1973 soared to 51,000—up 199% over 1960.

And rape is no exception. In the same period, murder jumped 116%; robbery 256%; auto theft 183%; crimes of violence 204%.

What's more, the number of serious crimes is still on the rise. Estimates are that the 1974 total will reach a record 10.1 million!

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

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

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

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

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

about a mobile education unit.

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

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

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

**Broadcasting that serves.**

THE  
**STORER  
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STORER BROADCASTING COMPANY

**The audience participation show that reaches more viewers in prime access time than any other show of its kind.**



**“The Price Is Right”  
Year Four.**

from Viacom

# Monday Memo®

A broadcast advertising commentary by Arnold E. Grisman, executive VP, J. Walter Thompson, New York

## Letter to a small country about to enter the TV age

The other day I was showing a reel of TV commercials to a polite but wary Scandinavian. The politeness was undoubtedly instinctive; the wariness, it turned out, was induced by three days he had just spent locked up in a hotel room with the Asian flu and an American television set. He was, I discovered, afraid of offending me by revealing just how much he hated what he had seen on that set.

I have been looking at television every day for the past 20 years. I began to wonder what I would say if I could address a letter to a country about to embark on television. What would I advise it to do? What would I warn it against? What could it learn from where we have been? The lines that follow are the gist of that still unsolicited letter:

All American television is divided into two parts—programs and commercials. People who create the programs have a tendency to look on the commercials as interruptions. People who create the commercials frequently look on the programs in the same way. They are both, alas, too often right.

Television is a medium so powerful it has been charged with corrupting little children, stultifying their mothers, inciting others to riot and mayhem, and blighting the hopes and dreams of candidates for President.

It is, in fact, a medium so powerful it might even be capable of destroying itself. If it did this, it might do it with surprising speed, because one of the qualities of television is that it acts with great quickness. It consumes materials, people, reputations, attitudes voraciously. It can make an unknown into a presidential candidate in a matter of days. It can turn an advertising slogan into common speech in weeks. Think of what it could do if it turned on itself and started discouraging viewers as quickly as it has attracted them. That is the possibility I'd like to talk about here.

I have said that television is divided into two parts. I am going to talk about the lesser part, the part that pays the bills, the television commercials. My excuse is I know more about them because I have spent 20 years at them. And if the commercials ever stopped working, it would cause trouble for everybody. On the other hand, if you choose to reach some of the same conclusions about programing, so be it.

First of all, a disclaimer: There is no research evidence that television is losing its hold on the American people. So let's assume that all those people out there are really looking and not just staring. What



Arnold E. Grisman is an executive vice president of the J. Walter Thompson Co., where he is assistant to the president for creative resources. He started at JWT nearly 20 years ago as a cub copywriter and looked up some 16 years later to discover he was creative director of the New York office.

are we doing to keep them that way?

Now I'm still concentrating on those interruptions known as commercials. The moment they become intermissions we're all in trouble. Yet I have a sense that television advertising as a whole is becoming disastrously uninteresting or downright irritating. The answer to this usually is—well, they may be boring or irritating to you, or to me, but they certainly sell those people out there.

Perhaps that sounds like common sense or business sense; I believe it's nonsense. This kind of double standard is both arrogant and dangerous—and I think it is at the root of a great deal of bad television. You don't sell people by writing down to them. A wise man has recommended that you should write a commercial as though you were talking to your wife. Unless you happen to despise your wife, that is still excellent advice.

Let me give you some examples from the work of the J. Walter Thompson Company which is, I believe, the oldest as well as the largest advertising agency in the United States. Now there is perhaps only one merit in being an old advertising agency; it means that somewhere along the way you've learned a few secrets of survival and have managed to pass them

on from generation to generation. I think you will discover at least one of the things we have learned in the work we have done over the years for companies like Ford, Kodak, Sears and Kraft.

All of them sell their products in large numbers to large numbers of people—to the average American, if you will, whoever he may be, and wherever you find him. We have learned, I think, how to talk to America, how to talk to its heart and to its head. Sometimes the voice has been that of Hugh Downs, factual and careful and sincere, showing you how Fords are made. Sometimes the voice has been that of a father, remembering the years of his daughter's growing up as he has recorded them on Kodak film. Sometimes you're witnessing one of those extraordinary Sears lawn mower demonstrations—or you're in the kitchen with Kraft.

Whatever the circumstances, we have found it a very reasonable premise to assume that we are talking to people of intelligence, education, and taste—and to assume that all three of those qualities were on the rise. It has proved to be a rewarding assumption—for our clients, and for us.

Now high costs and bad business are frequently used to justify the new bad taste. It is not merely that inflation is the enemy of innovation—or that people don't take chances when costs are as high as they currently are. There is a school of advertising that fades in prosperous years and emerges when times are bad. It is a school that relishes the bludgeon, hungers after hokum, and considers shoddiness an invaluable sales tool. I will leave it to you to name your favorite example of this particular genre. We both know it's not for you and me, but it sells like hell in the hinterlands.

I suspect it doesn't sell nearly as well in the hinterlands as it's supposed to. But even if it did, can any of us in this business afford advertising that makes temporary sales and permanent enemies? Because we all know it does make enemies—people like you and me, of course. How long can that go on before it starts cutting deeply into the audience for the messages that pay the bills?

Television has accelerated all of the life processes of our society. It could even hasten its own demise—unless all of us who benefit from the medium in one way or another seek to protect it against itself.

And now if I may conclude my advice to that not-so-mythical little country on the brink of television—to its budding commercial writers and incipient programmers I would like to say this: Never condescend to the people—they may turn out to be smarter than you are.

# Datebook®

■ Indicates new or revised listing

## This week

**March 24**—Comments due at FCC on rulemaking to adopt visual emergency notice standards for television.

**March 24-28**—*Corporation for Public Broadcasting* spring radio conference. Statler Hilton hotel, Washington.

**March 25**—*Graham Junior College* fifth annual Communications Day. 632 Beacon Street, Boston.

**March 26-27**—*Kentucky CATV Association* spring convention. Continental Inn, Lexington.

## April

**April 1**—Deadline for entries, *Broadcasters Promotion Association* community involvement awards. Contact: Professor Robert Schlater, Television and Radio Department, 322 Union Building, Michigan State University, East Lansing 48823.

**April 1**—Deadline for applications, 1975-76 *Edward R. Murrow Fellowship*, Council on Foreign Relations, 58 East 68th St., New York 10021. Contact: Zygmunt Nagorski.

**April 1**—Deadline for applications, *National Endowment for the Humanities fellowships for journalists*. C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305; or Department of Journalism, University of Michigan, Ann Arbor, Mich. 48104.

**April 2**—U.S. Court of Appeals in Washington rehears en banc *Pensions fairness-doctrine case* (*Broadcasting*, Dec. 23).

**April 3-5**—*Alpha Epsilon Rho*, national honorary broadcasting society, annual convention. Circus-Circus hotel, Las Vegas.

**April 4**—*Broadcasters Promotion Association* board of directors meeting. Denver Hilton, Denver.

**April 4-5**—Region 6 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in North Dakota, Minnesota and Wisconsin. Midway Motor Lodge, Eau Claire, Wis.

**April 4-5**—Region 12 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Arkansas, Louisiana, Mississippi and Tennessee west of eastern time zone. Oxford Ramada Inn and University of Mississippi, Oxford.

**April 4-6**—*Women in Communications Inc.*, north central region meeting. St. Paul Hilton, St. Paul.

**April 4-6**—*Women in Communications Inc.*, Great Lakes region meeting. Ohio State University, Holiday Inn, Columbus.

**April 4-6**—*Women in Communications Inc.*, Northeast region meeting. Hartford, Conn.

**April 4-6**—*Broadcast Education Association* annual meeting. Las Vegas Convention Center.

**April 4-6**—Region 2 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Maryland, District of Columbia, North Carolina, Virginia. Carolina Inn at University of North Carolina campus, Chapel Hill.

**April 4-6**—Region 11 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in California, Nevada, Arizona, Hawaii. Huntington Sheraton hotel, Pasadena, Calif.

**April 5-6**—Region 10 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Washington, Oregon, Idaho, Montana, Alaska. Marylhurst College, Portland, Ore.

**April 6**—*Association of Maximum Service Telecasters*, Washington, 19th annual membership meeting. 2 p.m. MGM Grand hotel, Las Vegas.

**April 6**—*Society of Broadcast Engineers* annual meeting. 3-5 p.m., conference rooms 2 & 3, Las Vegas Hilton, Las Vegas.

**April 6-9**—*National Association of Broadcasters* annual convention. Las Vegas convention center.

**April 6-9**—*International Industrial Television Association* annual conference. Sahara hotel, Las Vegas.

**April 7**—Comments due at FCC regarding postponement or cancellation of March 31, 1977 compliance date for cable systems. Reply comments due April 17.

**April 8-10**—*National Association of Evangelicals* 33d annual convention. Site to be announced, Los Angeles.

**April 9**—*Recording Industry Association of America* seventh annual cultural award dinner. Entertainers Andy Williams, Olivia Newton-John. International Ballroom, Washington Hilton hotel, Washington.

**April 10-13**—*Association of Federal Communications Commission Engineers* annual meeting. Hotel Rancho Bernardo, San Diego.

**April 11-12**—Region 1 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware, New England. Syracuse University, Syracuse, N.Y.

**April 11-12**—Region 4 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Michigan, Ohio, western Pennsylvania, West Virginia. Lane Avenue Holiday Inn and Ohio State University, Columbus.

**April 11-12**—Region 5 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Illinois, Indiana, Kentucky. Orrington hotel and Northwestern University, Evanston, Ill.

**April 11-12**—Region 7 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in South Dakota, Nebraska, Kansas, Iowa. Southern Illinois University-Edwardsville chapter. Prom-Sheraton Motor Inn, Kansas City, Mo.

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## Major meeting dates in 1975-76

**April 6-9**—*National Association of Broadcasters* annual convention. Las Vegas convention center, Las Vegas.

**April 13-17**—*National Cable Television Association* 24th annual convention. Rivergate convention center, New Orleans.

**April 23-27**—*American Women in Radio and Television* 24th annual convention. Continental Plaza hotel, Chicago.

**May 13-14**—Annual convention. *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 18-20**—Annual convention. *NBC-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 26-30**—Annual convention. *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 29-31**—*Associated Press Broadcasters* convention. Palacio del Rio, San Antonio, Tex.

**June 8-11**—*Broadcasters Promotion Association* 20th annual seminar. Denver Hilton hotel, Denver.

**Sept. 17-19**—*Radio Television News Directors Association* International convention. Fairmont hotel, Dallas.

**Sept. 17-20**—*Institute of Broadcasting Financial Management* annual conference. Century Plaza hotel, Los Angeles.

**Sept. 17-20**—*National Association of FM Broadcasters* 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.

**Oct. 9-12**—*Women in Communications Inc.*, annual national meeting. Sheraton Inn-Skyline East, Tulsa, Okla.

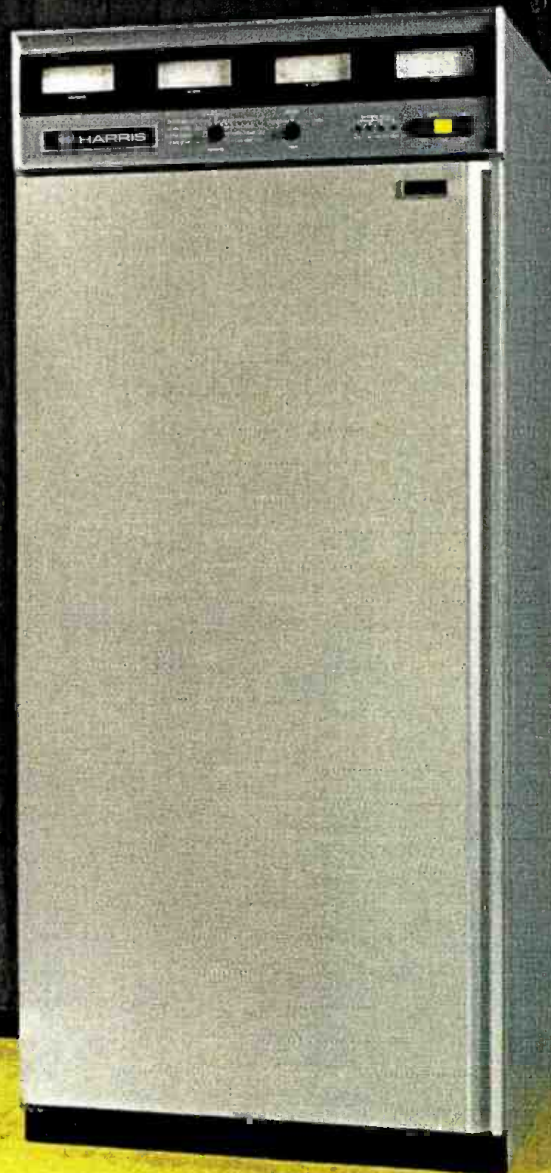
**Nov. 12-15**—*The Society of Professional Journalists, Sigma Delta Chi*, 66th anniversary convention. Benjamin Franklin hotel, Philadelphia.

**Nov. 18-20**—*Television Bureau of Advertising* annual convention. Americana hotel, New York.

**Feb. 21-25, 1976**—*National Association of Television Program Executives* 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco.



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Another first—the Progressive Series Modulator (PSM)\* is brand new, combining the operating simplicity of conventional

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Add to this a 125% positive peak modulation capability, and you have the most exciting, broadcaster-oriented AM transmitter to be introduced in many years.

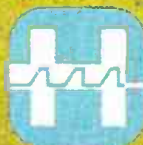
MW-1, from Harris—the pioneers with Direct Carrier

Frequency Modulation, with the Pulse Duration Modulator, with IF Modulation . . . and now with total solid-state design and PSM.

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April 12-13—Women in Communications Inc., Pacific Northwest region meeting, Portland.

April 13-17—Broadcast Industry Conference. Broadcast Preceptor. Broadcast Media and CATV Community Service Awards. Speakers include: Frank N. Stanton, former president, CBS; Bill Leonard, senior VP, CBS News; Larry Gelbart and Gene Reynolds, producers of M\*A\*S\*H. Banquet April 17, Hyatt Regency hotel, San Francisco State U., 1600 Holloway Avenue, San Francisco 94132. (415) 469-2456.

April 13-17—National Cable Television Association 24th annual convention. Rivergate convention center, New Orleans.

April 16—Council of Churches City of New York annual awards luncheon for commercial and educational radio/TV stations.

April 17-18—Radio Advertising Bureau seventh management conference. Lincolnshire hotel, Chicago.

April 17-18—American Advertising Federation sixth district meeting. Palmer House, Chicago.

April 17-19—Louisiana Association of Broadcasters spring convention, Sheraton Chateau-Charles, Lake Charles.

April 17-19—Region 3 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Alabama, Georgia, South Carolina, Florida and Tennessee east of eastern time zone. Carlton House Inn, Orlando, Fla.

April 17-19—New Mexico Broadcasters Association convention. Roswell Inn, Roswell.

April 17-20—American Advertising Federation fourth district meeting. Site to be announced. Fort Lauderdale, Fla.

April 18-19—Indiana Associated Press Broadcasters Association annual meeting. Marott hotel, Indianapolis.

April 18-20—Women in Communications Inc., South region meeting. Site to be announced, Memphis.

April 18-25—MIFED, International film, TV film and documentary market. Largo Domodossola 1, 20145 Milano, Italy. Contact: Gerald Rapport, 159 West 53d Street, New York (212) 582-4318

April 19—Georgia Associated Press Broadcasters Association, annual meeting and awards presentation. Marriott Motor hotel, Atlanta.

April 20—Children's Television Fair, sponsored by Committee on Children's Television, San Francisco, and 20 professional and civic organizations. Previews of children's programs, dialogue groups for parents and children and workshops. Contact: (415) 863-9434, University of California Education Extension, San Francisco.

April 22—Extended due date for comments regarding FCC's cable rules and carriage of sports programs. Reply comments due May 6.

April 22—Missouri Broadcasters Association Broadcast Day dinner. University of Missouri, Columbia.

April 22-23—Kentucky Broadcasters Association spring convention. Stouffers Inn, Louisville.

April 23—International Radio and Television Society newsmaker luncheon. Speaker: former Senator Sam J. Ervin, Americana hotel, New York.

April 23-24—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Century Plaza hotel, Los Angeles.

April 23-26—International Communication Association annual meeting. LaSalle hotel, Chicago.

April 23-27—American Women in Radio and Television 24th annual convention. Speaker: FCC Chairman Richard E. Wiley. Continental Plaza hotel, Chicago.

April 24-25—Practicing Law Institute workshop, "New Communication Services: The Era of Competition." Barbizon Plaza hotel, New York.

April 24-25—American Advertising Federation 11th district meeting. Site to be announced, Boise, Idaho.

April 24-26—American Advertising Federation 10th district meeting. Villa Capri hotel, Austin, Tex.

April 24-26—American Advertising Federation 12th district meeting. Granada Royale hotel, Phoenix.

April 25-26—Women in Communications Inc., Far West region meeting. Site to be announced, Malibu, Calif.

April 27-29—Chamber of Commerce 63d annual meeting, "America's Future—Our Critical Choices." Speakers: Marvin Kalb, CBS diplomatic correspondent; James Jackson Kilpatrick, syndicated columnist-television commentator; Louis Rukeyser, economic analyst-TV producer. Ticket information: (202) 659-6081. Washington Hilton hotel, Washington.

April 28-29—Television Bureau of Advertising fourth annual retail TV commercials workshop. Biltmore hotel, New York.

April 30-May 2—Washington State Association of Broadcasters 1975 spring meeting. Hotel to be announced, Yakima.

## May

May 2-3—Sigma Delta Chi awards banquet and Region 8 and 9 conference, The Society of Pro-

fessional Journalists, Sigma Delta Chi, for members in Oklahoma, Texas, Wyoming, Utah, Colorado, New Mexico. Downtown Holiday Inn, El Paso, Tex.

May 2-4—Michigan News Broadcasters Association spring convention. Park Place Motor Inn, Traverse City.

May 2-4—Illinois News Broadcasters Association, spring convention. Speaker: FCC Chairman Richard E. Wiley. Ramada Inn, Champaign.

May 3—White House Correspondents' Association 61st annual dinner in honor of President. Special guests: President and Mrs. Ford, Vice President Rockefeller. Washington-Hilton hotel, Washington.

May 5-7—National Association of Broadcasters state presidents conference. Mayflower hotel, Washington.

May 8-9—Kansas Association of Broadcasters convention. Hilton Inn, Salina.

May 11-13—Pennsylvania Association of Broadcasters 1975 convention. Hotel Hershey, Hershey, Pa.

May 12—Awards luncheon, Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged in America. Site to be announced. Washington.

May 13-14—Annual convention. CBS-TV affiliates, Century Plaza hotel, Los Angeles.

May 15-18—Western States Advertising Agencies Association annual conference. Canyon hotel, Palm Springs, Calif.

May 18-20—Annual convention. NBC-TV affiliates, Century Plaza hotel, Los Angeles.

May 19—National Academy of Television Arts and Sciences. Presentation of 1974-75 Emmy Awards, New York and Hollywood. To be telecast on CBS-TV.

May 21-23—Ohio Association of Broadcasters spring convention. Imperial House South, Dayton.

May 22—International Radio and Television Society annual meeting. Americana hotel, New York.

May 22-23—Arizona Broadcasters Association spring convention. Doubletree Inn, Tucson.

May 22-24—Fourth Annual Public-Cable Conference University of Kentucky, Louisville. Contact: Barbara Patterson (202) 833-4108.

May 23-29—International Television Symposium sponsored by Swiss PTT-Enterprises and city of Montreux, Montreux, Switzerland. Telex 24471 Fest mont. CH.

May 28-30—Annual convention. ABC-TV affiliate Century Plaza hotel, Los Angeles.

May 29-31—Oregon Association of Broadcasters spring conference. Holiday Inn, Medford.

May 29-31—Associated Press Broadcasters Inc. 1975 national convention. Keynote speakers: Arthur Tayler president of CBS Inc., and Rep. Barbara Jordan (Tex.). Hotel Palacio Del Rio, San Antonio. Te Texas APBA annual meeting will be held at same time.

## June

June 1-3—National Association of Broadcasters two-day workshop on children's television. Washington Hilton, Washington.

June 1-3—1975 Video Systems Exposition and Conference (VIDSEC 75). McCormick Place, Chicago.

June 1-4—Summer Electronics Show, sponsored by consumer electronics group, Electronic Industries Association, McCormick Place, Chicago.

June 3-5—Conference on "University Applicator of Satellite and Cable Technology" sponsored by Universities of Wisconsin and Minnesota and Midwest Universities Consortium for International Activities University of Wisconsin, Madison.

June 4-6—Indiana Broadcasters Association spring convention. Airport Hilton Inn, Indianapolis.

# Open Mike®

## Wake-up call

EDITOR: It is my feeling that the broadcasting industry does not truly understand how valuable it is to the record industry. According to Stan Cronyn of Warner Bros. Records (BROADCASTING, March 10), the record industry sells "only what has played on the radio." And in spite of this, the record manufacturers are demanding that the broadcasters pay royalties to them. Frankly, I think the reverse should apply.

I would hope that all of us would wake up to just how valuable we are to the record manufacturers, and that we would let our representatives in Washington in on this well-kept secret too.—Robert E. Richer, executive vice president, Able Communications, New York.

## Proxmire and fairness

EDITOR: It is unnerving that Senator William Proxmire (D-Wis.) equates radio and television with the press.

He says that a newspaper that does a bad job of imparting knowledge will go out of business. That is ridiculous. Radio and television stations that do a bad job of imparting knowledge do not go out of business.

The difference between the bad newspaper and the bad broadcaster is that I can attempt to start my own newspaper. But I cannot start a radio or TV station. The old argument that a broadcaster uses a method of communications that is in limited supply is as true as it ever was.

Broadcasters can air anything they care to. It is unfortunate that their obligation

to insure fairness is considered by Senator Proxmire to be a violation of First Amendment rights.

Suppose Senator Proxmire received limited access and coverage by Wisconsin stations during his political campaign and similar limited coverage or exclusion during his tenure as a senator. According to him, that would be a practical exercise of "the freedom of the marketplace of ideas."—George Schwartz, assistant dean school of communications, Graham Junior College, Boston.

## REACT's reaction

EDITOR: This is in response to the Feb 17 letter from William I. Orr with reference to the FCC's proposed class E citizens radio service. Mr. Orr is concerned about radio amateurs, who he feels will lose communications facilities should 224-225 mhz of the VHF band be assigned to citizens radio.

Assigning these frequencies to citizens radio in no way limits the ability of amateur radio operators to communicate on these frequencies. In fact, it permits them to communicate with every other U.S. resident who obtains a citizens radio license.

The 40,000 participants in the REACT program are prepared to move the emergency volunteer monitoring function to this new band if class E comes into being. The highway communications functions available to the class E service are potentially the basis for a truly effective national highway communications system.—Gerald H. Reese, managing director, REACT, Chicago.

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## Media

### Bazelon blasts FCC's tactics in squelching sex-talk shows

Though only member of appeals court voting for Sonderling case rehearing, Judge Bazelon takes opportunity to charge FCC with massive censorship and to score FCC manipulation of NAB code

Chief Judge David Bazelon of the U.S. Court of Appeals in Washington, who has been carving out an increasingly absolutist position on the First Amendment in broadcasting matters, has now unleashed a major attack on the FCC's use of the "raised-eyebrow" technique of regulating broadcast programming.

The specific case was the one in which the commission fined Sonderling Broadcasting Corp. \$2,000 on a finding that two so-called topless radio shops broadcast by WGLD-FM Oak Park, Ill., violated the obscenity statute (BROADCASTING, April 16, 1973). Judge Bazelon sees the action as part of a massive and illegal censorship of sex-talk shows on the air.

The commission, he says, "effectively eliminated sex-oriented talk shows without any due process for the licensees, without any consideration of the individual merits of different shows, and without any participation by the courts which are given the primary burden of defining obscenity."

Judge Bazelon expressed these views in a 37-page statement as to why he would have granted rehearing by the full nine-court bench of the D.C. circuit in the Sonderling case. However, he was the only member of the court who voted for rehearing, so the request, by the Illinois Citizens Committee for Broadcasting, which had originally appealed the commission's decision, was rejected.

However, the members of the original panel—Senior Judge Charles Fahy and Judges Harold Leventhal and Spottswood W. Robinson III—issued a supplement to their original opinion in which they sought to erect some safeguards for the protection of broadcasters accused of airing obscenity. Care must be taken, the new opinion said, to assure that "the

freedom of substantial numbers of the listening public is not curtailed because of possible offensiveness to particularly sensitive listeners who retain the option of switching off offending broadcasts."

The panel, in the opinion written by Judge Leventhal, said it recognized the difficulty in determining "relevant community standards in a national context." Nevertheless, it said, the commission must adopt in obscenity cases "approaches that provide, as nearly as possible, the functional equivalent of a jury determination of a clear community consensus that the material is lewd and offensive. In approaching this sensitive obligation, the commission does not have the free hand of bureaucratic censorship."

But bureaucratic censorship is what Judge Bazelon saw in the Sonderling case and a number of related events that blew up at about the same time two years ago. He cited the announcement of a closed inquiry into allegations of obscene or indecent broadcasts, the adop-



Judge David Bazelon

tion by the National Association of Broadcasters, at its convention in Washington, of a resolution condemning "tasteless and vulgar" programming, and the NAB speech by then-FCC Chairman Dean Burch attacking the "prurient trash that is the stock-in-trade of the sex-oriented radio talk show."

The broadcasters' response to these events, Judge Bazelon noted, "indicates the true nature of the relationship between the licensees and the commission and fully justified Chairman Burch's 'hope' that his statement would make the controversy moot." Storer Broadcasting ended sex talk on its talk show at KGBS-

(AM) Los Angeles, where the format achieved its first notoriety, and other stations across the country fell into line. Judge Bazelon noted that by June of 1973 an NAB survey found that virtually all sex-talk shows were off the air.

Sonderling, too, banned all sexual discussion from its talk show after the notice of inquiry and Chairman Burch's speech. But the commission had already decided to impose a forfeiture as a result of the WGLD-FM broadcasts, in part at least in hopes that Sonderling would refuse to pay the fine and force the issue into the courts for a judicial determination of the commission's authority under the obscenity statute.

Sonderling chose to pay the fine. But the Illinois citizen group, along with the Illinois Division of the American Civil Liberties Union, stepped in to appeal the case in behalf of listeners they said were deprived of programming they wanted to hear. In November, the court upheld the commission in a 3-to-0 decision that the commission cited in its report to Congress on the broadcast of violent, indecent and obscene material, as well as in the ruling declaring that a comedy record broadcast by Pacifica's WBAI(FM) New York was indecent.

Indeed, these two documents are part of what is seen as a renewed effort on the part of the commission to induce broadcasters to exercise restraint in programming, particularly where children are concerned. The commission, through Chairman Richard E. Wiley's office, played a key role in the decision of the networks to limit the first hour of network prime time to so-called family viewing, and in the NAB's move toward amending its code to limit the first two hours of prime time to such programming (BROADCASTING, Feb. 10).

Judge Bazelon contends that the panel made a number of reversible errors, both procedural and substantive. He said, for instance, that the court erred in holding that citizen groups lacked standing to challenge the procedures under which Sonderling was fined. And he said those procedures themselves—in which the notice of liability presents the licensee with what is in effect "a final judgment of obscenity and from which there is no assurance of prompt judicial review"—are deficient.

He held, too, that the court was wrong in not reversing the commission on the substantive issue of whether the broadcasts were obscene. He said the court affirmed the commission on the basis of a Supreme Court obscenity case—*Miller v. California*—which provides for the ap-

plication of "local community standards." Yet, he said, the commission did not use the same standard and, thus, did not produce any evidence as to local community standards.

In Judge Bazelon's view, the commission's record in obscenity cases is appalling. In its past application of the obscenity statute, he said, the commission "has demonstrated what one can most charitably describe as total ignorance of the definition of obscenity."

But it is the failure of the court in its opinion "to see the whole of the commission's policy instead of focusing only on the Sonderling forfeiture" that constitutes the "most pervasive error," Judge Bazelon said.

"When one conceives of the commission's 'decision' as not a specific attack on Sonderling but rather as a general attack on all sex-oriented talk shows, the magnitude of the commission's censorship and its consequent illegality become apparent."

He has no doubt that the commission's closed-door inquiry was instituted for no other purpose than the effect it would have on broadcasters. It was announced after the commission decided to prosecute Sonderling, Judge Bazelon noted, and, he said, "there is no evidence that it accomplished anything." The prosecution of Sonderling, he said, was an "example" for broadcasters to heed. "Moreover, the FCC is as aware as the licensees of the relationship between the licensees and the commission and knows exactly how the 'raised-eyebrow' technique works. That technique was used with precision and success to achieve the goal of eliminating the sex-oriented talk shows."

To Judge Bazelon, the case raises the question of whether the commission can enforce obscenity prohibitions prior to a judicial determination without violating the "broad principles of First Amendment 'due process.'" He thinks the entire court should grapple with what he says is "a very serious question of statutory construction."

But more than that, to Judge Bazelon the case points up the court's responsibility for guarding against "raised-eyebrow" regulation by the commission. (In that connection, however, he acknowledges that some of his own speeches about television—usually critical (BROADCASTING, Nov. 18)—might be viewed as unconstitutional under his reasoning.) The court's apparent unwillingness to examine the reality of the relationship between the commission and the licensees in favor of an examination of specific regulatory actions is understandable, he said. Complete sensitivity to that relationship, he added, could lead to a re-examination of the law which could threaten established rules and policies.

And he noted, as he has on other occasions, that the solution to the problem of the raised eyebrow might be a complete revamping of the system of broadcasting which would lead to the elimination of the licensing of speakers. But, he said, since that course is impossible without

congressional action, "the task of the courts must be to vigilantly oversee FCC administration of the regulatory scheme to eliminate the various 'chilling effects' of that scheme, no matter how difficult the role of overseer may be."

## Justice weighs court attack on crossownership

**Others seek FCC reconsideration of divestitures, and ANPA wants looser rule on future acquisitions**

The question concerning the FCC's new crossownership rule that was still unresolved last week was whether the Department of Justice would challenge the rule in court. The deadline for seeking FCC reconsideration passed on March 14, with the department missing among the petitioners.

But those seeking to challenge the commission in court still have time, until April 1. And Justice officials last week said an appeal was still being considered.

Meanwhile, the FCC was considering only a handful of petitions for reconsideration. Three broadcaster-newspaper owners, faced with divestiture of either the broadcasting property or the newspaper by 1980, petitioned, as did an AM applicant who is seeking to supplant Radio Stamford Inc. as licensee of a frequency in Stamford, Conn.

But the major petition was filed by American Newspaper Publishers Association, which is seeking partial reconsideration and clarification of the rule which prohibits creation of new broadcast-newspaper combinations in the same community and requires the breakup of combinations in 16 communities where the commission contends media monopoly exists.

ANPA is seeking a more "flexible" approach to both aspects of the rule. It said that the prospective ban should be amended to permit new combinations where it could be shown that they satisfy the concerns that led the commission to adopt the general ban. ANPA noted in that respect that there is no need to worry about new combinations since the number of affiliated newspapers and television stations has declined in the last five years, from 94 to 79.

ANPA also contended that the divestiture rule is not justified in any market where the station service is "substantially attuned" to the community's needs and no abuses arising from crossownership have been alleged, let alone proved. ANPA said it "is patently unfair" to single out for divestiture newspaper-broadcast entities simply because each is believed to "own the only station that provides a theoretically predicted city-grade signal strength in its class of broadcast service over the community in question."

The association asked the commission to make it clear that economic hardship

and loss of service to the community are not the only grounds on which waiver of the divestiture rule will be granted. For instance, it said, changes in the market structure—the introduction of a new newspaper or broadcast station—should provide a ground for waiver, ANPA said. ANPA also said that the commission should not restrict waiver requests to the six-month period following issuance of the order. The judicial review of the rule now under way will extend for some time, the ANPA said. Furthermore, it said, a precedent develops in the new area, those seeking waivers of the divestiture rule will be able to frame petitions that take experience into account.

The broadcasters petitioning for reconsideration in hopes of avoiding the rule that would require them to split of their stations from commonly owned newspapers are Findlay Publishing Co. licensee of WFIN(AM)-WHMQ(FM) Findlay, Ohio; Brockway Co., licensee of WWNV-TV Carthage-Watertown, N.Y. and Southern Television Corp., licensee of WTOK-TV Meridian, Miss.

Findlay contended that there are several weekly newspapers circulated in Findlay and that the local cable television system delivers a "substantial" amount of program origination to the community, and that "a number" of nearby AM, FM and TV stations provide off-the-air signals to Findlay residents (BROADCASTING, March 17).

Brockway noted the existence of non-commercial WNPE-TV Watertown, and said the commission had erred in not considering noncommercial stations as "second" stations in a market. What's more, Brockway said, the commission was arbitrary in drawing up the lists of markets where divestiture would be required; it noted that a television licensee in Hickory, N.C., and a radio licensee in Brookfield, Mo., had been exempted on the ground they would be expected to be eligible for waivers, and that there were other cases—as in Columbus, Miss. and Johnstown, Pa., where it said, there was less diversification of media than in Watertown but where the conditions did not meet divestiture criteria laid down in the rule.

Southern Television Corp. questioned how its situation would change if another newspaper or broadcast facility located in the city prior to 1980. Southern Television said that WHTV(TV), which is now licensed as a satellite in Meridian, is preparing to be transformed into a full-scale, full-time station.

Radio Stamford Inc., which is challenging Kingsley Gillespie, publisher of the only daily in Stamford, Conn., for the frequency on which WSTC(AM) operates, sought reconsideration of the crossownership rule; but it wants to make the rule tougher. Stamford is off the divestiture list because the city receives city-grade signals from 50 kw stations in New York—WNBC(AM) and WCBS(AM). But, Radio Stamford said, neither services Stamford with local news; therefore, it said, Stamford should be on the list of cities where the breakup of radio-newspaper combinations is required.

## Busy week for public broadcasting on the Hill

Senate Commerce votes out bill with CPB-favored ceilings; House holds overview hearing in which Macdonald comes down hard on minority employment

The Senate Commerce Committee last Wednesday reported out a bill that provides for five-year funding of the Corporation for Public Broadcasting with ceilings as high as those the committee voted last year and substantially higher than those proposed by the administration.

At the same time, the heads of CPB, public television and public radio were testifying on the other side of Capitol Hill, in a hearing before the House Communications Subcommittee.

The long-range funding bill (S. 893), voted "without objection" by the Senate Commerce Committee, provides for a federal matching plan under which the government would appropriate annually for CPB an amount equal to 40% of the money CPB can raise on its own. But the amount the government pays would not exceed \$88 million for 1976, \$103 million for 1977, \$121 million for 1978, \$140 million for 1979 and \$160 million for 1980. The administration, however, had recommended lower ceilings, beginning with \$70 million to be appropriated for 1976, then rising in steps to \$100 million for 1980.

The Senate bill also provides that CPB must pass large amounts of the federal funds through to public stations—40% in 1976 and 1977, 45% in 1978 and 50% in 1980.

The bill will now go to the Senate Appropriations Committee for hearing and markup.

At the start of the House Communications Subcommittee's public broadcasting "overview" hearing last Wednesday, Chairman Torbert Macdonald (D-Mass.) announced that it was not the purpose of the hearing to focus on the long-range funding bill, but he and the committee members did anyway.

Representing public broadcasting at the hearing were Robert Benjamin, chairman of CPB; Henry Loomis, president of CPB; Ralph Rogers, chairman of the Public Broadcasting Service; Hartford Gunn, president of PBS; Matthew Coffey, president of the Association of Public Radio Stations, and Lee Frischknecht, president of National Public Radio.

Mr. Macdonald told the witnesses he wondered how he would be able to defend a bill involving large government expenditures on the House floor against attacks from those who think the recipient, CPB, is not employing enough blacks, women, chicanos and Indians. He said he had heard that minorities "are not terribly well represented" at public broadcasting stations.

Mr. Loomis offered up statistics he said demonstrated that minority employ-

ment at noncommercial stations is in the same ballpark as that at commercial network stations; he said last year 12.2% of all public broadcasting employees were from minority groups. But he said even more significant was the growth of minority employment in public broadcasting in the last several years. From 1971 to 1974 he said, over-all employment increased 13%, but minority employment increased 51%.

Mr. Macdonald argued, however, that he understood that most of the positions filled by minorities were clerical and custodial. "I'm talking about professionals—cameramen, producers, directors, writers," Mr. Loomis said in 1974, 1.9% of the top four positions in noncommercial stations were held by minority group members. "That isn't very outstanding," Mr. Macdonald said. Mr. Loomis agreed.

Chairman Macdonald said he was not wholly satisfied with the public broadcasters' answers to his queries about minority hiring. He said public broadcasters had better "get cracking" to increase their efforts and he asked them to furnish a breakdown of minority hiring statistics so that he will be prepared to defend them against groups like the Black Caucus in the House when the long-range funding bill reaches the House floor.

And he asked for a list of all the local shows considered minority programming now being offered. He was told by Mr. Benjamin that CPB takes the development of new minority programs as "one of its highest priorities" and Mr. Loomis added that PBS is currently considering 60 minority-program pilot proposals from production outfits.

At another point in the hearing, Mr. Macdonald wondered if the long-range funding bill might be vulnerable to attack from those who think expenditure for public broadcasting sits low on Congress's spending priorities and that perhaps the bill is asking for too much money. Mr. Rogers, however, replied with an answer that seemed to satisfy the chairman, saying that the appropriations levels contained in the long-range funding bill are no more than ceilings which give CPB an incentive to raise money on its own. He said public broadcasters would not get a dollar of federal money until they raise money privately and that there is no guarantee they will ever reach the ceilings.

All the public broadcasting leaders are agreed that they need the higher ceilings passed by the Senate Commerce Committee to provide them with the insulation from political control that the five-year funding plan was intended to provide, and they said so in a letter to Senate Communications Subcommittee Chairman John Pastore (D-R.I.) early this month (BROADCASTING, March 17). The bill awaiting House committee action, however, has the administration's lower ceilings.

Representative Louis Frey (R-Fla.), ranking Republican on the Communications Subcommittee, told the public broadcaster panel he generally does not like the idea of appropriating funds for

periods as long as five years, and asked them why they could not settle for two or three. Mr. Benjamin replied that it takes CPB at least two years to plan a series and that the long-term appropriation is needed to provide security as well as insulation.

Mr. Frey later said that even with five-year funding, there would be a need for continuous congressional oversight. "And we welcome the oversight," Mr. Benjamin replied.

Mr. Frey also said he likes the idea of government matching for the incentive it would provide; but was concerned about how much of the money would actually be passed through to the Station Program Cooperative for the production of new and diverse programming. Mr. Benjamin said that new shows are only produced now in three or four places because public broadcasters have never had enough funds to spread farther.

Representative Timothy Wirth (D-Colo.) expressed concern for increasing local autonomy in stations and preventing the growth of a public broadcasting bureaucracy in Washington. He was told by Mr. Loomis that CPB will not increase its central staff significantly in the next five years.

Mr. Frey also asked if the panelists had any indication that the President might veto the long-range funding bill, to which Mr. Benjamin said they did not.

Mr. Macdonald noted the constant assertions by all the public broadcasting executives present at the hearing that they are currently united and working together harmoniously. Alluding to the squabbling in the past between PBS and CPB over how much CPB funding should be passed on to stations, he asked what they disagree on now.

Mr. Rogers responded that "it takes a little time in a marriage like this" for the partners to make peace. Occasionally, he said, one partner will make a decision "without adequate consultation with the others," but he said they have no disagreements at the moment on matters of principle, only on methods of implementation.

