

Sep. 29, 1975

**Ratings report card on the new TV season
fixed reviews on NRBA, the all-radio challenger**

Broadcasting Sep 29

The newsweekly of broadcasting and allied arts

Our 44th Year 1975

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NEWSPAPER

In just one year of live broadcasting*
320 member radio stations are signed for AP's total news/feature programming and quality sound.
What a year for

*10/1/74

apradio

ap means 'added profit radio' for your station—contact
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NAB/RAB MANAGEMENT CONVENTIONS*

The First Day . . .

Morning:

- Radio Growth and Profits (Management)
- Co-Op Advertising: The Plugged-Up Faucet (Sales)
- Persuading Your Congressman (Government Relations)
- "Boss or Leader," a Luncheon Address by motivationalist Hugh Finnerty (Management)

Afternoon:

- New Tools for Selling Radio (Sales)
- Solving Day-to-Day Management and Engineering Problems (Engineering-Management)
- Standardization of Radio Rate Card Formats – Making Radio Easier to Buy (Sales)
- Reception

The Second Day . . .

Morning:

- Case Histories in Finding and Training Salespeople (Sales-Management)
- Trends in FM Influencing Radio Today (Programming)
- How to Avoid Legal Problems (Legal)
- Luncheon Address by an FCC Commissioner

Afternoon:

- Today's FCC Problems (Regulatory)
A special panel of top FCC personnel to help you comply with Commission rules and regulations such as Fairness Doctrine, false and misleading advertising, EEO regulations and guidelines, operator exams, renewal requirements, political broadcasts and lotteries.

*At the end of each session, you'll have an opportunity to quiz the panelists on your specific problems.

Regional Radio Conventions

Atlanta	Oct. 13-14	Fairmont
Boston	Oct. 16-17	Marriott
New Orleans	Nov. 10-11	Monteleone
Chicago	Nov. 13-14	Pick-Congress
Denver	Nov. 17-18	Brown Palace
San Francisco	Nov. 20-21	Fairmont

Program Directors' Seminars

Atlanta	Oct. 13	Fairmont
Boston	Oct. 16	Marriott
New Orleans	Nov. 10	Monteleone
Chicago	Nov. 13	Pick-Congress
Denver	Nov. 17	Brown Palace
San Francisco	Nov. 20	Fairmont

NAB PROGRAM DIRECTORS' SEMINARS †

Morning:

- Under the direction of program consultant Bob Henabery, you will program a hypothetical New York City station after all others have been forced to leave the air. You must program to the variety of needs of the nation's most diversified city and will face the same problems encountered by a station in the smallest market.
- Luncheon Address by motivationalist Hugh Finnerty

Afternoon:

- Nationally-known management/program director teams will share with you the ideas and planning that have made their stations successful in highly-competitive markets.
- Reception

†Program Directors may stay for the second day of the Radio Regional Conventions by purchasing luncheon ticket for that day.

**SYNDICATION
SUCCESS STORY**

TIME-LIFE TELEVISION
presents

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA

WILD, WILD WORLD OF ANIMALS

NOW IN OUR 3rd CONTINUOUS YEAR OF NEW PRODUCTION!



Broadcasting
Sept. 29, 1975

WILD, WILD WORLD OF ANIMALS is so successful because it's not the same old stock footage you've seen before. It was produced especially for television by Time-Life Television crews all over the world.

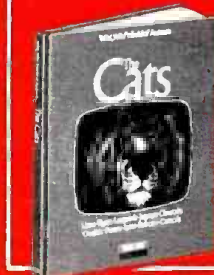
**HALF-HOURS IN
OR FOR LOCAL
ME-TIME ACCESS
GRAMMING**

Since these programs are primarily to further understanding of the sciences, they are properly classified as "instructional" for FCC purposes... in addition to being high rating winners!

Created by
LIAM CONRAD

SOLD IN 126 MARKETS FROM COAST-TO-COAST

**SUPER-AUDIENCE PROMOTION-
FIRST TIME EVER FOR
A SYNDICATED TV SERIES:**



**COMING
SOON!**

New books based on this popular program! First volume, *The Cats*, all in color—watch for announcements!

**AND, WWWA
IS ALSO AN
INTERNATIONAL
HIT...**

SOLD IN Argentina, Australia, Abu Dhabi, Aruba, Bahrain, Barbados, Bermuda, Brazil, Canada, Chile, Costa Rica, Cuzco, Denmark, England, Finland, France, Germany, Holland, Hong Kong, Iceland, Jamaica, Japan, Kuwait, Malaysia, Mexico, New Zealand, Nicaragua, Oman, Panama, Peru, Qatar, St. Kitts, Saudi Arabia, Singapore, Surinam, Sweden, Taiwan, Thailand, Trinidad-Tobago, Uruguay, Venezuela.

TIME LIFE TELEVISION

TIME & LIFE BUILDING
NEW YORK, N.Y. 10020
(212) 556-7783
ATLANTA • CHICAGO • LOS ANGELES

...to be continued.

Business Briefly

Admiral Corp. □ In intensive broadcast advertising campaign that is expected to cost in vicinity of \$1.5 million, Brown Goods Division of Rockwell International, Scamberg, Ill., has assembled network TV, spot TV and radio to go after Christmas business for Admiral color TV sets. Kelly, Scott, Madison Inc., Chicago buying service, is putting together lineup of TV stations in 140 markets and radio stations in more than 200 markets for this major effort, which runs from early October to mid-December. In addition, Admiral will be featured on various NBC-TV prime-time series for one month, starting in mid-October. Commercials geared to adult men and women. Creative work on campaign is by Marsteller Inc., Chicago.

Wm. Underwood Co. □ Watertown, Mass., manufacturer, which has tested its roast beef spread on TV in San Diego and Huntington, W. Va., is moving its new product nationwide, powered by extensive spot TV blast that may reach 75 markets. Campaign is set to begin in mid-October and continue for four weeks. Kenyon & Eckhardt, Boston, is seeking women, 18 to 49.

Jeno's □ Frozen pizza, snack tray, pizza rolls and deluxe pizza are subject of separate spots in campaign of fringe and prime-time 30's in 33 markets. Five-week campaign begins Oct. 20, is aimed at women 18-49. JFP & Associates, Duluth, Minn., agency, reports \$750,000 budget; Independent Media, New York, is buyer.

J.B. Rudolph □ SFM Media Corp., New York, buyer for J.B. Rudolph retail jewelry firm, Syracuse, N.Y., has placed daytime, fringe and prime-time 30's in 10 markets for September through December campaign. Norman Freedman Advertising, New York, has created different ads for four jewelry lines and reports budget at approximately \$400,000. Campaign begins this week (Sept. 29) in Tampa-St. Petersburg, Fla.

American Biltrite Inc. □ Amtico Flooring Division, Trenton, N.J., introduces new tile product in month-long campaign in 50-60 markets. Daytime 30's targeted to women will use estimated \$150,000 budget, according to Sweet & Co., New York, agency.

Great Western Wines □ New York state vintner is promoting label campaign beginning Oct. 13. "Substantial" budget backs fringe, weekend 30's aimed at adults 18-49. Last year's theme, "if you think great wines come only from Europe..." is complemented by new "meant to be shared" theme. Wasserman Media, New York, is buying spots; DeGarmo Inc., New York, is agency.

Earth shoes □ In its first network TV advertising, costing almost \$1 million, Kalso Systemet Inc., New York (Earth brand shoe), has bought schedule on CBS-TV *Evening News With Walter Cronkite* and on NBC-TV's *Tonight*, *Saturday Night*, *Tomorrow* and *Midnight Special*, starting this week. In addition, many of 90 Earth shoe stores throughout



U.S. will participate in local co-op TV and radio campaign to begin in few weeks. Martin Landey, Arlow Advertising, New York, is seeking audience of adult men and women, 25 to 49.

Merrill Lynch Pierce Fenner & Smith □ New York brokerage, through Ogilvy & Mather, will launch \$75,000 TV and radio campaign to promote its first "national investment seminar week." Radio-spot campaign will blanket about 150 markets, including all major ones, for one week beginning Oct. 19. Sixty-second radio spot will inform people about free seminars on "how to manage your money in today's changing economy" in all 209 cities where Merrill Lynch has offices. TV campaign on same theme will be all network, with focus on World Series games and Sunday pro-football games on CBS and NBC. Demographic target is upper-income males.

Alfa Romeo □ Allscope Services, New York, has placed TV 30's in extensive campaign for Alfa Romeo "Alfetta" cars, Englewood Cliffs, N.J. Fringe, sports and

weekend 30's are scheduled for 53 markets, to begin this week (Sept. 29), describing "a truly balanced automobile." Agency is John Paul Itta Inc., New York.