Mr. Macdonald turned a skeptical eye toward the radio representatives, and Mr. Coffey admitted that "we are competitive for the limited funds the corporation has." But he said he is satisfied with the amount of funds allotted for public radio this year (16.5% of the total passed on to public broadcasting stations), and with the fact that public radio was able to have a hand in negotiating that rate last fall, which he said has never happened before.

In his opening statement, Mr. Coffey, speaking for both NPR and APRS, said public radio stations need "major changes in the way they are regulated by the Federal Communications Commission." He said that because the FCC never created a table of assignments for the noncommercial portion of the FM band and then permitted 10-watt stations to operate in that space, public radio is at a "crisis point." He said 36 major population centers have no public radio service and most will never have it because

the FM reservations in their areas have been filled with 10-watt stations. A petition to alleviate the problem has been pending before the commission for three years, he said.

Another matter that might inhibit the growth of public radio he said, is the copyright revision bill, currently under consideration in both houses. That bill (S. 22 in the Senate and H.R. 2223 in the House), would remove the exemption from copyright liability for nonprofit station operations, and would require public radio broadcasters to negotiate for clearance of copyrighted music as do commercial stations. "If H.R. 2223 is passed in its present form," he said, "it would take as much as 25% of the current average operating budget to comply. The result of this will be that classical music, for instance, will all but disappear from radio in the United States."

Mr. Macdonald told Mr. Coffey that he has already written Representative Robert Kastenmeier (D-Wis.), chairman of the Judiciary Subcommittee with jurisdiction over copyright, and will discuss public radio's problem with him. In his letter, Mr. Macdonald asked that the copyright bill be referred to the Communications Subcommittee so it can investigate the bill's effect on the communications industry, particularly the cable industry.

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## Little support for FCC freeze on station grants to government and churches

**Rulemaking proposed by advocates of open-access broadcasting is opposed by its main targets**

Religious and educational broadcasters, along with a mix of citizen groups and private individuals, filed comments last week at the FCC opposing the Lansman-Milam rulemaking petition that would freeze all license applications by religious and governmental groups and extend the commission's multiple ownership rules to noncommercial broadcasters (BROADCASTING, Jan. 13).

The only group to express any sympathy for the proposals of Jeremy D. Lansman and Lorenzo W. Milam, who are active in helping citizen groups establish noncommercial open-access radio stations, was the National Citizens Committee for Broadcasting. The committee said all of the proposals are "worthy" of FCC exploration, but added that the three rulemaking suggestions should be handled in separate dockets, since they affect "somewhat different parties."

NCCB's suggestion to separate the issues of multiple ownership and a governmental application freeze from what it termed a "more controversial" freeze on religious broadcasters, was prompted by its acknowledgment of the "thorny

First Amendment" questions regarding religious freedom.

Instead of tackling that issue, NCCB addressed its comments to the need to extend the FCC duopoly rules—which bar common ownership of two stations in the same market and service—to cover noncommercial broadcasters. The NCCB contended that the commission has never explained why it exempted noncommercial broadcasters from the duopoly rules as well as the one-to-a-market rule (which bars acquisitions of co-located TV and radio stations in the same market). The reasons to include noncommercial stations under the rules however, NCCB continued, are easily explained as they would open a way for minorities and other citizens to gain an entrance into broadcasting. The dangers of monopoly are no less real in noncommercial broadcasting, concluded NCCB, than in the commercial sector.

The "thorny question" of religious freedom served as the basis for comments filed by church groups, religious broadcasters and private citizens. The International Council of Christian Churches, the United Church of Christ and Gospel Films Inc., charged that the Lansman-Milam rulemaking petition was contrary to constitutional guarantees of free speech and religion, and conflicted with the anticensorship provision of the Communications Act.

Boone Bible College and Southeastern Bible College both questioned the true intent of the Lansman-Milam proposals. Was the proposed freeze on religious broadcasters, they asked, an attempt to open up the airwaves to "all" religious thought, or merely an attempt to silence "any" religious views?

M. G. Robertson, president of the Christian Broadcasting Network Inc., suggested that the nation needs more, not less, religious emphasis in the light of what he called "the attack on moral values now going on through the weapons of pornography, excessive violence and lawlessness."

The religious issue also prompted letters of concern from a half-dozen individual citizens. The letters—some typed and others handwritten—questioned the FCC's authority to meddle in a matter that they contended centered on the "right" of religious freedom.

The National Association of Educational Broadcasters and the Association of Public Radio Stations took up the defense against that part of the Lansman-Milam proposals to freeze applications by government owned or controlled groups for reserved educational channels. The NAEB charged that Messrs. Lansman and Milam's argument, that such groups regularly restrict free speech on educational stations, was at best a "shrill" accusation and lacked any demonstration of abuse to be presented to the FCC. APRS also noted the "colorful" rhetoric of the Lansman-Milam petition, but added that "documentation was sparse."

Nevertheless, APRS while adamantly against any freeze on government groups, supported the proposal to freeze religious applicants. APRS noted that it was "not

against religious broadcasting," but at the same time didn't think increasingly scarce resources (noncommercial license allocations) should be utilized to further a particular religious aim.

The commission, APRS said, has somewhat inconsistently allowed stations devoted to one religion to operate in both the commercial and noncommercial sphere. Rather than freezing all religious applications, APRS would shut out only those whose "primary purpose" is to further one particular religious view.

The proposal to extend multiple ownership rules to noncommercial broadcasting was also addressed by the NAEB, as well as Metropolitan Pittsburgh Public Broadcasting Inc., Community Television of Southern California, KQED Inc. (licensee of KQED-FM San Francisco) and the Curators of the University of Missouri. The groups indicated that unitary ownership has been helpful in the growth of the noncommercial broadcast service in gaining economic efficiency. If group ownership was discarded, they argued, it would only result in hurting the "new struggling" noncommercial stations that may later need to combine to be able to branch out and increase programming diversity.

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## Eight picked by Ford for the CPB board

**Among them are Donald Santarelli and Joseph Coors, both of whom are likely to be closely questioned at confirmation hearings**

The White House is trying again to fill seats on the 15-member board of directors of the Corporation for Public Broadcasting that have long been vacant, some for more than a year.

The White House, which has submitted lists of nominees to the Senate before only to see Congress adjourn without Senate action, last week submitted names of eight nominees. And there was immediate speculation that two may run into trouble when the Senate Commerce Committee holds confirmation hearings. One is Donald Santarelli, former head of the Law Enforcement Assistance Administration; the other, Joseph Coors, head of the Coors brewing company in Golden, Colo.

The other nominees:

Robert S. Benjamin, a New York attorney, who would succeed Irving Kristol, who resigned, and Virginia Bauer Duncan, a television producer of Sausalito, Calif., who would succeed former Representative Thomas Curtis, of Missouri, who resigned. Their terms expire on March 26, 1976.

Amos B. Hostetter, of Boston, co-founder and executive vice president of Continental Cablevision Inc., who would succeed Theodore W. Braun, who resigned. His term would run until March 26, 1978.

Lucius Perry Gregg Jr., president of First Chicago University Finance Corp., and vice president of the First National Bank of Chicago, who would succeed



James R. Killian; Lillie E. Herndon, of Columbia, S.C., president of the National Congress of Parents and Teachers, who would succeed Frank Pace Jr., and W. Allan Wallis, chancellor of the University of Rochester, who would succeed Jack J. Valenti, whose term has expired. Their terms, as well as those of Mr. Santarelli and Mr. Coors, would end March 26, 1980.

Mr. Santarelli, who in the closing days of the Nixon administration criticized the former President's handling of the Watergate scandal, is likely to be questioned by the senators on his role in LEAA's funding of a series of programs on crime and criminal justice on non-commercial KCET(TV) Los Angeles. Public broadcasting officials throughout the country questioned the propriety of a public broadcasting station accepting federal money from an agency with a direct interest in the series. Mr. Santarelli, before leaving LEAA, conceived the idea of a series of programs on the criminal-justice system in America and why it does not function better, and until November served as a consultant to LEAA, at least in part in connection with the television project. The controversy that arose over the incident was one of the factors that prompted the Office of Telecommunications Policy in February to circulate a questionnaire among federal departments and agencies aimed at determining whether and to what extent they use non-commercial broadcasting stations "in excessive or inappropriate attempts to reach the public."

Mr. Coors has been under fire from citizen groups for some time. They have questioned his concern for minority groups and have raised a question as to a possible conflict of interest that would result from his financing in Television News Inc.—his company owns it and he serves as a director—and his role as a director of CPB. Mr. Coors also attracted critical attention when, at a time his name was expected to be submitted to the Senate as CPB nominee, he complained about a public broadcasting system program dealing with morticians. His complaint was prompted by a letter from a friend who is a mortician.

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## Hooks charges failures by public broadcasting, inaction by minorities

FCC Commissioner Benjamin L. Hooks, the first black ever appointed to the FCC, is continuing to beat on public broadcasting for what he considers its all-encompassing interest in "establishmentarian" programming.

He criticized public broadcasting for such programming in a case involving WNET(TV) New York (BROADCASTING, March 3), as he has on previous occasions. And in a speech to the Fourth Annual Communications Conference, at Howard University's Frederick Douglass Honors Luncheon, in Washington March 13, Commissioner Hooks said: "The torch of freedom cannot light our paths in the

area of public broadcasting if its programming is continually aimed at one minority group, the cultured, white cosmopolites, while ignoring the other less fortunate minorities which it has a fundamental duty to serve."

And he made a point of stressing what he said in the WNET case: WNET's "current pattern of establishmentarian predominance must cease; the time has come for a showdown with public television."

Commissioner Hooks coupled the warning with an expression of bafflement over the failure of blacks and other minority groups to aim for appointments to the FCC and other regulatory agencies as rewards for political activity. He noted that he is not only the first black appointed to the FCC but was only the second black ever named to a regulatory agency—the first was Leon Higginbotham, who was a member of the Federal Trade Commission but is now a federal district judge.

Commissioner Hooks speculated that the reason minority group members have not shown much interest in regulatory-agency appointments is "confusion or ignorance as to the importance of these positions." He then added: "The torch of freedom cannot be passed to generations yet unborn if the miasma of ignorance is allowed to snuff out its flames, leaving us in a choking darkness."

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## FCC heeds complaint about Alabama AM

**WJAM set for renewal hearing to review programing, ascertainment**

The FCC has designated the renewal application of WJAM(AM) Marion, Ala., for hearing to inquire into charges by Albert Turner, as an individual and as president of the Perry County Civic League, that the licensee failed to provide adequate programing and to ascertain the community's needs.

The commission's order of a hearing on charges brought by a citizen group is somewhat unusual, as the vast majority of similar petitions to deny are dismissed for lack of "substantial evidence." However, in WJAM's case the commission said a review of its renewal application disclosed that the licensee, Radio Marion, had failed to submit any data indicating the racial composition of Marion and surrounding Perry county.

The commission noted that without such information, it was unable to determine whether a representative ascertainment survey had been conducted. The omission of demographic data is "extraordinary," said the FCC, in view of the area's black population, since 41.8% of Marion and 58.9% of Perry county are black.

The commission noted that although Mr. Turner and the civic league are under a "misconception" that a station must divide its programing according to the racial mix of the community, the problems of minorities must nevertheless be taken into consideration in program planning.

Additionally, a review of Radio Marion's list of typical programing for the past license term and its composite week logs, said the commission, revealed no indication of programing that discussed local needs and interests.

The commission suggested that after completing its ascertainment survey, Radio Marion "merely pitted present programs against ascertainment problems, and when no programs existed, the licensee indicated editorials and news reports dealt with the ascertainment problem."

The decision to order a hearing on WJAM's license renewal was adopted unanimously by the commission.

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## 'Times' head and SEC settle their differences

**Court dismisses securities suit against Chandler, whose paper owns two Texas television outlets**

A Securities and Exchange Commission suit against *Los Angeles Times* Publisher Otis Chandler has been terminated and dismissed with prejudice as a result of an agreement the SEC reached with Mr. Chandler.

The suit, filed in May 1973 in U.S. Court in San Francisco, involved Geotek Resources Fund Inc., on whose board of directors Mr. Chandler served. The suit charged that Geotek and related companies controlled by John Burke violated federal securities laws and misled investors about Geotek oil-drilling operations.

The termination order involving Mr. Chandler, whose company owns KDFW-TV Dallas and KTCB-TV Austin, Tex., did not mention fraud and said that SEC "acknowledges that it did not claim that [Mr. Chandler] intentionally violated any securities law." For his part, Mr. Chandler withdrew assertions he had made about the SEC and acknowledged that the commission had acted in good faith and within its authority.

In terminating the suit "with prejudice," Judge William T. Sweigert made it impossible for the government to reinstitute its case against Mr. Chandler. The government had alleged that Mr. Chandler and other defendants had filed false and misleading information with regulatory agencies and that Mr. Chandler failed to disclose money and stock he received from Mr. Burke after he introduced him to prospective investors.

Mr. Chandler denied violating the securities laws. He also said he had invested \$248,000 in a number of the oil programs and had believed in the accuracy of the reports on oil wells. Mr. Chandler resigned from the company in May 1973, when the SEC suit was filed.

Mr. Chandler joined with other directors in ousting Mr. Burke as president in February 1972 after, Mr. Chandler said in a pleading he filed in the case, he and the other directors became aware of "apparent acts of breach of fiduciary duty, mismanagement and misappropriation."

## Pastore runs into snag

Committee Republicans want to get networks' thinking before considering bill to partially repeal equal time; CBS renews offer of eight free hours

An attempt by Senator John Pastore (D-R.I.) to have the Senate Commerce Committee consider his bill to partially repeal Section 315 of the Communications Act was repelled in a legislative session of the committee last week by minority members who asked that the committee first hear from the commercial networks before proceeding.

The committee has already heard from CBS, which, in a letter to Senator Pastore dated March 12, renewed the pledge it has made in years past that if the repeal legislation passes, it will devote eight hours of TV and radio network time free of charge to presenting the views of major presidential and vice presidential candidates.

Senator Pastore is chairman of the Senate Communications Subcommittee. His bill (S. 608), carried over from the last session, would amend the Communications Act so that broadcasters would no longer have to make equal time available to candidates for President and Vice President. As currently written, Section 315 states that broadcasters must make available equal time for qualified candidates to any public office.

Arthur Taylor, CBS president, wrote

Senator Pastore that under CBS's free-time plan, the network is suggesting that in the first and last hours the candidates either individually or in joint appearances, present their over-all views. The intervening six hours, Mr. Taylor said, "would be devoted to various formats, the purpose of which would be to elicit the greatest amount of information on the candidates' attitudes toward the campaign issues." He said CBS would use several different approaches and would negotiate formats with the candidates. "But final editorial control would rest with us," he said.

Mr. Taylor said CBS believes its plan "would result in a far more invigorating flow of information on the campaign than perhaps ever before in our nation's history."

In previous years, ABC and NBC have made similar commitments, conditioned on the passage of the Pastore bill, and spokesmen for each last week said they expected the pledges would be renewed.

## Changing Hands

### Announced

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

▪ KAYQ(AM) Kansas City, Mo.: Sold by Broadcasting Inc. to Coleman American Co. for \$750,000. Seller, Edward S. Scott, owns KLAQ-AM-FM Denver-Lake-

wood, Colo. Kansas City-based Coleman American, which is publicly traded over the counter, is in moving and storage and production of instructional materials. James F. Coleman is president and board chairman. KAYQ is on 1190 khz with 1 kw day and 250 w night. Broker: Richard A. Shaheen Inc.

▪ KNAK(AM) Salt Lake City: Control of Granite District Radio Broadcasting Co sold by Mr. and Mrs. Howard D. Johnson, Jerold W. Johnson and C. Nellc Westover to Arthur P. and Virginia M. Williams (20% before, 88.4% after) for \$567,401. Harold M. Goates and Ruth Christensen will retain remaining minority interest. Mr. and Mrs. Johnson along with Mr. Westover own KSUB(AM) Cedar City, Utah. Johnsons also have minority interest in KBEL-AM-FM Idabel Okla. Jerold Johnson owns KEVA(AM) Evanston, Wyo. Buyers, Mr. and Mrs. Williams, own KSHO-TV Las Vegas in addition to real estate holdings. KNAK is on 1280 khz with 5 kw day and 500 w night.

▪ KVOP(AM)-KPLA(FM) Plainview, Tex.: Sold by Plainview Broadcasting Co. to KVOP Inc. for \$500,000. Principals ir seller are W. J. "Bill" Harpole, president Kermit Ashby, general manager, and Wilbon "Tut" Tawwater, station manager. They have no other broadcast interests. Buyers are William W. Jamar Jr. and William R. Rice. Mr. Jamar owns KBWD(AM) Brownwood, KQTY(AM) Borger and KVKM(AM) Monahans, all Texas. Mr. Rice was formerly with WLCY-FM St. Petersburg, Fla. KVOP is on 1400 khz with 1 kw day and 250 w night. KPLA(FM) is on 97.3 mhz with 3 kw and antenna 125 feet above average terrain. Broker: George Moore & Associates.

▪ KEED(AM) Eugene, Ore.: Sold by Century Pacific Broadcasting Inc. (John W. Mowbray, Chris Wedes and James O'Neil) to Monroe Broadcasting Corp. for \$200,000. Mr. Mowbray has interest in KQIN(AM) Buriem, Wash.; other sellers have no other broadcast interests. Principals in buyer are Wesley L. Monroe, Stephen E. Dean and Delbert Bertholf, who own KGA(AM) Spokane, Wash. KEED is daytimer on 1450 khz with 1 kw.

▪ KwsO(AM) Wasco, Calif.: Sold by Maple Leaf Broadcasting Co. to KwsO Inc. for \$200,000. Seller is Edward G. Peters, who has no other broadcast interests. Principal in buyer, Don Bevilacqua, has interest in KARI(AM) Blaine, Wash., in addition to South American company, Radio Monumental, which operates stations in San Jose and Costa Rica. KwsO is daytimer on 1050 khz with 1 kw. Broker: Hamilton & Landis Associates.

### Approved

Sales approved by the FCC last week include:

▪ KSEL-AM-FM Lubbock, Tex.: Sold by McAlister Broadcasting Corp. to Harris Enterprises Inc. for \$942,500. Principals in seller are R. B. McAlister, board chairman, and Bill McAlister, president, who also own KSEL-TV Lubbock. Principals in



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75-20

buyer are families of late John P. and Sidney Harris. Harris controls eight newspapers in Kansas, Iowa and California and KBUR-AM-FM Burlington, Iowa; KFKA(AM) Greeley, Colo.; WJIL-AM-FM Joliet, Ill., and KIUL(AM) Garden City and KTOP-AM-FM Topeka, both Kansas. Roberts Wells, former FCC commissioner, is vice president and manager of Harris broadcast properties. KSEL(AM) is on 950 khz with 5 kw day and 500 w night; FM is on 93.7 mhz with 100 kw and antenna 740 feet above average terrain. Broker: George Moore & Associates.

▪ KBSA(TV) Guasti, Calif.: Control of Broadcasting Services of America sold by William A. and Ethel J. Myers (51% before, none after) to Berean Bible Ministries (49% before, 100% after) for \$602,578. Mr. and Mrs. Myers plan to retire. W. Kenneth Connolly, pastor of Berean Baptist church of Orange county, Calif., is president of nonprofit Bible Ministries. KBSA is on channel 46 with 219 kw visual, 224 kw aural and antenna 5,807 feet above average terrain.

▪ Other station sales approved by the FCC last week include: KHIL(AM) Willcox, Ariz.; KCAL(AM) Redlands, KSBY-FM San Luis Obispo and KSBW-FM Salinas, all Calif.; KFML(AM) Denver; KBCL-AM-FM Shreveport, La.; WWIT(AM) Canton, N.C.; KTBA(FM) Broken Arrow, Okla., and KUTA(AM) Blanding, Utah. See page 55 for details.

## PBS drums up nearly \$5 million in drive

A 10-day membership drive, that ended March 17, to raise funds for 83 Public Broadcasting System stations, brought in \$4,958,263 from 220,000 members' pledges and organizations offering matching grants.

PBS spokesmen in Washington expressed confidence that when all results are in (Miami and Seattle stations have yet to hold their drives), total pledges will exceed the \$5 million mark. Revenues reported in the top five markets: WNET New York raised \$428,680 from 21,830 members; KCET Los Angeles, \$325,400 from 14,067 members; WTTW Chicago, \$280,989 from 16,137 members; WGBH-TV Boston, \$280,400 from 10,909 members, and KQED San Francisco, \$262,925 from 11,123 members. In Los Angeles and New York, Ford Foundation grants matched the revenues dollar-for-dollar leaving the production centers for much of public television's programming on safe ground as the foundation "phases out" its financial support, according to a PBS spokesman. KCET also received a \$25,000 grant from Atlantic-Richfield Oil Co.

Others reporting revenues in six figures were KERA-TV Dallas (\$152,165), WTWS Detroit (\$137,447), the Oklahoma Educational TV Authority: KETA Oklahoma City and KOED-TV Tulsa (\$110,640), WQED Pittsburgh (\$214,533), WVIA-TV Scranton, Pa. (\$113,311) and WETA-TV Washington (\$170,263).

## FM dispute in Canada

**Private broadcasters say CRTC plan will hike program costs,**

The Canadian Radio-Television Commission's efforts to set up a revamped FM policy are being resisted by private broadcasters. The Canadian Association of Broadcasters has recommended the creation of a joint advisory body to iron out differences. CAB agrees with the CRCT goals, but disputes the suggested means of implementing the regulations.

The proposed regulations are aimed at making FM "quite different" from AM. However, CAB has expressed misgivings about the increased cost of programming to meet stringent "promise of performance" regulations. The CAB also contends that CRTC's proposed reduction of commercial time would necessitate increases in FM advertising rates.

CAB has suggested postponing the commercial time reduction until the "new-performance phase" ends in 1978, pointing out that the increase in rates would be as great as 33 1/3%.

Another bone of contention in CRTC's proposed amendments is "the easy access Canadian audiences have to American FM stations"—not bound by Canadian rules. Review of the American FM penetration question by the joint industry/commission advisory body was suggested by CAB.

## Media Briefs

**McGraw-Hill's offer.** McGraw-Hill Inc., New York will match, dollar for dollar, employees' contributions to any public television or radio station in U.S., up to maximum of \$500 per person on first-come, first-served basis through 1975 to limit of funds budgeted for experiment. McGraw-Hill said it could not estimate budget for 1975 at this time.

**TV monitors.** General Federation of Women's Clubs, through state education departments will monitor TV programming, study program impact and launch letter-writing campaign to implement change where it deems necessary. Emphasis to start, according to Mrs. Claude Billings, Communications Division chairman, Montezuma, Ind., "will be on logging public service announcements in each state."

**Too close?** Emerson College, licensee of noncommercial WERS(FM) Boston on 88.9 mhz, has petitioned FCC to deny or designate for hearing application of University of Massachusetts for construction permit to operate noncommercial FM on 89.3 mhz at Boston. Emerson claimed interference would result to WERS's signal if new station is built.

**One more time.** Sixty-three broadcast licensees have filed joint petition with FCC requesting refunds of all fees paid under 1970 schedule. As did petitions before it, broadcasters argued Supreme

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Court decision in National Cable Television Association case, that struck down fee schedule, was also applicable to broadcast fees.

**Denied.** FCC has rejected request by Coordinating Committee of the Black Community for reconsideration of commission's dismissal of group's renewal challenge against nine Topeka, Kan., stations. CCBC's petition—filed against KEWI(AM)-KSWT-FM; KTOP-AM-FM; WREN(AM), and WIBW-AM-FM-TV—alleged job discrimination and programing inadequacies. Charges were rejected by FCC because of late filing and lack of specifics to back up allegations (BROADCASTING, July 29, 1974). Reconsideration request was based on claim of "new" evidence and that FCC erred in finding petition untimely. However, commission said any new evidence could have been provided at initial filing and restated that charges lacked "sufficient" facts for support. Commissioner Benjamin Hooks dissented and questioned FCC's assertion that programing of interest to local community in general could suffice to meet minority needs.

**Webb in D.C.** Show Corp., Los Angeles, has opened Washington office with Larry Webb, president of radio division of that consulting firm, in charge. Mr. Webb, one-time head of Station Representatives Association, New York, for past 11 years has been executive vice president-general manager of KLRA(AM) Pasadena, Calif. *The Kenwood House, 5101 River Road, Chevy Chase, Md.*

**Field trip.** Over 50 FCC staff employees visited WEAM(AM) Arlington, Va., last week as part of commission's professional education program. Visit was part of course in technical broadcast licensing, which like others in education program, is open to all FCC personnel with college degree or special-interest concern. Program sponsors hope similar visits will take place next time program is offered, which should be in fall.

**When it rains, it pours.** Just before air time March 12, WHBQ-TV Memphis weatherman Dave Brown was slugged and knocked down by man who rushed into studio upset about weather conditions. Forecast: more rain and flooding.

**Straus to court.** Straus Communications Inc., licensee of WMCA(AM) New York, has filed appeal in U.S. Court for review of FCC opinion that admonished station for broadcasting personal attack on Representative Benjamin S. Rosenthal (D-N.Y.). FCC Broadcast Bureau had initially notified Straus of \$1,000 forfeiture liability, but commission noted that case did not warrant penalty due to time lapse between discussion of controversial issue and personal attack.

**Solo.** Robert Bernstein, director of information services, for Viacom International, New York, has resigned to open own public relations firm, March Five Inc., to serve communications field. Initial representation includes National Association of Television Program Executives and projects for RKO General Broadcasting. *30 East 42d Street, New York 10017. Telephone MU 7-3484.*

## AAAA reports general gains in advertising acceptance

**But new study also finds skepticism about content and credibility; attitudes toward TV said to affect attitudes toward all advertising**

A small minority is critical of television advertising "clutter" and "intrusiveness." A few are highly vocal about advertising to children, and about political advertising. People hear a good deal of argument about whether it's the broadcasters or the advertisers who decide what goes on the air. On the whole, however, they are overwhelmingly favorable to the idea that advertising pays for the broadcast programing they see and hear and helps keep down the prices they pay for newspapers and magazines.

What do all of these findings have in common? This: For all the talk they generate, none of them has much to do with what people think about advertising generally.

What does count is whether the advertising is informative, credible and entertaining. There also is a correlation between attitudes toward TV advertising and toward advertising generally: To some extent, at least, people judge advertising in terms of the advertising they see on TV.

These findings are drawn from a new study described to the annual meeting of the American Association of Advertising Agencies last week and being made public today (March 24). The study, conducted last year by the AAAA under the guidance of an academic review committee with Professor Raymond A. Bauer of Harvard Business School in a key role, was in part a follow-up to one done by the AAAA in 1964 (BROADCASTING, April 27, 1964). Results of the new one were reported by Rena Bartos of J. Walter Thompson Co., chairperson of the AAAA subcommittee on consumer attitudes toward advertising, in a speech prepared for delivery Saturday (March 22) at the AAAA convention at Dorado Beach, Puerto Rico.

Mrs. Bartos said the 1974 study, like the one in 1964, found that advertising was near the bottom of the list of things people were concerned about—even lower than in 1964, in fact. Among major institutions, only the press outranked it in public favor—and in credibility. More than that, Mrs. Bartos said, almost nine out of 10 respondents (88%) rated advertising essential, a gain of 10 per centage points since 1964.

In other ways, however, consumers appeared to have grown more skeptical. The number who felt that advertising results in better products for the public,

helps raise the standard of living and results in lower prices all had declined somewhat, while those who said most advertising insults the intelligence of the average consumer increased, as did those who thought that advertising often persuades people to buy things they shouldn't.

The study, Mrs. Bartos said, also found that consumers have different feelings about advertising in different media: "They like the ads they see in newspapers most of all and are most negative toward ads that come in the mail. They like ads in magazines and radio commercials more than the commercials they see on TV or the ads they see outdoors. [See chart I.]

"We have no way of knowing whether their negative feelings are a reflection of the content or the sheer quality of advertising in the less popular media.

"However, popularity or liking is not the whole story. Our analysis shows that the way consumers feel about ads in some media makes a particularly strong contribution to their over-all attitudes toward advertising. Their feelings about commercials on TV and ads in newspapers dominate their perceptions of advertising as a whole."

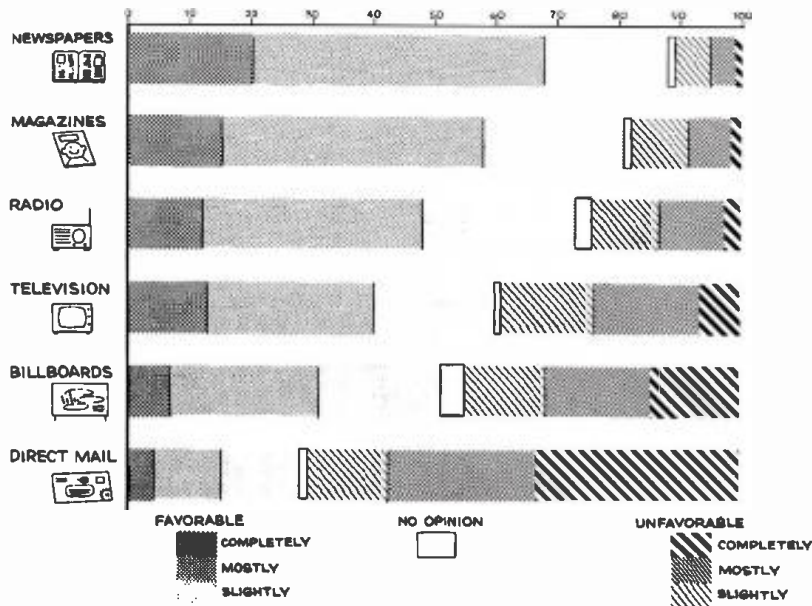
The study identified eight "issues" that it said contribute to consumers' over-all attitudes toward advertising. But, Mrs. Bartos said, the way consumers feel about three of those eight "is the key to how they look at advertising." The three: consumer benefits (information about products, where to find them, what they cost), credibility and entertainment value. Together, according to the report, these three can account for as much as 64% of the influence on attitudes, with the consumer-benefits question representing 23%, credibility 22% and entertainment value 19%.

Farther down the scale of influence, though often near the top in visibility, were other issues, such as whether advertising helps children to mature, whether agencies should handle political campaigns, whether it is the broadcaster or the agency that decides on programs and whether advertising is an aid to the economy. These four questions were lumped together under the heading of "advertising as a social and economic force" and credited with contributing 14% to over-all attitudes toward advertising. (The question of advertiser/broadcaster influence in programing was reported separately as contributing 2%.)

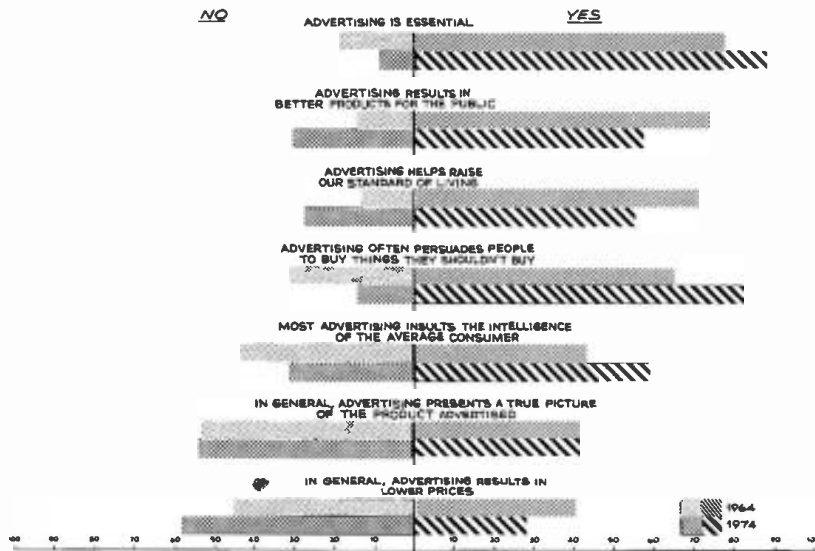
TV clutter and commercial frequency and loudness were portrayed as making "only a minor contribution (7%) to over-all attitudes toward advertising," although clutter "triggered the highest level of unfavorable opinion." On the other hand, the idea that advertising supports a free press and pays for broadcast programs produced the highest level of support, yet was found to be one of the least (2%) contributors to over-all attitudes.

Even farther down the list of real influences were questions on advertising to children, political advertising, social contributions of advertising and its economic role. These, the report said, were found

## How people feel about advertising, medium by medium



## 10-year contrast in opinions about advertising



to be "nonissues" in terms of shaping consumer attitudes.

The study concluded that "5% of the population are our severest critics" and "another 16% are 'mostly unfavorable' toward advertising."

"The extreme 5% seems to be strong anti-everything," Mrs. Bartos said. "They tend to be most negative to all other institutions and most critical of advertising in all media. Incidentally, they tend to use consumer reports occasionally when they go shopping. They are more likely than the rest to be men between 30 and 45 and to live in big cities and in apartments.

"The 'mostly unfavorable' 16% tend to be upscale and intellectual. They are above par in education, income and in the 30-to-44 age group. They are quite critical of all institutions. They are twice as likely as the total sample to be negative to advertising in all media, or all but

newspapers and magazines.

"They tend to watch TV less than the average and read magazines, including consumer reports, more. They are less interested than the average in professional sports, more interested in public education. If these people sound like some of our friends and neighbors, they probably are!"

At the other extreme, "8% of the public are completely favorable to advertising" and 29% say they are "mostly favorable."

Thus, Mrs. Bartos said, "slightly more than one in three consumers are completely or mostly favorable toward advertising. They tend to be less well educated, less affluent and older than the rest of the population.

"They are most approving of all other institutions and of the ads they see in all media. Some criticize the ads they get in the mail and outdoor advertising. These

people are the heart and soul of the television audience, but they aren't great readers of magazines or of consumer reports. The 'mostly's' are somewhat above average in their interest in professional sports."

In between the fans and the critics the study found moderates or a "swing group," representing about 40% of the sample, who "are about average in their use of all media," tend to be young and average or above average in education and income, and tend also to be skeptical but "moderate both in their favorable and unfavorable opinions about advertising."

It is this "swing group," Mrs. Bartos said, that advertisers and agencies should treat as "really the opportunity group for long-range improvement of public attitudes toward our industry. Their opinions, both pro- and anti-advertising, are not as strongly entrenched as those at the extremes. Our challenge is to find a way to reach them with credibility."

Mrs. Bartos said the AAAA research committee is "developing a plan to study the extent and nature of consumer experience with products that don't perform as advertised." In addition, she said, "since consumers judge us on the extent to which ads (and particularly TV commercials) give them consumer benefits, are entertaining and credible, we are exploring a way to develop simple, standard measures of each."

But perhaps the best use that may be made of the study, she concluded, "is to make ads that consumers see and hear as useful to them, credible and enjoyable as we can. That seems to be the path to improving public attitudes toward advertising. And it might just turn out to be the most effective way we can perform our own essential function of selling our clients' products."

## Alter strengthens case for spot radio

RAB executive gives early findings from ARMS II study

Tabulations from radio's \$400,000 ARMS II study, still in process, have repeatedly and without exception shown that "dollar for dollar, radio delivers more reach/frequency and total impressions against target audiences" than do rival media, Robert H. Alter, executive vice president of the Radio Advertising Bureau, said last week.

He reviewed some of the preliminary findings from the ARMS II study (BROADCASTING, Jan. 13) and revealed some more in a speech at a Radio Day held Wednesday (March 19) by the New York Market Radio Broadcasters Association (NYMRAD). Highlights included:

- An analysis of specific campaigns found that spot radio delivered anywhere from 55% to 396% more impressions than spot TV against target audiences.

- Shifting one-third of one spot-TV budget to spot radio increased reach by 37%, frequency by 45% and total impressions against target groups by 101%.

- Substituting spot radio for spot TV

as a supplement to network TV increased reach 23%, frequency 32% and total impressions 63%, again against target groups.

Mr. Alter spoke at an all-day meeting, sponsored by NYMRAD and attended by some 50 general managers and sales managers of New York area radio stations. In other sessions, panels of agency executives explored spot-radio problems and other panelists examined the selling of radio against other media.

## It's raining cats-and-dogs commercials

**The pet-food makers keep raising their expenditures in television; TVB tells how much and companies say why they're banking on TV; it provides a startling contrast to the modest budgets for baby foods**

Pluto and Tabby are eating better than ever on TV commercials, but what ever happened to Baby?

The seemingly endless spate of commercials for dog and cat foods that bound across the television screens each day, are in contrast to the long stretches without a single blurb showing a gurgling baby sampling strained vegetables or soups.

Figures last week from the Television

Bureau of Advertising graphically illustrate the chasm that separates the cats and the dogs from the babies in the TV advertising spectrum. Pet food marketers in 1974 invested \$110.8 million in television (the total, except for \$2 million for bird food, was for cat and dog comes-tibles). In contrast, the comparable figure for baby food products was \$114,700.

Over the past decade, the purveyors of cat and dog foods have steadily increased their allotment to television. In 1964 the investment was a substantial \$31.8 million and climbed to \$66.9 million in 1973 and zoomed to \$110.8 million last year. Television is the backbone of cat-dog food advertising, amounting to 80-85% of the total.

Officials of cat and dog food companies, which include such major organizations as General Foods Corp., Carnation Co., Quaker Oats and Ralston Purina, are loathe to discuss their advertising investments in any detail. They acknowledged that their growing investments in television stemmed from an expanded market and the influx of new products in all categories. They said TV is a preferred medium for cat and dog foods, as it is for many packaged-good products, because the ability to demonstrate is a paramount consideration in this sector. The television picture for baby foods is virtually a direct antithesis. In 1964 infant-edibles entrepreneurs earmarked about \$5 million for TV. In the other years of the sixties the figure remained in

the \$2-million area, slumped to \$1 million in 1972; plummeted to \$7,200 in 1973 and edged up to \$144,700 in 1974, largely because the H. J. Heinz Co., Pittsburgh, is taking a more aggressive stance in TV.

Spokesmen for Heinz, and the two other giants in the infant foods field, Gerber Products Co., Fremont, Mich., and Baker-Beechnut, Fort Washington, Pa., emphasized that the swing away from television was not related to the medium's advertising effectiveness. They explained that the baby-food field in the 1960's and early 1970's was plagued by a "price war," and the ensuing competition for shelf space led to a stronger accent on higher allowances to dealers. They agreed that advertising as a whole and not merely television suffered. Another complicating factor, they said was the price controls in effect in the early 1970's.

At first glance it may appear puzzling that the baby foods area invests so scantily in advertising generally, let alone TV. Paid advertising, according to marketing specialists at Gerber, Heinz and Baker-Beechnut, is not expected to exceed \$2 million in 1975 for all three companies. Baby-food specialists mention that perhaps as much as \$3 million is allocated to direct promotion to prospective mothers, doctors and hospitals but contend the squeeze on advertising is related primarily to the "price wars" and believe the industry is in a process of recovery and a heavier advertising program is in the offing.

"By the way, the decline in baby population is not a significant factor," one official noted. "Though baby population is down from about 4.5 million annually in the mid-1960's to about 3.1 million last year, sales have held firmly and were about \$500 million in 1974. In other words, there is more usage of baby foods by fewer families."

One demographic bit of information that tends to restrict the growth of the market is that Baby is a baby for only 12 to 15 months. The infant grows and moves on to regular food, unlike cats and dogs who use pet food throughout their life span.

The only baby-food maker that intends to accelerate its television spending is Heinz. The company was the sole baby-food investor in TV last year spending an estimated \$144,700 in spot, according to TVB, and a company spokesman last week said it is continuing to use the medium this year using different media weights in an unspecified number of markets. An official of Gerber, the leader in the field, said the company has opted for print but hastened to say that television is not being used only because of advertising-budget restrictions.

But there are good reasons why Pluto and Tabby have it all the way over Baby. Robert Wilbur, director of public affairs for the Pet Food Institute in Washington, provides some mind-boggling statistics on the cat and dog universe. Retail sales of cat and dog food products have jumped from \$1 billion in 1964 to \$2.1 billion in 1974. Consumption during that span

# How did WRAL (FM) become #1 Adults 18-49 in Raleigh? Drake-Chenault has the answer.

WRAL more than doubled audience and billing. They did it with one of our six quality formats for automation.