Hanes Corp. □ Hanes Hosiery Division, Winston-Salem, N.C., will be advertising its May Queen Pantyhose in extended list of markets nationwide, beginning in mid-October and continuing through first week of November. Creative work and placement are being handled by Long, Haymes & Carr Inc., Winston-Salem, N.C., which is searching for time spots appealing to women, 25 to 49.

National Presto Industries □ Eau Claire, Wis., firm is preparing its most extensive TV campaign, earmarking about \$700,000 for spot TV and network TV for its Hot Dogger and Presto Burger lines of utensils. Robert Cohn Inc., Northbrook, Ill., is selecting TV stations in 90 markets to run commercials in time slots appealing to women of all ages, starting in early October and continuing to end of December. National Presto also has bought into NBC-TV's *Today* and *Tonight* programs.

Amity Leather Products Co. □ West Bend, Wis., company's Rolf's Leather Goods will break pre-Christmas spot TV campaign in about 25 markets during first three weeks of December. Agency is Hoffman York Baker & Johnson, Milwaukee, which is slanting commercials toward women and men, 18 to 49.

Luden's Inc. □ Richard K. Manoff Inc., New York, is putting together string of 51 stations for campaign to begin in late October and continue through February 1976 for Luden's Super-Strength and Flat Box coughdrops, with markets carrying spots on alternate-week basis. Manoff is aiming its messages at men and women, 18 to 49.

Midas Inc. □ Firm is tooling for heavy spot radio campaign in list of markets throughout country in support of Midas Mufflers, with flights beginning in late September and in October and lasting from four to eight weeks, depending on market. Wells, Rich, Greene, New York, is making placements in time periods appealing to male adults, 18 and older.

J.W. Gibson Co. □ Indianapolis firm, makers of Icy-Hot analgesic balm, has signed as sole national sponsor of new radio barter series *Memory Lane*, hosted by nostalgic Joe Franklin. Series, which runs five times weekly (two-and-a-half minutes per episode), goes on air Oct. 6, with 25 markets already signed "and another 40 to 50 still pending," according to Allan Priaux of The Register and Tribune Syndicate, which is bartering *Memory Lane*. Stations lined up include WASV(AM) Miami, KDFL(AM) Seattle, KLIQ(AM) Portland and KZUN(AM) Spokane.

Federal Express Air Freight

□ Memphis, Tenn.-based service is adding five markets to TV list, bringing total to 35 since last December. Prime time, sports and late news 30's will run in two four-week flights, Oct. 6-Dec.8. Theme is "America, you've got a new airline, but don't get excited unless you're a package." Agency, Carl Ally, New York, reports spot budget is \$100,000.

Helena Rubenstein □ Firm is running five different radio spots to promote its newly packaged Heaven Scent perfume in top 45 markets. Drive-time 60's beginning Nov. 20 for five weeks will employ traditional jingle in rock format, geared to teen-agers of both sexes. Agency, Kenyon & Eckhardt, New York, reports company will spend "20-25% more than last year."

Arthur Treacher's □ Columbus, Ohio, fast-food chain is investing \$1.5 million for its current Fish 'n Chips campaign in approximately 30 markets. Spot 30's in

prime and early and late fringe time will run Sept. 15 through Dec. 21. Theme is "meal you can't make at home," according to Sawdon & Bess, New York, agency.

General Electric □ Louisville, Ky., division is planning one-month campaign using four different spot 30's beginning Oct. 27 for Hot Point dealer association. GE has bought into 100 markets to promote refrigerator, dishwasher, range and washer-dryer pair. "Hot Point Month U.S.A." is aimed at women 25-49; Compton Advertising, New York, is agency.

Highlights for Children □ Columbus, Ohio, children's magazine has named A. Eicoff & Co., Chicago, to handle its initial direct mail TV campaign. Eicoff will test market magazine in two markets via 60's for three weeks in October. Expansion of markets is planned for holiday season. Initial broadcast budget of \$150,000 has been allocated.

Rep appointments. □ WOI(AM) San Antonio, Tex., to Buckley Radio Sales. KOOO-AM-FM Omaha to Eastman Radio. WBEN-FM Buffalo and WORK(FM) Norfolk, Va., to ABC-FM Sales Spot Sales. WINZ-AM-FM Miami to Katz Radio. WNNS(AM) Louisville, Ky., to HR/Stone Inc. WQBK-AM-FM Albany, N.Y., to Marv Roslin Inc., New York. WSIV-AM-FM Peoria, Ill.; WERK(AM) Muncie, Ind., and WTUU(AM) Toledo, Ohio, to Michigan Spot Sales, Detroit. WMHE-FM Toledo, Ohio, to Alan Torbet Associates.

Selling television stations with special problems has always been our specialty.

the young team produces

Television Station Representatives

Adam Young Inc

3 East 54th Street
New York, N.Y. 10022
(212) 826-6900

BAR reports television-network sales as of Sept. 14

ABC \$464,561,900 (29.8%) □ CBS \$565,696,000 (36.2%) □ NBC \$531,031,500 (34%)

Day parts	Total minutes week ended Sept. 14	Total dollars week ended Sept. 14	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	139	\$ 734,300	4,097	\$ 23,265,400	\$ 16,409,900	41.8
Monday-Friday 10 a.m.-6 p.m.	994	9,062,400	35,623	352,680,500	314,212,200	12.2
Saturday-Sunday Sign-on-6 p.m.	254	3,979,500	10,491	149,685,000	136,817,300	9.4
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,314,300	3,663	83,329,400	74,320,000	12.1
Sunday 6 p.m.-7:30 p.m.	16	493,300	565	12,576,500	10,694,600	17.6
Monday-Sunday 7:30 p.m.-11 p.m.	417	26,370,500	14,610	825,021,400	789,622,100	4.5
Monday-Sunday 11 p.m.-Sign-off	184	3,205,300	6,897	114,731,200	103,631,200	10.7
Total	2,103	\$46,159,600	75,946	\$1,561,289,400	\$1,445,707,300	8

Source: Broadcast Advertisers Reports

TIME-LIFE'S "ANIMALS" CONTINUE BIG RATING ROAR IN LOS ANGELES BEATING SPACE: 1999, LET'S MAKE A DEAL, DON ADAMS SCREEN TEST, and LAWRENCE WELK

In the toughest prime-time access slot in the country, Time-Life Television's "Wild, Wild World of Animals" (KNXT) continues to dominate the Los Angeles market on Saturdays, 7:30-8:30 P.M.

Overnight ratings* for the first two weeks of the new season showed WWWW—narrated by William ("Canon") Conrad—to be tops in the entire time slot with "Birds At War" on Sept. 13 scoring a 10 Rating and 21 Share. In the second week, "Kingdom Of The Otter" climbed to a 10.5 Rating and 21 Share.

Shows being topped head to head in L.A. by "Wild, Wild World of Animals" include "Space: 1999 (KHJ), "Let's Make A Deal" (KABC), "Don Adams Screen Test (KNBC), "Lawrence Welk" (KTTV), "Room 222 (KCOP) and Baseball (KTLA).

*Nielsen Overnight Ratings

Monday Memo

A broadcast advertising commentary by Daniel R. Cavalier, president, marketing and sales division, Litton Microwave Cooking, Minneapolis.

Litton cooks up a network campaign for its microwave oven

Planning a major advertising campaign is always a difficult task. Goals have to be set, budgets allocated, media selected, ads created, merchandising and promotion coordinated. The list is almost endless.

At Litton Microwave Cooking Products, we faced this situation a year ago when we wanted to introduce our new Minutemaster model 416 microwave oven and its exclusive Varicook oven control. Beyond the product introduction, our research also indicated another need—to build Litton awareness. So we set out to design a high-impact campaign, but at a price we could afford.

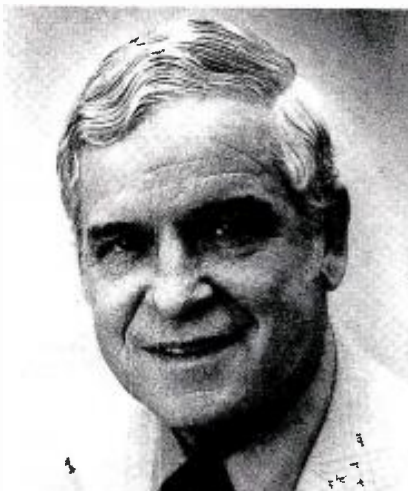
It was decided eventually that the main thrust of the campaign should be a major national TV advertising schedule—our first ever. Microwave ovens lend themselves to demonstrations and television is by far the most capable medium to allow a product to be demonstrated. According to our research, six of every 10 Litton ovens sold are due to a demonstration of some kind.

Our studies also indicated that 45% of the people who buy microwave ovens have family incomes of \$15,000 or less. Clearly, microwave ovens have moved into the mass market and no longer should be considered a luxury item. Finally, a high percentage of women who own microwave ovens work full time.

Our agency, Campbell-Mithun, put all this information to work and created a high-impact TV advertising campaign. Our strategy was to maintain a minimum of 100 gross rating points per week with a good mix of popular prime-time entertainment programs and a variety of the leading network news programs. The campaign ran for a four-week period just prior to the Christmas sales period.

Our theme for the TV campaign was "Litton—changing the way America cooks." The emphasis was on the Varicook model, the first microwave oven to give the flexibility needed to capture old-fashioned, slow-cooked goodness at microwave speeds. With Varicook, a person can change cooking speeds as fast as he or she changes foods.

The second tier of the campaign involved hundreds of product exposures on leading network and syndicated game shows. Added to this was a comprehensive retail advertising program in which we made the TV spots available to our dealers and distributors. Finally, a



Dan Cavalier is responsible for all of the marketing, sales and sales-related activities for Litton Microwave Cooking's consumer, commercial and private-label products in the U.S. The marketing and sales division also handles marketing planning, marketing communications, consumer affairs, service, sales administration and transportation. Prior to joining Litton in 1971 as vice president of marketing, Mr. Cavalier was vice president and general manager of Salespower, a division of Manpower Inc. Previously, he was manager of market development for General Electric, vice president of marketing for Caloric Corp. and merchandising manager for consumer products at Philco-Ford Corp. He was appointed to his present post as president of the division in July 1975.

schedule of full-page, full-color ads ran in the leading magazines to support the TV spots and achieve some balance to the over-all campaign. This kind of "layering" or media mix—total effort, if you will—later proved to be very successful.

The recession was just getting up a full head of steam about that time, so we did have some second thoughts about committing such a sizable budget for national TV. But once we were on the air, the whole tenor of our thinking changed. Within days the reaction to our 30-second spots became evident in increased sales figures. Glowing reports came in from our dealers and distributors all over the country.

In the final quarter of 1974 our division's sales were up 100% over the same period of 1973. Our brand awareness increased by a whopping 50%. We are convinced that a great deal of the credit for this success should go to network TV, the leading edge of the campaign, in which we achieved 112.5 gross rating points per week.

The results of our first TV efforts were so gratifying that we launched another TV campaign this past spring on CBS and NBC. We concentrated on the same selected mix that had proven so effective for us in our previous effort—top-rated entertainment shows and the leading news programming with additional spots in NBC's *Today* and *Tonight* shows. Similar arrangements were also made with our dealers and distributors for locally identified advertiser support.

Again, despite the economy, our TV advertising paid off in important numbers. For the year to date, our sales are up nearly 60% over 1974. This is compared to the rest of the microwave oven industry, which is tracking at a 25% increase. Recently, a *New York Times* article spotlighted the appliance field in general, saying that only three electric appliances were running against a downward trend in that industry—microwave ovens, heat pumps and freezers.

We at Litton believe we are still on the threshold of what will one day be one of the largest appliance businesses in the world. In 1980, we forecast industry sales of microwave ovens will be three million units, representing a market of over \$1.4 billion. That year, one out of every three major cooking appliances sold will be a microwave oven. This growth compares to our estimate of industry sales this year of 90,000 units, and industry sales in 1970 of only 40,000 units.

To increase our share of this growing market and continue to build Litton brand awareness, we have increased our advertising budgets this fall, particularly in television, to record levels. We just launched a \$6.3 million advertising and promotion campaign, the largest in our history. The campaign includes an alternating six-week TV schedule on 15 CBS and NBC programs, exposures on five network game shows, and comprehensive dealer and distributor support materials. The campaign will introduce a new line of combination microwave ranges and countertop microwave ovens, and will again stress our theme, "Litton—changing the way America cooks."

We at Litton are specialists in microwave cooking and are fully committed to building the microwave oven industry—a situation similar to RCA in the mid-sixties and its leadership in building the color television industry. All our technological and marketing programs are directed toward that goal. Our strong advertising and promotion campaign, including the use of national TV, will also play a vital role in helping us achieve that goal.

PROFESSIONAL SALESMANSHIP MAKES THE DIFFERENCE

WOAI

SAN ANTONIO

**NOW
REPRESENTED
NATIONALLY**

by



Buckley Radio Sales, Inc.

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

Antitrust/networks. Justice Department anti-trust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Case nos. 74-3599 RJK et al.). Network appeals contending Judge Kelleher should not have permitted refile of suits were dismissed by Supreme Court (BROADCASTING, May 5).

Broadcasting in Congress. Special subcommittee of House Rules Committee is making slow progress on examination of measure to permit one-year experiment of broadcasting chamber proceedings (H.Res. 269 by Representative Jack Brooks [D-Tex.]). Subcommittee has received one report from advisory group of representatives from networks and Public Broadcasting Service saying coverage can be done unobtrusively ("Closed Circuit," Sept. 15). Resolution similar to House's is pending in Senate Rules Committee (S.Res. 39 by Senator Lee Metcalf [D-Mont.]) but it has received no attention.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). Action concludes rulemaking in Docket 20363. Commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comments are due Oct. 3, replies Nov. 6.

Children's TV. FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

■ **Citizen agreements.** FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (BROADCASTING, Aug. 4). Subject is scheduled for commission discussion on Oct. 23. Meanwhile, commission has declared improper first of such agreements, between KTTV(TV) Los Angeles and National Association for Better Broadcasting. Commission said licensee dealt away too much programming

responsibility (BROADCASTING, Sept. 22).

Community ascertainment. FCC has instituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7). Similar proposal for noncommercial stations has also been issued (Docket 19816) (BROADCASTING, Aug. 4); comments are due Sept. 15. Commercial station ascertainment is due for commission consideration on Nov. 4.

Comparative renewals. FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him is scheduled for Nov. 13.

Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to insure agency cannot involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry: Bill, H.R. 7575, does not exempt proposed agency from involving itself in license renewal proceedings, although committee's report said agency's "active participation should be discouraged" in license renewal proceedings (BROADCASTING, Aug. 4).

■ **Copyright legislation.** Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Copyright Subcommittee has completed markup and cleared for full Judiciary Committee its bill (S.22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Grouping witnesses by issue, subcommittee has heard from FCC and Office of Telecommunications Policy, cable industry, broadcast industry (BROADCASTING, June 16) and from public broadcasters (BROADCASTING, July 14). Hearings will be complete following wrap-up testimony Oct. 2 by Barbara Ringer, register of copyrights.

CPB nominees. Controversial nomination of Joseph Coors, of Colorado brewing company, to board of Corporation for Public Broadcasting is pending before Senate Commerce Committee. Following three days of hearings second week of September, Committee postponed action on nomination until early October (BROADCASTING, Sept. 15). Committee's main concern is over possible conflict of interest between Mr. Coors's directorship of Television News Inc. and directorship of CPB.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting

crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from the Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Case nos. 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. In addition, number of parties petitioned commission to reconsider its order, but the commission has denied them.

Crossownership (television-cable television). FCC has initiated rulemaking (Docket 20423) aimed at easing restrictions it had imposed on common ownership of cable system and television station in same market (BROADCASTING, April 17). Comments and reply comments have been filed.

■ **EEO guidelines.** FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments deadline has been extended from Sept. 11 to Oct. 13 (although some have already been filed [BROADCASTING, Sept. 22]), replies deadline from Oct. 1 to Oct. 31. FCC discussed EEO guidelines for cable TV last week, but postponed decision.

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S.1178 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

■ **FCC and fairness doctrine.** FCC's new fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine (BROADCASTING, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth. Meanwhile, Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (BROADCASTING, Sept. 22).

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 75-1053 et al.); more than 70 appeals have been filed by

broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Case nos. 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.). Briefs also have been filed in that case (BROADCASTING, Aug. 25). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4).

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17) is being appealed to U.S. Court of Appeals in Washington (Case no. 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15).

KRLA (AM). Comparative hearing case, under way since 1964, is now on appeal to U.S. Court of Appeals in Washington (Case nos. 74-1002 et al.). Six losing applicants are challenging FCC's grant of Pasadena, Calif., frequency to Western Broadcasting Corp., whose principals include Bob Hope.

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (BROADCASTING, Aug. 4). Rulemaking is scheduled for commission deliberation Oct. 2.