Their story could be your story.

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Rating estimates average quarter hour as per Oct./Nov. 1974 ARB, M-S 6am-mid., TSA.

has risen by about 50%, from 5.3 billion pounds to 7.3 billion pounds in 1974.

Though the precise population of cats and dogs is not known, Mr. Wilbur said the most authoritative estimates placed family ownership of dogs at 35 to 40 million and of cats between 22 and 30 million. He discounted the theory that expanded sales of cat/dog food products are attributed to an increase in the species. He doubted this was a significant factor, saying that the main catalyst was the trend toward commercialization of food products for animals.

"Though we have had cat and dog foods ever since the 1930's, the strong impetus came in the 1950's and 1960's," Mr. Wilbur reported. "Moist food for cats and dogs arrived in the 1960's."

Illustrating the paucity of demographic information about cats and dogs, Mr. Wilbur said there is no authoritative data on the average life spans of these domesticated animals. He said that most cats and dogs seem to live six to eight years and some dogs live as long as 15 years. For food marketers, this means they are prospective consumers for a relatively long period of time.

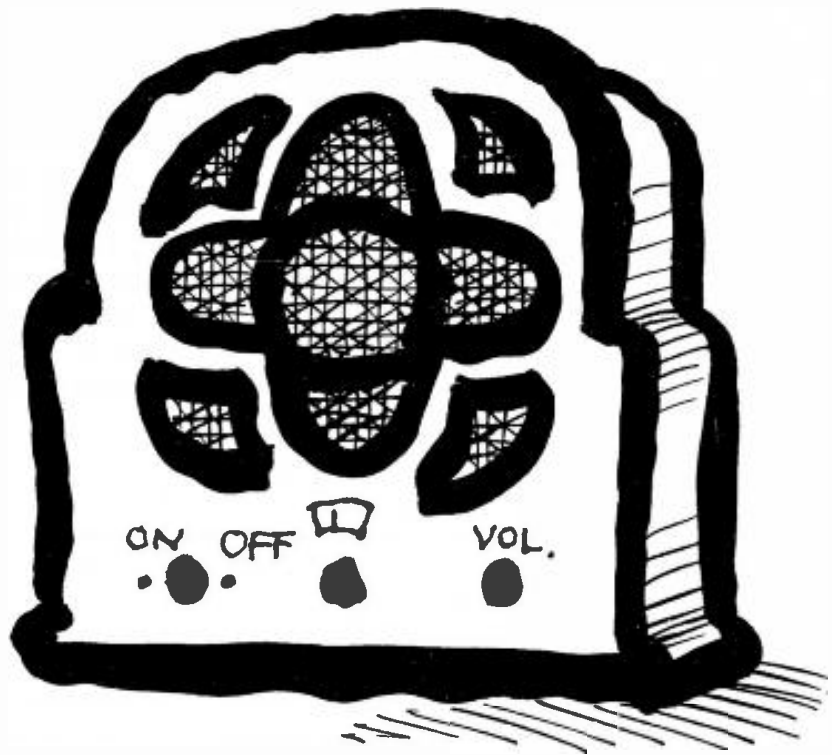
The upsurge in TV advertising for cat and dog food, Mr. Wilbur said, has produced a backlash from some segments of the public. The Pet Food Institute receives letters from time to time from irate housewives who complain that in an era of worldwide food shortages for human beings such delectable morsels are produced for cats and dogs.

"This is a gross misconception," Mr. Wilbur asserted. "Cat and dog foods are made from by-products of meat, fish and chicken. These are not marketable for human consumption. If these by-products were not bought by cat and dog manufacturers they would be sent to rendering plants to boil down into fat and lard."

Mr. Wilbur added that the cat and dog food industry has, in fact, contributed to the country's economy in this way: "Close to a million tons of by-products are bought each year by manufacturers. The rendering plants pay less than a quarter of the price cat-dog food manufacturers pay."

According to TVB figures supplied by Broadcast Advertiser Reports and Leading National Advertisers, the top cat-dog food spender in TV in 1974 was Ralston Purina Co., St. Louis, \$39.8 million, followed by General Foods Corp., White Plains, N.Y., \$12.9 million; Carnation Co., Los Angeles, \$12.5 million and Allen Products, division of Liggett & Myers Tobacco Co., Allentown, Pa., \$9.4 million and Quaker Oats Co., Chicago, \$6.4 million. Other active TV advertisers in 1974 were the National Biscuit Co., New York; Kal Kan Foods Inc., Los Angeles; Campbell Soup Co., Camden, N.J. and Lipton Foods Inc., Englewood Cliffs, N.J.

As an indication of the industry's growth, 107 different products for cats and dogs were advertised on TV in 1974, contrasted with 24 in 1964. And Pluto and Tabby must have been feasting with more gusto in 1974: 15 new brands were introduced during the year.



## A Night with The New Yorker

Celebrating the 50th year of America's favorite magazine with selections from the works of Dorothy Parker, James Thurber, Robert Benchley, Odgen Nash, John Hersey, A. J. Liebling, John O'Hara, Rachel Carson, Woody Allen, Truman Capote, Isaac Bashevis Singer, Janet Flanner, John McNulty, Irwin Shaw, Wolcott Gibbs, Sally Benson, Thomas Wolfe.

### *In readings by:*

Dustin Hoffman, Jack Lemmon, Jack Gilford, Shirley Booth, Tony Randall, Richard Kiley, Jerry Stiller, Eli Wallach, Ann Jackson, Barry Nelson, Peter Ustinov, Kevin McCarthy, Betsy von Furstenberg, Walter Abel.

A Night with the New Yorker will be hosted by Heywood Hale Broun, Lewis Mumford, and Brendan Gill—author of the new best-seller, "Here at The New Yorker."

Scheduled for airing in April on WOR, WBAL, WAVA, WCLV, WCRB, and other major stations, this four-hour show is offered without cost as a new experience in radio entertainment.

Call Cinemasound, 212-799-4800, for information.

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## BAR reports television-network sales as of March 9

ABC \$137,690,800 (30.5%); CBS \$160,164,800 (35.5%); NBC \$152,818,600 (34.0%)

Day parts	Total minutes week ended Mar. 9	Total dollars week ended Mar. 9	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on-10 a.m.	116	\$ 658,000	968	\$ 5,851,800	\$ 3,875,000
Monday-Friday 10 a.m.-6 p.m.	1,000	10,456,400	9,377	100,262,100	87,567,900
Saturday-Sunday Sign-on-6 p.m.	319	5,031,000	2,796	46,157,500	43,825,200
Monday-Saturday 6 p.m.-7:30 p.m.	98	2,467,400	959	24,513,700	22,922,300
Sunday 6 p.m.-7:30 p.m.	15	313,700	170	4,574,400	4,552,700
Monday-Sunday 7:30 p.m.-11 p.m.	393	25,892,600	3,862	240,659,100	232,943,900
Monday-Sunday 11 p.m.-Sign-off	176	2,850,900	1,677	28,655,600	22,344,600
<b>Total</b>	<b>2,117</b>	<b>\$47,670,000</b>	<b>19,809</b>	<b>\$450,674,200</b>	<b>\$418,031,600</b>

Source: Broadcast Advertisers Reports

## Breakthrough for radio

The Radio Information Office of the National Association of Broadcasters reports the U.S. Postal Service is now using radio on a trial basis in three cities: Atlanta, Columbus, Ohio, and Minneapolis-St.

Paul—and plans to add three more to the list in April. Furthermore, RIO says, there is good chance some of the Postal Service's multi-million dollar advertising budget will be assigned to radio and TV broadcasting when the new fiscal year begins July 1.

## Wanted to trade: new cars for broadcast time

Chrysler announces one-for-two plan for bartering spot time; few stations want to go along for the ride

Chrysler Corp., Detroit, is intensifying its activities in barter advertising to reduce its inventories.

A spokesman said Chrysler has bartered in the past "but not on the magnitude planned now." Chrysler has a two-pronged trade effort: One is an exchange of cars and trucks for time on TV and radio stations in 55 major markets on a one-for-two basis (Chrysler would obtain time valued at twice of that of its vehicles), with Media Stock Exchange, a subsidiary of John F. Small Inc., New York, handling the media assignment. The other is a trade of feature films for Chrysler vehicles under way through John Crocker Associates, New York, in association with Official Films Inc., New York.

Mr. Crocker reported last week that TV stations thus far have expressed unwillingness to trade on the two-for-one basis, although some evinced interest in a formula under which they would receive 50% in cash and 50% on a one-for-two-and-a-half basis. He was optimistic that an acceptable approach could be devised.

Neither Media Stock Exchange nor SMY was authorized to discuss stations that had been lined up for the barter transaction, referring all queries to Chrysler. An official there said a number of stations had agreed to the exchange but declined to give details.

Other automobile companies, including General Motors, American Motors and Ford Motor Co., said there were no plans for barter at this time.

Station representative sources said they had heard of the Chrysler offer and were surprised by its dimensions. They voiced the view that local stations accepting the transaction would suffer since this corporate approach would tend to reduce the number of barter deals that stations can make with local auto dealers.

## Blair ties into computer for spot work

REPPAK system of Donovan Data is first phase of link-up promising fast verification, fewer discrepancies

John Blair & Co., New York, is the first national rep firm to subscribe to REPPAK, a new service of Donovan Data Systems Inc., New York, that by 1976 will be part of a national computer link among representatives, advertising agencies and stations for processing spot broadcasting transactions.

Unveiled at a news conference held in New York last week by Blair and Donovan Data Systems, REPPAK will be in the testing stage four months from now and will be operational by Jan. 1, 1976,

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**NEWSBEAT**

More viewers\* on the Gulf Coast watch  
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**6 & 10 PM**

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Represented by Blair TV

\*(Average viewing A.R.B. & N.S.I., Nov. '74 reports)





## Business Briefs

according to officials of both companies. Each of Blair's 10 television and radio sales offices throughout the country will have computer terminals tied to Donovan's New York computer center. Blair will enter confirmed spot orders into the system daily for each buy made on its 74 television stations and its 68 AM and 42 FM stations. Overnight, the DDS computer will print out standard contracts for next-day distribution to agencies throughout the U.S.

DDS until now has worked entirely with agencies and advertisers, processing office work involved in spot television and radio buying for 31 clients, including 15 of the top 20 agencies. This service is called SPOTPAK and handles the entire process of broadcast spot timebuying from client estimates through the preparation of checks to pay stations.

In phase II of the Donovan plan, scheduled to be operational by December 1976, REPPAK will be electronically linked with SPOTPAK. Officials of Donovan claim this procedure will mean prompt verification of both agency and Blair transaction data prior to scheduled broadcast dates and will "significantly reduce" discrepancies.

Donovan has a phase III plan, scheduled for completion by December 1976, which would provide an exchange of information among Blair, SPOTPAK agencies and station subscribers to BIAS (Broadcast Industry Automation System), a station computer service provided by Data Communications Corp., Memphis. Such a hook-up is designed to reduce paper flow and dependence on the mail for transactions involving Blair, SPOTPAK agencies and BIAS subscribers.

The cost of the DDS service to Blair was not divulged. Jack W. Fritz, Blair president, would only say the sum is "substantial."

### Telerep sets up helping hand

Telerep Inc., New York, has established a new unit, Television Marketing Associates, that will work closely with Telerep client stations on ways to develop added revenues from such sources as local and retail advertising, co-op advertising and national spot business.

The new unit will be funded by Telerep and its stations, and a spokesman said 12 of 16 outlets already have agreed to participate in the financing. The establishment of TMA follows a test of the concept by Telerep and several of its represented stations during 1974. Alfred Masini, president of Telerep, said the experiment "exceeded expectations."

TMA will begin on April 1 and will be headed by Dick Noll, who has been named general manager from his post of director of sales development at Telerep. R. Donald O'Leary, a national account executive at the Television Bureau of Advertising, will join TMA as marketing director, effective April 7.

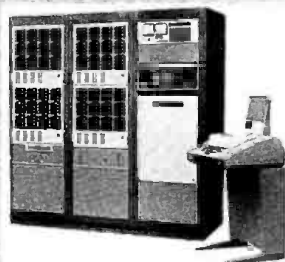
The bulk of TMA's work, according to Mr. Masini, will be performed in the stations' marketplaces in cooperation with each station's sales manager and sales personnel.

**Eight-week sweeps.** Advertising Research Foundation, New York, is setting up committee of agency, advertiser and broadcasting executives to study the feasibility of eight-week rating sweeps for local TV as possible remedy for alleged promotional and program "hypoing" during audience measurement periods. Erwin Ephron, senior vice president and director of media, McCaffrey & McCall, New York, has been named head of ARF committee. Other members will be announced shortly.

**Rep appointments.** WCMQ(AM) Miami, WIFL(FM) Philadelphia, WZGC(FM) Atlanta, WGCL(FM) Cleveland and WKOT(FM) Pittsburgh: Century National Sales, New York ■ WVOX-AM-FM New Rochelle, N.Y.: Marv Roslin, New York.

**Radio co-op dollars.** National Association of Broadcasters has retained Edward C. Crimmins to suggest methods to increase radio cooperative advertising. Mr. Crimmins, senior vice president of Pinpoint Marketing Inc., New York, has designed over 150 co-op programs for manufacturers and wrote "A Management Guide to Cooperative Advertising."

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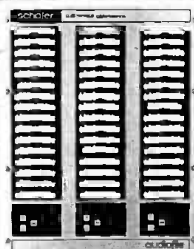
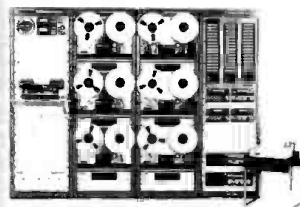
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The Schafer 902 is the goof-proof system. 48 format sequence thumbwheels make the 902 the ultimate in simplicity. Add a Random Access 2000-step MOS cartridge programmer, and you have the most flexible low-cost automation system in the world.



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THE random-access cartridge system you've been waiting for! The AUDIOFILE is all solid-state, fast, and has audio quality equal to the best single-play cart machines. Use it in your automation system, or with DJ control in your studio. THE NEW STANDARD IN MULTIPLE CARTRIDGE MACHINES . . . The AUDIOFILE. Exclusively from Schafer.

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**B&B gets Hardee's.** Hardee's Food Systems Inc., Rocky Mount, N.C., fast-food chain with more than 900 outlets in 42 states, has named Benton & Bowles, New York, as agency, replacing Dancer-Fitzgerald-Sample, New York. Account is expected to bill about \$6 million, of which more than 90% will be in television.

**Return flight.** In its first TV splurge since last July, American Airlines, New York, began extensive spot effort in 28 of its best markets last week, running commercials between 50 and 60 times in first two weeks and leveling off in later weeks. Commercials introduce American personnel (stewardess, mechanic, reservation clerk, pilot) and stress "good service performed by good people." Spot TV is being supported by radio in 35 markets and print. Spokesman said advertising will be considerably more than last year when American spent almost \$3 million in TV. Agency is Doyle Dane Bernbach, New York.

**Trial balloons.** Federal Trade Commission awaits decision by Government Accounting Office on FTC's latest proposal, corporate pattern report. CPR, designed to collect confidential business statistics from more than 1,200 top manufacturing companies and to develop sales-to-advertising ratios, follows line-of-business reporting program involving 345 major firms (BROADCASTING, Sept. 9, 1974, et seq). U.S. Chamber of Commerce is objecting on grounds that it violates con-

fidentiality, duplicates reports to other government agencies and adds burden to business operations. Speculation is that results of Wilmington, Del., federal district court ruling against LOB report procedure will be influential in CPR outcome.

**New in Richmond.** Jacobs Morgan & Westbrook has been established by Harry Jacobs, former president of Cargill, Wilson & Acree, Atlanta; Michael D. Morgan, who was vice president and managing director of CW&A's Richmond, Va., office, and Bill Westbrook, formerly creative director for CW&A in Richmond. At new firm, Mr. Jacobs is chairman of board and co-creative director; Mr. Morgan is president, and Mr. Westbrook executive vice president and co-creative director. 519 East Main Street, Richmond 23219; (804) 644-4677.

**MMT expands.** MMT Sales Inc., New York, has opened St. Louis office, to be managed by Marty Ludington, formerly with Katz Television. 911 Washington Street, 63101; (314) 421-5360.

**Keeping up with inflation.** Citing 12% rise in cost-of-living last year, Noble-Dury & Associates, Nashville, this month gave 12% raise to its employees making \$10,000 per year or less. F. William Satterwhite, president, said this was over and above all merit increases and that it affected slightly more than half of agency's 42 employees in Nashville and Memphis.

## David Foster at the door: looking back at three years with the NCTA

The association's soon-to-depart president reflects on a tenure with an industry that he admits looked like 'Napoleon's retreat from Moscow' after the optimism that peaked in 1973; he shares the many frustrations and some of the satisfactions of the job

For David H. Foster, in his job as president of the National Cable Television Association, the future is rapidly being overtaken by the past. He assumed the post on April 1, 1972, and will leave it officially on May 31—sooner, if a successor can be found and installed. So he is at that point where he is beginning to think about the achievements and frustrations and the might-have-beens of his stewardship, and of the future the cable industry can still achieve, whoever is in the chair he now occupies.

The past three years have not been a roaring success for NCTA or for David Foster, because they have not been great ones for the cable industry. But the hard times cable television has fallen on have not been entirely the fault of the industry's representatives in Washington. NCTA could not be expected to have the answer to the economic problems that have plagued the industry along with the rest of the country—the tight money, the inflation, the recession—that have turned somewhat sour what was seen several years ago as the promise of a bright future. As Mr. Foster himself says, the cable industry's history since the euphoric days of the 1973 NCTA convention in Anaheim, Calif., reads like "Napoleon's retreat from Moscow."

But the regulatory problems that cable interests say are hobbling them are NCTA's responsibility, and in discussing them and other matters in his office the other day, Mr. Foster, for the most part, expressed the frustrations about the FCC that cablemen have long expressed. The 1972 rules that were supposed to break the chains the cable industry had said were holding it down seem somehow not to have made all that much difference, Mr. Foster said. So the commission, he added, must try again. And as broadcasters do in discussing the need to preserve free television, Mr. Foster, in discussing the need to "free up" cable television, talked of the "public interest" to be served.

Does the FCC have an obligation to promote the interests of cable at the expense of broadcasters? Mr. Foster has

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no trouble answering yes to that question. "It's hard to encourage a new technology when an old technology exists," he contended. "The birth of a new child in the family changes the rights and prerogatives of the older children."

But his rummaging through the frustrations of the past three years produced a new thought as to the failure of cable interests and of pay cable interests to do better than they have done at the commission. (He termed the new pay cable rules, which had not yet been issued, "one of the real disappointments" and said he thought cable spokesmen had made persuasive arguments as to why the rules had no legal or logical justification and should be suspended temporarily to provide hard evidence as to the impact pay cable would have on broadcasting.) Then he suggested that perhaps the marriage of pay cable and cable was not the natural that it seemed, that perhaps it was mutually disadvantageous.

"Perhaps the entrepreneurs in pay cable have made a mistake in allying themselves with cable," he said. "If they saw themselves as a separate industry using not only cable but any electronic means of delivery—multipoint distribution systems, satellites, common carrier facilities, whatever—they might have fared better." He suggested, as an example, that although pay cable is not involved in the dispute over copyright, it is affected by it.

As for cable television, he said, "a lot of people view it with suspicion because they see it developing as pay cable. So looking into the future," he said, "I would tell cable, 'You're better off by yourselves on some issues.' I'd say the same thing to pay program entrepreneurs." He acknowledged, however, that, in some cases at least he would be giving the advice to the same people.

Mr. Foster accorded the opposition a backhanded compliment in the pay cable vs. free television controversy: "My brothers in broadcasting have done an awfully good job of arguing their case without having one."

With or without pay cable as a partner of cable television, he is hopeful the commission will take some action to aid cable—to provide the climate in which the money lenders will feel comfortable in making money available to cable. "Their reaction won't be changed by a speech by Chairman [Richard E.] Wiley," he said, "only by action by the commission showing it realizes cable needs to be encouraged." But he believes the economic problems the cable industry has endured over the past several years have helped alert the commission to the fact that the 1972 rules amount to "overkill," and he professes to see "something of a changing attitude on the part of the FCC."

The action reflecting that change, he said, has not yet come. But, he added, "I can't believe that, with the continued prosperity of the broadcasting industry and the continued slow growth of the cable industry"—he put it at a rate of 10%-11% each year, compared to a former 18%—"that it will not dawn on the FCC that they've got to adjust the regulatory balance."



Foster

What would it take to help cable achieve a breakthrough, at least in the major markets where the growth potential is to be found? Mr. Foster was not specific; he said it was too soon to discuss in detail the proposals the NCTA would make in connection with the commission's promised look at re-regulation of the cable industry. But he complained, as cable interests have in the past, about the syndication rules—those designed to assure stations exclusivity against cable systems in the use of nonnetwork material; he said they wiped out much of the benefits the new signal-carriage rules were supposed to afford cable systems. And the proposed rule dealing with the importation of distant telecasts of sports events, he said, would "virtually nullify" the value of the supposed benefits.

In any case, he said, if the commission does not adjust the balance between cable and broadcasting, there are forces at work that will produce a balance not even broadcasters would welcome. "The established common carriers will take over the broadband communications business by default," he said.

But would it hurt broadcasters to have the cable industry swallowed up by the AT&T's and ITT's of the world? Mr. Foster paused a long time, reflected, then said that despite the present antagonism between the two industries, "there is a natural, long-term common interest between broadcasting and cable that can evolve and develop over the next few decades." Indeed, he saw the commission's ban on crossownership of cable and television in the same markets as a serious error. "I understand the antitrust and First Amendment arguments that have been made in favor of the ban," he said, "but it's bad to keep broadcasters from investing in cable."

For all the hostility with which cable interests almost traditionally view the FCC, the commission, Mr. Foster suggests, is the only game in town so far as cable's search for regulatory relief is concerned. He dismisses the cable television bill that the Office of Telecommunications Policy is preparing as missing the point of cable's need, at least as the cable in-

dustry sees that need. The bill would shift the regulatory focus of cable from the commission to the courts and to local or state governments. But Mr. Foster said it is looking too far down the road, and is "not sufficiently concerned with freeing up cable today."

He also dismisses the proposed bill as one not likely to get very far along the legislative process. He says its chances range "from very poor to none." But it may serve a useful function, he feels—"as the basis for a hearing in which Congress could give the FCC advice on regulating the cable industry."

NCTA's problems in the past several years have not all been with the FCC or with broadcasters. One has been the internal battle over copyright legislation. A group of small-system operators who broke away from NCTA on the question of pole-attachment rates have set up their own organization, the Community Antenna Television Association, and are opposing NCTA and the copyright legislation. Another group calling itself the Ad Hoc Committee of Concerned Cable Television Operators for a Fair Copyright Law, is waging a grass-roots campaign against copyright legislation, urging subscribers to express their opposition in letters to their representatives.

Mr. Foster seems not overly concerned by the defections. In terms of membership strength, they represent annual dues of \$13,000, or 36,000 subscribers, out of a total annual dues collection of \$1.1 million. And he says the copyright issue will be settled—but not soon. He noted that the cable section is not the only source of controversy in the copyright bill; last year, a major storm developed over the question of broadcaster payment of performance royalties to record performers and manufacturers (see also editorial, page 66). Besides, time will be needed to educate the new members of the House Judiciary Subcommittee on Copyrights on the bill.

The image of David Foster as a battler for copyright legislation is one that broadcasters and copyright owners cannot accept. They insist the cable industry has not lived up to its commitment

to support legislation providing for arbitration of copyright fees in the event agreement could not be reached through negotiation. The commitment was said to have been given in the agreement cable, broadcasting and copyright owners reached in 1971 that paved the way for the commission's adoption of its 1972 cable rules.

Mr. Foster, a generally even-tempered, pipe-smoking type, comes close to losing his poise only when confronted with the charge that cable has not lived up to its promise. "Our record in supporting copyright legislation is damn good," he said. And when the point is made the agreement dealt with arbitration, not the kind of mandated fee schedule in the bill that NCTA has supported, Mr. Foster says, "If the cable industry stuck to the absolute letter of the consensus agreement, and if broadcasters did, we wouldn't be as far along on copyright legislation as we are." He was referring to the fact that Senator John L. McClellan (D-Ark.), chairman of the Senate Subcommittee on Copyright, introduced legislation incorporating a fee schedule. Bucking Senator McClellan on that, Mr. Foster suggests, would be "disaster."

Mr. Foster also noted the differing economics, and thus the different attitude, of cable now versus 1972. The feeling then, he said, was that modest copyright fees could be absorbed by the cable operator. That's no longer the case; "wherever that 2% comes from, it must be passed along" to the customer,

Mr. Foster says now, and that creates a new political problem.

It hasn't all been fights over pay cable and copyright and internal politics for Mr. Foster. One of the accomplishments in which he takes most pride is the "effort we have made to educate the cable industry to the realities of the political process. . . . There used to be a feeling that political matters should be left up to the chief executives of the MSO's. That's no longer true." Mr. Foster said NCTA has brought "countless" operators to Washington, and that they were often more effective in dealing with legislators and regulators than those who represent large as opposed to local interests.

Soon, now, NCTA's headaches will belong to someone else. Mr. Foster's plans are unsettled, although they probably include the communications business. Mr. Foster, who left a job as executive vice president of Data Transmission Co. to join NCTA, is a lawyer and is considering going back into the practice, in Washington or elsewhere. He is considering, too, "entrepreneurial situations which would involve communications."

But why leave at all? His stock seems reasonably high with most segments of the industry, even after three years.

Perhaps it is because, after three years, some observers noted, trade association leaders are in danger of wearing out their welcome. In any event, Mr. Foster said, smiling and puffing on his pipe, "I have things to do, too. It's time for someone else to take up the burden."

## NCTA sets the scene for New Orleans

**Agenda lists among its cast Washington officials Wiley and Byrd; economic problems will be focus of Brookings' Pechman**

The National Cable Television Association is rapidly penciling in the particulars for the agenda of its 24th annual convention, to be held April 13-16 in the Riverside Convention Center in New Orleans.

Prominent among the list of government figures who will be addressing the delegates: FCC Chairman Richard E. Wiley, who will address the Monday luncheon. Keynoting the convention, on Sunday, April 13, will be Senator Robert Byrd (D-W. Va.), majority whip. Another senator, William D. Hathaway (D-Me.) will speak at luncheon on Tuesday. Also speaking at lunch that day will be Moon Landrieu, mayor of New Orleans, and David Foster, NCTA president.

Helping to put cable's shaky economic picture into the perspective of the nation's shaky economic picture will be Joseph Pechman, director of economic studies at the Brookings Institution, Washington. Dr. Pechman will speak on Tuesday morning at the management session.

Another FCC commissioner, Abbott Washburn, will also participate in a Monday morning session on regulatory problems.

Following are the main management and technical functions of the NCTA convention, with speakers and panelists:

### Management Program

#### Sunday

*Welcome and chairman's address* (2-2:15 p.m.) John Muir, chairman, 1975 convention committee; Bruce E. Lovett, chairman, NCTA.

*Keynote address* (2:15-2:45 p.m.). Senator Robert Byrd (D-W. Va.), Senate majority whip.

#### Joint management/technical session:

*View from the Top* (3-4:30 p.m.). Moderator: Rex A. Bradley, president of Telectable Corp. and NCTA chairman. Panelists: Richard E. Wiley, chairman, FCC; John Eger, acting director, Office of Telecommunications Policy; Jack Valenti, president, Motion Picture Association of America; Monroe Rifkin, president, American Television and Communications.

*1975 cablecasting awards* (4:45 p.m.). Presentation by Rex A. Bradley, NCTA chairman; excerpts from winning tapes.

#### Monday

##### Eye-opener sessions:

*The regulatory dilemma* (8-9:30 a.m.). Moderator: John Gault, American Television and Communications. Panelists: Stephen Effros, FCC; Robert F. Kelly, chairman of New York State Commission on Cable Television; Kennon McKee, City of Portland, Ore.; Jeff Forbes, executive director, Massachusetts Cable Commission; Anne Branscombe, Kalba-Bowen Associates, Cambridge, Mass., and Stuart Feldstein, NCTA.

*Subscription cablecasting* (8-9:30 a.m.). Moderator: Dore Schary, Theatre Television, New York. Panelists: Gerald Levin, Home Box Office, New York; Donald

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Berner, Twin City Trans-Video, Allentown, Pa.; John Alwood, Theta Cable, Los Angeles, and Allen Greenstadt, Optical Systems, Los Angeles.

**Management session:**

*Cable's federal architects* (9:45-11:45 a.m.). Moderator: Ralph M. Baruch, president, Viacom International. Panelists: Representative John J. McFall (D-Calif.); Donald Baker, Justice Department and Barbara Ringer, Registrar of Copyright.

*Luncheon* (12 noon-1:30 p.m.) Speaker: Richard E. Willey, chairman, FCC. Presentation of political cablecasting award.

*The regulatory dilemma* (3:20-4:15 p.m.). Moderator: John Gwin, Cox Cable Communications, Atlanta. Panelists: James Hudgens, FCC; John Witt, San Diego City attorney; Thomas B. Cross, Boulder (Colo.) Video; Robert Ross, OTP; and George Barco, Meadville (Pa.) Master Antenna.

**Management session:**

*Concepts of regulation and jurisdiction* (1:45-3:15 p.m.). Moderator: Bruce E. Lovett, NCTA chairman. Panelists: Gary Christenson, Hogan & Hartson, Washington; John P. Cole, Cole, Zylstra & Raywid, Washington; Henry Goldberg, Office of Telecommunications Policy; David Kinley, FCC Cable Bureau chief; John D. Matthews, Dow, Lohnes & Albertson, Washington, and Stratford E. Smith, Smith & Pepper, Washington.

*Your dues in action* (3:20-4:15 p.m., to be repeated 8 a.m. Wednesday). Host: David Foster, NCTA president, with NCTA staff members: Wally Briscoe, Stuart Feldstein, Charles Walsh, Don Anderson and Robert Stengel.

**Tuesday**

**Eye-opener session:**

*Cable marketing* (8-9:30 a.m.). Moderator: Greg Liptak, United Cable Television, Tulsa, Okla. Panelists: Shirely Gilbert, Suburban Cablevision, East Orange, N.J.; Jeff A. Marcus, Teleprompter Corp.; and James M. Thomas, Rockford (Ill.) Cablevision.

*Cable Programming* (8-9:30 a.m.). Moderator: Beverly Land, Telecable Corp., Norfolk, Va. Panelists: Nathan Levine, Sammons Communications, Dallas; Marc Nathanson, Teleprompter; Joel Effrein, New York freelancer; Nancy Hauser, Continental Cablevision, Jackson, Mich.

*Subscription cablecasting* (8-9:30 a.m.). Moderator: Geoffrey M. Nathanson of Geoffrey M. Nathanson and Associates, Los Angeles. Panelists: Robert Weisberg, Telemation Program Services, New York; James Wicht, Coaxial Communications, Columbus, Ohio; Jerry Burge, Davis Communications, Atlanta; and Kenneth Gunier, UA Columbia Cablevision, San Angelo, Tex.

**Management sessions:**

*The state of the economy* (9:45-10:30 a.m.). Speaker: Dr. Joseph Pechman, director of economic studies, Brookings Institution, Washington.

*Today's cable economics* (10:45 a.m.-12 noon). Moderator: Charles Conrad, vice president, American TV & Communications. Panelists: Daniel Aaron, president, Comcast Corp., Henry Harris, president, Cox Cable; Gustave M. Hauser, president, Warner Cable Corp.; Russel Karp, president, Teleprompter Corp., and Gene Schneider, president, United Cable.

*Luncheon* (12:15-2 p.m.). Speakers: David Foster, president, NCTA; Senator William D. Hathaway (D-Me.) and Moon Landrieu, mayor of New Orleans.

*Annual NCTA membership meeting* (3-5 p.m.)

**Wednesday**

**Eye-opener sessions:**

*Financial considerations in systems operations* (8-9:30 a.m.). Moderator: William Bresnan, Teleprompter Corp. Panelists: Byron D. Jarvis, Metz and Jarvis, Newtown, Pa.; Richard Roberts, Telecable Corp., Norfolk, Va.; Ed Hopper, United Cable Television, Tulsa; James Stilwell, Telesystems Corp., Elkins Park, Pa.

*Financial considerations* (10:35 a.m.-12:15 p.m.). Moderator: Douglas H. Dittrock, Viacom International, New York. Panelists: Jerry Greene, Teleprompter; Dr. John C. Malone, Telecommunications Inc., Denver; Tim Foreman, Cox Cable Communications, Atlanta; James Ackerman, Becker Communications, Indianapolis.

*Future cable services* (8-9:30 a.m.). Moderator: Carter Page, Telecommunications Inc., Denver. Panelists: Joseph Stern, Goldmark Communications, Stamford, Conn.; Thomas Nourse, Interface Concepts Inc., Poway, Calif.; Ron Stein, Theta Cable, Los Angeles; W. Clarke Swanson Jr., South Florida Cable Television Corp., Naples.

**Management session:**

*Copyright* (9:35-10:30 a.m.). Moderator: Alfred R. Stern, chairman, Warner Cable. Panelists: Edward Allen, Western Communications; Frederick W. Ford, Pittman, Lovett, Ford, Hennessey & White, Washington; James Hanish, staff member, Senate Judiciary Committee and Sol Schildhouse, Schildhouse & Farrow, Washington.

*Future cable services* (10:35 a.m.-12:15 p.m.). Moderator: Frank Norwood, Joint Council on Educational TV, Washington. Panelists: Al Shinn, National Science Foundation; Bill Lucas, Rand Corp.; Vincent Sardella, OTP, and Paul Von Schreiber, Novo Communications Corp., New York.

*Luncheon* (12:30-2 p.m.). Speaker: David Foster, NCTA president.

**Management session:**

*L'agnappe* (roundtable discussions on marketing, rate increases and programing). Discussion leaders to be announced.

**Technical Program**

**Monday**

**Eye-opener workshops:**

*Power-related problems in CATV systems* (8-9:30 a.m.). Moderator: Travis Nabors, Columbus TV Cable, Columbus, Miss. Panelists: James C. Herman, Norman Everhart and Dr. Jacob Shekel, all of Jerrold Electronics, Horsham, Pa., and Harry Perlow, Suffolk Cablevision, Central Islip, N.Y.

*Cable Television Advisory Committee* (8-9:30 a.m.). Chairman: Hubert J. Schiaffo, Transcommunications Corp., Greenwich, Conn. Panelists: Hank M. Diambra, Westinghouse Research, Silver Spring, Md.;

David Sillman, Hazeltine Research, Chicago; Kenneth A. Simons, Walter Wydro Consultants, Pineville, Pa., and Archer S. Taylor, Malarkey, Taylor & Associates, Washington.

**Technical sessions:**

*Premium TV, business and special services* (10-11:45 a.m.). Chairman: Joseph L. Stern, Goldmark Communications Corp., Stamford, Conn. Papers and participants: "Multiplex Audio/Digital Services for the Blind, Deaf and Disabled," David Othmer, WNET-TV New York; Donald Kendrick, Eduplex Inc.; Glenn Ralston, Urban Telecommunications Forum; Alan Kruus, New York Public Library and Thomas Freebarin, New York University. "Local Data Transmission Via Cable: System and Business Considerations," Roger C. Greenhalgh and Marshall R. Childs, IBM, Poughkeepsie, N.Y. "Manhattan's Data-by-Cable—A Business Reality," Robert V. C. Dickinson, E-Com Corp., Berkeley Heights, N.J.

*Engineering forum* (10-11:45 a.m.) Subjects to be debated are field strength monitoring, performance improvements, preventive maintenance and professional society activities. Panelists: Nate Levine, Sammons Communications, Dallas; Frank Bias, TeleVue Systems, Pleasanton, Calif.; Robert Blodeau, Suburban Cable Vision, East Orange, N.J.; Rex Bradley, Telecable Corp., Norfolk, Va.; Robert A. Brooks, Telcom Engineering, Chesterfield, Mo.; Ralph Clark, Institute of Electrical & Electronics Engineers Liaison; Caywood C. Cooley, Philadelphia Communications, Bala Cynwyd, Pa.; Richard Hickman, Cox Cable Communications, Atlanta; Michael P. Heffers, Jerrold Electronics; James A. Luksch, Texscan Corp., Indianapolis; Henry Marron, Scientific-Atlanta, Atlanta; Herbert P. Michels, Time Inc.; O. D. Page, Cable Dynamics, Bethesda, Md.; Delmer C. Ports, NCTA; John Pranke, Theta-Com, Phoenix, Ariz.; George Sitts, Teleprompter, New York, and Joseph L. Stern, Goldmark Communications.

**Tuesday**

**Eye-opener sessions:**

*Training/job classification/licensing for CATV* (8-9:30

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a.m.). Moderator: Stephen Dourdoufis, Vision Cable Communications, Fort Lee, N.J. Panelists: Robert Bilodeau Suburban Cablevision, East Orange, N.J.; O. D. Page, Cable Dynamics; Tom M. Straw, Texas A & M University, College Station; James B. Wright, CATV of Rockford, Ill., and A.M. Rutkowski, FCC.

**Advanced techniques I** (8-9:30 a.m.) Chairman: Henry Marron, Scientific-Atlanta. Papers and participants: "Increasing the Channel Capacity of Single-Ended CATV Amplifiers," E. E. Finlay, York Cablevision, Ontario; John Cappon, J. Cappon & Associates, Willowdale, Canada. "Feedforward Applied to CATV Amplifiers," William A. O'Neil, Amplifier Design and Service, Waltham, Mass.; "Operational Experience with High Level, Feed-Forward Amplifiers," James B. Grabenstein, Polomac Valley Cablevision, Cumberland, Md.

#### Technical sessions:

**System design** (10-11:45 a.m.). Chairman, Caywood C. Cooley, Philadelphia Communications. Papers and participants: "Improving LDS Microwave Reliability Using Remote Monitoring and Automatic Control of Redundant Microwave Receivers." David L. Randolph, Complete Channel TV, Madison, Wis.; "The Influence of Transistor and Circuit Design Philosophy on the Performance of CATV Amplifiers," G. Luettgenau & P. Rebeles, TRW Electronics, Lawndale, Calif.; "Second Order Beats on CATV systems," Bert L. Henscheid, Theta-Com, Phoenix; "Fundamental Relations in CATV Costs Engineering," Argyle W. Bridgett, Argyle W. Bridgett & Associates, Auburndale, Mass.

**Advanced techniques II** (10-11:45 a.m.). Chairman: O. D. Page, Cable Dynamics. Papers and participants: "Digital Frame Grabbing," I. Switzer, Switzer Engineering Services, Mississauga, Ont.; "A Video-Over-Video Multiplexer for Multi-Hop Microwave Radio Systems," John W. Dades, GTE Lenkurt, San Carlos, Calif.; "Applications of Optical Fiber to CATV Systems," Dr. T. M. Straus, Theta-Com, Dr. F. L. Thiel, Corning Glass Works, and Dr. M. Barnoski, Hughes Research Labs, Phoenix; "Cable TV In Orbit," Robert E. Bulton, Transcommunications Corp., Greenwich, Conn.

#### Wednesday

#### Eye-opener sessions:

**The receiver and the cable** (8-9:30 a.m.). Moderator: Frank Bias, Tele-Vue Systems. Panelists: James Neese, United Cable Television, Tulsa; Gilbert Hermeling, Jr., RCA Corp., Indianapolis; Robert Cowert, Gill Cable, San Jose, Calif.; C. Bailey Neal, GTE Sylvania, Batavia, N.Y., and Dr. Robert L. Grant, Magnavox Co., Fort Wayne, Ind.