■ **License renewal legislation.** Over 125 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agenda of communications subcommittee in either house, and Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, sees no chance of hearing before end of year. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representatives Louis Frey (R-Fla.) and Goodloe Byron (D-Md.), and S.2119 by Senator Paul Fannin (R-Ariz.). Bill identical to Frey-Byron measure, S. 2246 by Senator J. Glenn Beall (R-Md.) and Wendell Ford (D-Ky.), has also been introduced in Senate (BROADCASTING, Aug. 4). Meanwhile, National Radio Broadcasters Association (formerly National Association of FM Broadcasters) has as first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals (BROADCASTING, April 21) in Washington by CBS, NBC and ABC television affiliates associations. Order also is subject of petitions for reconsideration filed with commission; they are scheduled for commission discussion on Oct. 14.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed on two fronts. Broadcasters and cable operators have ap-

pealed to U.S. Court of Appeals in Washington, and ABC, CBS and NBC have petitioned commission for reconsideration. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held in July (BROADCASTING, July 14, 21).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola. Another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion. Justice Department says its investigation, which resulted in indictments, reached into 16 cities, is "only the beginning" (BROADCASTING, June 30).

'Pensions' case. FCC decision holding that NBC violated fairness doctrine in connection with *Pensions: The Broken Promise* TV program, was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, has requested full-court rehearing of panel's order (BROADCASTING, Aug. 4).

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

Personal attack rules. FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee, Straus Communications Inc., which claims rules are unconstitutional (Case nos. 75-1083 and 75-1084) (BROADCASTING, June 16).

■ **Pole attachments.** Since fall of 1970, National Cable Television Association and AT&T have been stalemated in pole rate negotiations. Talks between parties fell apart (BROADCASTING, Sept. 8) with NCTA wanting FCC to assert jurisdiction and AT&T seeking to settle matter on state-by-state basis (BROADCASTING, Sept. 22). For first time, FCC Chairman Richard Wiley has offered proposal with concrete numbers and talks were resumed by both sides (see story, this issue).

Public broadcasting funding. Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authorization. House Appropriations Committee has rejected concept of five-year appropriation and plans to strike that provision from bill. If authorization part of bill passes House and Senate, committee said it would vote three-year appropriation in separate measure (BROADCASTING, July 28). Future of CPB funding bill now in Senate Appropriations Committee (S. 893), which, like House bill has both five-year authorization and appropriation, is uncertain in light of action on House side of Hill. All

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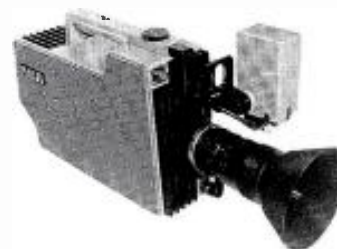
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appropriations bills originate in House.

■ **Section 315.** Senate Communications Subcommittee Chairman John Pastore's (D-R.I.) bill to exempt presidential and vice presidential candidates from equal-time requirements in Section 315 of Communications Act (S608) is being scrutinized during hearings on fairness doctrine bills. There will be further hearings before subcommittee takes action on it. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has introduced measure (H.R. 5600) which echoes Mr. Pastore's bill, but also provides that programs like *Meet the Press* be exempted from equal-time requirement, and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. No action has been scheduled on Macdonald bill. Meanwhile, at FCC, Chairman Richard Wiley has proposed placing presidential news conferences and political debates beyond Section 315 (BROADCASTING, Sept. 22).

■ **Sports antiblackout.** House Communications Subcommittee has begun hearings on bill to make sports antiblackout law permanent (see story, this issue). Current law, which provides that baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV, expires Dec. 31. New bill, H.R. 9566, introduced by Subcommittee Chairman Torbert Macdonald (D-Mass.), would also reduce the 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

Star stations. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington (Case no. 75-1203).

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Commission invited comments on economic and technical feasibility of drop-ins; deadline has been extended from July 11 to Oct. 15.

■ **Washington Star transfer.** Texas banker Joe L. Allbritton and owners of Washington Star Communications Inc. have reached agreement under which Mr. Allbritton would take control of company. Under tender offer, Mr. Allbritton would acquire up to 17,846 shares he does not now own for total of \$28.5 million. Agreement commits Mr. Allbritton to comply with FCC's crossownership rules within minimum of two years, if commission requires that as condition for approving sale. Stations involved are WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C. A prehearing conference was held last week at commission at which latest Allbritton proposals were discussed (see story, this issue).

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■ indicates new or revised listing

This week

Sept. 28-30—*Southern Cable TV Association convention*. Scheduled speakers include FCC Chairman Richard E. Wiley and Senator Strom Thurmond (R-S.C.). Royal Coach motor hotel, Atlanta.

Sept. 28-30—*Nevada Broadcasters Association annual convention*. Kings Castle-Hyatt hotel, Lake Tahoe.

Sept. 28-Oct. 1—*Pacific Northwest Cable TV Association meeting*, Ridpatch hotel, Spokane, Wash.

Sept. 28-Oct. 3—*Society of Motion Picture and Television Engineers* 117th technical conference and equipment exhibit. Jack Valenti, president of the Motion Picture Association of America, will be Sept. 29 luncheon speaker. Century Plaza hotel, Los Angeles.

Sept. 29—FCC's new deadline for comments on proposed rulemaking (Docket 20548) regarding multiple ownership of AM, FM and TV broadcast stations. Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 9 to Oct. 9. FCC, Washington.

Sept. 29—Revised deadline for filing comments at FCC on allowing cable systems to carry speciality stations and amending signal carriage rules accordingly. Replies are due Oct. 30. FCC, Washington.

Sept. 29-30—*National Religious Broadcasters* Midwest convention. Winona Lake, Ind.

Oct. 1—Deadline for entries for Forum Award, given annual in print and electronic media for significant contributions to public understanding of peaceful uses of nuclear energy. Atomic Industrial Forum Inc., 7101 Wisconsin Avenue, N.W., Washington 20014, attention Jane Brand, media projects manager.

Oct. 1-3—*Pennsylvania Cable Television Association* fall meeting. Hershey motor lodge, Hershey.

Oct. 2-3—*Ohio Association of Broadcasters* fall convention. Speakers will include FCC Chairman Richard E. Wiley and Tom Brokaw, NBC White House correspondent. OSU Center for Tomorrow, Columbus.

Oct. 2-4—Combined fall meeting of *Missouri Broadcasters Association* and *Illinois Broadcasters Association*. Speakers will include FCC Chairman Richard E. Wiley; Wayne Fickinger, president, J. Walter Thompson Co.; Mike Weinblatt, executive vice president, NBC-TV, and Vincent Wasilewski, president, National Association of Broadcasters. Chase Park Plaza, St. Louis.

Oct. 2-8—*International Telecommunications Union* Telcom'75, second world telecommunication exhibition. Event scheduled simultaneously with Second World Telecommunications Forum. Second International Festival of Telecommunications and Electronics Film, and "Youth in Electronic Age" competition all to be held in same city. Palais des Exposition, Geneva.

■ **Oct. 3**—FCC's new deadline for comments on proposed rulemaking (Docket 20520) which would amend broadcast station multiple ownership rules to set a 5% limit on institutional ownership of broadcast stations. Deadline previously had been extended from Aug. 11 to Sept. 26. Deadline for replies was further extended from Oct. 13 to Oct. 20. FCC, Washington.

Oct. 3—FCC's new deadline for comments on proposed rulemaking concerning possible alternatives to March 31, 1977, deadline for older major market cable systems to comply with access and channel capacity rules adopted March 31, 1972 (Docket 20508). Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 8 to Nov. 6.

Oct. 3-5—*Massachusetts Broadcasters Association* annual meeting. Dunley's Resort, Hyannis. Contact: Douglas Rowe, MBA, 16 West Main Street, Marlborough, Mass. 01752; (617)485-5555.

Oct. 3-5—*Illinois News Broadcasters Association*, fall convention. Ramada Inn, Peoria.

Oct. 3-5—*American Women in Radio and Television* Northeast area Conference. Rye Town Hilton Inn, Rye, N.Y.

Also in October

Oct. 7—FCC's new deadline for comments on further notices of inquiry and proposed rulemaking (Docket 19816) regarding ascertainment of community problems by noncommercial educational broadcasters. Previous deadline was Sept. 15. Informal comments (without extra copies) will be accepted.

Oct. 7-9—*Electronic Industries Association* 51st annual convention. Fairmont hotel, San Francisco.

Oct. 8—FCC's new deadline for comments on proposed rulemaking (Docket 20496) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Previous deadline was Aug. 11. Deadline for replies was extended from Sept. 1 to Oct. 24. FCC, Washington.

Oct. 8—*New England Cable Television Association* fall meeting. Highpoint Motor Inn, Chicopee, Mass.

Oct. 8-10—*Indiana Broadcasters Association* fall convention. Royal Inn, South Bend.

Oct. 9-10—*Television Bureau of Advertising* workshop on co-op advertising, for national advertisers, retailers, broadcasters. Plaza hotel, New York.

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

Oct. 10-12—*American Women in Radio and Television* East Central area conference. Pfister hotel, Milwaukee.

Oct. 11—*LPB* carrier current technology seminar. Emerson College, Boston. Information: LPB Inc., 520 Lincoln Highway, Frazer, Pa. 19355; (215)644-1123.

Oct. 12—*LPB* carrier current technology seminar. Holiday Inn, Parkway-West, Pittsburgh (Oakdale). Information: LPB Inc., 520 Lincoln Highway, Frazer, Pa. 19355; (215)644-1123.

Oct. 12-14—*North Carolina Association of Broadcasters* annual convention. Hyatt House hotel, Winston-Salem.

Oct. 12-14—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Grand Forks.

Oct. 12-15—*American Association of Advertising Agencies* Western region convention. Maui Surf hotel, Maui, Hawaii.

Oct. 13—Revised deadline for comments on equal employment opportunity guidelines due at FCC. Reply comments are due Oct. 31. FCC, Washington.

Oct. 13-14—Joint regional radio convention. *National Association of Broadcasters* and *Radio Advertising Bureau* and radio program directors' seminar. Fairmont hotel, Atlanta.

Oct. 13-14—*New York State Cable Television Association* fall meeting. Speakers will include New York Lieutenant Governor Mary Anne Krupak; FCC Commissioner Glen O. Robinson; Robert L. Schmidt, National Cable Television Association president, and Robert R. Kelly, chairman of the New York State Commission on Cable Television. Treadway Inn, Binghamton, N.Y.

Oct. 14—*National Association of Broadcasters* television executives' seminar. Riviera Hyatt House hotel, Atlanta.

Oct. 14-15—*Alabama Cable Television Association* fall workshop meeting. Kahler Plaza hotel, Birmingham. Contact: Otto Miller, executive secretary, Box 555, Tuscaloosa, Ala. 35401; (205)758-2157.

■ **Oct. 15**—FCC's new deadline for comments regarding commission's further notice of proposed rulemaking (Docket 19995) aimed at setting standard

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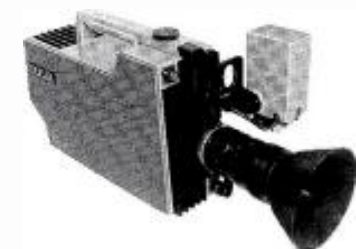
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to prevent television signals commonly viewed in non-cable households of cable community from being blacked out because of mileage priorities. Previous deadline was Sept. 22. Deadline for replies was extended from Oct. 7 to Nov. 5. FCC, Washington.

Oct. 15—FCC's new deadline for comments on inquiry into dropping new VHF channels into top 100 markets (Docket 20418). Previous deadline was July 11. Deadline for replies was extended from Aug. 11 to Nov. 18. FCC, Washington.

■ **Oct. 15**—*American Society of Composers, Authors and Publishers* 10th annual Country Music Awards dinner. National Guard Armory, Sidco Drive, Nashville.

Oct. 16-17—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau* and radio program directors' seminar. Marriott hotel, Boston.

Oct. 16-17—*Association of Maximum Service Telecasters* engineering committee meeting. 1735 DeSales Street, N.W., Washington.

Oct. 17—*National Association of Broadcasters* television executives' seminar. Marriott hotel, Boston.

Oct. 17—*Society of Broadcast Engineers* regional convention and exhibition, sponsored by SBE chapters for Central New York, Binghamton area and Northeast Pennsylvania. Information: Paul Barron, WCNY-TV Syracuse, N.Y. Northway Inn, Syracuse.

Oct. 17—FCC regional meeting: With licensees, 1:30 p.m., Marriott Hotel, Boston; with public, 6:30 p.m., New England Life Insurance Hall, Copley Square, Boston.

Oct. 17—FCC's new deadline for comments on rulemaking that would establish new class of radio station to be used to transmit information to motorists and other travelers (Docket 20509). Proposed radio class would operate on either 1606, 1612 or 530 khz. Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 5 to Nov. 18.

Oct. 17-18—Third annual Midwest Seminar on Videotape and Film, nonprofit event sponsored by *Chicago Film Council, Chicago Television Guild, Chicago chapters of Information Film Producers of America and Society of Motion Picture and Television Engineers*. Demonstrations of latest audio-visual equipment and talks by authorities in A-V field are planned. Holiday Inn, Chicago's O'Hare Airport. *Information/reservations: P.O. Box 11376, Chicago 60611.*

Oct. 17-19—*American Women in Radio and Television* West Central area conference. Hilton hotel, Omaha, Neb.

Oct. 19-20—*New York chapter of Society of Broadcast Engineers* second annual regional convention. Holiday Inn, Hempstead, Long Island, N.Y. Information and exhibit space: Lyn Snyder, Box 182, Floral Park, N.Y., 11001; (212)347-2940.

Oct. 21—*Connecticut Broadcasters Association* 20th annual meeting and fall convention. Sheraton Park Plaza hotel, New Haven.

Oct. 21-31—*MIFED*, international feature film, TV film and documentary market for film buyers and sellers. Oct 21-26 will be mainly movies and documentaries for TV; Oct 26-31, brand new films of 1974-75 vintage; Oct. 23-31, meeting point for dealers and producers of the western and socialist countries. Largo Domodossola 1, 20145. (U.S. contact: Gerald Rappoport, 159 West 53d Street, New York 10036.)

Oct. 22—Comments on proposed assignment of 2025-2035 mhz band for government earth station operations. Reply comments due Nov. 3. FCC, Washington.

Oct. 22—Comments due at FCC on whether promotional announcements made by sister stations should be classified commercial and what distinctions should be made between spots that announce future programming and those that just plug station personalities. Reply comments due Nov. 17. FCC, Washington.

Oct. 22-23—*Kentucky Broadcasters Association* fall convention. Julian Goodman, chairman, NBC, will be principal speaker. Red Carpet Inn, Bowling Green.

Oct. 23-25—*International Radio and Television Society's* college conference. Hotel Biltmore, New York.

■ **Oct. 24**—*Society of Broadcast Engineers, Pittsburgh chapter*, regional convention. Howard

Major meetings

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

Nov. 16-19—*National Association of Educational Broadcasters* 51st annual convention. Sheraton Park hotel, Washington. 1976 convention will be Nov. 14-17, Conrad Hilton hotel, Chicago.

Nov. 18-20—*Television Bureau of Advertising* annual convention. Americana hotel, New York. 1976 convention will be Nov. 8-9, Shoreham Americana, Washington.

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

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

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

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

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

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

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

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

Johnson motor lodge, Monroeville, Pa.

Oct. 24-26—*American Women in Radio and Television* Southwest area conference. Dallas.

■ **Oct. 25**—*Massachusetts Student Broadcasters Association* second annual conference. Mount Wachusett Community College, Gardner, Mass. Contact: Hank Sennott, chairman, 3 Waverly Avenue, Newton, Mass. 02158; (617)332-7248.

Oct. 25-27—*Texas Association of Broadcasters* fall meeting. Houston Oaks hotel, Houston.

Oct. 26-28—*Post-Newsweek Stations*, in cooperation with the *League of Women Voters* and the *Aspen Institute's Program on Communications and Society*, to sponsor "Ballots and Broadcasting: from Harding-Cox to 1976 and Beyond"—conference to make electronic media more effective in the electoral process. Reston Conference Center, Reston, Va.

Oct. 28—Comments due at FCC on proposed changes in definition of a cable television system. Replies due Nov. 28. FCC, Washington.

Oct. 28—FCC's new deadline for comments on proposed rulemakings regarding fraudulent billing (Docket 20499), licensee-conducted contests (Docket 20500) and audience ratings distortions (Docket 20501). Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 29 to Nov. 28. FCC, Washington.

■ **Oct. 28-29**—Seminar on "Inside Broadcasting: Working Effectively With Broadcasters," sponsored by *New York University* and *The Public Relations Society of America*. Biltmore hotel, New York.

Oct. 30—FCC deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.

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The local/regional side

EDITOR: BROADCASTING broke the story that the White House was likely to accept our invitation to the President to appear on a regional news conference originating from WJAR-TV. But your follow-up on the President's adventures here and elsewhere in local television missed at least one major point.

True, the President benefited from his several local television appearances. However, viewers benefited also. Network newsmen are somewhat forced to pose national questions; we were able to obtain answers from President Ford specific to New England and even pose questions specific to states and cities.

America is not a homogeneous mass. Our regions have identities and specific concerns. So, although President Ford did benefit and WJAR-TV did gain an exclusive, the real value of our effort lay in sharing the program with 11 stations from Maine to Connecticut. We hope local stations elsewhere in the country and the White House will exploit the regional focus. Citizens deserve a chance to watch the President wrestle with problems close to the hearth.—*Leonard S. Davey Jr., general manager, and Arthur Alpert, news director, WJAR-TV Providence, R.I.*

Chain letter

EDITOR: I am proposing that Americans form a human chain from coast to coast next July 4 to demonstrate citizen involvement and unity in celebrating the Bicentennial. It would require some 4.5 million people, about 2% of the population, if you allocate each person four feet of space to cover.