**Instrumentation and measurements** (8-9:30 a.m.). Chairman: James A. Luksch, Texscan Corp., Indianapolis. Papers and participants: "Composite Triple Beat Measurements," Bert Arnold, RCA, North Hollywood, Calif.; "Simultaneous Sweep Techniques and Equipments," Donald W. Levenson, P.E., Wheeling, W. Va., and "Remote Baseband Switching for Video Microwave Systems," Mike McKeown, United Cable Television Corp., Casper, Wyo.

#### Technical sessions:

**Rules and regulations** (10-11:45 a.m.). Chairman: Herbert P. Michels, Time Inc. Papers and participants: "CATV System Performance—The New York Experience," Kenneth L. Foster, New York Station Commission on Cable Television; "The Potential Benefits of Precise Frequency Control of Television Transmitters," John A. Pranke, Theta-Com, Phoenix and "Latest Technical Regulations, '77 Status," A. M. Rutkowski & Robert Ungar, FCC.

**Actual operation experience** (10-11:45 a.m.). Chairman: Richard Hickman, Cox Cable Communications, Atlanta. Papers and participants: "Transient Considerations for CATV Systems," Robert N. O'Hara, Theta-Com; "Anomalous Fading in CARS Band Local Distribution Service," Robert E. Johnson, Eastern Connecticut Cable Television, Waterford, Conn.; "Transient and Outage Elimination in CATV Systems," Dr. Derald O. Cummings & Joseph P. Preschutti, C-Cor Electronics, State College, Penn., and "A Technique Using Several Delay Lines to Correct for Multiple Ghosting and Poor Frequency Response Due to Multipath," John L. Huff, Tele-vue Systems, Pleasanton, Calif.

**Luncheon** (12-1:30 p.m.). Speakers: David Foster, NCTA president, and Buddy Ebsen, TV and film actor.

## Poverty is major issue in comments on '77 deadline

**Cable firms tell FCC that money is not available for conversion, get support from investors; opponents question source of CATV's financial study**

Cable television groups flooded the FCC last week with comments supporting the commission's proposal to cancel or postpone the March 31, 1977, deadline for compliance with the FCC's channel-capacity and two-way capability standards, set down in its 1972 cable rules.

Compliance, they argued, would necessitate large capital outlays in order to rebuild systems that had been in operation before the 1972 rules were adopted—money the cable industry is hard pressed to secure at this time.

Broadcasters, citizen groups and local cable regulators remained unimpressed with cable's financial argument however, and they suggested the 1977 date be retained.

Compliance with the 1972 cable rules would require cable systems that are now "grandfathered" or those in operation before March 31, 1972, to build up to 20-channel capacity; provide channels for nontelevision use equal in number to those designed for TV signals (if the system uses over 10 TV signals); provide for two-way capability between home receivers and the head-end; and provide public, educational and local government access channels.

According to estimates by the National Cable Television Association, such rebuilding requirements, for all systems in operation before 1972, would cost some \$430 million. To recoup the added expenditure, NCTA added, subscriber rates would have to be increased by approximately 65%.

And all cable groups quickly noted that in today's economic climate subscribers may not be willing to absorb the two-to-four-dollar increase in their monthly rates that would be needed to obtain the 65% figure.

Joint comments filed on the behalf of 22 cable operators contended that at present there has been no demonstration of a need for two-way capability and equivalent bandwidth for nonbroadcast purposes. Furthermore, they said, expanding channel capacity from 12 to 20 would result only in more unused channels, since "most" major market systems are now carrying all the channels permitted by FCC rules.

The Washington law firm of Dow, Lohnes & Albertson submitted comments on behalf of nearly a dozen cable operators, pointing out that if subscriber fees go up, many small system subscribers will be forced to subsidize related larger systems. Those individuals, the cable groups added, will thus pay for services they not only might not necessarily want, but also services they won't get. (The

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rebuild requirements pertain only to major-market systems.)

The same groups contended that "it makes little sense to impose huge financial requirements for cable hardware on the industry, until the needs for and uses of that hardware are better defined." Specifically, the cable operators noted the commission's nonresolution of issues concerning nonduplication, pay cable, access channel policy and copyright.

Although compliance by 1977 was unanimously opposed by cable groups, the question of whether the date should be postponed or canceled elicited various responses. Most favored cancellation because they felt it would remove the "economic cloud" and improve the "investment climate" of the cable industry.

Central California Communications Corp. suggested pushing the deadline back three years to 1980 as an alternative to cancellation. Teleprompter said that if the date is postponed it should follow the resolution of the FCC's promised rulemaking on channel capacity and access.

Several cable investors, including John Hancock Life Insurance Co., and Warburg Paribas Becker Inc., supported cancellation or at least postponement of the 1977 deadline, claiming the funds necessary for rebuilding cable systems just aren't there. Any capital investment for rebuilding, the investors noted, would be diverted from the construction of new systems, which help attain a higher subscriber and revenue base that in turn will foster growth in the industry.

However, the economic situation was viewed from a different vantage point by broadcasters. ABC along with 19 broadcast licensees that filed joint comments, questioned whether the present cable financial outlook was "real and long range" or only temporary and the result of "blue-sky promotions and promises."

The broadcasters also questioned the lack of public-interest mention in the comments submitted by the cable groups. ABC charged that "each and every one" of the FCC's actions regarding cable standards has been prompted "solely" by the cable industry's continuous complaints of financial distress. Public interest has not been a significant consideration in the "private bills" for cable relief, the network added.

Concern about public interest was expressed in comments filed by the City of San Diego, the New York State Commission on Cable Television, the National Black Media Coalition and the United States Catholic Conference.

The local cable regulators opposed any "wholesale" cancellation or postponement of the 1977 compliance deadline, although they suggested that individual waivers might be granted by the FCC on an ad hoc basis.

San Diego also contended that the only studies used to demonstrate cable's financial problems were supplied by the industry itself. If postponement is really necessary, it said, let the FCC conduct an independent analysis to determine the need for holding back the deadline.

The New York commission was less

inclined to object to a postponement of the deadline for two-way communications than it was for a delay of channel-capacity standards, which it adamantly claimed should be met by 1977.

The United States Catholic Conference suggested that the FCC look at history to gain advice on the present cable-compliance issue. The church organization drew a parallel to the Wagner-Hatfield amendment, which was introduced in the Congress during the "Great Depression" and which sought to set aside a quarter of the AM band for educational broadcasters. The defeat of that bill, the organization claimed, created a "handicap" that educational broadcasting has lived with ever since. Today's situation with cable, they believe, is similar: The FCC must choose whether or not to set aside channels for educational and other nonentertainment uses, or wait to ride out the current economic situation. To wait, the group cautioned, would be a "serious mistake."

The 1977 deadline for cable compliance was not the only date to prompt debate last week, however. Citizen groups were irate that the commission, at the request of eleven multiple cable system operators, had advanced the original April 7 due date for comments on the issue to March 17. The 10 days which were left to file comments was tantamount to the exclusion of public interest input into the proceeding, charged various groups, including the National Black

Media Coalition, the Philadelphia Community Cable Coalition and the City of San Diego. In NBMC's words, the date switch was a "classic case study of the decision making process at its worse."

As of the middle of last week, the commission had not acted on the petitions presented by the community groups to reinstitute the later due date.

## Carlisle, Baruch dueling duet at Ohio cable meet

**NAB vice president beards enemy in its own camp; Viacom executive maintains offensive against prejudicial FCC regulation**

"Whatever happened to community antenna television, the business that turned a good profit for a whole host of small businessmen and women by charging a monthly fee to bring more stations and clearer pictures in TV underserved living rooms across America?"

That was the question William Carlisle, vice president-government relations of the National Association of Broadcasters, asked in an address to a meeting of the Ohio Cable Television Association last Monday. His own answer: "With the emergence of the MSO's—with the introduction of 'show biz' and competition

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for the big buck in the top markets—community antenna became 'cable television.' He told the cable group that "the mad scramble" to eliminate or emasculate the FCC's antisiphoning rules "can have its motivation only in a desire of at least some of your leaders to print one helluva lot of instant money."

But Ralph Baruch, president of Viacom International, told the same gathering that the public, through the marketplace—not federal regulation—should be the ultimate judge of what services it wants from cable television. He said that if pay cable and perhaps the cable industry as a whole are to succeed, the public must be offered new alternatives to the existing cable system. "Never, to the best of my knowledge," Mr. Baruch said, "has a case been proven that cable or pay cable does in fact harm either the economic base of the broadcasters or the American public."

Mr. Carlisle said some cable industry spokesmen are deluding themselves in thinking that cable will replace over-the-air TV. He said, "Those teeming millions in the big cities are long since wedded to the idea that after you buy a TV set and pay for the electricity to run it and the service to maintain it, what you see is supposed to be free." And, he added, "Ask yourselves how many congressmen are going to want to go home to an urban district where the best TV movies and sports have been siphoned to the exclusive use of those who can pay."

But Mr. Baruch said, "We are an industry that the public has accepted, likes and pays for." He said pay cable should be given the "same standards, the same freedom of choice" that the over-the-air broadcast audience is afforded.

Mr. Carlisle called for cable operators to cooperate with local broadcasters because "after the smoke clears away and the debris is cleaned up after the current warfare ends over such matters as pay cable siphoning, copyright and non-duplication rules, we'll both still be here . . ."

He said cable systems should carry broadcasters' signal "willingly and on-channel if it's possible," and protect the broadcaster's unfragmented audience. The broadcaster, he said, should provide the cable system with timely information on what network programs he wants pro-

tected, and not cut away too soon or too late.

Mr. Carlisle told his audience of cablecasters that they should bear in mind that without broadcasters, most of them would be out of business.

Mr. Baruch, on the other hand, said the FCC "is using its personal clairvoyance to crystal gaze into the future and project how an as yet practically non-existing [pay cable] could possibly hypothetically harm an enormously successful existing oligopoly."

He cited as an example the treatment of motion-picture carriage in the commission's soon-to-be-adopted pay cable rules. The commission will state, he said, that pay cable can exhibit any motion picture in a market, once it is three years old, if the picture is under contract to the broadcaster.

But, he said, most of the motion picture contracts to broadcasters are exclusive. "So what the commission in essence is really saying is that pay cable can have all the movies it can't get, and the public is denied its freedom of choice."

He said the FCC will also rule that pay cable can exhibit any motion picture more than three years old not under contract to a broadcaster if the broadcaster has not aired the picture in three years. "This means the broadcaster can run a motion picture two years and eleven months from the last broadcast date and on a continuous basis deny that motion picture to pay cable."

The sports rules will also be strengthened substantially in favor of broadcasting, Mr. Baruch said, "without any evidence, without any proof, and without any threat of diversion." Under the proposed rule, the time required for a specific event to be off the air before pay cable could show it has been lengthened from two years to five. And if the local broadcaster has shown 25% or more of a given sport, pay cable would be restricted to half the remainder. "Why half?" Mr. Baruch asked.

Mr. Baruch concluded that it is vital that competition be fostered, not stifled by federal regulation. He said that in order to preserve the public's freedom of choice, "federal regulation should be realistic and nonprotective, and offer no one a security blanket, particularly those who really don't need one."

## Queens system hunts shortcuts to quick start

**Initial use of HBO closed-circuit will bypass FCC, state regulation; talks with city on fees next priority; Dolan says financing is available**

Plans are under way to get a cable-TV system going in Queens, New York, that would be exempt from FCC and New York State regulation, at least at the start.

The exemption would come into play because the system would not be carrying the signals of the over-the-air broadcast channels. In effect, it would be a closed-circuit system for the transmission to subscribers of Home Box Office's package of late theatrical movies ("Chinatown," "The Taking of Pelham 1-2-3") and sports events not on over-the-air television (e.g., the home games of the New York Knicks basketball team and the New York Rangers hockey team). According to industry sources, such a system would not fall under the purview of the FCC or the New York State Cable Commission.

The main advantage of such an exemption, according to Morris Tarshis, New York City's director of franchises, and Charles F. Dolan, president of the Community Development Corp., which will operate the new system, would be to chop as much as 18 months off the timetable for getting the system cranked up. "We could be ready to go by the end of this year," says Mr. Dolan.

He added that the next two months or so will be devoted to ironing out the details of New York City's "64-page-long" franchise contract. A key point in these negotiations, he says, involves the percentage-of-gross figure that Mr. Tarshis will demand for the city. The Sterling Manhattan Cable Co. is charged 10% for its pay-cable channel, which services the lower half of Manhattan, but Mr. Tarshis says that's a discount rate, the purpose of which was to allow the pay-cable service to get off the ground in that borough. Industry sources said Mr. Dolan's company may be asked to pay a percentage that's closer to the city's 25% maximum.

Once his company is given the go-ahead, Mr. Dolan says, he'll begin to put up pole lines in a section of his franchise area covering a sample of about 6,000 homes. (The entire franchise area includes 125,000 or so homes.) This initial experiment will cost the company about \$450,000 (on the basis of a \$75 per-home outlay), most of which will be borrowed from banks and from the construction company that will put up the lines. (As president of a company called Cablevision, Mr. Dolan also operates a standard cable-TV system, which includes a pay channel, in Nassau county, New York.) He said that despite the current credit squeeze, there is money available for the Queens experiment because the Home Box Office pay-cable package has

### RECENT SALES

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harvested substantial subscriber support, particularly in the New York suburbs and a Sterling's half of Manhattan. Mr. Dolan was a founder and long-time head of Sterling before selling his interest to Time Inc.

The new system will have a 35-channel capacity, according to Mr. Dolan. Public-access and government channels would be among the 35 as part of the company's franchise agreement with the city. Mr. Tarshis thinks that one company advantage will be in not having to charge subscribers a monthly service fee for pulling in the over-the-air channels (a fee that runs to \$9 in Manhattan, for example), but only the monthly pay-cable-channel fee, which Mr. Dolan said has not been decided yet (it runs from \$7 to \$9 among systems in the New York area).

Once the system is in operation, though, Mr. Dolan said, he'll be perfectly willing to pick up the over-the-air channels, a move that would place him under the jurisdiction of the FCC and the New York State Cable Commission.

## KIRO-TV questions turndown

KIRO-TV Seattle has appealed an FCC action authorizing a cable system there to begin operating.

At issue is the commission's refusal to grant KIRO-TV special nonduplication protection against importation by Vanhuc's cable system of prereleased network programming. KIRO-TV in its petition or review filed with the U.S. Court of Appeals in Washington, said the reasoning in the commission's denial of its request for reconsideration—that the licensee has not shown that the station would suffer serious economic harm without the special protection—is inconsistent with the view expressed by FCC Chairman Richard E. Wiley and four other commissioners in their concurring statement. In that statement, KIRO-TV noted, they referred to the same subject in another cable case, in which it was said that the economic impact on U.S. stations of importation of prereleased network programming was "so serious as to make the Canadian practices essentially unfair." KIRO-TV contended that an apparent inconsistency between the two views "make it impossible to determine" the grounds on which its petition to the commission was denied.

## Cable Briefs

**Louisiana purchase.** American Finance System Inc., Silver Spring, Md., has sold its Al-Pine Cable TV Inc. to Vision Cable Communications Inc., New York, for undisclosed sum. Al-Pine serves 12,000 subscribers in Alexandria and Pineville, both Louisiana. La Rue Media Brokers handled transaction.

**New offices.** Joseph F. Brennan, president of Associated Utility Services, cable consultants, announces change of address and phone: 510 Kings Highway North, Cherry Hill, N.J. 08034; (609) 667-7101.

## Programming

### Second season keeps giving CBS a lift

**Network stays back on top, paced by strong showing of new shows, ABC sees some hope in MNA sweep for February**

CBS-TV continued its strong second-season Nielsen performance (BROADCASTING, March 17) with a 22.0 rating for the week of March 10-16, compared to NBC-TV's 18.4 rating and ABC's 16.3.

CBS came out on top five nights (Monday, Tuesday, Thursday, Saturday and Sunday) and finished second to NBC on Wednesday and Friday. It cornered four of the week's top five shows, eight of the top 10 and 14 of the top 20.

*The Jeffersons* (25.5 rating, 45 share on March 15), *Cher* (21.7 rating, 34 share on March 16) and *Tony Orlando and Dawn* (20.7 rating, 31 share on March 12), CBS's new second-season hits, continued their solid numbers. But the March 14 premiere of CBS's new Friday-night sitcom, *We'll Get By* (8:30-9 p.m., NYT), came up limping against NBC's *Chico and the Man*, with a 14.2 rating and 23 share to *Chico's* 26.9 rating and 43 share.

NBC programmers said they saw a ray of hope in the improved performance of *Sunshine* and *The Bob Crane Show*

against *The Waltons'* first rerun on March 13, but *Sunshine's* 17.8 rating and 29 share and *The Bob Crane Show's* 18.0 rating and 28 share (*The Waltons'* rerun averaged a 23.1 rating and 37 share for the hour) still put these second-season sitcoms in the sub-survival category.

ABC's statisticians were drawing consolation from the multinetwide-area breakdowns with the Feb. 5-March 4 Nielsen sweep period (BROADCASTING, March 17), which gave the network an 18.9 rating compared to its 18.4 rating in the sweeps covering all markets. (The MNA's encompass the 70 markets in which all three networks are directly competitive with one another.)

### TV academy splits on Lew Grade salute

**Hollywood questions New York action; trustees also face financial plight**

Confrontation between Western and Eastern trustees of the National Academy of TV Arts and Sciences is expected to erupt at the regular April 4-6 meeting in San Francisco, with one subject of controversy the reported payment of \$100,000 to the academy by Sir Lew Grade who is to be honored by the New York chapter's "Salute to Sir Lew Grade" April 18. ABC will record the ceremonies and the entertainment for a program to be broadcast in May. Among those scheduled to

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perform are Julie Andrews, Tom Jones, Peter Sellers and John Lennon.

The money question was raised formally by Thomas W. Sarnoff, NBC vice president, Los Angeles, and immediate past chairman of the TV academy, in a letter to John Cannon, New York independent producer, who is the current NATAS chairman. Mr. Sarnoff questioned the appearance of payment by Sir Lew for the honor.

This was followed last week by a resolution by the board of governors of the 4,000-member Hollywood chapter calling on the New York chapter to insure that the broadcast indicates that it is that chapter that is doing the honors for Sir Lew, that the payment by Sir Lew be made directly to the New York chapter and not to the national organization, and that identification of the payment be announced over the air during the broadcast to comply with FCC regulations.

An ABC source indicated that the network was paying Sir Lew in excess of \$100,000 for the rights to the show.

The San Francisco trustees meeting is expected to grapple with other academy problems. One that is considered serious is the financial state of the national organization. Income from last year's three Emmy awards shows (nighttime entertainment, daytime entertainment and news-documentaries) plus other fees and revenues totaled less than \$500,000, according to knowledgeable sources. The operating expense of the national organization is running \$500,000-\$600,000, it is said.

## ABC takes Canadian problem to FCC

ABC called on the FCC last week to adopt a rule stopping Canadian stations whose signals can be viewed in America from broadcasting U.S. TV network programs prior to the domestic telecast of such programming.

ABC noted that companies selling U.S. network programs are required by Canadian broadcasters to grant a prior release in Canada. ABC said that the Canadian pre-release is of particular concern in border cities where the telecasts by Canadian stations can be received ear-

lier than the first U.S. network broadcast of the identical program, thus cutting into the U.S. station's local audience.

ABC asked the FCC to exercise the regulatory authority conferred by the Communications Act "to protect the integrity of television service" in such localities as Seattle, Buffalo, N.Y., and Bellingham, Wash. ABC said the rule should require producers and distributors to obtain export licenses from the FCC for any program to be pre-released by a Canadian station or network which is regularly viewed in the U.S., either over the air or by cable television.

## A bit of learning in family hour urged

### Midwest organization contends elimination of sex-violence isn't the total consideration

A nonprofit Chicago-based group is getting public opinion on the networks' family hour plan, to take effect this September (BROADCASTING, March 10). Prime Time School Television, which advocates the use of evening TV for educational purposes, will compile and send comments from families and educators to the National Association of Broadcasters, the networks, sponsors and producers.

Lynn Mills, executive director of PTST, said the emphasis on what is to be avoided—sex and violence—has resulted in overlooking what should be included in TV programming. "It is conceivable," she said, "that rather than a step toward increasing the quality of television [the family hour plan] might be a retreat toward bland, pabulum programs that serve no function other than to fill time."

Parents, teachers, students and viewers are being asked to express their views in writing, to PTST, Family Hour Clearinghouse, 100 North LaSalle Street, Chicago 60602.

## Trip called off

Sources at Syndicast Services, which appeared close to an agreement earlier this month with three CBS-owned stations for its *Travelin' On* TV series of half-hour

concerts (BROADCASTING, March 10), now say the deal is off. "We ran afoul of the prime-time access rule changes," said a spokesman, adding that the station access time was beginning to shrivel up in light of the network's stated intention to program four full hours on Sundays. CBS is also exploring the possibility of pre-empting the Saturday hour from 7 to 8 p.m. for public-affairs shows and children's specials, according to a source. Without the support of one network-owned station group, the spokesman said, "we're not going to be able to hold the advertisers or the other stations that might have been willing to sign on with the show. Which means *Travelin' On* won't get off the ground."

## Program Briefs

**Duo splits.** Chris Bearde and Allan Blye, TV producers since 1968, have dissolved their partnership. This will not affect their production of *Bobby Vinton Show*, prime-time access program sold to five CBS-owned TV stations, that is due to go into production next month. Pair first worked together on an Elvis Presley special; since then some of their notable programs have been *Andy Williams Show*, *Sonny & Cher Comedy Hour*, *That's My Mama*, and *Hudson Brothers Razzle Dazzle Show*.

**Big one coming back.** Viacom Enterprises has reached agreement with CBS-owned WCBS-TV New York, KNXT (TV) Los Angeles and WCAU-TV Philadelphia for weekly prime-access slotting of new version of *The \$64,000 Question*, with kickoff slated for fall 1976 (BROADCASTING, March 10). Show was one of kingpin series during prime-time quiz era of 50's.

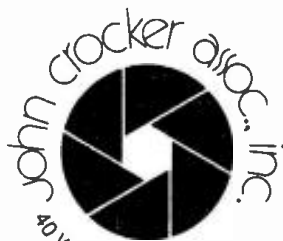
**Michener's maxiprogram.** James Michener's best-selling novel, "Hawaii," is being developed as ABC "Novel for Television" by United Artists/Convivium Productions. Epic-proportioned story is history of Hawaii and its great families, and will have final length of approximately 12 hours. David Chasman will be executive producer, with Ron Shedlo and J. Lee Thompson co-producers.

**Reiner production.** Carl Reiner has joined Columbia Pictures Television as executive producer and star of *Everything Money Can't Buy*, new half-hour comedy series that will premiere on ABC-TV in fall. Series was originally scheduled for current season but was shelved when federal court delayed modification of FCC's prime-time access rule.

**TV now.** Public Affairs Broadcast Group, Los Angeles-based radio production firm that provides public affairs programs to broadcasters, has formed television unit. TV series scheduled to start this fall, will consist of half-hour documentaries and one-minute featurettes. Topics to be discussed on TV series, as well as on radio programs, are based on analysis of member-station's ascertainment of community problems. Mark Bragg is president of company; Ed O'Donnell, executive vice president, and Jim L. Key, vice president-marketing.

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## 'Pensions' case on fairness takes new twist

Attorneys differ on significance of turnaround in appellate orders

The NBC *Pensions* case, which has produced more than one surprise while shuttling between the FCC and the courts over the last three years, last week produced another. There is confusion about the precise meaning of this one.

The U.S. Court of Appeals, with eight judges participating, vacated its own order granting rehearing and returned the case to the three-judge panel that had originally considered it. The panel was told to determine whether the issue had become moot.

The order, issued two weeks before the full bench was to have heard arguments in the case, on April 2, also reinstated the decision of the panel, which in September had overruled the commission to hold that NBC had not violated the fairness doctrine in connection with the documentary, *Pensions: The Broken Promise*.

NBC reacted with a statement expressing gratification that the court had reinstated the earlier opinion. The action of the full bench, an NBC spokesman said, reaffirms the panel's recognition "of the broadcast journalist's particular ability to increase public awareness on matters of public concern" and "further strengthens the public's right to know."

But at the FCC, which had filed the suggestion of mootness on which the court acted, the court's order was not read as a clear-cut victory for any side.

Attorneys said that if the panel determines the case is moot, it would, in effect become a noncase—the panel's opinion as well as the commission's would be wiped out, and everyone would be back at square one. But if the panel decides the case is not moot—and it reached that conclusion in the original opinion—the full court could either reissue its order for rehearing or it could change its mind and deny the request for rehearing, in which event the case could be appealed to the Supreme Court.

However, the attorneys made it clear the order had them puzzled. "We'll have to wait and see what the panel does," said FCC General Counsel Ashton Hardy.

The case had originated in a complaint by Accuracy in Media, a conservatively oriented media watchdog, which held that the *Pensions* program had expressed a negative point of view regarding private pensions plans and had argued in favor of legislation providing for their control.

The complaint was upheld by the FCC, despite NBC's argument that the program dealt with some problems in some pension plans and did not raise a fairness issue. The appeals court, in a 2-to-1 decision, held that the commission erred

in substituting its judgment for NBC's as to the main thrust of the program rather than applying the test of reasonableness.

The commission, which did not feel that the opinion weakened the fairness doctrine, did not seek review by the full court. But AIM did—and to the surprise of the commission and most observers, its petition for rehearing was granted.

The commission filed a brief with the full court urging suggestion of it to overturn the panel's decision. But later it filed its mootness, contending that since pensions legislation had been enacted in September, the issues raised by AIM were no longer controversial.

Participating in the order reinstating the panel's opinion and remanding the question of mootness were seven members of the nine-member bench plus senior Judge William Fahy, who was a member of the original panel. Judge Harold Leventhal, who had written the opinion in the case, and Chief Judge David Bazelon were absent.

## Predecessors haunt Nessen after six months

Ex-NBC newsman and press secretary to Ford fights credibility war, outlines the battle at SDX talk; reporters criticize his abilities

After six months as President Ford's press secretary, ex-NBC correspondent Ronald Nessen often finds himself the subject of news stories dealing with reporters' complaints about his White House news operation—its lack of competence and even credibility, and his bursts of temper. Indeed, his six-month anniversary was greeted last Wednesday by the CBS-TV and ABC-TV morning news shows with critical but generally balanced pieces on his performance.

But on the night before, Mr. Nessen had gone public with his own defense, in a low-key appearance before the Washington chapter of the Society of Professional Journalists, Sigma Delta Chi. For the most part, the speech contained a catalogue of procedural changes in the White House news operation that are designed to open the tap on news.

But he also argued that the "biggest problem" he has had to overcome is "the atmosphere of suspicion and hostility" affecting relations between the White House and the news media "that was built up over the years of Watergate and Vietnam."

White House reporters generally agree that this is a problem; they also agree with Mr. Nessen's assessment that not only reporters, but also their news audiences "don't believe what the White House says."

To restore "believability in the White House," Mr. Nessen has, he said, kept the promise he made on taking the news secretary's job—"never to lie or mislead."

But his concern has also been not only

with the quality but the quantity of news flowing from the White House.

"Under President Ford," he said, "the policy is to make as much information available as possible, not as little as we get away with." In support of that assertion, Mr. Nessen made these points: President Ford has held 11 news conferences in the last six months and given exclusive interviews to NBC and ABC, the wire services, several newspapers and news magazines; follow-up questions are now permitted at presidential news conferences ("a historic improvement in the institution of presidential news conferences"); reporters are free to go directly to White House officials without checking with the press office ("I don't want to be a booking agent or censor"); the President invites a half-dozen White House reporters to White House social functions as his personal guests ("reporters used to be regarded as unwelcome or as 'enemies'; that's not true any more"); the size of the press pool flying with the President has been increased and a network television film crew is now a permanent part of the pool; and Mr. Nessen attends private presidential meetings with cabinet officers and others in the guise of "a press pool of one" and reports the substance of the conversation, complete with quotes, to the White House press corps.

The question of competence that has been raised in connection with Mr. Nessen deals not only with the mechanics of his job but with how accurately he re-

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flects the President's views. Here, too, he sought to give assurances. "I spend enough time with the President, know him well enough and have enough sensitivity to report him accurately."

The goal Mr. Nessen has set for himself in his job is to revive the kind of informal, friendly atmosphere in the White House press office that he recalls from 1963 and 1964, when he covered the White House for NBC and dealt with Pierre Salinger and Bill Moyers. That day is still some time off, he conceded, although progress toward it is being made.

But, he said, "the best remedy for the hangover of suspicion is honesty. If you and I do our jobs," he told the SDX members, "we'll change the mood, and the beneficiaries will be the people."

The kind of criticism reporters have been expressing about Mr. Nessen's performance was aired in the two network pieces on Mr. Nessen. Tom DeFrank of *Newsweek*, in the ABC segment done by Steve Bell, said, "Ron's personality reminds you of the other Ron," meaning former Nixon press secretary Ron Ziegler. In the same segment, Jim Deakin, of the *St. Louis Post-Dispatch*, complained about the "constant repetition of the administration line." And in Robert Pierpoint's piece for CBS, Sarah McLendon, who represents a number of radio and television stations and newspapers in the Southwest, and whose tough questioning has enlivened many presidential news conferences, said of Mr. Nessen's performance: "Rotten. Absolutely stinks."

But it was generally agreed Mr. Nessen has the confidence of the President and access to him—observations ABC underlined with film of Mr. Nessen conferring with the President. And even Mr. Deakin gave him "high marks" as an "innovator" in operating White House press office.

For his part, Mr. Pierpoint suggested that the "hangover" from Watergate and Vietnam may not be Mr. Nessen's only problem. President Ford's sunny and congenial nature—which makes it easy for Mr. Nessen to deal with the President—may be another. "Most reporters," Mr. Pierpoint said, "find it much easier to criticize Ron Nessen than Gerald Ford."

## Postlude to search of KPFK

KPFK(FM) Los Angeles radio station and three news organizations have filed a challenge in the California Superior Court to a police search of the FM station last October. Police, armed with a warrant, had searched the station seeking the original of a statement from a terrorist group that took responsibility for a hotel bombing. Will Lewis, KPFK manager, had refused to hand over the material although he provided police and media with typed copies of the communiqué. Joining the station and its parent, Pacifica Foundation Inc., in the suit, which seeks a ruling that the search for notes and tapes involving confidential news sources was unconstitutional as well as return of material taken by police, are Reporters Committee for Freedom of the Press, Washington; Los Angeles chapter of the Society for Professional Journalist—Sig-

ma Delta Chi and the Santa Barbara News Press Editorial Employees Association. The suit is directed at Los Angeles Police Chief Edward M. Davis, District Attorney Joseph P. Busch and Deputy District Attorney Stephen S. Trott.

## Proxmire punches again on fairness

Using the Supreme Court's decision earlier this month in the *wsb-TV Atlanta* case as his inspiration and the *Congressional Record* as his platform, Senator William Proxmire (D-Wis.) last Tuesday made another pitch for abolishing the fairness doctrine.

In the *wsb-TV* case (BROADCASTING, March 10) the high court ruled that state may not impose sanctions on the accurate reporting of the name of a rape victim obtained from judicial records maintained in connection with a judicial prosecution and open to public inspection. At question had been a news report by Cox Broadcasting Corp.'s *wsb-TV* which, against a Georgia law, disclosed a rape victim's name.

Senator Proxmire said in his statement last Tuesday that although he understood the court's decision to deal primarily with the interrelationship between privacy, press freedom and state law, the opinion in this case "raises the hopes of those of us who want to see federal law changed to make clear that the First Amendment of the Constitution applies equally to print and broadcast journalism." Mr. Proxmire inserted BROADCASTING's news account of the decision and an accompanying editorial in the *Record* as part of his remarks.

He said that the court throughout its majority opinion speaks of "media," "print," "publication" and "broadcast" without making clear distinctions between these terms. "The court does equate broadcast and print journalism," the senator said, "but it does not do so explicitly."

Senator Proxmire wondered if the Supreme Court would in the near future have the opportunity to review and overturn its decision in the landmark *Red Lion* case, in which it upheld the constitutionality of the FCC's fairness doctrine. But given the court's traditional reluctance to tackle issues of constitutionality except where absolutely necessary, Mr. Proxmire concluded, "we should not count on that happening."

Instead he urged that Congress take action on his bill, S. 2, to eliminate the fairness doctrine and Section 315, the equal time provision of the Communications Act.

"It is time to do away with the fairness doctrine and other governmental controls on broadcasting; not because it will help broadcasters, but because it will create the climate for full and open coverage and discussion of controversial public issues for the benefit of the people of this country."

There is a duplicate of Senator Proxmire's bill in the House, introduced by Representative Robert Drinan (D-Mass.)

(H.R. 2189), and although it has no sponsors to date, one member of the House, Representative M. Caldwell Butler (R-Va.), last week said he would support it. Mr. Butler, a member of the House Judiciary Committee, said in a speech at the commemoration of the 10th anniversary of *wanv(AM)* Waynesboro, Va., that the fairness doctrine and equal time provision of the Communications Act "have in the long run had the effect of discouraging rather than encouraging a free exchange of ideas throughout the broadcast media in some cases." "Broadcasters," he said, "are entitled to full freedom of the press."

## Picked for Peabodys

University of Georgia-administered awards go to 22; among them are Goodman, Graham, Stern and Baker, who receive special honors

Twenty-two winners of George Foster Peabody awards for "distinguished and meritorious public service" in broadcasting have been announced by Dean Warren K. Agee of the University of Georgia's School of Journalism, which administers the awards.

The honors include special awards to Julian Goodman, chairman of the board, NBC, for "his outstanding work in the area of First Amendment rights and privileges for broadcasters"; Carl Stern, NBC correspondent and lawyer, for "his exceptional journalistic enterprise" during the Watergate affair; Fred Graham, CBS legal reporter and attorney, for "his thoroughly professional and consistently penetrating reporting" during Watergate, and Marilyn Baker, now of *KPIX(TV)* San Francisco, for her investigative reporting of the Patty Hearst disappearance while Mrs. Baker was on the staff of non-commercial *KOED(TV)* San Francisco.

Radio Peabody winners are:

*KTW(AM)* Seattle, *The Hit and Run Players*; *CBS Radio*, *The CBS Radio Mystery Theater*; *NBC Radio*, *Second Sunday*; *KFAC(AM)* Los Angeles, *Through The Looking Glass*; *WMAL(AM)* Washington, *Battles Just Begun*; *WNBC(AM)* New York, *Pledge a Job*; *WSB(AM)* Atlanta, for "exceptional use of radio in approaching community problems," and the Johnson Foundation of Racine, Wis., for its *Conversations for Wingspread*.

Television Peabody winners are:

*WCKT* Miami for a series of investigative reports; *NBC-TV* for *The Execution of Private Slovik*, *The Law*, *IBM Presents Clarence Darrow, Go! and Tornado! 4:40 p.m.*, *Xenia, Ohio*; *CBS-TV*, specials on the life of Benjamin Franklin; *ABC-TV*, *Free to Be . . . You and Me* and *Sadat: Action Biography*; *Public Broadcasting Service*, *Theater in America*; *National Public Affairs Center for Television* for "its outstanding over-all effort to bring meaningful public affairs to the nation"; noncommercial *WGBH-TV* Boston, *Nova*; *KING-TV* Seattle, *How Come?*; *WCCO-TV* Minneapolis-St. Paul, *From Belfast With Love*, and *KPRC-TV* Houston, *The Right Man*.

Formal presentation of the 35th an-

nual Peabody awards will be made at a May 7 luncheon, at the Hotel Pierre in New York. It will be held in conjunction with the Broadcast Pioneers.

## Journalism Briefs

**Telling it to city folks.** Elanco Products Co., division of Eli Lilly & Co., Indianapolis, will sponsor for third year Town Crier Bell Award competition. Participants must be voting members of National Farm Broadcasters Association. One radio farm broadcaster and one television broadcaster will be chosen for doing best jobs of producing and reporting agriculture's story to urban audiences in manner that lets non-farm people better understand agriculture. Both winners and wives will be given all-expense-trips to their choice of Puerto Rico-St. Thomas; Venezuela-Aruba or Mexico. Deadline is Sept. 15. Winners, who will also receive engraved Town Crier Bells, will be announced at NAFB convention in Kansas City, Mo., in November.

**Author, author.** Emerson College (Boston)-Edward L. Bernays Foundation Award to writer of most socially significant nationally televised program for 1974 goes to Tracey Keenan Wynn for *The Autobiography of Miss Jane Pittman*, broadcast on CBS TV Network. Honorable mentions go to CBS's *Tell Me Where It Hurts* and *Sixty Minutes*; ABC's *The Missiles of October*; NBC's "And Who Shall Feed This World," "The Law" and "The Gathering Storm"; noncommercial WNET(TV) Newark, N.J., for *Bill Moyer's Journal* and "The Killers"; and non-commercial WQED(TV) Pittsburgh for "Drink, Drank, Drunk." Presentations will be made at April 3 dinner for Writers Guild of America, East, by Art Buchwald, member of Emerson-Bernays nominating panel.

## Education for editorialists

The annual convention of the National Broadcast Editorial Association, June 24-27 at the St. Francis hotel in San Francisco, has booked a line-up of experts in energy, land use, education, food production, and mass transportation. Also on the agenda: presentation of the "James Madison Award" to U.S. Supreme Court Justice William O. Douglas.

## Finance

# A fair-weather financial forecast for broadcasting

**Goldman, Sachs barometer indicates continued gains in revenues for TV, group stocks are rated a good buy**

An upbeat report on the television business and on television stocks is being distributed by the Wall Street firm of Goldman, Sachs & Co. It anticipates a 5%-7% gain in station revenues this year, with local business up 6%-8% and national up 4%-6%, and while it says this could mean no gain and even a slight decline in industry profits, it feels the earnings of publicly owned group broadcasters should range from flat to slightly higher than those of last year. The report gives the groups this edge because of "their concentration in the faster-growing markets and their professional managements." And it looks forward to 1976 as a good year for broadcasters generally.

The report, by Harvey Sandler of the firm's investment research department, notes that TV station revenues compounded at an 8% rate in the 1960-74 period despite poor results in three of those years, and it projects gains in the 7%-9% range over the next five years. "in large part because local advertising is expected to continue to increase 10%-13% a year."

The analysis also finds some "important operating characteristics and qualities of the television broadcast business that augur well for long-term growth and stability and, in our opinion, better short-term stock market performance." Among these it lists pretax margins exceeding 30%; a relatively low labor content (25%-30% of revenues) with few, if any, labor problems; excellent pricing flexibility; no raw material problems; no inventory problems; considerable operating leverage with 70% of the incremental sales dollar carried down to profit; a cash flow that far exceeds capital expenditure requirements and a regulatory environment that is much better today than at any time in the past five years.

Although it projects revenue gains for

1974, the report expects the growth rate to decline as the year goes along, with quarterly increases of 9%, 7%, 5% and 3%. However, it also notes that television business was especially strong during the latter half of 1974, making this year's second-half comparisons more difficult. The report's "more optimistic" view of 1975 is attributed to TV's "surprising strength of the past few months."

The report says that Goldman, Sachs researchers are taking "a more positive investment posture on group broadcasters." Specifically, it says, "We continue to recommend purchase of Capital Cities Communications shares for long-term capital appreciation. And we now believe the shares of Cox Broadcasting, Combined Communications and Storer Broadcasting are attractive. Each offers investors different investment and business characteristics, although each derives the majority of earnings from television broadcasting."

## Financial Briefs

**Becker financing.** Becker Communications Associates, Chicago, has closed \$750,000 senior secured loan, due 1985, to Cable Run Cablevision Co., subsidiary of Ohio Valley Cablevision Inc. Proceeds of loan will be used to purchase and operate systems in Morehead and Olive Hill, both Kentucky. Since its inception in 1973, Becker has committed approximately \$30 million to cable and broadcasting, according to Jim Ackerman, executive director.

**Jefferson-Pilot dividend.** Quarterly dividend of 15 cents per share, payable March 7, marked 63d consecutive year of cash dividend payments to shareholders by Jefferson-Pilot Corp., Greensboro, N.C., and its predecessor, Jefferson Standard Life Insurance Co. Consolidated income of \$58,126,000 in 1974 was more than double 1969's \$27,986,000, five-year increase of 107.7% or annual average gain of 15.74% compounded.

**Ogilvy's best year.** Ogilvy & Mather International, New York, reported record net income in 1974 of \$5,465,095 (\$3.02 per share) on billings of \$522,809,667, up from income of \$4,967,674 (\$2.73 per share) on billings of \$476,293,540 in 1973.

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Avco Corp.	year 11/30	628,432,000	+ 0.8%	(26,687,000)	*	(3.23)	623,327,000	(22,604,000)	(3.42)
Columbia Pictures Industries	6 mo. 12/28	146,316,000	+ 17.0%	1,527,000	*	.18	125,045,000	(3,065,000)	(.37)
Cowles Communications	year 12/31	8,589,000	+ 18.6%	4,571,000	+224.5%	1.15	7,176,000	2,036,000	.51
Doyle Dane Bernbach	3 mo. 1/31	80,247,000	- 4.0%	684,000	- 1.6%	.38	83,622,000 <sup>1</sup>	695,000	.38
Grey Advertising	year 12/31	335,490,000	+ 10.8%	2,205,000	- 10.8%	1.75	302,866,000	2,473,000	1.89
LIN Broadcasting	year 12/31	23,767,000	+ 7.6%	2,175,000	- 20.3%	.83	22,088,000	2,729,000	1.02
Mooney Broadcasting	year 12/31	4,839,110	+ 9.6%	130,388	*	.34	4,414,103	(516,399)	(1.34)
Ogilvy & Mather International	year 12/31	522,809,667	+ 9.8%	5,465,095	+ 10.1%	3.02	476,293,540	4,967,674	2.73
Post Corp.	year 12/31	19,382,119	+ 7.7%	(217,335) <sup>2</sup>	*	(.25)	17,992,094	1,979,750	2.19

\* Change too great to be meaningful.

<sup>1</sup> Restated to reflect continuing operations separate from discontinued operations.

<sup>2</sup> Subsidiary, All-Star Insurance Co., contributed loss of \$2,908,870.

## MCA and Philips premiere their optical home video-disk system

They're claiming \$500 cost for unit, \$2-to-\$10 range for disks, ready by fall 1976

The new Philips/MCA video-disk system for home TV record libraries was demonstrated for the first time in New York last week before a group of newsmen obviously impressed by what they saw.

The system, to be marketed beginning in the fall of 1976, was put through its paces—including slow motion, fast motion, stop motion, reverse motion and fast access to other programming on the same disk—and it performed without an apparent hitch.

The only discernible distraction was a moment of color breakup and scratchy sound whenever the fast-forward or fast-reverse button was pushed to move from one segment of programming to another—from a golf lesson to a cooking lesson, for example—on the same disk. Officials said this was natural.

Otherwise the colors appeared true and consistent throughout the demonstration, which consisted of segments of motion pictures and specially produced material such as golf, cooking and guitar lessons.

Officials said the playback systems would be offered initially at about \$500, "comparable to today's price for a color television set," and the disks at from \$2 to \$10, "depending on length, content and other marketing factors." The disks can provide 30 minutes of uninterrupted color programming or black-and-white programming plus sound, and officials said the technology permits 60 minutes of playing time.

The player, which works through conventional sets, employs the so-called optional "pickup" system, in which a light beam rather than a needle or stylus relays images and sound from disk to TV screen.

The optical-vs.-stylus issue could become the focus of a heavy controversy before any disk system gets to market. RCA is developing its own system, which uses a stylus, and last week reiterated its contention that its system has "inherent advantages over any known optical system," can be manufactured and sold at lower prices and is easier and less expensive to service.

RCA also scheduled a first major public showing for last Thursday.

MCA and Philips officials meanwhile contended that the optical system—their—is lowest in cost and most convenient, that optical disks "never wear out" and that they will have "a virtually inexhaustible supply" of programming available—in their contention a vital factor.

They also made clear that they would



Software on the hardware. John W. Findlater, vice president of MCA and president of its MCA Disco-Vision subsidiary, displays disk containing nearly 40 minutes of the movie "Airport" at last week's demonstration of the Philips and MCA combined video-disk system for home playback.

not rush into national distribution, but rather would start marketing "under controlled conditions" and "in selected markets only."

North American Philips Corp., a member of the N.V. Philips of Holland group of companies, and its subsidiary, the Magnavox Co., will be the Philips operational representatives in the U.S., with Magnavox responsible for video-disk player production and marketing. MCA Disco-Vision Inc., an MCA subsidiary, will manufacture, market and distribute video-disk programming.

For starters, officials said, more than 11,000 movie titles are available from MCA's Universal Pictures subsidiary, arrangements have been made for use of 20th Century-Fox and Paramount Pictures features and discussions are being held with other producers.

It was emphasized that MCA will "make available custom product mastering and replication facilities to all programmers" and thus "ease the initial problems of independent producers, publishers, sports and educational program producers, international producers and countless other program sources."

Both MCA and Philips were said to have already developed license procedures consistent with "a liberal licensing policy."

It was estimated that a video disk could be stamped "every four seconds"—"on a cookie-cutter basis," one official called it—at a manufacturing cost of about 40 cents a disk (not counting programming costs).

N.V. Philips and MCA were working separately on the development of disk systems until last fall, when they agreed to join forces on a single system. The result, a Philips executive said last week, is "a truly unified optical system that will incorporate the best features of both."

The demonstration for newsmen last Tuesday, at the Pierre hotel in New York, launched a series of showings there for invited representatives of the electronics, entertainment, financial, governmental, business, education and programming fields. Robert T. Cavanagh, vice president of North American Philips, and John W. Findlater, vice president of

MCA and president of MCA Disco-Vision, were co-hosts.

Other participants included W. Zeiss, manager of N.V. Philips video-disk operations; Kent Broadbent, vice president for research and development, MCA Disco-Vision, and Nathaniel J. Adamson, vice president and director of products for Magnavox Consumer Electronics Co., a subsidiary of Magnavox Co.

## AMST, NAB buck land-mobile proposal

Broadcaster associations say it would be premature to set frequency-sharing in cement

Broadcasters have challenged the suggestions by land-mobile interests (including Motorola Inc., AT&T and the Land Mobile Communications Council) that present frequency-sharing be incorporated in the U.S. policy at the 1979 World Administration Radio Conference.

Reply comments filed with the FCC by the National Association of Broadcasters and the Association of Maximum Service Telecasters claimed it would be unsound to lock in frequency allocations that may be "revised or undone" in the foreseeable future.

The current shared-allocation arrangements followed FCC deliberations regarding land-mobile growth projections. The rulemaking set aside television channels 14-20 (470-512 mhz band) to be shared between broadcasters and land-mobile operators in the nation's 10 largest urban areas, and reallocated UHF channels 70-83 (806-947 mhz band) to land-mobile use with the provision for continued TV translator operation on a non interference basis.

Those arrangements, noted NAB and AMST, were conceived by the FCC as "tentative and not final" and should not now be made irreversible by incorporating the changes into the WARC agreement, that will establish allocation requirements for the next decade.

## RCA's latest in hand-held

RCA Broadcast Systems will unveil a new battery-operated portable color TV camera system at the National Association of Broadcasters convention next month. The new camera, designated the TK-76, will join the TKP-45, introduced at last year's convention, in RCA's portable camera line. The TK-76 portable will use three two-thirds-inch pickup tubes and will feature a shock-mounted optical system with a prism efficiency four times that of standard field lens systems. It will weigh under 20 pounds including camera head, 10-1 zoom lens, and electronic viewfinder. A separate power pack will weigh approximately 10 pounds, including batteries.

A newly developed addition to the TKP-45, now in factory production, will also be shown—a lightweight control unit for backpack or hand-carried use. The unit will make it possible for a cameraman to range up to 5,000 feet from a

video taping or microwave station and still transmit studio-quality pictures.

The TK-76 is expected to see most use as an electronic news gathering tool, while the TKP-45 can be used for on-location commercial work or for studio use.

### Technical Briefs

**Summer outfit.** Broadcast Equipment Division of Harris Corp., Quincy, Ill., has received \$392,000 order from Westinghouse Broadcasting Co. Being purchased is 50 kw BTD-50H1 dual IF modulation transmitter for WJZ-TV Baltimore, with delivery scheduled for summer of 1975.

**Improved film.** Du Pont Co., Wilmington, Del., has introduced new line of polyester film with ultrasmooth surface designed for video-tape applications. Film, called Mylar Type VB, is meant to minimize dropouts without loss of film handling and tracking properties, and is available in .75-mil, .83-mil, and .92-mil film thicknesses through duPont film department customer service centers.

**Number 200.** Ampex Corp., Redwood City, Calif., has delivered 200th AVR-2 studio quadruplex video-tape recorder-reproducer to the Canadian Broadcasting Corp., which now has 32 such machines. AVR-2 was introduced at 1974 National Association of Broadcasters convention in Houston.

## Music

### Is the country going out of country & western?

**The drift of C&W into pop and MOR occupies attention of programers at Nashville meeting**

The rift between tradition and innovation that has characterized country music and country radio in the 1970's was again prominent March 14 and 15 in the sixth annual Country Radio Seminar, held at Nashville's Airport Hilton Inn. The two days of meetings focused on the changes that have "modernized" country radio, but it was apparent that not all of the gathering's 300 delegates approved of those changes.

The seminar's agenda chairman, Ric Libby of KENR(AM) Houston, said he was "somewhat disappointed" by a turnout numbering approximately 70 fewer than last year's total, and cited a harsher economic climate and the canceling of discounts for stations sending more than one delegate as the principal reasons for the decline. Those who did attend seemed well pleased by the program, though disagreements on where country radio is or where it should be going were a major part of the discussions.

The opening session's presentation of

country station promotions, sales techniques and music research strategies made apparent a situation that is either the medium's hope, according to some delegates, or its greatest problem, in the view of others: As country radio has made its incursion into larger markets, it has taken on more and more of the style and technique of other formats, leaving only the music itself, in the opinion of some more conservative programers, to distinguish country. "I see country starting to look like rock radio, and I don't like it," said one secondary market station manager.

Featured panelists at several sessions called such modernization central to the "Game Plan . . . Success" that was the seminar's theme. Dave Klemm of Blair Radio, while advising sales managers to "use the image of Nashville" in their presentations, cautioned them to avoid "country jargon," pointing out that not all agencies (or clients) are country fans. "We want a class image," asserted Charles Warner, general manager of NBC-owned WMAQ(AM) Chicago. "One of the problems that country has in the large markets is that people look down on it, and you have trouble with the agencies." His station's music director, Bob Pittman, claimed, "If we want to broaden the base of country, we have to balance it carefully," and outlined complex research and airplay systems far beyond those used at most country stations.

WMAQ, a recent convert to country, was, along with KLAC(AM) Los Angeles, most visible among the stations attending the seminar (notably absent was WHN[AM] New York, and speculation at the seminar was abundant that the Storer station will soon change format); but accompanying the attention given the WMAQ's expensive experiment came some criticism from programers at a Friday night "rap room" session. Several delegates took issue with the tight playlist and strict record research used at WMAQ, and they noted that many of the station's personnel are new to country radio and not necessarily loyal to it. One smaller market program director, however, came to the defense of WMAQ's techniques: "There's a reluctance among many country radio people to take hold of what's happening in the communications business. They say 'I love country music' and think that's enough."

Equally displeased with the direction country radio has taken were three representatives of the Association of Country Entertainers (ACE), the splinter group formed last year over dissatisfaction with country awards given to pop artists by the Country Music Association. ACE's chairman, George Morgan, presented the group's newly drafted code of ethics, emphasizing loyalty to country music and to its audience, then spoke frankly about the new group's *raison d'être*: "I'd be less than truthful if I didn't say that the main reason ACE was formed was that we were really unhappy with the awards situation this year," Mr. Morgan said. "ACE is not an enforcement agency to tell any record producer or any disk jockey what to do."

Nonetheless, ACE members Jean Shep-

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**Nashville names.** Members of the agenda committee and the executive committee of the Country Radio Seminar take a breather during the March 14-15 meetings. L to r: seminar chairman John Brown, agenda committeeman Dave Donahue and executive committeemen Charlie Monk, Nick Hunter and Tom McEntee.

ard and Barbara Mandrell made clear the group's likes and dislikes, and foremost in the latter category was the artist who, more than any other, has come to symbolize the unpopular pop incursion into country music, Olivia Newton-John. "I'm a big fan of Olivia Newton-John," Miss Mandrell said, "but she's not a country artist. I admit I'm two-faced about this—I'm always elated when a country performer has a crossover hit, but I'm offended when I hear a country station playing a pop hit." Miss Shepard noted that Miss Newton-John's managers have withdrawn her from the country concert circuit, reportedly saying: "Olivia will not work any more concerts with any Porter Wagoners, Tammy Wynette, and George Joneses."

ACE's message to country broadcasters, as stated by Miss Mandrell, was of the need "to preserve our separate identities as country music people—and that includes you disk jockeys and record people. If you're a country disk jockey, or have a country station, you don't want to get back to top 40. And if you keep doing what you're doing, you'll lose your station identity, and be back to top 40."

The broadcasters' rebuttal to the ACE presentation was summed up by Dave Murray of WYZE(AM) Atlanta: "If playing a record by a noncountry artist can draw a listener, how can we not play that record?" Other delegates pointed out that listener demand, not the whims of air personalities, determines their playlists. And Mr. Morgan admitted after the session that in the face of heavy requests a country program director would have no choice but to play a pop record.

The seminar's rule forbidding record promotion at the gathering, while not strictly observed at all times, did seem to help focus the delegates' attention on the business of radio rather than records. Although a few country artists such as Buck Owens and Barbi Benton did attend some of the sessions, the principal contact most broadcasters had with performers was through a Saturday night "new faces" show, featuring Eddie Rabbit, Sunday Sharpe, Kenny O'Dell, Billy Larkin, Betty Jean Robinson, David Wills, Ronnie Sessions, Brian Shaw, Connie Cato and Brian Collins.

Although a number of broadcasters seemed reluctant to discard the country radio they have known in favor of the adapted format that has made its way into the largest markets, many more

seemed to share the hope for country that Jack Thayer, president of NBC Radio, stated in his Saturday keynote address. "I believe country radio is the true MOR of America," he said "It has warmth and most of all it has credibility."

### Breaking In

#### Young Americans—David Bowie (RCA)

Mr. Bowie has gone through something of a turnabout in musical style in recent months, firing the rock band he called the Spiders from Mars and hiring a talented group of black musicians to perform a heavily R&B influenced sound. The ever-spectacular David Bowie stage show has been modified accordingly, and initial reaction to the album from which his new single takes its name has been quite favorable, more so than any since *Hunky Dory*. *Young Americans* fits in well with the disco movement, and is proving its pop appeal as well. Its first break came two weeks ago at WXY(AM) Cleveland, and it has since been added by WRKO(AM) Boston, WRC(AM) Washington, KQV(AM) Pittsburgh, and WCUE(AM) Cuyahoga Falls, Ohio.

**Immigrant—Neil Sedaka (Rocket)** Mr. Sedaka's past editorializing has been limited to commenting on the difficulty of breaking up relationships, but in this follow-up to his highly successful *Laughter in the Rain* he takes the side of John Lennon in the former Beatle's battle to avoid deportation. As with Mr. Sedaka's previous hits, melody is not subordinate to lyrics, and he should have success with the non-partisans as well as with Mr. Lennon's supporters. His single has been added by KQV(AM) Pittsburgh; WHOT(AM) Campbell, Ohio; and KDWB(AM) Minneapolis.

**Extras.** The following new releases, listed alphabetically by title, are making a mark in BROADCASTING's "Playlist" reporting below the first 75:

- AUTOBAHN, Kraftwerk (Vertigo).
- BAD CO., Bad Co. (Swan Song).
- BEER BARRELL POLKA, Bobby Vinton (ABC/Dunhill).
- HUSH/I'M ALIVE, Blue Swede (EMI).
- I'LL PLAY FOR YOU, Seals & Crofts (Warner Bros.).
- IMMIGRANT, Neil Sedaka (Rocket).
- LEONA, Wet Willie (Capricorn).
- LIVE YOUR LIFE BEFORE YOU DIE, Pointer Sisters (Blue Thumb).
- LIVING A LITTLE, LAUGHING A LITTLE, Spinners (Atlantic).
- LOVE FINDS ITS OWN WAY, Gladys Knight & the Pips (Buddah).
- LOVE CORP., Hues Corp. (RCA).
- ONLY ONE WOMAN, Nigel Olsson (Rocket).
- RAINY DAY PEOPLE, Kris Kristofferson & Rita Coolidge (Monument).
- RUNAWAY, Charlie Kulis (Playboy).
- SOMEONE TAKE MY HEART AWAY, Edgar Winter Group (Epic).
- TWO PLUS TWO, Jaggerz (Wooden Nickel).
- WILDFIRE, Michael Murphy (Epic).

**Tracking the 'Playlist.'** Olivia Newton-John, Frankie Valli, and the Doobie Brothers retain their hold on the "Playlist" this week, with Minnie Riperton's *Lovin' You*, at four, the strongest gainer within the top 10. Elton John's *Philadelphia Freedom* makes its first top-10 appearance at nine. Programers are apparently not shying away from Ringo Starr's version of Hoyt Axton's *The No-No Song* with its references to various narcotic substances, and the single moves to 11. *Emma* by Hot Chocolate and *Shame, Shame, Shame* by Shirley and Co. continue to gain, with B. J. Thomas's *Hey Won't You Play Another Somebody Done Somebody Wrong Song*, now topping some MOR charts, making its top-20 bow at 19. A number of singles in the second 20 seem ready to break the logjam higher up on the chart, with the closest to top-20 status being Barry White's *What Am I Gonna Do With You*, bolted this week at 22. Tony Orlando and Dawn's first Elektra effort, a remake of *He Don't Love You (Like I Love You)*, is at 26 in only its second week on the chart. Al Green's *L-O-V-E (Love)* is making similarly strong gains, bolted at 36; and the Jackson Five's *I Am Love* is also bolted, at 37 and adding stations rapidly after a month of relative inaction. Ace's *How Long* is also moving with surprising speed for a debut single, bolted at 40 in its third week. Barry Manilow's *It's A Miracle* continues to add stations, and is bolted at 41. Queen's *Killer Queen*, at 42, is establishing the British glitter rockers on American charts for the first time. Bennie Bell's *Shaving Cream* is the first novelty single in some months to achieve widespread acceptance, and is bolted at 48, while the Blackbyrd's *Walking in Rhythm* is giving jazz-oriented progressive R&B some rare pop exposure, bolted at 57. Strongest among the new "Playlist" entrants is Paul Anka's *I Don't Like to Sleep Alone*, at 45, and apparently less likely than his two previous singles to arouse feminist anger. Pure Prairie League's *Amie* breaks in at 53 after several weeks just off the chart. Earth, Wind & Fire, another R&B group popular with progressive audiences, is making what may be its best effort at pop recognition with *Shining Star*, bolted at 63. Two of RCA's brightest lights, David Bowie and John Denver, make the list with their latest singles, with Mr. Bowie's soul-influenced *Young Americans* at 66 and Mr. Denver's live version of *Thank God I'm a Country Boy* at 67.



# The Broadcasting Playlist™ Mar 24

These are the top songs in air-play popularity on U.S. radio, as reported to broadcasting by a nationwide sample of stations that program contemporary, pop-40 formats. 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. (▲) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	<b>Have You Never Been Mellow</b> (3:28) Olivia Newton-John—MCA	1	1	1	1
2	2	<b>My Eyes Adored You</b> (3:28) Frankie Valli—Private Stock	2	2	2	2
3	3	<b>Black Water</b> (3:53) Doobie Brothers—Warner Brothers	3	3	4	4
3	4	<b>Lovin' You</b> (3:20) Minnie Riperton—Epic	4	4	3	3
7	5	<b>Lady Marmalade</b> (3:57) Labelle—Epic	6	5	5	5
5	6	<b>Pick Up the Pieces</b> (3:00) Average White Band—Atlantic	5	7	6	7
3	7	<b>Fire</b> (3:12) Ohio Players—Mercury	8	8	7	8
3	8	<b>You're No Good</b> (3:35) Linda Ronstadt—Capitol	7	6	10	9
4	9	<b>Philadelphia Freedom</b> (5:38) Elton John Band—MCA	11	9	8	6
1	10	<b>Best of My Love</b> (3:25) Eagles—Asylum	10	10	12	12
3	11	<b>The No-No Song</b> (2:30) Ringo Starr—Apple	14	11	9	10
2	12	<b>Lady</b> (2:58) Styx—Wooden Nickel	9	14	11	11
3	13	<b>Emma</b> (3:30) Hot Chocolate—Big Tree	16	12	13	14
3	14	<b>Express</b> (3:25) B. T. Express—Roadshow	13	15	14	13
7	15	<b>You Are So Beautiful</b> (2:39) Joe Cocker—A&M	12	17	15	15
2	16	<b>Shame, Shame, Shame</b> (4:10) Shirley (and Company)—Vibration	15	19	16	16
1	17	<b>Lonely People</b> (2:27) America—Warner Brothers	18	13	17	19
9	18	<b>Poetry Man</b> (3:15) Phoebe Snow—Shelter	17	16	18	17
7	19	<b>Hey Won't You Play Another Somebody Done Somebody Wrong Song</b> (3:23) B. J. Thomas—ABC/Dunhill	19	20	19	25
5	20	<b>Supernatural Thing</b> (3:20) Ben E. King—Atlantic	21	21	22	18
0	21	<b>Mandy</b> (3:15) Barry Manilow—Arista	20	18	23	24
0	22	<b>What Am I Gonna Do With You</b> (3:24) Barry White—20th Century	22	26	21	20
8	23	<b>Once You Get Started</b> (3:28) Rufus—ABC/Dunhill	24	30	20	21
9	24	<b>Chevy Van</b> (2:54) Sammy Johns—GRC	25	28	25	23
1	25	<b>Don't Call Us, We'll Call You</b> (3:41) Sugarloaf—Claridge	26	22	26	22
3	26	<b>He Don't Love You (Like I Love You)</b> (3:26) Tony Orlando & Dawn—Elektra	23	24	27	26
13	27	<b>Up in a Puff of Smoke</b> (3:20) Polly Brown—GTO	28	23	24	28
10	28	<b>Roll on Down the Highway</b> (3:56) Bachman-Turner Overdrive—Mercury	31	27	28	27
11	29	<b>Long Tall Glasses</b> (3:05) Leo Sayer—Warner Bros.	32	29	29	29
15	30	<b>Harry Truman</b> (3:00) Chicago—Columbia	30	31	32	34
14	31	<b>Jackie Blue</b> (3:16) Ozark Min. Daredevils—A&M	29	32	33	33
16	32	<b>Please Mr. Postman</b> (2:48) Carpenters—A&M	34	25	38	30
33	33	<b>Sad Sweet Dreamer</b> (3:10) Sweet Sensation—Pye	27	34	36	36
25	34	<b>Can't Get It Out of My Head</b> (3:06) Electric Light Orchestra—United Artists	37	35	30	31
24	35	<b>Some Kind of Wonderful</b> (3:16) Grand Funk—Capitol	37	36	31	37
57	36	<b>L-O-V-E Love</b> (3:22) Al Green—Hi	33	44	34	35
58	37	<b>I Am Love</b> (5:30) Jackson Five—Motown	36	33	37	39
30	38	<b>Part of the Plan</b> (3:18) Dan Fogelberg—Epic	61	42	35	32
37	39	<b>My Boy</b> (3:25) Elvis Presley—RCA	35	38	43	49
62	40	<b>How Long</b> (3:09) Ace—Anchor	42	45	40	40
61	41	<b>It's a Miracle</b> (3:16) Barry Manilow—Arista	44	40	42	46

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
49	42	<b>Killer Queen</b> (3:00) Queen—Elektra	40	51	41	47
47	43	<b>Satin Soul</b> (3:25) Love Unlimited Orchestra—20th Century	41	50	45	43
45	44	<b>Butter Boy</b> (3:20) Fanny—Casablanca	46	46	44	41
—	45	<b>I Don't Like to Sleep Alone</b> (3:14) Paul Anka—United Artists	49	37	49	42
41	46	<b>The South's Gonna Do It</b> (3:04) Charlie Daniels—Kama Sutra	45	48	52	44
32	47	<b>Doctor's Orders</b> (2:56) Carol Douglas—Midland Intl.	39	65	39	64
64	48	<b>Shaving Cream</b> (2:44) Benny Bell—Vanguard	56	41	57	38
46	49	<b>Bertha Butt Boogie</b> (3:13) Jimmy Castor—Atlantic	48	53	46	48
42	50	<b>To the Door of the Sun</b> (3:20) Al Martino—Capitol	47	43	47	57
52	51	<b>Emotion</b> (2:52) Helen Reddy—Capitol	43	54	50	53
36	52	<b>Lucy in the Sky with Diamonds</b> (5:58) Elton John—MCA	57	39	54	45
—	53	<b>Amie</b> (2:37) Pure Prairie League—RCA	51	55	48	50
48	54	<b>Stand By Me</b> (3:25) John Lennon—Apple	50	56	51	55
38	55	<b>Never Can Say Goodbye</b> (2:55) Gloria Gaynor—MGM	55	49	59	52
50	56	<b>Movin' On</b> (3:21) Bad Company—Swan Song	54	59	55	51
72	57	<b>Walking in Rhythm</b> (2:54) Blackbyrds—Fantasy	53	58	60	58
51	58	<b>Laughter in the Rain</b> (2:50) Neil Sedaka—Rocket	60	47	63	66
44	59	<b>Kung Fu Fighting</b> (3:18) Carl Douglas—20th Century	63	52	65	56
39	60	<b>I'm a Woman</b> (3:26) Marie Muldaur—Warner Brothers	52	61	58	63
54	61	<b>Get Dancin'</b> (3:32) Disco Tex & the Sex-O-Lettes—Chelsea	65	67	56	54
60	62	<b>I Want to Learn a Love Song</b> (3:39) Harry Chapin—Elektra	59	60	62	62
—	63	<b>Shining Star</b> (2:50) Earth, Wind & Fire—Columbia	66	64	61	59
56	64	<b>Don't Let Go</b> (2:30) Commander Cody—Warner Bros.	62	66	64	65
53	65	<b>Angie Baby</b> (3:29) Helen Reddy—Capitol	78	57	75	61
—	66	<b>Young Americans</b> (3:11) David Bowie—RCA	67	68	66	60
—	67	<b>Thank God I'm a Country Boy</b> (2:47) John Denver—RCA	64	62	73	73
—	68	<b>Before the Next Teardrop Falls</b> (2:32) Freddie Fender—ABC/Dunhill	58	63	74	87
67	69	<b>I'm Her Fool</b> (2:57) Billy Swan—Monument	68	70	72	71
70	70	<b>Sweet Surrender</b> (2:50) John Denver—RCA	71	77	67	70
—	71	<b>Snookeroo</b> (3:18) Ringo Starr—Apple	70	73	70	69
69	72	<b>Morning Side of the Mountain</b> (2:55) Donny & Marie Osmond—MGM	91	95	53	99
68	73	<b>Everybody Wants to Find a Bluebird</b> (3:15) Randy Edelman—20th Century	69	71	71	77
—	74	<b>Tangled Up in Blue</b> (5:31) Bob Dylan—Columbia	77	74	76	67
75	75	<b>Who's Sorry Now</b> (2:08) Marie Osmond—MGM	76	72	69	74

Alphabetical list (with this week's over-all rank): Amie (53), Angie Baby (65), Before the Next Teardrop Falls (68), Bertha Butt Boogie (49), Best of My Love (10), Black Water (3), Butter Boy (44), Can't Get It Out of My Head (34), Chevy Van (24), Doctor's Orders (47), Don't Call Us, We'll Call You (25), Don't Let Go (64), Emma (13), Emotion (51), Everybody Wants to Find a Bluebird (73), Express (14), Fire (7), Get Dancin' (61), Harry Truman (30), Have You Never Been Mellow (1), He Don't Love You (Like I Love You) (26), Hey Won't You Play Another Somebody Done Somebody Wrong Song (19), How Long (40), I Am Love (37), I Don't Like to Sleep Alone (45), I Want to Learn a Love Song (62), I'm a Woman (60), I'm Her Fool (69), It's a Miracle (41), Jackie Blue (31), Killer Queen (42), Kung Fu Fighting (59), Lady (12), Lady Marmalade (5), Laughter in the Rain (58), L-O-V-E Love (36), Lonely People (17), Long Tall Glasses (29), Lovin' You (4), Lucy in the Sky with Diamonds (52), Mandy (21), Morning Side of the Mountain (72), Movin' On (56), My Boy (39), My Eyes Adored You (2), Never Can Say Goodbye (55), The No-No Song (11), Once You Get Started (23), Part of the Plan (38), Philadelphia Freedom (9), Pick Up the Pieces (6), Please Mr. Postman (32), Poetry Man (18), Roll on Down the Highway (28), Sad Sweet Dreamer (33), Satin Soul (43), Shame, Shame, Shame (16), Shaving Cream (48), Shining Star (63), Snookeroo (71), Some Kind of Wonderful (35), The South's Gonna Do It (46), Stand By Me (54), Supernatural Thing (20), Sweet Surrender (70), Tangled Up in Blue (74), Thank God I'm a Country Boy (67), To the Door of the Sun (50), Up in a Puff of Smoke (27), Walking in Rhythm (57), What Am I Gonna Do with You (22), Who's Sorry Now (75), You Are So Beautiful (15), You're No Good (8), Young Americans (66).

## Broadcasting's index of 133 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. March 19	Closing Wed. March 12	Net change in week	% change in week	High 1974-75	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	N	20 1/4	19 1/4	+ 1	+ 5.19	28 3/8	12 3/8	7	17,129	346,86
CAPITAL CITIES	CCB	37 3/8	35 1/4	+ 2 1/8	+ 6.02	39 1/4	19 1/2	13	7,164	267,75
CBS	N	43 3/8	41 1/2	+ 1 7/8	+ 4.51	43 3/8	25	11	28,092	1,218,49
CONCERT NETWORK***	O	1/8	1/8		.00	7/8	1/8		2,200	27
COX	N	18 5/8	19 1/8	- 1/2	- 2.61	19 3/8	9 3/8	10	5,831	108,60
GROSS TELECASTING	GGG	9 1/8	9 1/8		.00	13 5/8	6 3/8	6	800	7,30
LIN	D	6 1/8	5 1/2	+ 5/8	+ 11.36	6 3/4	2	6	2,297	14,06
MOONEY*	MOON	2 7/8	2 7/8		.00	3 5/8	1	8	385	1,10
RAHALL	O	2 3/4	2 1/2	+ 1/4	+ 10.00	6	1 3/4	6	1,297	3,56
SCRIPPS-HOWARD	SCRIP	17	16 3/4	+ 1/4	+ 1.49	17 1/2	13 1/2	6	2,589	44,01
STARR	SRG	4 1/8	4	+ 1/8	+ 3.12	9	3 1/4	3	1,091	4,50
STORER	SBK	16 3/8	16 1/4	+ 1/8	+ .76	17 3/8	10 7/8	8	4,717	77,24
TAFT	N	22 1/2	19 3/8	+ 3 1/8	+ 16.12	23 3/8	10 3/4	8	4,011	90,24
WOODS COMM.*	O	1/2	1/2		.00	1	1/4	4	292	14
TOTAL									77,895	2,184,17

### Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	1 3/4	1 3/4		.00	2 1/2	3/4	10	1,265	2,211
AVCO	AV	N	4 7/8	5	- 1/8	- 2.50	8 7/8	2 1/8	14	11,481	55,965
BARTELL MEDIA	BMC	A	1 1/2	1 1/2		.00	2 3/8	5/8	2	2,257	3,38
JOHN BLAIR	BJ	N	4 3/4	4 1/2	+ 1/4	+ 5.55	7 1/2	3 1/2	15	2,403	11,411
CAMPTOWN IND.***	O		1/8	1/8		.00	7/8	1/8	2	1,138	14.
CHRIS-CRAFT	CCN	N	3 1/2	3 7/8	- 3/8	- 9.67	4 1/4	1 1/2	7	4,162	14,561
COMBINED COMM.	CCA	N	15 1/4	16 1/8	- 7/8	- 5.42	16 1/8	5 1/8	9	4,568	69,661
COWLES	CWL	N	7	6 7/8	+ 1/8	+ 1.81	7 1/8	3 7/8	6	3,969	27,781
DUN & BRADSTREET	DNB	N	26 7/8	29 1/8	- 2 1/4	- 7.72	36	14 5/8	18	26,509	712,421
FAIRCHILD IND.	FEN	N	6 1/2	6	+ 1/2	+ 8.33	6 3/4	3 3/4	5	4,550	29,571
FUQUA	FOA	N	6	5 7/8	+ 1/8	+ 2.12	10 3/4	3 1/8	6	7,273	43,631
GANNETT CO.	GCI	N	32 1/4	33 7/8	- 1 5/8	- 4.79	38 1/4	20 1/2	21	21,080	679,831
GENERAL TIRE	GY	N	14 3/4	14 1/2	+ 1/4	+ 1.72	18 1/4	10 1/4	4	21,953	323,801
GLOBETROTTER	GLBTA	O	3 5/8	3 1/4	+ 3/8	+ 11.53	4 3/4	7/8	8	2,731	9,895
GRAY COMMUN.*	O		6	6		.00	8 1/2	5	4	475	2,851
HARTE-HANKS	HNN	N	12 3/4	11 7/8	+ 7/8	+ 7.36	14 1/4	6	9	4,340	55,331
JEFFERSON-PILOT	JP	N	33 5/8	33	+ 5/8	+ 1.89	38 1/4	20 1/2	14	24,188	813,32
KAISER INDUSTRIES*	KI	A	6 3/4	6 3/4		.00	8 1/2	4 1/4	6	27,487	185,531
KANSAS STATE NET.*	KSN	O	3 5/8	3 5/8		.00	3 7/8	2 3/4	6	1,741	6,31
KINGSTIP	KTP	A	3 1/2	3 5/8	- 1/8	- 3.44	6 3/4	1 1/2	9	1,154	4,031
KNIGHT-RIDDER	RPI	N	10 1/2	10 1/2		.00	16 5/8	9 1/4	7	8,305	87,201
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	591
LEE ENTERPRISES	LNT	A	15 3/4	15 1/2	+ 1/4	+ 1.61	16 1/4	10 3/4	9	3,352	52,791
LIBERTY	LC	N	10 1/4	10 1/2	- 1/4	- 2.38	15 5/8	7 1/8	5	6,598	67,621
MCGRAW-HILL	MHP	N	9 5/8	10 1/2	- 7/8	- 8.33	10 1/2	5 1/2	8	23,291	224,17
MEDIA GENERAL	MEG	A	24 3/4	25	- 1/4	- 1.00	26 1/2	15 1/2	10	3,552	87,911
MEREDITH	MDP	N	11 3/8	11 1/2	- 1/8	- 1.08	11 1/2	8	4	2,984	33,941
METROMEDIA	MET	N	8 3/8	8 1/2	- 1/8	- 1.47	10 5/8	4 1/2	8	6,539	54,761
MULTIMEDIA	MMED	O	13 1/4	13	+ 1/4	+ 1.92	14 1/4	8 3/4	9	4,388	58,141
NEW YORK TIMES CO.	NYKA	A	12	12 1/8	- 1/8	- 1.03	13 3/4	6 7/8	7	10,231	122,771
OUTLET CO.	OTU	N	10 1/4	9 7/8	+ 3/8	+ 3.79	10 1/4	7	4	1,380	14,14
POST CORP.	POST	O	6 1/2	6 1/2		.00	16 1/2	4 3/4	5	882	5,731
PSA	PSA	N	5 1/4	5 1/2	- 1/4	- 4.54	10	3 3/4	11	3,181	16,701
REEVES TELECOM	RBT	A	1 3/8	1 1/4	+ 1/8	+ 10.00	1 3/4	5/8	23	2,376	3,261
ROLLINS	ROL	N	17 3/8	18 1/4	- 7/8	- 4.79	19 3/4	6 1/2	13	13,341	231,791
RUST CRAFT	RUS	A	6 7/8	7 3/8	- 1/2	- 6.77	10 1/4	5 1/8	5	2,341	16,091
SAN JUAN RACING	SJR	N	7 5/8	7 5/8		.00	13 3/8	5 1/2	6	2,509	19,131
SCHERING-PLOUGH	SGP	N	64	64		.00	74 3/8	44 3/4	28	53,823	3,444,671
SONDERLING	SDB	A	6 5/8	6	+ 5/8	+ 10.41	10	3 1/2	5	731	4,841
TECHNICAL OPERATIONS	TO	A	5 1/8	5 1/8		.00	6 3/4	2 3/8	5	1,344	6,881
TIMES MIRROR CO.	TMC	N	17 1/8	17 3/8	- 1/4	- 1.43	17 5/8	9 1/4	10	31,385	537,461
WASHINGTON POST CO.	WPO	A	23 5/8	23	+ 5/8	+ 2.71	24 3/8	14 3/4	8	4,750	112,211
WOMETCO	WOM	N	10	10 1/8	- 1/8	- 1.23	10 1/4	6 1/4	7	5,947	59,471
TOTAL									368,429	8,314,051	

### Cablecasting

AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	1 1/8	1	+ 1/8	+ 12.50	2 1/8	1/2	3	1,672	1,881
AMERICAN TV & COMM.	AMTV	O	11 3/4	10 1/4	+ 1 1/2	+ 14.63	19 1/4	5 1/2	23	3,295	38,716
ATHENA COMM.**	O		1/4	1/4		.00	1 1/4	1/8		2,374	593
BURNUP & SIMS	BSIM	O	4 3/4	4 3/8	+ 3/8	+ 8.57	24 1/8	2 1/2	9	7,933	37,681
CABLECOM-GENERAL	CCG	A	4 3/8	3 5/8	+ 3/4	+ 20.68	4 1/2	1 1/2	10	2,560	11,200
CABLE FUNDING*	CFUN	O	6	6		.00	7 3/8	3 7/8	150	1,121	6,726
CABLE INFO.**	O		1/4	1/4		.00	1 1/4	1/8	1	663	165
CITIZENS FIN.**	CPN	A	1 3/8	1 3/8		.00	4 1/4	7/8	1	2,697	3,708
COMCAST*	O		2 1/4	2 3/4	- 1/2	- 18.18	3	3/4	9	1,705	3,836
COMMUNICATIONS PROP.	COMU	O	1 7/8	1 5/8	+ 1/4	+ 15.38	3 3/8	1	23	4,761	8,926
COX CABLE	CXC	A	11 3/4	10	+ 1 3/4	+ 17.50	15 1/4	3 3/4	20	3,560	41,830
ENTRON*	ENT	O	7/8	1	- 1/8	- 12.50	1	3/8	6	1,358	1,188
GENERAL INSTRUMENT	GRL	N	9 3/8	8 5/8	+ 3/4	+ 8.69	17 1/8	5/8	5	7,060	66,187
GENERAL TV*	O		1/4	1/4		.00	1 1/2	1/4	13	1,000	250
SCIENTIFIC-ATLANTA	SFA	A	9 3/4	7 3/4	+ 2	+ 25.80	9 3/4	4	9	963	9,389

Stock symbol	Exch.	Closing Wed. March 19	Closing Wed. March 12	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
TELE-COMMUNICATION	TCOM	O	2 3/4	2 3/4							
TELEPROMPTER	TP	N	4 5/8	4	+	5/8					
TIME INC.	TL	N	35 1/4	35 1/4							
TOCOM*	TOCM	O	2	2							
UA-COLUMBIA CABLE	UACC	O	8 5/8	8 1/4	+	3/8					
UNITED CABLE TV CORP	UCTV	O	2 1/2	2 3/8	+	1/8					
VIACOM	VIA	N	5 1/2	5 3/4	-	1/4					
VIKOA**	VIK	A	1 1/2	1 1/4	+	1/4					
									TOTAL	85,757	718,220
<b>Programing</b>											
COLUMBIA PICTURES	CPS	N	5 3/4	6 1/8	-	3/8					
DISNEY	DIS	N	43 1/8	42 7/8	+	1/4					
FILMWAYS	FHW	A	5	4 7/8	+	1/8					
FOUR STAR			1/4	1/4							
GULF + WESTERN	GW	N	31 1/8	31 5/8	-	1/2					
MCA	MCA	N	42 3/4	39 3/4	+	3					
MGM	MGM	N	32 1/2	32 3/8	+	1/8					
TELE-TAPE****		O	1/4	1/4							
YELETRONICS INTL.*		O	2 7/8	2 5/8	+	1/4					
TRANSAMERICA	TA	N	8 3/4	7 7/8	+	7/8					
20TH CENTURY-FOX	TF	N	9 1/2	9	+	1/2					
WALTER READE**	WALT	O	1/4	1/4							
WARNER	WCI	N	12 1/2	11 1/2	+	1					
WRATHER	WCO	A	3 5/8	3	+	5/8					
									TOTAL	165,470	3,158,514
<b>Service</b>											
BBDO INC.		O	15 1/4	14 3/4	+	1/2					
COMSAT	CO	N	37 3/8	37 1/4	+	1/8					
DOYLE DANE BERNBACH	DOYL	O	8	7 7/8	+	1/8					
ELKINS INSTITUTE****	ELKN	O	1/8	1/8							
FOOTE CONE & BELDING	FCB	N	8 3/8	7 1/2	+	7/8					
GREY ADVERTISING	GREY	O	6 3/8	6 1/4	+	1/8					
INTERPUBLIC GROUP	IPG	N	14 5/8	14 1/2	+	1/8					
MARVIN JOSEPHSON*	MRVN	O	7 1/2	7 1/2							
MCI COMMUNICATIONS	MCIC	O	2 3/8	2 3/8							
MOVIELAB	MOV	A	1 3/8	7/8	+	1/2					
MPO VIDEOTRONICS	MPO	A	2 3/8	2 5/8	-	1/4					
NEEDHAM, HARPER	NDHMA	O	6 1/4	6 3/4	-	1/2					
A. C. NIELSEN	NIELB	O	17	16 7/8	+	1/8					
OGILVY & MATHER	OGIL	O	18 1/4	17 3/4	+	1/2					
J. WALTER THOMPSON	JWT	N	6	6 1/4	-	1/4					
UNIVERSAL COMM.***		O	1/8	1/8							
									TOTAL	54,591	761,476
<b>Electronics</b>											
AMPEX	APX	N	5 1/8	4 5/8	+	1/2					
CCA ELECTRONICS***	CCAE	D	1/8	1/8							
CETEC	CEC	A	1 3/8	1 3/8							
COMU. INC.	COH	A	2 3/8	2 3/8							
CONRAC	CAX	N	18	17 1/8	+	7/8					
GENERAL ELECTRIC	GE	N	47	46 1/4	+	3/4					
HARRIS CORP.	HRS	N	19 3/4	20 3/8	-	5/8					
INTERNATIONAL VIDEO	IVCP	D	2 1/4	2 3/8	-	1/8					
MAGNAVOX	MAG	N	6 3/4	6 5/8	+	1/8					
3M	MMM	N	52 3/4	53 1/8	-	3/8					
MOTOROLA	MOT	N	50 1/8	50 1/2	-	3/8					
OAK INDUSTRIES	OEN	N	8 3/4	8 1/4	+	1/2					
RCA	RCA	N	15 5/8	15	+	5/8					
ROCKWELL INTL.	ROK	N	20 5/8	19 3/8	+	1 1/4					
RSC INDUSTRIES	RSC	A	2	2							
SONY CORP.	SNE	N	9 3/4	9 7/8	-	1/8					
TEKTRONIX	TEK	N	27 3/4	30 3/4	-	3					
TELEMATION	TIMT	O	1	1							
TELEPRO. INO.***		D	6	6							
VARIAN ASSOCIATES	VAR	N	9 5/8	9 1/8	+	1/2					
WESTINGHOUSE	WX	N	14 3/4	14 3/4							
ZENITH	ZE	N	17 5/8	17 5/8							
									TOTAL	774,121	21,741,846
									GRAND TOTAL	1,526,263	36,878,283

Standard & Poor's Industrial Average

94.6 93.6 +1.0

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over the counter (bid price shown)  
P-Pacific Coast Stock Exchange  
††Stock did not trade on Wednesday;  
closing price shown is last traded price.