At exactly 3 p.m. EDT, 12:00 PDT, everyone in the chain would sing "God Bless America" on the occasion of America's 200th birthday.

The route to be chosen would be determined by drawing a line from the RKO radio stations in Washington to the ones in New York, then Boston and across the country to our outlets in Los Angeles.

Radio stations along the route would be invited to participate. Each station along the route, which would circumvent mountains, deserts, and large bodies of water, would be responsible for organizing their part of the human chain in cooperation with and under the direction of local law-enforcement agencies.

All Americans would be encouraged to participate. The first celebrity to agree to participate is Australian-born singer Helen Reddy, who just became an American citizen.

I hope to have a tentative route selected

by October 1. After that, I would hope to hear from some of the program directors who read BROADCASTING magazine. All formats welcome!—*Paul Drew, vice president-programing, RKO Radio, Los Angeles.*

Family reading

EDITOR: Thin-skinned I'm not, and in my time I have said worse, but George Schlatter's comments appearing in BROADCASTING's Sept. 15 article dealing with the "family viewing" hour has prompted this first letter to an editor in more than 20 years in this business.

In its own shocking simplicity, Mr. Schlatter (executive producer of *Cher*) "articulated" the very reason why so many television viewers are offended by what they consider to be undue vulgarity and sexuality in television programming.

There is no question concerning the very real dangers inherent in any legislative, bureaucratic, or politically inspired attempt at programming censorship, be it in news or in entertainment. They are very real threats. But, opponents of family viewing concept better look for more valid arguments than the muzzling of a producer's or a writer's "creative" instincts as the basis for their opposition.

With "friends" like Mr. Schlatter in New York and in California, television doesn't need its "enemies" in Washington.—*Luis E. Farraye, vice president, programming and research, Gilmore Broadcasting Corp., Kalamazoo, Mich.*

State feelings

EDITOR: As you know, I have long contested the fact that not one commercial UHF TV station is located within New Jersey's borders. Correspondingly, we suffer from a paucity of news coverage that hinders the ability of New Jersey public officials to convey to our citizens the problems faced by our state.—*Governor Brendan T. Byrne, Trenton.*

EDITOR: I appreciate the survey concerning the rapid development of television news, particularly on the local level. Here in Maine, our stations still cannot afford expensive technical gadgetry to improve the capability of coverage. But what is lacking in machinery is more than made up for in man and woman ability. As governor, I especially appreciate the integrity of television news, which enables citizens to see and hear the expression and tone of voice and phrases as they were delivered, not as someone interpreted them as being delivered.—*Governor James B. Longley, Augusta.*

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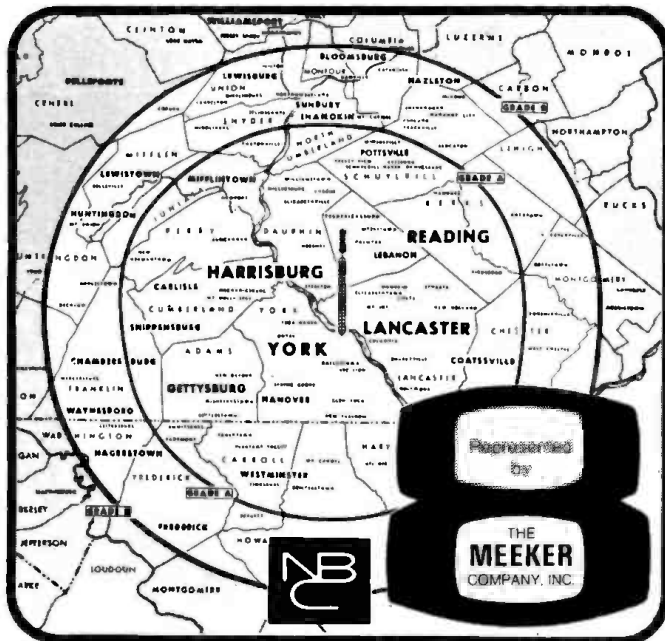


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WGAL TV 8

LANCASTER-HARRISBURG-YORK-LEBANON, PA.



(1) Shortly after end of Revolutionary war, patriot General Edward Hand built family home "Rock Ford", near Lancaster. Historic building furnished with Hand heirlooms and authentic period pieces. (2) Typifying pioneer splrit is historic Cloister, built at Ephrata (circa 1730-50) by religious sect under leadership of Conrad Beisel. Housed wounded Revolutionary war soldiers. (3) Donegal Presbyterian church, built 1740 near Mt. Joy. In 1777 members met under great oak to pledge allegiance to U.S. "Witness Tree" still stands. (4) Pioneer glass manufacturer Baron Von Stiegel founded Zion Lutheran church in Manheim in 1772. Church still pays annual rent of one red rose to Stiegel heir.

*Nielsen Station Index, May '75, Sun. through Sat., 7:00 AM to 1:00 AM. Audience estimates subject to limitations published by Nielsen.

STEINMAN TELEVISION STATIONS

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

Closed Circuit.

Insider report: behind the scene, before the fact

'Family' troubles?

First three weeks of family hour has already engendered intramural dialogue among major network authorities responsible for program standards. While there's no clear focus on what charges have been leveled by whom, there's known to be concern over sexual connotations in some of new series, and objectionable language in others. TV Code Authority has been screening programs against which complaints have been made.

Finger-pointing could break wide open at TV code board meeting in Washington Oct. 6-7-8. Sitting on board, under chairmanship of Wayne Kearn, KENS-TV San Antonio, are vice presidents of three networks in charge of standards: Alfred R. Schneider, ABC; Thomas J. Swafford, CBS, and Herminio Traviesas, NBC. Agenda already contemplates pro-and-con arguments on advertising of personal products, contraceptives and foundation garments.

Widening the gap

FCC is moving toward adoption of tighter AM-FM nonduplication rules. Document that was before commission last week would limit to 25% amount of AM programming that commonly owned FM could duplicate in cities of more than 100,000. Present limit is 50%. In addition, it would for first time set limits on AM-FM duplication in communities of less than 100,000—50% in those between 25,000 and 100,000 population.

Majority of commission was said to be prepared to adopt document and thus end proceeding designed to foster increased diversity of radio programming. However, Commissioner Glen O. Robinson asked staff for additional statistical data to back up proposed limits. Data, which would show correlation between present amount of duplication and profit levels, will probably take two-three weeks to collect.

Short strokes

Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee may bend little—but not much—to cable industry's pleas on copyright bill (H.R. 2223). Main features of bill won't change: Cable will be made liable for copyright infringement and will be given compulsory license. Tribunal will be created for adjusting compulsory fees. But subcommittee is sympathetic to fear cable interests have expressed that tribunal might get out of hand, and may place strictures on it, limiting size and frequency of changes in royalty fees. Subcommittee may also revise downward cable fee schedules provided in bill (now .5% to 2.5%,

depending on system size).

Subcommittee will seriously consider incorporating now-separate bill to create performance royalty that broadcasters would have to pay record artists and manufacturers, but there is now no way to predict whether that will happen. Subcommittee will also consider creating compulsory license for public broadcast stations, although there is slim chance for that. Meanwhile, Senate Judiciary Committee has scheduled markup of Senate copyright bill (S. 22) Oct. 7. It is expected to make no changes in cable or broadcast-related sections.

Never say goodbye

Nicholas Zapple, who retired July 1 after 25 years as counsel for Senate Communications Subcommittee (BROADCASTING, June 9) is on comeback trail. There have been some "general discussions" about placing Mr. Zapple back on Commerce Committee payroll as consultant. He has been seen more than once recently in halls of Senate and at communications hearings. Source said Committee Chairman Warren Magnuson (D-Wash.) thinks it good idea to put Mr. Zapple's experience and expertise back to work in some communications-related capacity. Talks have so far been "very preliminary."

Can they or can't they?

Threshold question that FCC will face this week in connection with equal employment opportunity rules for cable TV is whether it has authority. Question is particularly intriguing since FCC adopted first EEO rules in 1972, and they have never been challenged. Cable Television Bureau is satisfied commission has necessary authority, but general counsel's office is not; it feels appeals court decision involving Federal Power Commission bars adoption of EEO rules for cable. Instead of choosing between positions of bureau or general counsel's office, commissioners may decide to seek comment on question from industry and other interested parties.

Pro bono

When Theodore F. (Ted) Koop retires from directorship of Washington office of Radio Television News Directors Association tomorrow (Sept. 30), he will leave behind record of rarely drawing his per diem and probably being out of pocket on expenses. Mr. Koop, who was in post for four years after retiring as CBS Inc. Washington vice president, treated it as labor of love.