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

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

\* P/E ratio computed with  
earnings figures for last 12  
months published by company.  
† No annual earnings figures  
are available.  
\*\* No P/E ratio is computed;  
company registered net losses.

# Fates & Fortunes®

## Media

**Harry G. Slife**, president and chief executive officer, Rath Packing Co., Waterloo, Iowa, elected president, Black Hawk Broadcasting Co., Waterloo. **Robert Buckmaster**, formerly president of Black Hawk Broadcasting, continues as chief operating officer and board chairman. Black Hawk stations are: KWWL-AM-TV and KFMW(FM) Waterloo; KLWW(AM) Cedar Rapids, Iowa; KTIV(TV) Sioux City, Iowa, and KAAL-TV Austin, Minn.

**Joseph A. McGranaghan Jr.**, general manager, WCBG(AM) Chambersburg, Pa., named to same post, WHJB(AM)-WOKU-FM Greensburg, Pa.

**Molly Darr Messner**, vice president, WCBG(AM) Chambersburg, Pa., additionally named general manager.

**Jerry Rose**, station manager, KXTX-TV Dallas, named network operational manager, Christian Broadcasting Network, Portsmouth, Va.

**John J. Kerwin Jr.**, manager, unit managers, NBC Television Network, New York, named director, unit managers and

administration. **William Aulepp Jr.**, unit manager, named director, unit manager operations, NBC Television Network.

**Ronald L. Gleason**, director of advertising and sales administration, Compu/Net, Los Angeles, control data operation, named director of research and sales promotion, KGO-TV San Francisco.

**James R. Short**, with Dayton Communications, Dayton, Ohio, named general manager, WMGH(FM) Vevay, Ind.

**Ron Mason**, sales manager, WCRT(AM)-WQEZ(FM) Birmingham, Ala., named operations manager of stations.

## Broadcast Advertising

**Gary S. Koester**, national sales manager, WEEI(AM) Boston, named sales manager, CBS Radio Spot Sales, Chicago office.

**Ellen Hulleberg**, research director, McGavren-Guild, New York, elected VP.

**Tom Hayes**, VP, PRO Time Sales, Chicago, named manager, central division, with responsibility for company's sales offices in Chicago, Detroit, Cleveland, Dallas, Memphis and Denver.

**Walter J. Konjolka**, general sales manager, WBZ-TV Boston, named manager of sales, Eastern office, NBC Radio Network, New York. He succeeds **Dorothy Schwartz**, named manager, daytime sales for network (BROADCASTING, Feb. 10).

**Charles G. Gardner**, national manager of broadcast services, Sears, Roebuck & Co., Chicago, elected VP-marketing and corporate development, Snider Corp., Little Rock, Ark., operator of KARN(AM) and KKYK(FM) Little Rock, KFIN(FM) Jonesboro, Ark., and Arkansas Radio Network, Little Rock.

**Tom Maguire**, local sales manager, KGSC-TV San Jose, Calif., named general sales manager, succeeded by **Larry Cosden**, account executive, KGSC-TV.

**Dick Bove**, sales manager, KOAX(FM) Dallas, named general sales manager, KXTX-TV Dallas.

**Sherman C. Wildman**, account executive, WCBS-TV New York, named retail/development sales manager, WCBS-TV.

**Carl Cloyd**, with KDIA(AM) Oakland, Calif., named sales manager, KSOL(FM) San Mateo, Calif.

**Roger Levinsohn**, VP-group creative director, Needham, Harper & Steers, New York, named creative supervisor, Foote, Cone & Belding, New York.

**Dan R. Hulbert**, senior VP and associate creative director, Compton Advertising, New York, named creative director.

**Gregory T. Lano**, on sales staff, WSMW-TV Worcester, Mass., named local-regional sales manager.

**Don Kobiela**, formerly operations manager, WHLW(AM) Lakewood, N.J., named creative services director, KQV(AM) Pittsburgh.

## Programming

**Dennis Johnson**, manager, live nighttime program operations, NBC Television Network, New York, named manager, comedy programs, NBC-TV West Coast, Burbank, Calif.

**Eric G. Norberg**, assistant program director, KMPC(AM) Los Angeles, named program director KEX(AM) Portland, Ore., succeeding **Victor Ives**, named to same post, KSFO(AM) San Francisco. All are Golden West Broadcasters stations.

**Jim Tuverson Jr.**, assistant program director, WLS-TV Chicago, named program director, KGO-TV San Francisco. Both are ABC-owned stations.

**Bobby Rich**, air personality, KHJ(AM) Los Angeles, named program director, KFMB-FM Mendocino, Calif.

**Wash Allen**, announcer, KCOH(AM) Houston, named program director.

**Herb Hunt**, news director, WQYK-FM Tampa, Fla., named associate program director, WLCY-AM-FM Tampa-St. Petersburg, Fla.

**Richard Irving**, VP-director and producer, Universal Television, named to newly created position of VP-television production controls, Universal City Studios, Universal City, Calif.

**Barbara Hunter**, sports anchorperson, KGO-TV San Francisco, named sportscaster, KNBC(TV) Los Angeles.

**Ken Coleman**, who announced Boston Red Sox games in 1974, named play-by-play announcer for Avco Broadcasting's Cincinnati Reds Television Network, Cincinnati.

**Jacque Murphy**, assistant news director, WARE(AM) Ware, Mass., named producer-hostess of daily talk show. **Gary James**, announcer, WARE, named program-music director.

**John Brodie**, former San Francisco 49er star and network sportscaster last season, named sports director, KRON-TV San Francisco.

**Russell Warren Johnson**, lecturer at Howard University's School of Communications, Washington, named to head special interest program project, National Public Radio, Washington.

**John Merrow** and **Midge Hart**, co-producers of National Public Radio's *Options on Education* series, Washington, awarded first prize for broadcasters, National Council for the Advancement of Education Writing competition.

## Broadcast Journalism

**Ken Kashiwahara**, co-anchorperson, KABC-TV Los Angeles, named ABC News correspondent in Los Angeles.



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**Bob Clark**, Capitol Hill correspondent, ABC News, named chief correspondent and permanent panelist, ABC News's *Issues and Answers*.

**Fina Press**, newswriter and executive producer, WCBS-AM-FM New York, named assistant news director, WCAU-AM-FM Philadelphia. All are CBS-owned.

**Ten Williams**, reporter-anchorman, KPIX-TV San Francisco, named chief, KPIX's Oakland news bureau.

**Luzanne Caraher**, night news manager, CBS News, New York, named assistant bureau chief, CBS News, Chicago.

**Bill Beach**, freelance commercial actress, named feature reporter, WBAL-TV Baltimore.

**Vendy Robins**, newswriter, WJBK-TV Detroit, named news producer.

**Vendy White**, newswriter, WTOP-TV Washington, named news producer.

**Fred Garrett**, with WSID(AM) Baltimore, named reporter, WMAR-TV Baltimore.

**Bill Welch**, news photographer, WJKS-TV Jacksonville, Fla., named to same post, WJXT-TV Jacksonville.

**Bob Stephenson**, with KTRH(AM) Houston, named weekend weather reporter, HOU-TV Houston.

## Table



**Gary A. Dent**, chief engineer, Heritage Communications Inc., Des Moines, Iowa, named associate member and CATV specialist, Doubleday Media, Dallas brokerage.

**Wilmot (Bill) Lilly**, area manager, Tele-Vue Systems Inc., Seattle, named manager, Tele-Vue's Diablo, Calif., region, based in Dublin, Calif. He is succeeded by **Bruce Massey**, formerly Delta area manager, based in Pittsburg, Calif. Mr. Massey is succeeded by **Kent Rasmusen**, formerly budget analyst, Tele-Vue's Pleasanton, Calif., office.

## Equipment & Engineering

**Joseph C. Ciccone**, account manager, Data Packaging Corp., named northeastern regional sales manager, Electro Sound Inc., Sunnyvale, Calif.

**Fred S. Houwink**, who retired as VP-general manager, Evening Star Stations, Washington, five years ago, named chairman and chief executive officer, Commercial Electronics Inc., Mountain View, Calif.

**Robert B. Sommer**, secretary-treasurer, Western Video Systems Inc., San Diego (formerly San Diego Video), elected chief executive officer.

## Allied Fields

**FCC Chairman Richard E. Wiley** on Friday (March 21) received Alumni Achievement Award from Georgetown University's Alumni Club of Metropolitan Washington. Chairman Wiley was awarded LL.M. degree by Georgetown Law Center in 1962.

**Roy H. Park**, president, Park Broadcasting, Ithaca, New York, received Watauga Medal from his alma mater, North Carolina State University, for "distinguished contributions to the advancement of NCSU," at annual Founders Day banquet in Raleigh.

**J. Leonard Reinsch**, chairman of board, Cox Cable Communications and member of board of directors, Cox Broadcasting Corp., named to receive first board of directors award, from American Women in Radio and Television for "lifetime achievement in broadcasting and total dedication to AWRT." Award will be presented April 24 at AWRT's annual convention in Chicago ("Closed Circuit," March 10).

**Lewis F. Parker**, administrative law judge for Drug Enforcement Administration, Department of Justice, Washington; **Theodore P. von Brand**, administrative law judge, Interstate Commerce Commission; and **Thomas F. Howder**, administrative law judge, U.S. Department of Labor, named ALJ's for Federal Trade Commission.

**Bob J. Gage**, formerly co-owner, KARL-

FM Carlsbad, Calif., named director of operations, Don Martin School of Communications, Hollywood, Calif.

**Merrill Mueller**, correspondent, ABC Radio Network, Los Angeles, named to staff, Federal Energy Administration, Washington.

**Stan Vainrib**, former CBS news reporter, announcer, TV and film actor, most recently public information officer, U.S. Public Health Service, New York, has been named monitor of movie-TV industry minority and women settlement agreement, Equal Employment Opportunity Commission, Los Angeles. He succeeds **LeJean Clark** who died of heart attack last December.

**Richard Dufallo**, music director and conductor, Juilliard School, New York, named to standard awards panel, American Society of Composers, Authors and Publishers, New York.

**W. C. (Bill) Wiseman**, with NBC Television Network, named Western regional manager, American Data Corp., based in Los Angeles. **Joe Ryan**, Eastern regional manager, Sarkes Tarzian, named Southeastern and Puerto Rico regional sales manager, ADC, based in Atlanta. ADC is owned by Airpax Co., Huntsville, Ala.

## Deaths

**Sammy Spear**, 65, orchestra leader and associate of Jackie Gleason on television shows on former DuMont Network and CBS-TV, died March 11 in Miami of heart attack. He is survived by his wife, Kathleen, one daughter and three sons.

**John H. Auer**, 68, film and TV producer-director, died of heart attack March 15 in Riverside hospital, Riverside, Calif. Mr. Auer worked for Paramount, RKO and Republic; in television he did *Whirlybirds* and *U.S. Marshal*, as well as directing several *Harrigan & Sons* episodes. He leaves four children, and two grandchildren.

**Rudolph A. Kamin**, 47, master control technician, Voice of America, Washington, and former technician, WDAU-TV and WGBI-AM-FM Scranton, Pa., died at Fairfax (Va.) hospital March 9. He is survived by his wife, Anna Mae, and three children.

# For the Record®

## New stations

### TV action

■ \*Arkadelphia, Ark.—Arkansas Educational Television Commission. Broadcast Bureau granted VHF ch. 9 (186-192 mhz); ERP 300 kw vis., 60 kw aur. HAAT 1,086 ft.; ant. height above ground 116 ft. P.O. address: c/o Lee Reaves, 350 S. Donaghey St., Conway, Ark. 72032. Estimated construction cost \$892,053; first-year operating cost \$55,600. Legal counsel Pierson, Ball and Doud; consulting engineer Jansky and Bailer. Principal: Lee Reaves, director (BPET-500). Action Feb. 28.

### AM starts

■ WXLX Milledgeville, Ga.—Authorized program

operation on 1060 khz, 1 kw-D. Action March 10.  
 ■ WEXM Jamesville, Va.—Authorized program operation on 1520 khz, 500 kw-D. Action March 10.

### AM license

■ Broadcast Bureau granted following license covering new station: WLCB Buffalo, Ky.—Lincoln Broadcasting Co. (BL-13835). Action March 11.

### FM applications

■ Clewiston, Fla.—Hendry County Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 998, Clewiston, Fla. 33440. Estimated construction cost \$36,324; first-year operating cost \$18,840; revenue \$60,000. Format: Modern country. Principals: Richard E. Douglas (40%) is former chief engineer of WSTU(AM) Stuart, Fla.; Reba Wells Rupsis (40%) is former co-manager of WKEM-

As compiled by BROADCASTING, March 10 through March 14 and based on filings, authorizations and other FCC actions.

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

(AM) Immokalee, Fla., and Gay Francis Nolan (20%) is president of firm servicing and installing data collection equipment. Ann. March 10.

■ Port Sulphur, La.—River Bend Broadcasting Co. seeks 106.7 mhz, 100 kw, HAAT 442 ft. P.O. address: Stella Plantation, Braithwaite, La. 70040. Estimated construction cost \$90,076; first-year operating cost \$8,000; revenue \$40,000. Format: C&W. Principals: Chalin O. Perez Jr., Lucile Perez Gram and Linda M. Perez (each 33%) are all Louisiana university students. Ann. March 14.

■ \*Kinston, N.C.—Lenoir Community College seeks 91.5 mhz, 3 kw, HAAT 100 ft. P.O. address: Box 188, Kinston, N.C. 28501. Estimated construction cost: \$22,472; first-year operating cost \$1,000. Principal: John L. Griffin, instructor. Ann. March 10.

■ Pleasanton, Tex.—Atascosa Broadcasting Co. Broadcast Bureau granted 98.3 mhz, 3 kw, HAAT 230 ft. P.O. address: 215 N. Main St., Pleasanton, Tex. 78064. Estimated construction cost: \$24,342; first-year operating cost \$18,000; revenue \$37,000. Format: C&W, folk, gospel. Principal: Ben L. Parker owns KBOP(AM) Pleasanton and has live-stock and real estate interests in Pleasanton (BPH-6865). Action Feb. 27.

### FM actions

■ Union Springs, Ala.—Union Springs Broadcasting, Broadcast Bureau granted 100.9 mhz, 3 kw, HAAT 275 ft. P.O. address: 2137 Campbell Rd., Montgomery, Ala. 36111. Estimated construction cost: \$16,782; first-year operating cost \$42,000; revenue \$48,000. Format: contemp. Principals: Joseph F. Hagler (98%), stockholder in WPXC(AM) Prattville, Ala. (BPH-9234). Action March 5.

■ WTBI McComb, Miss.—Broadcast Bureau granted CP to replace expired permit (BPH-9302). Action March 12.

■ Johnstown, Ohio—Radio Johnstown, Broadcast Bureau granted 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 3463 Dahlgreen Dr., Westerville, Ohio 43081. Estimated construction cost: \$22,861; first-year operating cost \$8,100; revenue \$40,000. Format: variety. Principals: Richard Neal Seiler Jr., general manager of WBYY-FM Westerville, Ohio; Robert George Shaw, announcer at WMVO(AM) Mount Vernon, Ohio; John Wayne Smith, technician at \*WOSU(AM) Columbus, Ohio (33 1/3% each) (BPH-9155). Action March 5.

■ Coquille, Ore.—Voice of Coquille, Broadcast Bureau granted 102.3 mhz, 3 kw, HAAT 33 ft. P.O. address: 504 West Dr., St. Louis 63130. Estimated construction cost: \$60,188; first-year operating cost \$49,500; revenue \$60,000. Format: diversfd. Principals: George A. Ulett Sr., retired; George A. Ulett Jr., M.D., director of neuropsychiatry section of Deaconess Hospital, St. Louis, and Richard C. Ulett, son of Dr. Ulett Jr., announcer at KSD-AM-TV St. Louis (1/2 each) (BPH-9210). Action March 12.

■ Provo, Utah—Equinox Inc. Broadcast Bureau granted 94.9 mhz, 29.2 kw, HAAT minus 660 ft. P.O. address: 311 South 1600 West, Provo 84601. Estimated construction cost: \$38,600; first-year operating cost \$33,980; revenue \$48,000. Format: contemp. Principals: David S. Grow (45%), real estate developer; Steven L. Grow (35%), Utah attorney; Larry V. Bell (20%), director of Utah Broadcasters Association. They have interest in KEYY(AM) Provo (BPH-9137). Action March 12.

■ Lander, Wyo.—Fremont Broadcasting, Broadcast Bureau granted 97.5 mhz, 25 kw, HAAT —434 ft. P.O. address: Box 430, Lander 82520. Estimated construction cost: \$32,000; first-year operating cost \$31,000; revenue \$48,000. Principal: Daniel E. Brece (100%) owns KOVE(AM) Lander (BPH-8904). Action Feb. 27.

### FM starts

■ KWAO Sun City, Ariz.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 97 ft. Action March 10.

■ \*KMSA Grand Junction, Colo.—Authorized program operation on 91.3 mhz, TPO 10 w, HAAT 80 ft. Action Feb. 20.

■ WDFP Battle Creek, Mich.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 161 ft. Action March 10.

■ KPQX Havre, Mont.—Authorized program operation on 92.5 mhz, ERP 94 w, HAAT 500 ft. Action March 10.

■ KPQE Humble City, N.M.—Authorized program operation on 94.1 mhz, ERP 100 kw, HAAT 334 ft. Action March 10.

■ \*WTRR Henrietta, N.Y.—Authorized program operation on 89.7 mhz, TPO 10 w. Action March 10.

■ KMIT Mitchell, S.D.—Authorized program operation on 102.3 mhz, ERP 3 kw, HAAT 300 ft. Action March 10.

■ KBBB-FM Borger, Tex.—Authorized program operation on 104.3 mhz, ERP 26 kw, HAAT 175 ft. Action March 10.

■ \*KBBD Beaver, Utah—Authorized program operation on 90.1 mhz, TPO 10 w. Action March 10.

### FM licenses

Broadcast Bureau granted following licenses cover-

ing new stations:

■ KGLC-FM Miami, Okla.—Miami Radio (BLH-6541). Action March 11.

■ \*WRTE Cahokia, Ill.—Cahokia Unit School District #187 (BLED-1356). Action March 11.

■ \*WSSR Springfield, Ill.—Sangamon State University (BLED-1343). Action March 11.

■ WGRT Danville, Ind.—Hendricks County Broadcasting Corp. (BLH-6557). Action March 11.

■ \*WSRX Allendale, Mich.—Board of Control of Grand Valley State College (BLED-1320). Action March 11.

■ \*KOMR St. Louis—Mehlville R-9 School District (BLED-1353). Action March 11.

■ KPAR-FM Albuquerque, N.M.—Financial Computer Services (BLH-6519). Action March 11.

■ WVST Bolivar, Tenn.—Bolivar Broadcasting Service (BLH-6562). Action March 11.

■ \*WDNX Olive Hill, Tenn.—Rural Life Foundation (BLED-1344). Action March 11.

## Ownership changes

### Applications

■ KROP(AM) Brawley, Calif. (1300 khz, 1 kw-D)—Seeks assignment of license from Ronke Inc. to John B. Siodelle for \$240,000. Sellers: Boyd Kelly has interest in KKDA(AM) Grand Prairie, KDWI(AM) Stamford and KBID(FM) Wichita Falls, all Texas. Floyd Shelton has interest in KERB(AM) Kermit and KRIO(AM) McAllen, both Texas. Jack Crosby also has interest in KRIO. Buyer: John B. Siodelle has been active in broadcasting for more than 30 years. Last position was director of accounts for KCST(TV) San Diego. Ann. March 10.

■ KARL-FM Carlsbad, Calif. (95.9 mhz, 3 kw)—Seeks assignment of license from Far West Broadcasting Corp. to Tri-Cities Broadcasting for \$75,000. Seller: Far West Broadcasting wishes to sell station due to financial losses. Buyer: Jeffrey Chandler (98%) is California real estate investor. Ann. March 4.

■ KBLC(AM) Lakeport, Calif. (1270 khz, 500 w-D)—Seeks transfer of control of Lake County Broadcasting Co. from Don and Dorothy Emerson (60% before; none after) to Noel Knight Sr. and Noel Knight Jr. (40% before; 100% after). Consideration: \$80,000. Principals: Noel Knight Jr. is general manager of KBLC. Ann. March 10.

■ WINY(AM) (1350 khz, 1 k-D), WNTY(AM) Southington (990 khz, 500 w DA-D) and WILL(AM) Willimantic (1400 khz, 1 kw-D, 250 w-N), all Connecticut—Seeks transfer of control of The Nutmeg Broadcasting Co. from Herbert C. and Ethel A. Rice (60% before; none after) to Michael C. Rice, trustee, Herbert C. Rice family trust (40% before; 100% after). No consideration. Principals: Trust beneficiaries consist of children of Herbert and Ethel Rice. Ann. March 10.

■ WLBE(AM) Leesburg-Eustis, Fla. (790 khz, 5 k-D)—Seeks assignment of license from Heard Broadcasting to WLBE Radio for satisfaction in lieu of liabilities, \$95,804, due previous owner's claims. Seller: Heard Broadcasting, Donald G. Manuel, president, is licensee of WDBGM-FM Leesburg, Fla. Buyer: D. Richard Mead (21%), Robert E. Warfield (12%) et al. have minority interest in WLBE. Ann. March 14.

■ WNRJ(AM) Gainesville, Ga. (1130 khz, 10 kw-D)—Seeks transfer of control of WLBA Inc. from Norfleet R. Johnston (100% before; none after) to Ernest H. Reynolds Jr., Malone K. Reynolds, Ernest Hyman Reynolds and Bobby R. Reynolds (none before; 100% after). Consideration: forgiveness of outstanding debt. Principals: Ernest H. Reynolds Jr. et al. are former owners of WNRJ. Ann. March 10.

■ WABO-AM-FM Waynesboro, Miss. (AM: 990 khz, 1 kw-D; FM: 105.5 khz, 3 kw)—Seeks transfer of control of Martin Broadcasting Co. from Wilbur J. Martin Sr. (89% before; 1% after) to Wilbur J. Martin Jr. (11% before; 99% after). Consideration: \$150,000. Principal: Wilbur J. Martin Jr., general manager of WABO-AM-FM, is son of Wilbur J. Martin Sr. Ann. March 14.

■ KBMY(AM) Billings, Mont. (1240 khz, 1 kw-D)—Seeks assignment of license from KBMY Broadcasting Co. to Radio Billings for \$425,000. Seller: Howard L. Enstrom and Stanley G. Enstrom hold KBMY in partnership. Howard Enstrom wishes to sell station due to health reasons. Buyer: Radio Billings is owned by The Peoria Journal Star Inc.; Henry P. Slane, pres., et al. Ann. March 10.

■ WBLK-FM Depew, N.Y. (93.7 mhz, 50 kw)—Seeks transfer of control of WBLK Broadcasting Corp. from Rita C. Lorenz (100% before; 15% after) to Franklin W. Lorenz (none before; 85% after). Consideration: \$6,400. Principal: Franklin Lorenz, station manager of WBLK-FM, is son of Rita C. Lorenz. Ann. March 10.

■ WENT(AM) Gloversville, N.Y. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WENT Broadcasting Corp. to Dean Broadcasting

## Call letters

### Applications

Call	Sought by
	<b>New TV</b>
KNXV-TV	New Television Corp., Phoenix
	<b>New AM</b>
KBOZ	Northern Sun Corp., Bozeman, Mont.
	<b>New FM</b>
KWKQ	KSWA, Inc., Graham, Tex.
	<b>Existing TV</b>
KPSA-TV	KGQJ Brownsville, Tex.
	<b>Existing AM's</b>
KSOH	KMYO Little Rock, Ark.
KWSL	KTRI St. Louis, Mo.
WXZL	WNNR New Orleans
KAAR	KURB Mountlake Terrace, Wash.
KBBV	KTOT Big Bear Lake, Calif.
	<b>Existing FM's</b>
KGOW	KTBA Broken Arrow, Okla.
WYLD-FM	WIXO New Orleans
WQUD	WAID Memphis
KEPT	KBCL-FM Shreveport, La.
WEBR-FM	WREZ Buffalo, N.Y.
*KUCA	KASC Conway, Ark.
WFEF	WTIM-FM Taylorville, Ill.
WPMO	WPMP-FM Pascagoula-Moss Point, Miss.
WJFD	WGCV New Bedford, Mass.

### Grants

Call	Assigned to
	<b>New AM</b>
WGFT	Media, Inc., Youngstown, Ohio
	<b>New FM's</b>
*WVGS	Georgia Southern College, Statesboro, Ga.
*WCDE	Board of Trustees of Davis and Elkins College, Elkins, W.Va.
WHOW-FM	Corbett Broadcasting Co., Clinton, Ill.
*WGTD	Gateway Vocational Technical and Adult Education District, Kenosha, Wis.
WKKJ	Clay County Broadcasters, Green Cove Springs, Fla.
KSDL	Media Corporation, El Paso
WJEE	Bold City Broadcasting Co., Jacksonville, Fla.
KBLI-FM	Western Communications, Blackfoot, Idaho
	<b>Existing AM</b>
WVIN	WGHT Bath, N.Y.
	<b>Existing FM's</b>
WVIN-FM	WEKT Hammondsport, N.Y.
WAVV	WDAE-FM Tampa, Fla.

Co. for \$230,000. Seller: Joseph H. Tobin, president and treasurer, wishes to sell because of health reasons. Buyer: Richard Ruby (100%) is general manager of retail furniture and appliance store. Ann. March 10.

■ KEED(AM) Eugene, Ore. (1450 khz, 1 kw)—Seeks transfer of control of Century Pacific Broadcasting from John W. Mowbray, Chris Wedes and James O'Neil (100% before; none after) to Monroe Broadcasting Corp. et al. (none before; 100% after). Consideration: \$200,000. Principals: Monroe Broadcasting, consisting of Wesley L. Monroe, Delbert Berthoff, Steve Berthoff, Stephen E. Dean and Mike Burdette, owns 100% of KGA(AM) Spokane Wash. Ann. March 10.

■ KXOX(AM) Sweetwater, Tex. (1240 khz, 1 kw-D)—Seeks transfer of control of Stein Broadcasting Co. from Myrl Stein (55% before; none after) to Jack Stein (45% before; 100% after). Consideration: \$26,500. Principal: Jack Stein, general man-

## Summary of broadcasting

### FCC tabulations as of Jan. 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,409	3	22	4,434	45	4,479
Commercial FM	2,596	0	52	2,648	155	2,803
Educational FM	691	0	34	725	101	826
<b>Total radio</b>	<b>7,696</b>	<b>3</b>	<b>108</b>	<b>7,807</b>	<b>301</b>	<b>8,108</b>
Commercial TV	703	1	7	701	34	738
VHF	509	1	3	513	5	520
UHF	194	0	4	198	29	238
Educational TV	219	9	14	232	8	252
VHF	88	3	4	95	3	98
UHF	131	6	10	147	5	154
<b>Total TV</b>	<b>922</b>	<b>10</b>	<b>21</b>	<b>933</b>	<b>42</b>	<b>1,010</b>

\* Special temporary authorization

\*\* Includes off-air licenses

ager of KXOX, is son of Myrl Stein. Ann. March 10.

■ **KVLL(AM)** Woodville, Tex. (1220 khz, 250 w-D)—Seeks transfer of control of Trinity Valley Broadcasting Co. from R. E. Jackson (100% before; none after) to Jack Jackson, Billy C. Dove and Kenneth P. Bond (none before; 100% after). Consideration: \$22,500. Principals: Jack Jackson (52%) owns farm and electric supply company; Billy C. Dove (24%) is real estate salesman and Kenneth P. Bond (24%) has interest in car wash and development company in Livingston, Tex. Ann. March 14.

■ **KNAK(AM)** Salt Lake City (1280 khz, 5 kw-D)—Seeks transfer of control of Granite District Radio Broadcasting Co. from Howard D. and Lucille A. Johnson to Arthur P. and Virginia M. Williams. Principals: Howard and Lucille Johnson are trustees under trust agreement with stockholders. The Williams own KSHO-TV Las Vegas. Ann. March 14.

### Actions

■ **KHIL(AM)** Willcox, Ariz. (1250 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Coehise Broadcasting Co. to Coppertone Communications for \$175,000. Sellers: Harold E. and Violet C. Bruze. Buyers: Burkett H. Wansley (25%), his wife Elizabeth I. (25%), son Cody (12.5%), et al. Mr. Wansley, Tulsa county official, owns farm and ranch in Bixby, Okla. (BAL-8294). Action March 11.

■ **KMAX(FM)** Arcadia, Calif. (107.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Sierra Madre Broadcasting Co. to KPCC Inc. Consideration: \$500,000. Sellers: Max H. and Mary Ellen Isard. Buyers: Howard Warshaw, president (40%), wife Miriam (25%), and her brother, Marvin B. Kosofsky (35%), who own KPCC(AM) Pasadena, Calif. Mr. Warshaw and Mr. Kosofsky also have interest in WTHe(AM) Mineola, N.Y.; WYLO(AM) Jackson, Wis.; WARO(AM) Canonsburg, Pa.; and KUXL(AM) Minneapolis-St. Paul. The Warshaws also own race horse breeding and racing business in Roslyn, N.Y. (BALH-2055). Action March 7.

■ **KBSA(TV)** (ch. 46) Guasti, Calif.—Broadcast Bureau granted transfer of control of Broadcasting Service of America from William A. and Ethel J. Myers (51 before; none after) to Berean Bible Ministries (49% before; 100% after). Consideration: \$602,578. Principals: Mr. and Mrs. Myers plan to retire from broadcasting. W. Kenneth Connolly, pastor of Berean Baptist Church of Orange County, Calif., is president of non-profit Bible Ministries (BTC-7580). Action March 12.

■ **KCAL Redlands, Calif.** (AM: 1410 khz, 5 kw-D, 500 w-N, DA-2; FM: 96.7 mhz, 2.9 kw)—Broadcast Bureau granted transfer of control of Southwest Broadcasting Co. from William Alex, Bernard Corren and A. Milton Miller (each 17% before; 13% after) to Andy James Fakas (49% before; 60% after). Consideration: \$38,400 (BTC-7655). Action Feb. 27.

■ **KSBY-FM San Luis Obispo** (93.3 mhz, 30 kw) and **KSBW-FM Salinas** (102.5 mhz, 18.5 kw), both California—Broadcast Bureau granted assignment of license from Central California Communications Corp. to Forrest Communications Corp. Consideration: \$332,500. Seller: John Cohan estate, which owns KSBY-TV San Luis Obispo and KSBW-TV Salinas. Buyers: Robert A. Forrest and wife, Grace, who also control KDON(AM) Salinas. Mr. Forrest is president and director of WNDR(AM) Syracuse, N.Y., and has coffee importing business in New Jersey (BALH-2065-6). Action Feb. 28.

■ **KFML(AM)** Denver (1390 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from KFML Broadcasting Inc. to Radio Denver Corp. for \$200,000. Seller: Joseph R. McGoey, president, owns KAPI(AM) Pueblo, Colo. Buyer: Bruce H. Lien (100%) has interest in construction, mining and real estate companies in South Dakota (BAL-8324). Action March 12.

■ **WLYV(AM)** Fort Wayne, Ind. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Shepard Broadcasting Corp. to Golden Bear Communications for \$777,637. Seller: Shepard Broadcasting Corp. is also licensee of WLAV-AM-FM Grand Rapids, Mich. Buyer: Golden Bear Inc., owned 100% by Jack Nicklaus, professional golfer. Action March 4.

■ **KBCL-AM-FM Shreveport, La.** (AM: 1220 khz, 250 w-D; FM: 96.5 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Good Music Inc. from Bernice A. Childs (25%), Kirke Couch (25%), Armand E. Daigle (25%), Bernice Claire Martin (12.5%) and Alvin Childs Jr. trust (12.5%) to Harold G. Evans, Edwin Jones, Don Murry et al. (jointly none before; 100% after). Consideration: \$350,000. Principals: Mr. Murry (5.4%) has construction business; Mr. Jones (10.7%) has interests in real estate and insurance; Mr. Evans (8.6%) has served as general manager and sales manager for several Shreveport area radio stations (BTC-7638). Action March 7.

■ **WHVW-AM-FM Hyde Park, N.Y.** (AM: 950 khz, 500 w-D; FM: 97.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Ubiquitous Corp. to Castle Communications Corp. for \$620,000. Seller: Thomas C. Durley, president. Buyers: James F. O'Grady Jr. (57.7%), et al. Castle owns WALL-AM-FM Middletown, N.Y.; Mr. O'Grady has small interest in KRAK Sacramento, Calif. (BAL-8152, BALH-1999). Action March 6.

■ **WWIT(AM)** Canton, N.C. (970 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Western North Carolina Broadcasters Inc. to WWIT Inc. for \$180,367. Sellers: Dalton R. Paxton, vice president, et al. Buyers: Daniel Greene Jr. (70%), wife Gail (20%) and father Daniel (5%). Mr. Greene Jr. is sports director at WTVM-TV Columbus, Ga. (BAL-8328). Action March 12.

■ **WCLW-AM-FM Mansfield, Ohio**—Broadcast Bureau granted assignment of license from Mansfield Broadcasting Co. to Greater Mansfield Broadcasting. No consideration. Frederick Eckhardt (100%) wishes to include his wife, Beatrice, as 50% owner (BAL-8337). Action March 7.

■ **KTBA(FM)** Broken Arrow, Okla. (92.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Broken Arrow Broadcasting Co. to Proud Country Entertainment for \$140,531. Seller: Bill R. Hyden, president. Buyers: James A. Halsey, Mack Sanders, Henry W. Thompson and Roy L. Clark (25% each) own KTOW(AM) Sand Springs, Okla. (BALH-2067). Action March 11.

■ **KUTA(AM)** Blanding, Utah (790 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from San Juan Broadcasting Co. to Blue Mountain Broadcasting for \$90,000. Sellers: Robert D. and Willa-Don Holmes, Calvin and Carolyn Black. Messrs. Holmes and Black have interest in KPGE(AM) Page, Ariz. Buyers: George C. Walton (51%), Edward S. Boyle and Earl E. Stevens (24.5% each). Mr. Walton is announcer, salesman both at KUTA. Mr. Boyle owns insurance and investment companies (BAL-8299). Action Feb. 28.

## Facilities changes

### TV actions

■ **WBKB-TV** Alpena, Mich.—Broadcast Bureau granted mod. of CP to change studio location to 1390 Bagley St., Alpena (BMPCT-7575). Action March 12.

■ **WRIP-TV** Chattanooga—Broadcast Bureau granted CP to change ERP to 457 kw (vis.), 91.2 kw (aur.), change type trans. (BPCT-4828). Action March 7.

■ **WDBJ-TV** Roanoke, Va.—Broadcast Bureau granted CP to change ERP to 316 kw (vis.), 63.2 kw (aur.) and change type trans. (BPCT-4829). Action March 7.

### AM applications

■ **WTOO Bellefontaine, Ohio**—Seeks CP to change ant.-trans. and studio location to Rt. 540, 9 miles east-northeast of Bellefontaine. Ann. March 11.

■ **KGFF Shawnee, Okla.**—Seeks CP to change ant.-trans. and studio location to MacArthur and Bryan Streets, Shawnee. Ann. March 10.

### AM actions

■ **KDLM Detroit Lakes, Minn.**—Broadcast Bureau granted CP to make changes in ant. system; conditions (BP-19886). Action March 11.

■ **WPAT Paterson, N.J.**—FCC supplemented its Memorandum Opinion and Order explaining why it had not dealt with measurement data in granting application by WPAT for CP authorizing relaxation in MEOV's. Action March 11.

■ **WNAK Nanticoke, Pa.**—Broadcast Bureau granted CP to change ant.-trans. location to southeast side of U.S. Rt. 11 Plymouth township approx. 1.5 miles north, 30° east of Nanticoke; conditions (BP-19861). Action March 5.

■ **WOTB Middletown, R.I.**—Broadcast Bureau granted mod. of CP to change trans. location to north of Aquidneck Ave., near intersection with Reservoir Rd., Middletown; change trans.; change ant.; make changes in ant. system; change TPO; change ant. height 294 ft.; ERP 3 kw; ant. height 295 ft. (BMPH-14408). Action March 5.

■ **KIKN Sinton, Tex.**—Broadcast Bureau granted mod. of CP to make changes in DA-D ant. system (BMP-13938). Action March 11.

■ **WSTA(AM)** Charlotte Amalie, Virgin Islands—FCC granted request of WSTA Charlotte Amalie to rebuild its ant. at new site. WSTA's request to increase power from 250 w to 1 kw was dismissed. FCC said proposed WSTA operation would cause interference to station on same frequency in Dominican Republic. This situation would violate North American Regional Broadcasting Agreement. Action March 11.

■ **KTNT Tacoma, Wash.**—Broadcast Bureau granted mod. of CP to change ant.-trans. location to South 29th and Alder, Tacoma; condition (BMP-13923). Action March 11.

### AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WELE** South Daytona, Fla. (BP-19816), March 5; and **WKYK** Burnsville, N.C. (BP-19794), Feb. 27.

### FM application

■ **KPRM-FM** Park Rapids, Minn.—Seeks to change frequency to 97.5 mhz; change ant.; make changes in ant. system; change TPO; HAAT 413 ft. and add circular polarization to ERP (Doc. 19708). Ann. March 4.

### FM actions

■ **KCAL-FM Redlands, Calif.**—Broadcast Bureau granted CP to change trans. location to approx. 1 mile northwest of Calif. Hwy. 18 on Cloudland Forest Rd., near San Bernardino; operate remote control from studio site at 1 mile east of East Highlands on Greenspot Rd., near Redlands; install new trans. and ant.; make change in ant. system; ERP 3 kw; ant. height 300 ft. (BPH-9265). Action March 5.

■ **KRAI-FM** Craig, Colo.—Broadcast Bureau granted mod. of CP to change trans. location to Cedar Mountain, 5 miles northwest of city; ERP 100 kw; ant. height 980 ft.; remote control from main studio at 125 West Victory Way, Craig; condition (BMPH-14400). Action March 5.

■ **WFTW-FM** Fort Walton Beach, Fla.—Broadcast Bureau granted CP to install new trans. and circular polarized ant.; ERP 3 kw; ant. height 170 ft. (BPH-9276). Action March 12.

■ **WCVU** Naples, Fla.—Broadcast Bureau granted mod. of CP to change trans. location to approx. 2 miles north-northeast of Bonita Springs, Fla.; make changes in ant. system; ERP 96 kw; ant. height 680 ft. (BMPH-14397). Action March 12.

■ **Blackfoot, Idaho**—Broadcast Bureau granted mod. of CP to change trans. and studio location to Yellowstone Hwy., south of Blackfoot; change trans. and ant.; make change in ant. system; ERP 3 kw; ant. height 130 ft.; condition (BMPH-14342). Action March 5.

■ **WMEF** Fort Wayne, Ind.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location for aux. purposes only; ERP 5.5 kw; ant. height 510 ft. (BPH-9291). Action March 12.

■ **WECL** Elkhorn City, Ky.—Broadcast Bureau granted mod. of CP to change ant.; make changes in transmission line; ERP 3 kw; ant. height 300 ft.; remote control from main studio (BMPH-14369). Action March 5.

■ **WLKN-FM** Lincoln, Me.—Broadcast Bureau granted mod. of CP to change trans. location; change trans. and ant.; make changes in ant. system; ERP 1.75 kw; ant. height 380 ft. (BMPH-14396). Action March 12.

■ **WTQB** Ann Arbor, Mich.—Broadcast Bureau granted CP to install new ant.; make changes in transmission line; ERP 10 kw; ant. height 155 ft. (BPH-9353). Action March 12.

■ **WSMM** Sault Ste. Marie, Mich.—Data filed 1-6-75 in accordance with FCC's First Report and Order adopted 1-3-74 and released 1-8-74, to change frequency to 99.5 mhz, ch. 258; change trans.; change ant.; change TPO; ERP 26.5 kw; ant. height 275 ft.; remote control from 713 Ashmun St., Sault Ste. Marie (Doc. 19707). Action March 5.

■ **KVLR** Detroit Lakes, Minn.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 3 kw; ant. height 275 ft. (BMPH-14406). Action March 12.

■ **\*KLSE-FM** Rushford, Minn.—Broadcast Bureau granted mod. of CP to change name of licensee to Minnesota Public Radio (BMPED-1209). Action March 12.

■ **WXLO(FM)** Berlin, N.H.—Broadcast Bureau granted CP to change TPO and ERP 17 kw; ant. height 160 ft.-H; remote control from main studio at 40 Main St., Berlin (BPH-9272). Action March 5.

■ **WEQR** Goldsboro, N.C.—Broadcast Bureau granted CP to make changes in transmitting equipment; ERP 50 kw; ant. height 320 ft. (BPH-9285). Action March 12.

■ **WNCT-FM** Greenville, N.C.—Broadcast Bureau granted CP to install new trans.; make changes in transmission line; change TPO; ERP 100 kw; ant. height 560 ft.; remote control from South Evans St. (extended), Greenville (BPH-9267). Action March 5.

■ **KBMR-FM** Bismarck, N.D.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 680 ft. (BPH-9312). Action March 12.

■ **KFNB** Oklahoma City—Broadcast Bureau granted CP to install new ant.; change TPO; change ant. height 420 ft.; change ERP 63 kw; remote control from main studio, Park and Robinson Ave., Oklahoma City (BPH-9274). Action March 5.

■ **\*WLIU** Lincoln University, Pa.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system (BMPED-1215). Action March 12.

■ **WSCQ** West Columbia, S.C.—Broadcast Bureau granted mod. of CP to change trans. location to 6901 Frost Ave., just outside city limits of Columbia; change studio location and remote control to 1440 Knox Abbott Dr., West Columbia; change trans.; make changes in ant. system; ERP 2.4 kw; ant. height 330 ft. (BMPH-14366). Action March 12.

■ **WTJS-FM** Jackson, Tenn.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; change TPO; change ERP 100 kw (max.); ant. height 655 ft.; remote control from main studio at 255 West Lafayette, Jackson (BPH-9277). Action March 5.

■ **KPFM** Kerrville, Tex.—Broadcast Bureau granted mod. of CP to change trans-studio location to 0.75 mile northwest of Goat Creek Rd. and State Hwy. 27 junction, Kerrville; change trans.; change ant.; make changes in ant. system; change TPO and ant. height 105 ft.; ERP 3 kw; amended to correct trans. and change modulation and frequency monitors (BMPH-14373). Action March 4.

■ **KIKK-FM** Houston — Broadcast Bureau granted CP to install new aux. trans. for aux. purposes only; ERP 16.5 kw; ant. height 790 ft. (BPH-9284). Action March 12.

■ **WEZR** Manassas, Va.—Broadcast Bureau granted CP to install former main ant. for use with main and aux. trans.; ERP 26 kw (main), 11 kw (aux.); ant. height 450 ft. (BPH-9287). Action March 12.

■ **WWMH** Minocqua, Wis.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in transmission line; change TPO; ERP 3 kw; ant. height 155 ft. (BMPH-14375). Action March 5.

## FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WRXX** Centralia, Ill. (BPH-9165), Feb. 27; **WVKI** Kokomo, Ind. (BPH-8133), Feb. 28, and **\*WLUR** Lexington, Va. (BPED-1781), Feb. 27.

## In contest

### Procedural rulings

■ **Crest Hill, Ill., FM proceeding:** Crest Hill Communications and Nelson Broadcasting Co., competing for 98.3 mhz (Docs. 20323-4)—ALJ Chester F. Naumowicz Jr. scheduled hearing for May 12. Action March 6.

■ **WNJR(AM) Newark, N.J., AM proceeding:** 1430 Associates and WNJR Radio Co., competing for WNJR facilities (1430 khz) (Docs. 20298-9)—Review Board scheduled oral argument for March 28, on the proposals of WNJR Radio Company and 1430 Associates for interim operating authority for WNJR, Action March 7.

## Other actions

■ **FCC** affirmed Broadcast Bureau action that denied further action on complaint from Michael McKee of St. Paul, that Minneapolis station WCCO-TV's treatment of abortion issue was unreasonably one sided. Bureau said it must have specific information and reasonable ground for conclusion that station's overall programing did not present opposing views on significant issues. Action March 4.

■ **FCC** granted petition by Quasar Electronics Corp. for waiver of comparable television tuning rules. Rules provide that 70-position UHF detent tuners utilized in television receivers manufactured on or after July 1, 1975, must provide detented tuning accuracy within  $\pm 2$  mhz of correct frequency. Quasar requested permission to use tuners which were accurate to within  $\pm 3$  mhz of correct frequency, with 96% of the total complying with the  $\pm 2$  mhz accuracy standard. FCC found that waiver was warranted in view of small number of receivers involved and substantial expenses Quasar would incur if waiver were denied. Action March 11.

■ **WAQT(FM)** Carrollton, Ala.—Broadcast Bureau granted request to identify as Carrollton-Aliceville, Ala. Action March 4.

■ **WCKO(FM)** Pompano Beach, Fla.—Broadcast Bureau granted request for rule waiver to identify as Pompano Beach-Ft. Lauderdale, Fla. Action March 4.

■ **\*WUSF(FM)** Tampa, Fla.—Broadcast Bureau granted request for rule waiver to identify as Tampa-St. Petersburg, Fla. Action March 4.

■ **WAIT(AM)** Chicago—FCC denied application of WAIT Chicago for presunrise service authorization. WAIT's proposal to operate during presunrise hours had already been denied in rulemaking proceeding. Commission said WAIT had not presented any fact or circumstance to change earlier conclusion. Action March 12.

■ **WXFM(FM)** Elmwood Park, Ill.—Broadcast Bureau granted request for rule waiver to identify as Elmwood Park-Chicago, Ill. Action March 4.

■ **WYFE-FM** Winnebago, Ill.—Broadcast Bureau granted request for rule waiver to identify as Winnebago-Rockford, Ill. Action March 4.

■ **Topeka, Kan.**—FCC denied request by Coordinating Committee of the Black Community for reconsideration of commission action dismissing challenges to license renewal applications of nine Topeka, Kan., stations. Last May, commission filed petition to deny license renewals of KEWI, KSWT-FM, KTOP-AM-FM, WREN and WIBW-AM-FM-TV, all Topeka. FCC said it remained convinced that facts alleged by committee were insufficient to support conclusion that licensees' renewal grants should be rescinded and designated for hearing. It said it found each licensee had conducted its community survey and analysis in complete compliance with commission's requirements with respect to ascertainment. Committee had failed to offer new evidence in support of its allegations. Action March 4.

■ **WVKY(AM)** Louisa, Ky.—FCC granted application by Lawrence County Broadcasting Corp. for renewal of license until August 1, 1976, the remainder of the normal license period for Kentucky stations. FCC had granted WVKY short-term license renewal because of licensee's failure to exercise adequate supervision and control over "Jackpot Bowling" contest. Action March 4.

■ **WTWV-TV** Tupelo, Miss.—FCC granted application for renewal of license. Grant was conditioned on maintenance of operating local studio facilities at Meridian, Miss., for WHTV-TV, licensee's satellite station. Petition to deny, including employment, programing and ascertainment issues, filed by Jack Benney, individually and as officer of Pollution and Consumers Protection Foundation, was denied. Action March 12.

■ **WHVW-AM-FM** Hyde Park, N.Y.—FCC granted short-term license renewal. Action was result of informal objection to renewal applications by Herbert R. Shein, Hyde Park resident. Complaint dealt with WHVW's alleged misuse of facilities to advance interests of one political candidate in election for County Executive of Dutchess county. Action is designed to emphasize FCC's concern over licensee's failure to adequately supervise operations. Action March 6.

■ **KOUL(FM)** Sinton, Tex.—Broadcast Bureau granted request for rule waiver to identify as Sinton-Portland, Tex. Action March 4.

■ **WFOG(FM)** Suffolk, Va.—Broadcast Bureau granted request for rule waiver to identify as Suffolk-Norfolk, Va. Action March 4.

■ **\*KCWS-FM** Ellensburg, Wash.—License forfeited and call letters deleted. Ann. March 11.

## Allocations

### Petitions

FCC received following petitions to amend FM

table of assignments (ann. March 10):

■ **Theodore J. Gray Jr.** Altavista, Va.—Seeks to assign ch 276A to Surfside Beach, S.C.

■ **WTNE(AM)** Trenton, Tenn.—Seeks to assign ch. 249A to Trenton.

## Rulemaking

### Petition

■ **National Association of Broadcasters**, Washington—Request amendment of rules to extend validity of provisional radio-telephone third-class operator permits endorsed for broadcast use from one to three years. Ann. March 10.

## Translators

### Applications

■ **The Navajo Tribe**, Steamboat Canyon and Jedidiah, Ariz.—Seeks ch. 66, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2802). Ann. March 12.

■ **Board of Cooperative Educational Services** of Steuben-Allegany county, East Corning and Preshto, N.Y.—Seeks ch. 56 and ch. 55, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2803-4). Ann. March 13.

■ **Northfork T.V. Translator System**, Erick, Sayre and Carter, Okla.—Seeks ch. 66, rebroadcasting KFDX-TV Wichita Falls, Tex. (BPTT-2800) and ch. 68, rebroadcasting KSWO-TV Lawton, Okla. (BPTT-2801). Ann. March 10.

### Actions

■ **K07ND** Healy, Alaska—Broadcast Bureau granted CP for translator on ch. 7, rebroadcasting KUAC-TV Fairbanks, Alaska (BPTTV-5181). Action Feb. 27.

■ **K07NG** and **K07NF** Slope Pipeline Camp, Alaska—Broadcast Bureau granted CP for translator on ch. 7, rebroadcasting KFAR-TV and KTVF Fairbanks, Alaska; condition for radiotelephone operator on duty during operation (BPTTV-5211). Action Feb. 26.

■ **Inyokern** and **Armitage Field**, Calif.—Broadcast Bureau granted CPs for translators K51AA, ch. 51, rebroadcasting KERO-TV Bakersfield, Calif. (BPTT-2706); K57AK, ch. 57, rebroadcasting KNXT Los Angeles (BPTT-2708); K59AO, ch. 59, rebroadcasting KNBC Los Angeles (BPTT-2709); K61AJ, ch. 61, rebroadcasting KTLA Los Angeles (BPTT-2710); K63AH, ch. 63, rebroadcasting KABC-TV Los Angeles; conditions (BPTT-2711); K65AM, ch. 65, rebroadcasting KHJ-TV Los Angeles (BPTT-2712); K67AO, ch. 67, rebroadcasting KTTV Los Angeles (BPTT-2713); K69AS, ch. 69, rebroadcasting KCOP Los Angeles (BPTT-2714) and K53AB, ch. 53, rebroadcasting KBAK-TV Bakersfield, Calif.; condition (BPTT-2707). Action Feb. 26.

■ **Ridgecrest** and **China Lake**, Calif.—Broadcast Bureau granted translators K02HY, ch. 2, rebroadcasting KNXT Los Angeles (BPTTV-5157); K04HX, ch. 4, rebroadcasting KNBC Los Angeles (BPTTV-5158); K05FO, ch. 5, rebroadcasting KTLA Los Angeles (BPTTV-5159); K07NH, ch. 7, rebroadcasting KABC-TV Los Angeles (BPTTV-5160); K09MG, ch. 9, rebroadcasting KHJ-TV Los Angeles (BPTTV-5161); K11ML, ch. 11, rebroadcasting KTTV Los Angeles (BPTTV-5162); K13NF, ch. 13, rebroadcasting KCOP Los Angeles (BPTTV-5163). Action Feb. 26.

■ **K51AB**, **K53AC**, **K55AU**, **K69AT** (Windcliffe Estates) The Cliffs and west of Estes Park, Colo.—Broadcast Bureau granted CP's for 4 translators on (1) ch. 51, rebroadcasting KWGN Denver; (2) ch. 53, rebroadcasting KOA-TV Denver; (3) ch. 55, rebroadcasting KMGH-TV Denver; (4) ch. 69, rebroadcasting KBTV Denver (BPTT-2724-7). Action March 7.

■ **K11MM** Twelve Miles Club, south of Fairplay, Colo.—Broadcast Bureau granted CP for translator on ch. 11, rebroadcasting KRDO-TV Colorado Springs (BPTTV-4636). Action March 7.

■ **K63AI** Kaunakani, Kauai, Hawaii—Broadcast Bureau granted CP for translator on ch. 63, rebroadcasting KHET Honolulu (BPTT-2728). Action Feb. 25.

■ **K70CL** Fort Dodge, Iowa—Broadcast authorization canceled and call letters deleted. Ann. March 13.

■ **K09HY**, **K73BN**, and **K57AJ** Glasgow and Tampico, Mont.—Broadcast Bureau granted CP to change primary station to KRTV Great Falls, Mont. for K09HY and K73BN; granted CP for K57AJ, translator on ch. 57, rebroadcasting KRTV (BPTTV-5121, BPTT-2703, 2702). Action Feb. 27.

■ **K09MH** White Sulphur Springs, Mont.—Broadcast Bureau granted CP for translator on ch. 9, rebroadcasting KXLF-TV Butte, Mont. (BPTTV-5193). Action March 5.

■ **W69AE** Almond, N.Y.—Broadcast Bureau



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granted CP for translator on ch. 69, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2688). Action March 5.

■ W56AI Hammondsport, N.Y.—Broadcast Bureau granted CP for translator on ch. 56, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2680). Action March 5.

■ K07NE Lisbon, N.D.—Broadcast Bureau granted CP for translator on ch. 7, rebroadcasting KFME Fargo, N.D. (BPTTV-5194). Action Feb. 20.

■ K04HY, K1JNG Big Bend National Park and rural ranch area southwest of Elephant Mountain, Tex.—Broadcast Bureau granted CPs for two translators on (1) ch. 4, rebroadcasting programs of KMID-TV Midland, Tex.; and (2) ch. 13, rebroadcasting KMOM-TV Monahans, Tex. (BPTTV-5215-6). Action March 5.

■ K06IK Crooks Gap Mining and Oil Camp, Wyo.—Broadcast Bureau granted CP for translator on ch. 6, rebroadcasting KDUH-TV Hay Springs, Neb. (BPTTV-5200). Action Feb. 19.

■ K08IG Sweetwater county, Wyo.—Broadcast Bureau granted CP for translator on ch. 8, rebroadcasting KTWO-TV Casper, Wyo. (BPTTV-5122). Action Feb. 19.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Fountain Valley Cable Co., 3120 Brady Blvd., Colorado Springs 80909, for Fountain (CAC-4823) and El Paso county (CAC-4824), both Colorado: KWGN-TV, KOA-TV, KRMA-TV, KMGH-TV, KBTU Denver; KOAA-TV, KTAC Pueblo, Colo.; KKTU, KRDO-TV Colorado Springs.

■ Sullivan Cable Systems, c/o Ronald Greenberg, esq., Rubin, Baum, Levin, Constant & Friedman, 598 Madison Ave., New York 10022, for West City (CAC-4831) and Buckner (CAC-4832), both Illinois: WSIL-TV Harrisburg, Ill.; KFVS-TV Cape Girardeau, Mo.; WPSD-TV, WDXR-TV Paducah, Ky.; WSIU-TV Carbondale, Ill.; KPLR-TV, KDNL-TV St. Louis.

■ Dekalb Cable Co., 108 E. Washington St., Indianapolis 46204, for Auburn, Ind. (CAC-4833); Add WMSH-TV South Bend, Ind.; WKBD Detroit; WGTG-TV Toledo, Ohio.

■ Frankfort Cable Communications, 209 E. Clinton St., Frankfort Ind. 46041, for Frankfort, Ind. (CAC-4827); WLFJ-TV Lafayette; WTTV Bloomington; WRTV, WISH-TV, WLWI, WFYI, WHMB-TV Indianapolis, all Indiana; WGN-TV, WSNS Chicago.

■ St. Landry Cable TV, Box 1907, Alexandria, La. 71301, for St. Landry parish, La. (CAC-4828); Add WRBT Baton Rouge.

■ Twin Valley Cable TV, Box 1808, Toledo, Ohio 43604, for Jonesville, Mich. (CAC-4830); Requests certification of existing CATV operations.

■ Jackson Cable T.V., Box 776 Chanute, Kan. 66676, for Jackson, Mo. (CAC-4834); KFVS-TV Cape Girardeau, Mo.; WPSD-TV, WDXR-TV Paducah, Ky.; WSIL-TV Harrisburg, Ill.; KPLR-TV, KDNL-TV St. Louis; WSIU-TV Carbondale, Ill.

■ Micro-Cable Communications Corp., Box 333, Oakland, N.J. 07436, for Wayne (CAC-4837); Bloomingdale (CAC-4838); Butler (CAC-4839); Oakland (CAC-4840); Pompton Lakes (CAC-4841); Ringwood (CAC-4842) and Wanque (CAC-4843),

all New Jersey; Add WPHL-TV, WTAF-TV Philadelphia; WLIW Garden City, N.Y.; WNYE-TV New York.

■ Sparta Cable TV Co., c/o V-R Corp. of Virginia, Box 430, Independence, Va. 24348, for Sparta, N.C. (CAC-4825); WFMY-TV Greensboro; WBT-TV, WSOC-TV, WRET-TV Charlotte; WUNL-TV, WXII-TV Winston-Salem; all North Carolina; WCYB-TV Bristol; WBRA-TV, WDBJ-TV, WSLR-TV Roanoke, both Virginia; WGHF-TV High Point, N.C.; WJHL-TV Johnson City, Tenn.

■ Blue Ridge Cable Television, 471 Delaware Ave., Palmerton, Pa. 18071, for Windham township, Pa. (CAC-4836); WNEP-TV, WDAU-TV, WVIA-TV Scranton; WBRE-TV Wilkes-Barre, both Pennsylvania; WOR-TV, WPX-TV New York; WPHL-TV Philadelphia; WBNG-TV, WBJA-TV, WICZ-TV Binghamton, N.Y.

■ Tennessee Cablevision Inc., for Oak Ridge, Tenn. (CAC-4835); Add WTCG Atlanta.

■ Cable TV of Cuero, Box 1209, Austin, Tex. 78767, for Cuero, Tex. (CAC-4829); Delete KVRL Houston and add KHTV Houston.

■ Cody-Powell Cable TV, Box 10727, University Park Station, Denver 80201, for Cody Wyo. (CAC-4826); Requests certification of existing CATV operations.

### Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Community Cable TV, Clark county (CAC-2130), Las Vegas (CAC-2131) and Boulder City (CAC-2132), all Nevada; Anthony Cablevision, Anthony, Kan. (CAC-2546); Southern Oregon Cable TV, Klamath Falls, Ore. (CAC-3121); CATV of Higginsville, Higginsville, Mo. (CAC-3317); Telecommunications, Inc. Victory Gardens, N.J. (CAC-3933); New England Industries, Hartford (CAC-4090), Bloomfield (CAC-4091), East Hartford (CAC-4092), West Hartford (CAC-4093), Simsbury (CAC-4094) and Windsor (CAC-4095), all Connecticut; Walden Video Corp., Maybrook, N.Y. (CAC-4173); Sammons Communications, Bristol, Tenn. (CAC-4381) and Bristol, Va. (CAC-4382); Better Cable TV, Oakland, Me. (CAC-4384); Sammons Communications, Turlock (CAC-4558) and Stanislaus county (CAC-4559), both California; American Television and Communications Corp., Hartford, Ky. (CAC-4600); Cablecom-General of Kirksville, Kirksville, Mo. (CAC-4601); United Cable Company of New Hampshire, Manchester, N.H. (CAC-4609); Fredonia Cable TV Fredonia, Kan. (CAC-4612); King Video Cable Co., Ellensburg (CAC-4618), Kittitas (CAC-4619) and Kittitas county (CAC-4620), all Washington.

■ California—FCC granted applications of Televents of San Joaquin Valley for certificates of compliance to begin operations at Firebaugh, Chowchilla, Dos Palos, and Mendota, all California. Televents proposed to carry on its systems at Firebaugh, Chowchilla and Dos Palos: KTVU Oakland; KSBW-TV Salinas; \*KQED and KBHK-TV San Francisco; KMJ-TV, KFSN-TV, KJEO and KAIL Fresno; KNTV and KGSC-TV San Jose; KLOC-TV Modesto; KTXL Sacramento; KMPH Tulare, and KMST Monterey. Three communities are located outside all TV markets. At Mendota, located in Fresno market. Televents proposed to carry KMJ-TV, KFSN-TV, KJEO and KAIL Fresno; KTVU Oakland and KBHK-TV and KQED San Francisco. FCC denied opposition by KMPH Tulare (CAC-1227-9, 1231). Action March 5.

■ Amelia Island Plantation, Fla.—FCC dismissed application for certificate of compliance by Amelia Island Cablevision Co. (CAC-2796). Action March 10.

■ West Palm Beach, Fla.—FCC granted petition by Teleprompter Florida CATV Corp., requesting authority to carry WCIX-TV Miami, part time on its systems in West Palm Beach smaller TV market. Teleprompter requested carriage of station only during those hours when WKID For Lauderdale, broadcasts stock market and Spanish language programming. FCC said when such specialized programming over single authorized independent station becomes so pervasive that major portions of day and evening are devoted exclusively to its carriage, special relief must be provided. Action March 5.

■ Marlborough, Mass.—FCC dismissed application for certificate of compliance by Borough Cable vision Corp. (CAC-3857). Action March 10.

■ Coloma, Mich.—FCC granted application of Paw Paw Lake Area Cable TV Co. for certificate of compliance to add WKZQ-TV, Kalamazoo WUHQ-TV, Battle Creek and WOTV Grand Rapids, Mich., to its existing system at Coloma located partially in the South Bend-Elkhart, Ind. major market. FCC granted waiver of rules to designate community as outside all TV markets if allow for carriage of three Michigan stations. Action March 4.

■ Saint Louis Park, Minn.—Application for certificate of compliance by Warner Cable of Sain Louis Park dismissed at request of applicant Action March 6.

■ Las Vegas and Clark county, Nev.—Application for certificate of compliance by Nevada Cable vision Co. dismissed (CAC-851-2). Action March 13.

■ Kinnelon, N.J.—FCC denied application by Micro-Cable Communications Corp., for certificate of compliance to begin service at borough of Kinnelon, located in New York, New York-Linden Paterson-Newark, N.J. major TV market. Franchise period was not consistent with rules the limit initial term to fifteen years. Application denied without prejudice. Action March 4.

■ Mitchell, S.D.—FCC granted applications of Central Plains Cable TV and Mitchell Cable Television for certificates of compliance to operate systems at Mitchell. Both applicants sought certification for: KELO-TV and KSFY-TV Sioux Falls KXON-TV Mitchell; \*KUSD-TV, Vermillion \*KESD-TV Brookings, all South Dakota; WTCN TV Minneapolis, and KWGN-TV Denver. Central Plains also sought authorization for KTIV Sioux City, Iowa. Each applicant opposed other's application. Charges by Central Plains of violation of cross-ownership rules and charges by Mitchell of alleged avoidance of public hearing on franchise agreement by Central were dismissed (CAC-2804 CAC-3637, CAC-2957). Action March 4.

### Other actions

■ FCC dismissed petition by National Association of Theatre Owners for order directing Warner Communications and any other Warner subsidiary, or affiliate, to cease exhibiting motion pictures of pay cable television. Association argued that 195 antitrust consent decree by the U.S. District Court directed Warner's predecessor not to exhibit motion pictures, and that Warner was violating the decree by showing films via pay channels on its cable systems. FCC said most logical way to resolve conflict was for parties to apply to District Court for interpretation of decree. Action on March 4.

■ Michigan—FCC denied motion by WUHQ-TV Battle Creek for stay of action authorizing 11 Michigan cable operators to carry WZZM-TV Grand Rapids on 27 systems. Operators affected by action are: Fetzer Cablevision, Wolverine Cable vision, Cable Television, Cable TV Co. of Mattawan, Cable TV Co., Paw Paw Lake Area Cable TV Co., Cable TV Co. of Kalamazoo Alden CATV and Community Cable Television. FCC said since WUHQ-TV conceded that carriage of WZZM-TV on systems involved would be consistent with rules and it failed to establish special situation or showing that would justify waiver, further delay in implementation of rule was unwarranted. Action March 4.

■ Mitchell, S.D.—FCC denied petition by Mitchell Cable Television, proposed operator of system at Mitchell, for issuance of cease and desist order against Central Plain Cable TV, operator of existing cable system at Mitchell. Mitchell Cable claimed Central Plains began operating after effective date of new cable rules, without obtaining required certificate of compliance. FCC said since cable system had been operating prior to new rule under Central Plains's predecessor and since operation of system was continued by Central Plains on assignment of franchise, Central Plains was not required to obtain certificate of compliance. Action March 4.

### Rulemaking

■ FCC decided not to adopt rules on cable TV-newspaper cross ownership at this time, but will revise its cable TV information reporting form to seek additional information on this matter, as well as on growth of cable industry. There is at this time no limitation on multiple ownership of cable systems and newspapers. (Doc. 18891). Action March 12.

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# Classified Advertising

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## RADIO

### Help Wanted Management

Pittsburgh-aggressive, sales oriented manager, medium sized station, good opportunity, salary and commission. Box C-246, BROADCASTING.

Absentee owner, small High Sierra California Region needs community-minded station manager with sales ability. Low pay at first with excellent opportunity to advance as gross increases. All inquiries strictly confidential. P.O. Box 811, Simi Valley, CA 93065.

Manager Wanted. Sales or station manager will probably be promoted to general manager within 12 months. Two prior sales managers are now GMs at our other stations. Earn \$15,000+ first year with more money and responsibility in the future. Send resume to Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864.

### Help Wanted Sales

California station seeking sales manager, community participating, who can lead, direct sales staff, and develop own billing. Salary, incentives, bonuses. Box C-104, BROADCASTING.

California station seeking salesperson, energetic, hard driving, preferably RAB trained. Salary, fringe benefits. Box C-105, BROADCASTING.

Experienced, personable, hard-working Account Executive to replace top biller. Strong image, AM, up-tempo MOR, group station in Midwest medium market. Include detailed resume, past income & billing performance, references and career goals. Equal Opportunity Employer. Apply Box C-184, BROADCASTING.

Pennsylvania metro station seeking aggressive salesperson. Must have good track record and references. Compensation open. Send resume and recent photo. Equal opportunity employer. Box C-204, BROADCASTING.

Wanted: Salesperson for eastern North Carolina's leading AM/FM fulltime. We offer salary plus commission. Send resume to manager, Box C-211, BROADCASTING.

Florida multi-station group wants seasoned pro first ticket to help produce beautiful MOR sound for discriminating adults, and sales leading to management. Medium market, fulltime resort facility. Box C-230, BROADCASTING.

If you are energetic, enthusiastic, goal oriented and can sell, we have a first rate position available. Call Jack Chapman or Ray Stephens, KGAK, Gallup, NM. 505-863-4444.

Madison, Wisconsin. Excellent career opportunity for bright, young problem-solving salesman (or woman) on the way up, strong on creativity and ability to build campaigns. Six station group seeks individual with management potential. Job opening result of promotion. Our people earn far more; city offers superior living. You'll have an opportunity for management and equity. WISM, Madison, WI. A Midwest Family Station.

Ready for Sales Manager? Immediate opening, great opportunity for aggressive salesperson who can be sales manager, knows small-medium market selling and can direct others in good market area. Send all info, salary requirements, first letter to WPDC, Box 1600, Elizabethtown, PA 17022.

50,000 watt FM rocker needs young, aggressive salesperson immediately. P.O. Box 511, Beacon, NY 12508.

A great future can be yours on Cape Cod with a 50,000 watt stereo station. Contact Ken Patch at 617-548-3102.

Salesperson from small market ready to move into metropolitan Oklahoma market. Sell adult rock on established station. Salary and commission. Call Ron Kirby 405-355-0098.

### Help Wanted Announcers

Florida multi-station group wants seasoned pro first ticket to help produce beautiful MOR sound for discriminating adults, and sales leading to management. Medium market fulltime resort facility. Box C-230, BROADCASTING.

Morning communicator and sales combo for contemporary station in competitive three station North Carolina location. Production helpful. Resume to Box C-240, BROADCASTING.

### Help Wanted Announcers Continued

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Fully professional classical music announcer/producer. Must be and sound personable and musically literate. Foreign language pronunciation ability important. On-air announcing, board work, program production, in-field concert recording. Centrally located music program service feeds 6-station FM network. NPR affiliate. Immediate opening. FCC Third. Full benefits. Send tape, resume, salary requirements to: Michael Barone, music director; Minnesota Public Radio (KSJR); Collegeville, MN 56321. 612-363-7702.

Wanted, mature air talent with first phone and good track record in competitive market. Knowledge of country music required. Excellent fringe benefits. Tape, resume and recent photo to Perry St. John, KSO Radio, Des Moines, IA 50317.

Wanted—Announcer for MOR AM daytime/FM automated. Production experience a must. Some night and weekend work. A great place to work! Send resume and tape to Joe Hogan, WLPO, P.O. Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F.

Top 40 DJ. Strong on production. Send air check and recent photo to: R. A. Vincent, PD, Box 392, Harrisonburg, VA 22801.

Low end voice to pull shift on newest sound in FM. Great production a must. Send Tape: Jack Shaw, Box 11967, Winston-Salem, NC 27106.

Engineer-Announcer wanted, Maryland AM/FM, 301-876-1515.

Announcer-salesperson. Good opportunity. Short announcing shift, sales balance of day. 314-586-B577. Advancement and responsibility.

### Help Wanted Technical

Missouri AM/FM Automation needs Chief. Top equipment, excellent facilities, strong maintenance, profit sharing and more. Move up. EOE. Box B-190, BROADCASTING.

Virginia AM-FM stereo operation offers permanent position to a qualified engineer. Station has new equipment and excellent working conditions that include full benefits, duties may or may not include short announcing shift. Interview will be arranged at our expense. Send resume and salary requirements to Box C-199, BROADCASTING.

Class A FM on outskirts of NYC looking for contract engineer to do maintenance and inspection. Must have maintenance experience. Box C-224, BROADCASTING.

Chief engineer. Full time directional AM, northeast, small market, immediate opening. Must know maintenance of transmitter and studio equipment. Rush resume to Box C-251, BROADCASTING.

AM-FM Chief needed for automated Station. Contact Ed McKernan; KVOE; Emporia, KS 66801. 316-342-1400.

Top progressive FM-er needs chief engineer. Must have experience in construction and maintenance. WLIR, 175 Fulton Avenue, Hempstead, NY 11550. 516-485-9200.

Come to the land of the endless summer. Orlando, Florida, top-rated FM needs a chief engineer. Excellent equipment, needs someone who will keep it maintained and cooking. Progressive Rock format. Excellent benefits. Salary negotiable. Contact Lee Arnold, WORJ-FM, at: 305-849-0340.

Midwest 5k/1k seeks qualified chief engineer. Must know rules, handle full responsibility as chief and have directional experience. Good pay, benefits. Call the manager, 812-425-2221. EOE.

Engineer-Announcer wanted, Maryland AM/FM, 301-876-1515.

### Help Wanted News

Experienced newperson needed at medium market station in Northern Indiana to direct modest-sized local news department in competitive climate. Income based on ability and experience, creative atmosphere, pleasant surroundings. Christian staff. Send resume, Box C-140, BROADCASTING.

### Help Wanted News Continued

Tired of the major market shuffle? Job security is alive and well in Fargo, North Dakota, a growing market unscathed by the recession. Prefer Midwest oriented Pro. No students. Experience necessary. Jay Joiner, ND, KFGO, 701-237-5245.

### Help Wanted Programming, Production, Others

P.D. personality needed for midwest solid gold 5KW daytime. You gotta believe in gold! Mature, intelligent, and patient. Salary, fringes, opportunities! Box C-237, BROADCASTING.

Broadcasting instructor. Radio/TV production, news writing and editing. Strong professional background and some teaching experience. Ph.D. preferred; M.A. required. An affirmative action, equal opportunity employer. Send resumes to Dean of Liberal Arts, University of Texas at El Paso, El Paso, TX 79968.

Writers: Organized, original thinker with production feel needed now. If you think like Freberg and can keep it neat, call Jack Shaw 919-767-1806.

### Situations Wanted Management

Attention absentee owners. Let cost conscious, seasoned broadcaster manage your small market station. Program, news, management and sales experience. Box B-160, BROADCASTING.

Experienced team in management, sales, engineering, programming. Permanent or temporary assignments. Proven record will solve your problems. Box B-223, BROADCASTING.

Manager-small to medium, multi-station market, if you're looking for a motivator, 14 yrs. experience, strong sales, over a million in local sales in past 5 years, looking for challenge of turning your P&L around. Box C-201, BROADCASTING.

Sales manager, seeking position in Syracuse, Rochester, Buffalo, N.Y. Box C-203, BROADCASTING.

Thoroughly experienced management for small to medium market radio or television. Working salesman; effective programmer; award winning play by play; first phone. Stable, dependable. Low five figures required. West, southwest preferred. Specifics with reply, please. Box C-209, BROADCASTING.

Station manager, sales manager. Age 39 with proven track record in management from small to large markets. Strong sales ability. Top references. Box C-210, BROADCASTING.

Mature salesman/salesmanager—Prefer east coast. Box C-213, BROADCASTING.

GM, Medium, large market. Experienced AM, FM, top 40, EZ, educated, stable. Go anywhere for right opportunity. Box C-215, BROADCASTING.

Hardworking experienced manager. Honest and sober. Will relocate for right offer. Box C-229, BROADCASTING.

Sales/program oriented pro. 10 years experience sales, managing, ownership. Seeks management opportunity, medium market/chain, good music, adult. Or sales opportunity metro. Adult format. Box C-256, BROADCASTING.

### Situations Wanted Sales

Dynamic salesman in top ten market seeks opportunity to develop potential as sales manager; have ability, potential, drive and initiative. Box C-158, BROADCASTING.

Sales results guaranteed, provided I produce spots for clients. Prefer midwest. Fred Rosenthal. 312-584-7255.

### Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Top Ten market personality with first and degree seeks FM rock or beautiful music. Will consider smaller markets in CA, CO, or Southwest. Box C-36, BROADCASTING.

DJ, Entertainer on and off, 3rd endorsed, tight board, sales experience, interest production, needs 1st break. Ready now. Anywhere. Creative, married, Country, MOR. 212-236-0745, call anytime. Box C-163, BROADCASTING.

## Situations Wanted Announcers Continued

West Coast States. Top 40, uptempo, contemp. First phone, tight board, creative, experienced, and I won't ask an arm and a leg for my services. Box C-176, BROADCASTING.

Young experienced announcer, light production, good news, small station, ready to advance. Midwest preferred. Box C-221, BROADCASTING.

Upper Midwest: Jock with 10 years experience (including PD/MD) seeking rocker or contemp MOR in competitive market. Heavy production and ratings. Box C-227, BROADCASTING.

Top 40 jock, 2 1/2 years experience in Detroit. Prefer top 25 market. Box C-247, BROADCASTING.

Sports director medium market, 3 years experience; play-by-play preferred. Jeff Kennedy 815-727-5176.

3 years experience, third phone, married, stable, good references. Have worked MOR, C&W, Top 40. I do a tight, enthusiastic, well paced program. Terry Jay 406-442-7918.