Mr. Koop isn't shutting up shop, however. He joins long-time colleague

John V. Horner, who has retired from PR staff of ITT, in formation of K-H Associates, Washington consultants in public affairs and public relations, doing business at 2121 P Street, N.W., (202)234-4480 and 833-8433.

Rochester parlay

Sale of WSAY(AM) Rochester, N.Y., by Gordon P. Brown, founder, to Malrite of New York, licensee of WNYR(AM), daytimer in same city, for \$750,000 subject to FCC approval, is in offing. Transferee has option of leasing or purchasing transmitter site for additional \$500,000. Mr. Brown, 70, founded station in 1936 and is president, manager and chief engineer of fulltimer on 1370 khz with 5 kw.

WNYR, established in 1947 and acquired by Malrite in 1965, is on 680 khz with 250 w. Milton Maltz, group owner, is president. Station will be sold to comply with duopoly rule.

19th century comebacks

CBS's hottest second-season family hour properties are said to be Universal Television's *Sarah* and Ed Friendly Productions' *The Young Pioneers*. *Sarah* is described as drama set in 1880's about trials and tribulations of young schoolteacher who moves to Western frontier from East. *The Young Pioneers* follows vagaries of married couple, both teenagers, who leave their farm in Iowa just after Civil War to homestead in Dakotas. Both series run 60 minutes.

On the side

It may not put big bulge in bottom line, but Teleprompter officials are finding they can pick up something more than loose change—and think other cable TV operators can too—by renting out studios and remote vans when not in use. In New York, for instance, Teleprompter Manhattan has been averaging close to \$10,000 per month renting studio (at \$150 per hour) to clients such as White Motors, Random House and Castrol Oil for taping TV commercials, Eduplex Inc. for taping programs for Alabama Educational Network, and assorted businesses for preparation of training, closed-circuit, industrial, cable and other program material. Teleprompter's Muscle Shoals, Ala., system has production deal with Reynolds Metals and also has rented van to broadcasters for remote pickups and its studio for commercial production, and company's system in Newark, Calif., has produced training program for nearby General Motors plant.

The Week in Brief

NEW PLACES AND FACES. □ *ABC-TV moves past NBC-TV into the runner-up slot in the second week of the new season. First casualties: NBC-TV's 'Fay' and 'Montefuscos'. PAGE 18.*

MEDIA OVERPLAY? □ *Radio-TV again demonstrate versatility in covering the Sara Jane Moore-Ford story. In*



wake, there are some questions of press coverage contributing to 'hook's' misconduct. PAGE 20.

ABOUT FACE □ *The FCC says it was wrong in its administration of the equal-time law. By 5-to-2 vote, it revises the groundrules for political debates and news conferences. PAGE 20.*

NEIGHBOR SAYS NO □ *Pleas for end of Canadian policy requiring its cable systems to delete U.S. commercials from over-the-border signals fall on deaf ears. PAGE 21.*

RECEPTIVE □ *The National Cable Television Association board agrees, in part, to accept the pole-rates compromise proposal of FCC Chairman Wiley. PAGE 22.*

RADIO'S BEST BET □ *With the new National Radio Broadcasters Association destined to cross paths with the National Association of Broadcasters, BROADCASTING asked key broadcasters what type leadership would bode best for the medium, PAGE 26.*

A CAKE-WALK FOR WASHBURN □ *The FCC commissioner encounters no problems at the Senate Commerce Committee hearing on his nomination for a full seven-year term. But Senator Pastore uses occasion to get in his licks against easing of the fairness doctrine. PAGE 29.*

NEW ROUTE FOR CITIZENS □ *Those charging*

discrimination by broadcasters turn to class-action suits in courts instead of the usual procedure of filing petitions to deny at the FCC. At least four such suits have been initiated. PAGE 30.

'CHUTZPAH' HUT-HUT □ *Representative Macdonald says the signals the pro football league are calling in effort to ease antiblackout law are unmitigated gall. Hearing on the bill to make the sports law permanent interrupted until Oct. 6. PAGE 37.*

MUTED □ *CBS-TV is set back in its attempt to get per-use music-licensing fees, when the court dismisses its suit against ASCAP and BMI. The judge says the network failed to prove restraint of trade, nor did it show that the arrangement sought couldn't be negotiated through other avenues. PAGE 37.*

BETTER TV FOR CHILDREN □ *Roper study finds that nearly two out of every three parents of youngsters under 12 feel that children's programing has improved. PAGE 40.*

ACLU REJECTED □ *San Francisco appeals court turns down an American Civil Liberties Union petition that sought to reverse FCC's 1972 cable rules so as to impose common-carrier regulation. PAGE 41.*

FRESH DEAL FOR CABLE □ *A House subcommittee staff will explore ways to establish a new approach to the regulation of cable TV. The staff questions the wisdom of thinking in terms of cable being subordinate to the needs of conventional broadcasting. PAGE 42.*

CONCESSION □ *The FCC loosens its TV-cable crossownership so that divestiture is required only if the concerned television station places a city-grade signal over the CATV community. However, the ban still stands on acquisitions that involve outlets down to the grade-B contour level. PAGE 43.*

A MAN FOR ALL FIELDS □ *Dr. Leo Beranek can't recall a time when he wasn't 'in charge of something'. That something includes a long and brilliant career in engineering and varied fields, and in later years the WCVB-TV Boston presidency. PAGE 65.*

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Top of the Week

ABC-TV takes over second in ratings

Reslotting of some programs said to be in works at leader CBS-TV, which had slight drop this fall, and at NBC-TV which chalked up figures 13% under last season

ABC-TV's recovery from a disastrous prime-time schedule last season is shaping up as the big story of the 1975-76 television season so far.

"We're number two," Fred Silverman, the president of ABC Entertainment, said last week, "and we're going to stay that way throughout the fourth quarter."

The second full week of national Nielsen ratings (Sept. 15-21)—is now a matter of record, and the numbers show CBS in the lead with a 19.1 rating (a 3% drop from the 19.7 rating it chalked up a year ago at this time), ABC second with an 18.3 rating (which is a 6% improvement over last year's 17.2 figure) and NBC in third place, its 16.8 rating down 13% from 1974's 19.4 rating.

Key programmers at all three networks declared firmly last week that no cancellation notices are in the mail as of yet. But a number of series are clearly in deep trouble in the ratings, among them *Barbary Coast*, *Mobile One* and *That's My Mama* on ABC; *Three for the Road*, *Big Eddie*, *Kate McShane*, *Beacon Hill* and *Joe and Sons* on CBS; and *The Montefuscos*, *Fay*, *Medical Story*, *Movin' On*, *Police Story* and *The Invisible Man* on NBC.

The first alteration in the prime-time schedules, according to industry sources, will probably be a time-slot exchange by CBS between *Beacon Hill* (Tuesday, 10-11 p.m., NYT) and *Kate McShane* (Wednesday, 10-11 p.m.), mainly on the theory that since both shows are failing the shift can't hurt and may even help by getting two lawyer shows (NBC's *Petrocelli* squares off against *McShane* on Wednesday) out of direct competition with each other.

A second possible change involves the flip-flopping by NBC of two of its Tuesday shows, *Police Story* (9-10 p.m.) and *Joe Forrester* (10-11 p.m.). The theory behind this shift would be that the anthology

series might play better at 10 (a time period in which it was successful before NBC moved it forward this season). NBC programmers will also be watching to see how the network's floundering newcomer, *Ellery Queen*, does in Los Angeles on Friday in *Police Woman*'s time period (10-11 p.m.); the latter show moves to *Ellery Queen*'s time period, Thursday at 9 in a special two-week experiment that began Sept. 25. If both shows benefit from the change, the Los Angeles switch will go into effect on a national scale next month.

The first actual cancellations, according to industry sources, are going to encompass *The Montefuscos* and *Fay*, NBC's seemingly dying sitcoms, which run back-to-back on Thursday (8-9 p.m.). Their replacements? Sources say either two other sitcoms (Norman Lear's *Grady* and Playboy Productions' *The Cop and the Kid*) or a 60-minute variety series starring the impressionist Rich Little.

At ABC, no moves of this sort are in the works right now, according to Fred Silverman. "I don't believe in making precipitous changes," he says. "We have consistency right across the board. There's no night that's a complete disaster. Last year, Friday and Saturday were so bad for ABC you could've driven a truck through them."