Young well-trained beginner seeks first full-time job; will go anywhere for good opportunity. Third phone endorsed, pleasing personality and able to take direction. Chris Parks, Second Floor, 726 Chestnut Street, Philadelphia, PA 19106.

Goin' crazy doin' country. High ratings, all rock or contemporary offers considered. First phone. Call 404-324-5422.

Experienced P.D., M.D. and S.D., hardworking, dedicated. Tight board. Heavy production. Looking for Top 40 and/or play-by-play. Call John Higgins at 912-226-7075 or 912-226-1240.

Young announcer/engineer. 2 1/2 years experience, some major market. Bright, tight, good production, automation, enjoy play-by-play. First phone, hard worker. Desire permanence. Bill 904-778-7287.

Polished professional. Contemporary. Medium/large markets. Six years experience. Production whiz. Randy. Box 5396, Fort Wayne, IN 46808.

Announcer, 28, veteran, BA, 3rd endorsed. Desires station to grow in. Willing to do sales. East. Mike 717-489-8919.

Hard working and dedicated looking for Top 40 gig in medium southeast market. PD & MD experience. Call Tony Priuitera 912-226-1240 or 912-226-3611.

Pleasant voiced personality with 3 years radio experience. Prefer MOR, but can work any format. Will do sales. Bill Smith 404-595-2673 or 404-595-1561.

Country DJ, 5 years experience, 3rd phone, family man seeking final move. Sam Bass 703-694-4231.

Seeking work—200 mile radius NYC. 2 yrs. exp. Beautiful music incl. Bonneville in Top 50 market. Frank 212-592-4350 evs.

Experienced, tight board, PBP, sportscaster, good news and commercials. Want to do sales also. Ready now, college graduate. Verl Wurtz, 908 North Maple, Frankfort, KS 66427. 913-292-4213.

I have first phone, radio experience, broadcast school training, J. E. Hughes, 59 Hubbard Street, Battle Creek, MI.

Hard-working, top 40 DJ who can also do effective sports and has a year's experience and knowledge of music. 614-373-2923.

DJ, 3rd phone, tight board, good news and commercials, willing to relocate. Looking for a future. Blaine J. Reader, 403 Airport Road, Blackfoot, ID 83221. 208-785-1452.

Intelligent, highly-motivated veteran with B.A. degree looking for more than just a job. Am seeking a career opportunity with a chance to be exposed to all facets of radio, from DJ to sales and everything in between. Possess 3rd Phone with endorsement and am broadcast school trained. For tape, resume, and other pertinent information, write or call Mark J. Leitner, 39 Grove Avenue, Lockport, NY 14094. 716-433-8990.

First ticket, experienced, stable, good references. Currently North East, looking to move back South. Will relocate anywhere between North Carolina and Louisiana. Good copywriting and production, tight board. I'm no screamer. Prefer contemporary MOR, top 40 or C and W. Pat McConnell, 9 Grove Street, Keeseville, NY 12944. Or call me, 518-834-7369, collect.

Available now for radio announcer. Experienced, can write and produce commercials. Tapes available. 402-843-5662.

Top Ten Market part-timer seeks full-time employment. Have over three years experience in top 40. College graduate. Ready immediately. Bob Farley, 85-04 253 St., Bellerose, NY 11426. 212-347-3943.

## Situations Wanted Announcers Continued

DJ, 3rd phone, news, progressive rock experience. Good news, commercials. Steve Scheiber, 266 N. Main Street, Spring Valley, NY 10977.

## Situations Wanted Technical

Major Market FM or Group Chief Engineer. Experience in all phases of FM engineering including proof, filings, and type acceptance with superb troubleshooting and preventive maintenance capabilities. Experience as chief in major and minor markets as well as transmitter field engineer for manufacturer. Prefer northeast or west coast, interview at NAB. Box C-255, BROADCASTING.

## Situations Wanted News

Serious newsman seeks challenge in heavy news-oriented station. Prefer capital in East or Mid-west. Love to dig. College, experienced, first. 813-689-9171 or Box C-200, BROADCASTING.

Moving up. 6 yrs. exper.: AFRTS, college, CBS-trained; newswriting/delivery. West coast/Hawaii. Catch me now, tomorrow's too late. Box C-207, BROADCASTING.

Attention: R.I. station managers, experienced broadcast journalist, degree, ingenuity, (Radio-TV), PR, references. Box C-223, BROADCASTING.

Award-winning pro, 9 years experience, dependable, enterprising, married. Can handle all aspects of broadcast news. Presently employed. Box C-231, BROADCASTING.

Take charge news director. Highly experienced, 1st phone. Consider telephone talkshow, sports, programming, television. Prefer Pennsylvania-Ohio. Major-Medium Market. Box C-233, BROADCASTING.

See how they run. Vivid PBP man seeks major sports. Will captain your team, or be your DH, with veteran two-way or board work. College graduate, six years in the field. Box C-241, BROADCASTING.

Experienced major market newsman, first phone, wants Florida. Available June 1st. Box C-243, BROADCASTING.

Colorado news or announcer position sought by medium market ND. 14 years broadcast experience, including major market. Awards. Box C-252, BROADCASTING.

Newsman, field reporter, newswriter, copywriter, seeks spot on Radio News staff. College grad, 22, Radio news and DJ experience. Mark Wenig, 18 Vita Road, Totowa, NJ 07512. 201-256-4577.

## Situations Wanted Programing, Production, Others

Your sponsors deserve the best. I am the best. Copywriter extraordinaire. Box C-214, BROADCASTING.

Major market production director with progressive FM seeks similar position with large market progressive, rocker or contemporary personality format, possibly as music director or assistant PD combination. Broad background. My work entertains while it informs and sells. Box C-242, BROADCASTING.

Single, female, sales service director at midwest AM/FM Top 100 station. Eight years radio continuity experience. Also ability in production and voicing spots. Box C-245, BROADCASTING.

Production pro needs work, can be great asset to your station. 12 yrs in radio. Tony Pollock, 6100 Laurent, Parma, OH 44129. Ph. 216-845-7195.

Experienced broadcaster. All formats, production, sales. Now station manager. Prefer California Bay area. Will consider all areas. Charlie Walters, 19080 Meiggs, Cupertino, CA. 408-255-2010.

# TELEVISION

## Help Wanted Management

Controller, Anchorage, Alaska AM-FM-TV. Require strong manager with good accounting skills, also supervise general office and traffic. Salary, benefits open. Reply Box B-178, BROADCASTING.

Group owned, CBS-TV affiliate, major midwest market needs bright, energetic, creative promotion manager. Emphasis on audience promotion. Contact Box C-174, BROADCASTING.

Business Manager-Controller. Operator of Radio-TV CATV in Pacific NW. An Equal Opportunity Employer. Send resume to Box C-235, BROADCASTING.

## Help Wanted Announcers

Sports announcer for medium market station in mid-west. Knowledge of sports and enthusiasm most important. Please send resume, and indication of salary requirements to Box C-170, BROADCASTING.

## Help Wanted Technical

Chief Engineer. We're growing. And we need help! Our expansion demands a strong chief engineer who is both studio and people oriented. If you'd like to join one of the fastest growing chains please send a resume as soon as possible so we can chat at the NAB. We're a medium market V on the East Coast Equal Opportunity Employer. Reply confidentially to Box C-234, BROADCASTING.

Tough, rugged and sober individual familiar with VTR and television transmitters needed for maintenance and some operation of public TV station in most remote part of America—KYUK-TV in Bethel AK 99559. Call 907-543-2644 for interview at NAB meeting in Las Vegas (collect).

Two first phone engineers needed. One for studio operations and one for maintenance (Xmit and studio). Good benefits, chance to break into TV and/or chance to move up. Call 817-463-3516, Robert Hardie Or write WLFV-TV, Box 18, Lafayette, IN 47902.

Chief Engineer for medium market, full-color, UHF station. PBS affiliate. Northeast. Must be competent in UHF transmitter operation and maintenance, as well as operation and maintenance of studio, M.C. and production facilities. Good with people. Able to coordinate staff and activities. Interview a must! Write: Arthur F. Dees, President and GM, WSKG-TV Box 97, Endwell, NY 13760. E.O.E.

July 1, 1975 opening. TV Engineer. Salary \$15,000+ Eastern university desires person to assume operation maintenance, and supervision responsibilities for TV facilities which include studio and CCTV operation First-class license and experience in commercial and university TV work desirable. Send all applications by May 15 to William J. Judd, Director, Educational Communications, SUNY, Binghamton, NY 13901.

## Help Wanted News

Medium size midwest market looking for take-charge knowledgeable News Director. On-air not a pre requisite, a complete dedication to news is! Box C-161, BROADCASTING.

Weather person. Got a great weather act ready for a top 25 market? Meteorologist or otherwise. M/I EEO. Write General Manager, Box C-206, BROADCASTING.

Anchorman, small midwestern television market Experience required. Some administrative duties. Send resume and VTR to Ron Heller, News Director KTVO, 211 E. 2nd St., Ottumwa, IA 52501.

## Help Wanted Programing, Production, Others

Producer/Director, Southeastern PTV station seek creative director who shoots and edits film, to initiate produce, and direct studio and remote programs to community and schools. Minimum three years directing experience, BA, and sampler required. Send resume, date available, and salary requirement. Box C-175, BROADCASTING.

Major Northeast affiliate ready to hire a scenic design artist with the ability to scale set component to the optical viewing angle of zoom lenses and must have the ability and skills for all phases of such construction. Samples of such work to be made available upon request. An Equal Opportunity Employer. Please forward a complete resume to Box C-198, BROADCASTING.

Director/Producer, Midwest market, minimum 3 years commercial or news experience as producer/director. Heavy emphasis in news production. Take-charge personality a must. An Equal Opportunity Employer. Contact Box C-217, BROADCASTING.

Creative copy writer. Must know all phases of television production. Handle commercials from conception to final product. An Equal Opportunity Employer. Contact Box C-218, BROADCASTING.

You're a strong documentarian and a good PR person. You've had at least two years' experience as a documentary researcher, writer and producer. And, you're also strong on community relations, but you've been sitting in the shadow of others and haven't had a chance to prove your leadership and skill. Our top 50 "V" is prepared to give you that chance. Send resume, references and salary requirements. We'll ask for tape later. An Equal Opportunity Employer. Contact Box C-219, BROADCASTING.

Two assistant professors to teach telecommunications/film production, writing, and theory courses. Ph.D. or near and media experience required. Write: Dr. George Mastroianni, Dept. of Communications, California State University, Fullerton, CA 92634. An Equal Opportunity Employer.

## Situations Wanted Management

ation Managers: After 10 years network-level management, news and documentary production, cinematography and writing, wish to settle down and own with a station. MA, 1st phone, top references. wvs director, program or production manager, hat have you? Box C-62, BROADCASTING.

perienced mature pro desires engineering management or broadcast sales/service opportunity with 20-25K potential. Operations and maintenance supervisory background. Box C-160, BROADCASTING.

## Situations Wanted Sales

perienced radio manager. Wanting in television les. Box C-228, BROADCASTING.

## Situations Wanted Technical

xplored Chief twenty one years, desires change better. Box C-151, BROADCASTING.

velopment lab or "serious" maintenance. Educated, young. Experienced all phases, especially VTR, CR, automated switching, character generators. Currently happy but not content with large group. x C-208, BROADCASTING.

EE in May, AM Chief, worker. Want TV work. 4-442-3939.

E. 2 Station Group, 25 yrs. exp., stations and two work. Sahara Hotel-NAB. Ray Swenson, 3020 n Ramon Dr., Meridian, ID 83642. 208-376-1702.

gineer: 6 years experience in major market TV production, maintenance and remotes; two years illeg; 1st phone. C. C. Fluker, call 713-495-1897.

## Situations Wanted News

itional award winning News Director/Anchorman medium market network "V" would like to relocate. Extremely energetic. Young, married, degreed. Offers considered. Box C-190, BROADCASTING.

g., coordinator/producer. Combine extensive heliand cassette VTR management experience with 3rp local news judgment to help ease your transition to ENG. A cost conscious pro who can help u get the most from that new gear. Box C-202, OADCASTING.

uthful/mature broadcast veteran, presently in major market, seeks anchor/reporter/announcing position in smaller market. Salary secondary. Box 220, BROADCASTING.

teorologist working in major market. Early thirties. illege graduate, will consider all offers. Box C-5, BROADCASTING.

ry talented sports director in Top 50 market now aifable. Box C-232, BROADCASTING.

orts director for number 1 news station in 3 tion market wants to work for a more sports-nded operation. Either radio play by play or TV orts. Need \$250 a week. Never received less than o ratings. Box C-244, BROADCASTING.

orter/producer. Prefer field job with travel. Have rked police, politics, TV anchor, talk show, radio. ntract: Box C-248, BROADCASTING.

ergetic, aggressive, BSJ, 24. Looking for opening /Radio news. Excellent credentials. Box C-249, OADCASTING.

ini-cam experience and much more: 20 years in oadcast journalism. Management differences forc- g move. Now news director, 20 man staff, Top 50 rket. Have been anchor, reporter, public affairs oducer-host. Seek news director, assistant, p- oducer, assignment editor, mini-cam operations manager, etc. Southeastern area preferred. Box C-250, OADCASTING.

## Situations Wanted Programing, Production, Others

ung network quality director-producer of news programing at number one station in top 20 market is eeking bigger opportunity and challenge. Box C-168, OADCASTING.

omotion assistant. Seek assistant position in Pro- oion Dept. of station or similar in business. Have l agency experience in media and production plus veral years experience in TV Sales Dept. Wash., C. area or 150 miles radius of. Box C-257, BROAD- ASTING.

/D commercial and PTV experience. 8 years film, years TV. Bachelors degree, young, aggressive, rsonable, knowledgeable. Available June. Seek TV P/D. Resume, samples available. Dal Neitzel, Box 34, Weston, OH 43569. 419-669-3491.

ake profitable public service programs. Production. xible 1974 broadcast graduate, commercial ex- rience, crewman, continuity, photography, graphics, rogram packaging. Resume/interview. Jeff Berger, 800 Shore Front, Rockaway Beach, NY. 212-474-8033.

## Situations Wanted Programing, Production, Others Continued

Production, copywriting—Experience more important than salary. Masters radio-TV, public TV-FM experience. Dave LaRonde, 111 Knowland, Liverpool, NY 13088.

Experienced Director/Production Manager with excellent references, looking. 414-354-0789, early mornings.

## CABLE

## Help Wanted Management

Account Executive. Our CATV clients have continuing needs for outstanding sales executives in various sized markets. We want college graduates who have completed school within the last three years. Send confidential resume to Fred Harms, Ron Curtis and Company, 5725 East River Road, O'Hare Plaza, Chicago, IL 60631.

## BUY—SELL—TRADE

16 and 35mm Motion Picture equipment. 16mm OPT/MAG sound Projector \$495.00. Movieolas, Splicers, rewinds, reels, lamps, spare parts, also a good selection of Cameras, Auricon, C.P. 16, Mitchell, B&H etc. New and Used. Free Catalog. I.C.E.C.O. 404-262-3020. 2991 N. Fulton Dr., NE, Atlanta, GA 30305.

## WANTED TO BUY EQUIPMENT

Wanted: Manufacturer or supplier of portable, battery operated VHF audio monitor system for channel's 2 thru 13. Similar to portable radio. Lost brochure from station. Write C-216, BROADCASTING.

WWCO requires new or used AM guyed tower 480 feet above base insulator. Contact Peter Marcus, 203-758-2468, 201-944-8817.

We need used 250, 50, 1 KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Television studio crane, in operating condition. 12 to 15 foot lens height. Information and price. Write or call production manager, 502 Sprague Street, Dedham, MA 02026. 617-329-4080.

Contracts, CYB or CYA—Any condition. Kine not required. Will purchase or donation. National Capital Christian Broadcasting, 7200 S. Hill Dr., Manassas, VA 22110. 703-361-2715.

## FOR SALE EQUIPMENT

Two RCA TR22 Color VTR's, complete with ATC/CATC/LLO, spare heads, instruction manuals and in better than average condition. \$12,000 each. Inexpensive high banding available. Ellis Feinstein, KMED-TV, Medford, OR. 503-773-7373.

FM transmitter: 10KW Collins 830F-1A with stereo and SCA. Increasing power. Contact: Tom Jones, KNXR, Rochester, MN. 507-288-7700.

Potomac AM 19-D-204 digital readout antenna monitor with RMP-19 remote meter panel. 1/3 off. Irwin L. Knopp WAKR. 216-535-7831.

TV transmitters, VHF Ch. 4, both including VSBF filter and diplexer; (1) RCA 25 kw TT25AL with air cooled TT-5A driver, excellent characteristics; (2) RCA TT-2AL, 2 kw. Test loads and spare parts available. Call WCCO-TV Transmitter Supervisor, 612-484-5539, or write WCCO-TV, Engineering, 50 South 9th Street, Minneapolis, MN 55402.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESSCO, 8585 Stemmmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

PC-70 Color Camera, excellent for studio or remotes. New tubes. \$30,000. Chief Engineer, 813-334-1131.

Heliac-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

CCA Transmitter—1KW AM/FM. Stoddart NM—62A Field Intensity Meter 1-10GHZ. D&T Enterprises, 4200 Wheeler Ave., Alexandria, VA 22304 703-751-8100.

Two Complete Stereo Automation Systems. For details contact Richard A. Schuh, 216-861-0100.

## COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog from Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Thunderbunzz, comedy for personalities, sample one dollar, one month five dollars. Thunderbunzz, Box 222, Belgrade, MT 59714.

## MISCELLANEOUS

Tremendous savings on 3M-400 tape, evaluated, free of damage or excessive dropouts, guaranteed. Write for free sample and details. Box C-118, BROADCASTING.

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.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Biographies and Record Information on hundreds of recording stars. Daily aimanc plus other programing aids. Free issue: Rock bio's unlimited. Box 978, Balaio, WI 53511.

Sell time on your station to religious accounts. Over 300 religious broadcasters are listed in our directory. Complete directory, \$19.95. Religion Broadcast Clearing House, 1115 North Curtis, Room 201, Boise, ID 83705.

Small market radio stations send \$15.00 for three month trial subscription. Save \$7.50. Minimum 36 pages professional copy monthly ready for mike or taping. Coast to Coast Continuity Service, Box 7533, Little Rock, AR 72207.

## INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd Floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC license in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: April 28, June 9, July 14, REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

For 38 Years, Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks! Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

FCC license the right way, through understanding. Home study. Free catalog. Glenn Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.

San Francisco. FCC license, 6 weeks, 4/28/75. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell Street 94102. 415-392-0194.

Philadelphia area—Your FCC first phone in five weeks. Veterans benefits. American Academy of Broadcasting, 726 Chestnut Street, Philadelphia, PA 19106. 215-WA2-0605.

## RADIO

### Help Wanted Management

#### TOP TEN MARKET

Major MOR opening for operations manager plus air shift. Need creative mover to add excitement to overall sound. All replies confidential. E.O.E.

Box C-236, Broadcasting

### Help Wanted Sales

**ACCOUNT EXECUTIVES** — Our television, radio and cable television clients have a continuing need for account executives in small, medium and large markets. Sales experience not necessary, but helpful. We want candidates who have graduated from college within the last three years. Send complete resume to Mike Walker, Ron Curtis & Company, 5725 E. River Road, O'Hare Plaza, Chicago, IL 60631, or call (312) 693-6171.

### Help Wanted News

#### MORNING NEWS

Must be strong on air, must be capable of writing under pressure, must have reporting experience. Play-by-play of Big Ten Football also possible. Stable environment and good salary. If you qualify, send tape and resume to Jerry Reid, KSTT, P.O. Box 3788, Davenport, IA 52808.

### Situations Wanted Management

Fifteen year broadcast veteran desires a take-charge manager's position. Experienced in all phases, past four years in major market sales. Honest, stable, hard-working family man, 39. Excellent health and references. Happy to relocate, small or medium market. Position must be stable. Consider partial investment. Personal interview required. Please contact Box C-239, BROADCASTING.

Available by June. Meet NAB. Mgr./sales mgt. Prefer NYC, Phil. Consider others. Experience primarily regional and large suburban mkts. A pro, conceptual, decisive. Strongly sales oriented but with fine program B.G. personnel expertise. A "solid" guy.

Box C-253, BROADCASTING

Going news/talk radio??? General manager-sales manager currently top 15 market news station available with short notice. Will relocate. Top industry references. Write in confidence to:

Box C-254, BROADCASTING

### Situations Wanted Announcers

#### NEW YORK RADIO PERSONALITY MOR—C&W—TWO-WAY TALK

Ten years experience in the N.Y. market. Extensive voice over and commercial work. Looking for a station that wants talent who will stay. Not a prima donna—a professional radio talent. Send all replies in confidence to Box C-226, BROADCASTING.

### Situations Wanted Programing Production and Others

PD & Drivetime DJ 17 year veteran Got the L.A. blues—wants to relocate. Made winners out of losers—WPGC, WMEX, KMET. Will analyze your market—tailor format—direct staff—work with Sales Manager to translate imagination to dollars—creative promotions—and a great jock too. All markets, large and small, considered.

Warren Duffy, 70397 Almayo Ave.  
Los Angeles 90064, 213-553-4675

## Television

### Help Wanted Technical

#### Circuit Development Engineers

Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required.

#### Television Systems Engineers

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.

### Employment Service

**JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!!** Subscribe to:



Box 61, Lincolnale, N.Y. 10540  
Number "One" in Weekly, Nationwide  
Employment Listings for Radio, TV, DJ's,  
PD's, Announcers, News,  
Sales and Engineers

- \$12.00 3 months (12 issues)  
 \$30.00 12 months (50 issues)  
(Check Appropriate Box)

NAME .....

ADDRESS .....

Remit Cash With Order, Please!

### WILLIAM J. ELLIOTT JR. & COMPANY, INC.

Job placement and personnel recruitment for executives and all radio and television positions. Write or call today.

50 S.W. 3rd Avenue  
Suite 110F

Boca Raton, FL 33432  
305-392-4210

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**ETERS  
PRODUCTIONS, INC.**

**Programmed by the Pros**

"COUNTRY LOVIN'" —Modern country  
"THE GREAT ONES"—Adult MOR  
"THE LOVE ROCK"—An instant winner  
"MUSIC... JUST FOR THE TWO OF US."  
—5 beautiful formats

**ALSO CUSTOM JINGLES**

Telephone 1714 565 8511

**PETERS PRODUCTIONS, INC.**  
8229 Mercury Court, San Diego, California 92111

## Business Opportunity

**WILLIAM J. ELLIOTT JR.  
& COMPANY, INC.  
PROGRAMING SPECIALISTS**  
50 S.W. 3rd Avenue  
Suite 110F  
Boca Raton, FL 33432  
305-392-4210

### Miscellaneous

Why not reserve this space for your Classified ad and find out how well BROADCASTING can work for you:

### For Sale Stations

#### TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2½ million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

Owner has other interests (booze & women) must sacrifice one or other. A winner! 1 kw-rec. area—stable economy—growing So. Calif. 450M. cash—500M. terms.

(Blonde & booze much cheaper)  
Box C-139, BROADCASTING

**FOR SALE CP for 500 watt daytime directional station on 1500 for Youngstown, Ohio. Poor health of principal dictates sale. \$44,000 invested in five years of hearings.**

Box C-148, BROADCASTING

**Florida Station  
5 kw daytime; growth market  
Billed \$180,000 in 74  
Cash or Terms; Reply**

Box C-169, BROADCASTING

**Radio station For Sale in major Midwest market. Population 500,000 plus. 5,000 watt, AM daytimer with P.S.A. Excellent equipment. \$400,000.00. Qualified buyers only.**

Box C-172, BROADCASTING

### FOR SALE

Kilowatt Daytimer with coverage in portions of three southeastern states. \$175,000. 29% down with balance over 8 years @ 8.5%.

Box C-180, BROADCASTING

If you need help, the right job . . . or for any needs related to Broadcasting:

**For Sale Stations Continued**

**MIDWEST**

49% ownership available in top rated AM/FM combination in million plus market. 1974 gross approximately \$900,000. \$625,000 cash with option to purchase remaining 51% over ten years. Reply to Box C-222, BROADCASTING.

**Fulltime AM — \$350,000**  
**Class "C" FM — \$250,000**

Reno area. Qualified cash buyers only. Write:  
Box C-238, BROADCASTING

Major Midwest market opportunity for group broadcaster. 5,000 watt full time AM and full power Class C FM. Combined billings of \$1,300,000 and growing. Asking \$3,500,000 cash. Market in top twenty. Corporate officers only need reply.  
Box C-258, BROADCASTING

Top ten ADI FM facility needs owner with ample financial resources. Station offers superior coverage of top ten market. Presently profitable but has not nearly achieved potential. Asking \$1,900,000 cash. Principals only need reply. Box C-259, BROADCASTING.

Major signal daytime AM with Class C FM available on fifteen year terms. \$550,000 down and the balance at 8%. This is a dream opportunity for a financially qualified owner/operator. Includes real estate and brand new equipment. In one of the South-east's fastest growing markets.  
Box C-260, BROADCASTING

Top five market AM-FM combination will gross over \$2,000,000 in 1974. Asking \$5,350,000 cash for this major facility in this large market.

Box C-261, BROADCASTING

AM-FM \$700,000  
TV \$3,600,000

John Grandy  
Western Business Brokers  
773 Foothill Boulevard  
San Luis Obispo, California  
805-544-1310

**WILLIAM J. ELLIOTT JR.**  
**& COMPANY, INC.**  
BROKERS & CONSULTANTS  
Serving all 50 States  
50 S.W. 3rd Avenue  
Suite 110F  
Boca Raton, FL 33432  
305-392-4210

**For Sale Stations Continued**

**CENTRAL U.S.A.**

Profitable AM-FM combination. Single station market, located near [top 100] [large metro] market. Real estate included. Price: \$335,000, \$125,000 down—balance 10 years.

Fulltime AM operating profitably in two station market. Excellent opportunity and potential for owner/operator. Price of \$275,000 is less than twice gross, includes real estate. \$70,000 down—balance 10 years to qualified buyer.

**GULF COAST**

Fulltime AM located in stable economy. Favorable studio and tower lease. Excellent new equipment. Good cash flow. Established history of profitable operation. Price: \$215,000 cash, or \$225,000 on terms to qualified buyer.

**George MOORE**  
& ASSOCIATES

8116 No. Central Expressway Suite 712  
Dallas, TX 75206 (214) 361-8970

Radio broadcasting company needs equity capital to acquire three additional stations. \$300,000 minimum investment in Limited Partnership. Excellent tax shelter program with large capital gains potential.

Contact Ron Curtis  
O'Hare Plaza  
5725 East River Road  
Chicago, IL 60631  
or call 312-693-6171

**For Sale Stations Continued**

Texas	Major	FM-Fulltime	\$2MM	Terms
MW	Small	AM/FM	241M	Terms
S	1500 pot	CATV	355M	Terms
NE	1000 pot	CATV	120M	Terms

**CHAPMAN ASSOCIATES**  
nationwide service

Atlanta—Boston—Chicago—Detroit  
Dallas—San Francisco  
Please Write: 5 Dunwoody Park  
Atlanta, Georgia 30341

**BROADCASTING**

opens doors for you!

Your Classified Ad in  
**BROADCASTING**

will reach virtually 100% of the  
industry's decision makers.

So, if you're looking for employment, the right employe, buying or selling equipment or have a product or service used in the broadcasting business, then BROADCASTING's Classified section is the place to see and be seen in.

You Belong in  
**BROADCASTING!!!**

**VHF-TV STATION**

Leading station in growing major  
market. Network affiliated.

*Principals only write:*

P.O. Box 22065

Northeast Station

Washington, D.C. 20002

# Books for Broadcasters

400. 1975 BROADCASTING YEARBOOK, the one-book library of radio and TV facts—the practically indispensable reference work of the broadcast business world. \$17.50, or \$15.00 prepaid
401. 1975 BROADCASTING CABLE SOURCEBOOK, the most complete and comprehensive listing for every operating system in the U.S. and Canada. \$10.00, or \$8.50 prepaid
402. THE LIGHTER SIDE OF BROADCASTING, a selection of 124 Sid Mix cartoons reprinted from BROADCASTING Magazine. An excellent gift item. \$5.50
403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. \$12.95
404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 104 pages. \$5.95
405. BROADCAST STATION OPERATING GUIDE by Sol Robinsan. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. \$12.95
406. THE BUSINESS OF RADIO BROADCASTING by Edd Routh. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages., illustrated. \$12.95
411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. \$9.95
- 419 HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. \$7.95

**BROADCASTING Book Division**  
1735 DeSales St., NW  
Washington, D.C. 20036

Please send me book(s) numbered \_\_\_\_\_ . Payment for the full amount is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## For Sale Stations Continued

### GOING TO THE NAB?

Ben Larson & Bill Walker  
Will Be At The

### MGM GRAND HOTEL

Stop By To Discuss

Sales, mergers, acquisitions, and appraisals

### LARSON/WALKER & COMPANY

 **SOVRAN**  
ASSOCIATES, INC.  
BROKERS & CONSULTANTS  
SUITE 217  
11300 NORTH CENTRAL EXPRESSWAY  
DALLAS, TEXAS 75231 (214) 369-8545

## For Sale Stations Continued

AT YOUR SERVICE WITH  
20 YEARS EXPERIENCE.

**RICHARD A. SHAHEEN, INC.**  
Media Brokers  
435 N. Michigan Ave Chicago, Ill 60611  
312/467-0040



Sales Manager wanted for fulltime AM and Class B FM combination stations in New Hampshire. Write to Harold H. Segal, Broadcast Management Consultants, 495 Walnut St., Newtonville, Mass. 02160.

 Brokers & Consultants  
to the  
Communications Industry

**THE KEITH W. HORTON COMPANY, INC.**  
200 William Street • Elmira, New York 14902  
.P.O. Box 948 • (607) 733-7138

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

### Rates, classified listings ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

### Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Legal Notices: Billed at run-of-book rate regardless of size or number of words.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_



# Profile

## The power of positive Bob Duffy of Christal

The facts are prominently displayed on his background sheet, but The Christal Company's Bob Duffy will still find a way to insert into any for-the-record conversation his standing as the youngest of all the major rep-firm presidents in the country right now (he's 34) and, in addition, the distinction he enjoyed 10 years ago of being the youngest big-college varsity basketball coach in the country (he was Colgate University's head coach from 1965 to 1967).

Mr. Duffy is genuinely proud of these accomplishments, because he lives by the gospel of success, achievement and positive mental attitudes. He says he's a devotee of the books that feature logical, common-sense approaches to success and prosperity, with Napoleon Hill's "Think and Grow Rich" at the top of a list that includes volumes like Norman Vincent Peale's "Enthusiasm Makes the Difference" and Maxwell Maltz's "Psycho-cybernetics."

"Attitude is the key—a winning state of mind can be conditioned by mental toughness," says Bob Duffy, speaking with all the fervor of a man who's discovered an important secret and is willing to share it with anyone else who will listen. In line with his message, he projects an image that would be welcomed by any casting office in Hollywood for leading-man roles: he's tall and trim, meticulously groomed, with all-American-boy good looks diminished only slightly by a hairline that's beginning to recede) and an almost overpoweringly energetic manner.

"Selling is an art form, not a game or a pastime," he enthuses, trying to distill in a few words the ingredients that go into the making of a successful salesman. "It's a myth that someone who's personable, handsome and well dressed can get to the top as a salesman on those qualities alone. The art of selling has to be studied carefully, like any other art, and it has to be experienced over a reasonable period of time. Don't forget that you're dealing with people, that you're trying to control the thinking of another individual. Which means that the more you know about persuasion, motivation, human behavior, about psychology in the broad sense, the better you'll be at your job."

Mr. Duffy says he's always looking for the positive angle in any sales situation, and one of his favorite examples of this strategy involves a simple change in terminology. He didn't like the term "combination sale" to describe a rep firm's yoking together, for example, some of its teen-age-oriented and some of its adult-



Robert Joseph Duffy—president, The Christal Co.; b. Sept. 26, 1940, Cold Springs, N.Y.; BA Russian studies, Colgate University, 1962; guard, St. Louis Hawks pro basketball team, 1962-63; guard, Detroit Pistons, 1963-64; coach, Colgate University's varsity basketball team, 1965-67; sales trainee, Robert E. Eastman Co., Detroit, 1967-69; salesman, Eastman's New York office, 1969-70; sales manager, 1970-71; vice president and Eastern sales manager, 1971-72; senior vice president, 1972-73; vice president and general sales manager, The Christal Co., New York, 1973-74; present post, August 1974; m. Sandra Nelson of England, April 5, 1964; children—Kimberly Anne, 10, and Julie Anne, 8.

oriented stations and selling blocks of time to an advertiser as part of a package deal. He felt that the word "combination" implies an artificial joining of elements that are not compatible with one another. So now, at Christal, a combination deal is known as a "spectrum sale."

Christal has been engineering more of these kinds of sales in recent years because, while all of its 19 AM stations generally are slanted toward adults (25 and over), a good third of its 18 FM clients have gravitated to some form of rock, in most cases to cloak themselves in an identity that's light years away from that of their sister AM stations, according to Mr. Duffy.

The presidency of a radio-rep firm certainly qualifies Bob Duffy for success status. But he's convinced that if he'd commanded the self-awareness and positive mental attitudes at the age of 22 that he possesses today he'd now be in the twilight of an illustrious pro-basketball player's career. As a kid in Katonah, N.Y., and with the full encouragement and support of his father, a Westchester county policeman, "I ate, drank and slept basketball," he says. "I'd shovel off the snow in the back yard so I could practice. At night, I'd have to burn papers in the back yard so I could see the hoop." His father even moonlighted as his high-school coach for two years. The young man's aggressiveness and drive paid off in basketball star-

dom at John Jay high school and 80 scholarship offers, including feelers from such powers as North Carolina and St. John's. "But my dad wanted me to get that sheepskin," he says, so he ended up at academically respectable Colgate University. He entered Colgate in 1958 and four years later had broken all of the school's scoring records and, a dean's list student, had earned a BA in Russian studies.

He was the first guard picked in the National Basketball Association's 1962 player draft, but during his rookie year with the St. Louis Hawks (the 1962-63 season) he averaged only about 10 minutes of playing time a game. Instead of using all that time on the bench to study the opposing teams and to prepare himself mentally for the infrequent intervals when the coach would put him in the game, "I started worrying that something must be wrong with me," he says. "And sweating about the fact that time was passing me by."

After another fruitless year in the NBA, he was cut by the Detroit Pistons in November of 1964 and chanced into the job of head coach of Colgate's basketball team, which became available that same week when the incumbent coach resigned. Mr. Duffy says his two and a half years as coach were basically frustrating because the school continued to draw up a tough schedule for the team (Syracuse, Penn State and Princeton were some of the opponents) while hamstringing him from using the standard recruitment devices of the time to get players: money, cars, women, snap courses.

Through a friend, he was introduced to Robert Eastman, who at the time was constantly on the lookout for talented young men for his radio-rep firm. "I was about to go to work for *Look* magazine after resigning from Colgate, but Bob Eastman snowed the socks off me," Mr. Duffy says with a smile. He joined the Eastman Co. in Detroit in February of 1967 and was taken under the wing of Bill Burton, whom Mr. Duffy calls "the Vince Lombardi of this business."

Mr. Duffy was transferred to Eastman's New York office as a salesman in February of 1969 and had moved up to a senior vice president's slot when he resigned three and a half years later to take on the challenge of reorganizing The Christal Co., which had just been bought out by Cox Broadcasting. (Cox took it over on July 1, 1973, and Mr. Duffy was hired two months later. He was made president last August.)

"He's a highly ambitious guy," concludes Bill Burton, "and he has the ability to be as big as he wants to be."

# Editorials

## Hardy perennial

As he had promised, Senator Hugh Scott (R-Pa.) has once again embarked on a cause he has consistently been losing since he first took it up 42 years ago as a young member of the House of Representatives. Broadcasters, who are the senator's intended victims, must not complacently assume that the cause will automatically be lost again.

Senator Scott has introduced his familiar bill to establish in the copyright law a new right for record manufacturers and performers. The bill (S. 1111) would set a scale of compulsory fees that radio and television stations would pay into a pool to be distributed among performers and manufacturers of musical recordings. Details appeared in *BROADCASTING* a week ago. By conservative arithmetic, the Scott bill would cost broadcasters at least \$10 million a year—almost all of it from radio stations.

Throughout the tedious history of this legislation, Mr. Scott has argued that the performance of a musical work is as creative an act as the writing of it. By his reasoning, performers and manufacturers are entitled to their version of royalties that composers have historically derived from the performance of their copyrighted works.

Also by that reasoning, although Senator Scott has cagily refrained from mentioning the eventuality, there is no way to keep everybody else who is engaged in the presentation of literary or musical works from acquiring the same sort of right that Mr. Scott wants to legislate for record performers and manufacturers. If Mr. Scott's basic argument is sound, how can the new right be denied the actor who performs in a television film or the studio that produces it?

A point that Mr. Scott carefully omits or underplays is that performers and manufacturers in the record business are already compensated, often handsomely, for the work they do. Musicians are paid union scale or better, depending on their skill, popularity and bargaining power. Featured performers share in the proceeds from record sales. The revenues of manufacturers are limited only by individual ingenuity and the dimensions of the record market.

Beyond that, the whole process of record distribution is fueled by broadcast promotion—most obtained at no cost. Stan Cronyn, senior vice president of Warner Bros. Records, acknowledged that condition in a recent speech (*BROADCASTING*, March 10) while urging the record business to diversify its marketing techniques. "What would happen to our business if radio died?" asked Mr. Cronyn. "Half of us would have to give up our Mercedes leases."

Does Mr. Scott want to put two Mercedeses in every record executive's garage?

## What the NAB really needs

The by-laws committee of the National Association of Broadcasters has suggested several changes in the size and composition of the NAB boards (*BROADCASTING*, March 17). The announced purpose is to "improve the NAB by eliminating the seeds of divisiveness and by improving the representation and effectiveness of the board of directors and its executive committee."

The purpose is unlikely to be realized except by somewhat stronger measures than the by-laws committee has proposed.

In present composition the boards are tilted unrealistically toward radio or, to be more precise, small-market radio. That observation is made in the certain knowledge that it will be disputed by some small-market members of the NAB, who are convinced

that the association directs excessive attention to affairs of interest to the big-city television membership.

The radio board now comprises 30 members, including five from networks. The television board has 15 members, including three from networks, although the by-laws authorize a total strength of 18. The joint board comprises the radio and television directors, the NAB president, the joint-board chairman and the immediate past chairman of the joint board. At the moment the last two seats are occupied by representatives of radio.

The by-laws committee proposes to reduce the radio board to 25 members and fix the television board at 15. It also proposes to eliminate the official role of the immediate past chairman, who would no longer occupy his present seats on the joint board and on the association's executive committee, which now consists of the past chairman, incumbent joint-board chairman, the chairmen and vice chairmen of the radio and television boards and the president.

Considering the composition of the by-laws committee, whose four members come from Red Wing, Minn.; North Adams, Mass.; Medford, Ore., and Seattle, it must be judged an act of statesmanship that the committee voted to reduce radio representation at all. The committee is to be complimented for taking a step in the right direction.

Equity demands, however, that television and radio be given equal voting power in directing NAB policy. Whatever the number of board members, the total voting strength of each board should be the same. If it is deemed reasonable that the radio board have more members than the television board, in recognition of the larger number of radio members of the NAB, let each radio director be given a fraction of a vote for a total matching that of the television board.

In case of tie votes in proceedings of the joint board, the decisive ballot would be cast by the presiding officer. And who should that be? The president and chairman of the National Association of Broadcasters.

In its present configuration, the NAB is overlaid at the top. The joint-board chairmanship and the presidency ought to be consolidated to give its occupant the status that is needed by the chief executive who is on the scene in Washington.



Drawn for *BROADCASTING* by Jack Schmid

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