Robert T. Howard, the president of NBC-TV, acknowledged ABC's improvement but is buoyed by "a real drop-off by CBS. I think we're going to end up closer to CBS this year than we were last season." Mr. Howard said he's not all that worried about NBC's slow start this year because of all the premiere-week "stunting" by his competitors (a two-hour *S.W.A.T.*, a two-hour *Kojak*, a 60-minute *M*A*S*H*, a two-hour *Hawaii Five-O*) and because of the way ABC and CBS "frontloaded" their movies (a John Wayne, a James Bond, "Serpico" and "Cabaret").

CBS's Lee Currlin will journey to the West Coast this week, mainly, he said, to work out the details of some second-season development deals on the front burner. He also says CBS is punching up some of its disappointing entries by internal changes. For example, he continued, "we still have faith in *Doc* so we're introducing some new young characters into the series to give it broader appeal." The ratings of *Tony Orlando and Dawn* are down a bit from last year, he added, so "we're beginning to book stronger guests."

The following is a night-by-night evaluation of prime-time strengths and weaknesses, based on the Nielsen ratings

to date and the way they're interpreted by various network sources.

Monday is CBS all the way. The five shows it runs on Monday from 8 to 11 finished among the top seven shows for the week covering Sept. 15 to Sept. 21. *All in the Family* was first, the *Phyllis* sitcom—the only new show to make the top 10—came in second, *Maude* finished third, *Medical Center* was sixth and *Rhoda* seventh. *Rhoda* and *Phyllis*, in particular, are proving so strong between 8 and 9 that they may force the programmers at both ABC and NBC to scrap their competing shows—*Barbary Coast* on ABC and *The Invisible Man* on NBC—and try new formats for second-season, maybe in the variety-show vein, which would keep them within the guidelines of family hour while offering a counterprogramming alternative to the CBS sitcoms.

Tuesday looks like a battle for dominance between ABC and CBS, with NBC out of the running for the moment because its weak lead-in show, *Movin' On*, is doing serious damage to the series that follows it, *Police Story*, which last year at 10 o'clock was one of the network's strongest cop shows. CBS, in order to win the night, will probably have to rub out its new sitcom, *Joe and Sons*, which, in the most recent nationals, squandered 11 share points of the Norman Lear comedy that precedes it, *Good Times*. And CBS may have to make the decision soon because the show it flows into, *Switch!*, at 9, the network's strongest new 60-minute series, dropped five share points between its first and second week and could suffer further erosion with a weak *Joe and Sons* preceding it.

ABC's surprisingly good showing on Tuesday is being attributed to the unexpected ratings improvement of two returning shows, *Happy Days* and *Marcus Welby, M.D.* *Happy Days*'s solidity has guaranteed a good sampling for the new sitcom it precedes, *Welcome Back, Kotter*, which, if it can hold the 30-share it achieved the first two times out, will be fully satisfactory to Fred Silverman. *Welby*'s new strength derives from the new subplot involving Dr. Kiley (James Brolin) in a romance with the hospital's public relation woman, which will culminate in a wedding on the Oct. 18 episode.

ABC has chalked up substantial wins on the first two Wednesdays of the season, with its 10 o'clock *Starsky and Hutch* cop series clearly on its way to becoming the hottest new 60-minute show on the fall schedules (with CBS's Monday-night *Phyllis* the highest-rated new sitcom on all three networks). ABC's Wednesday lead-

The first two weeks

Here are the standings for each network's prime-time programming after the first two weeks of the new season. Ratings/shares are averages for the two outings; series that have been shown only one time are indicated with an asterisk (*).

ABC

26.7/43	Six Million Dollar Man	Sunday 8-9
23.6/40	Sunday Movies	Sunday 9-11
22.4/42	Starsky and Hutch	Wednesday 10-11
20.3/35	Streets of San Francisco	Thursday 9-10
19.3/33	Baretta	Wednesday 9-10
19.2/32	On the Rocks	Thursday 8:30-9
19.2/31	Rookies	Tuesday 9-10
18.5/33	When Things Were Rotten	Wednesday 8-8:30
18.2/33	Marcus Welby, M.D.	Tuesday 10-11
18.1/30	Welcome Back, Kotter	Tuesday 8:30-9
17.7/31	Happy Days	Tuesday 8-8:30
17.5/32	Harry O	Thursday 10-11
17.3/32	Friday Night Movies	Friday 9-11
17.2/30	Barney Miller	Thursday 8-8:30
15.6/29	S.W.A.T.	Saturday 9-10
15.2/29	Swiss Family Robinson	Sunday 7-8
15.5/27	That's My Momma	Wednesday 8:30-9
15.0/24	Monday Night Football	Monday 9-11
13.4/25	Saturday Night Live*	Saturday 8-9
13.2/25	Matt Helm*	Saturday 10-11
12.1/21	Barbary Coast	Monday 8-9
10.5/19	Mobile One	Friday 8-9

CBS

33.6/52	All in the Family	Monday 9-9:30
28.9/45	Maude	Monday 9:30-10
28.3/46	Phyllis	Monday 8:30-9
24.9/42	Rhoda	Monday 8-8:30
24.3/41	Medical Center	Monday 10-11
22.6/39	Good Times	Tuesday 8-8:30
22.6/39	Waltons	Thursday 8-9
22.2/37	Switch	Tuesday 9-10
20.1/32	Kojak	Sunday 9-10

off—the Mel Brooks sitcom, *When Things Were Rotten*—went from a 36 share in premiere week (Sept. 10) to a 30 share on Sept. 17; a further decline in its third week could jeopardize the network's new-found Wednesday dominance because the sitcom it leads into, *That's My Mama*, appears to be showing no improvement over its subpar performance of last season. ABC's 9 o'clock show, *Baretta*, which started off poorly as a second-season replacement last February but came on strong during the summer (making something of a mini-celebrity of its off-beat hero, Robert Blake, who won this year's Emmy as best actor in a drama series), is running neck-and-neck with the four-year-old *Cannon*, a consistently high-rated private-eye series on CBS over the past three years and, according to reports, the show President Ford likes more than any other.

Bob Howard admitted his disappointment over the below-30s shares of NBC's highly touted new *Doctors Hospital*, Wednesday at 9, which should be doing better because it gets a strong lead-in from *The Little House on the Prairie*.

CBS won the first two Thursdays of the season on the strength of its seemingly impregnable 8 o'clock show *The Waltons*, followed by two-hour movies that, as Mr. Currlin put it, "appealed to *The Waltons*' audience." On that audience-flow theory,

CBS made its first three Thursday movies a John Wayne western, a Charles Bronson western and "Conrack," a sentimental picture about a young teacher among rural black children. Thursday is shaping up as NBC's weakest night, a factor that could lead to the installing of its Friday night hit show *Police Woman* at 9 in an attempt to salvage *Medical Story* at 10, an anthology series whose plots, Mr. Howard said, are benefitting from "consistently great execution."

Friday's story so far is that NBC's blockbuster line-up is weathering CBS's onslaught of *M*A*S*H*, *Hawaii Five-0* and *Barnaby Jones*, which were moved en masse from Tuesday to put a dent in NBC. *Sanford and Son* (NBC) is killing *Big Eddie* at 8, but at 8:30 *M*A*S*H* is giving *Chico and the Man* a run for its money. *The Rockford Files* (NBC) may be strong enough against *Hawaii Five-0* at 9 to permit NBC to move the shaky new *Ellery Queen* series in against *Barnaby Jones* at 10. ABC's showing on Friday will depend on the strength of its theatrical and made-for-TV movie titles from 9 to 11.

CBS appears to have hurt itself on Saturday by moving *All in the Family* out of its entrenched 8 o'clock position. NBC's four-year-old *Emergency* (8-9 p.m.), which industry insiders were putting in the on-its-last-legs category before

19.5/36	Mary Tyler Moore Show	Saturday 9-9:30
19.3/35	Bob Newhart Show	Saturday 9:30-10
19.2/35	M*A*S*H	Friday 8:30-9
18.9/34	Thursday Night Movies	Thursday 9-11
18.8/32	Cannon	Wednesday 9-10
18.5/35	Carol Burnett Show	Saturday 10-11
18.3/35	Jeffersons	Saturday 8-8:30
17.4/29	Joe and Sons	Tuesday 8:30-9
16.7/32	Barnaby Jones*	Friday 10-11
16.6/29	Tony Orlando and Dawn	Wednesday 8-9
16.4/27	Cher	Sunday 8-9
16.1/31	Doc	Saturday 8:30-9
15.7/29	Hawaii Five-O	Friday 9-10
14.9/27	Beacon Hill	Tuesday 10-11
13.8/26	Kate McShane	Wednesday 10-11
13.6/23	Bronk*	Sunday 10-11
9.8/19	Big Eddie*	Friday 8-8:30
9.0/17	Three For the Road	Sunday 8-9

NBC

24.1/45	Sanford and Son	Friday 8-8:30
20.8/37	Chico and the Man	Friday 8:30-9
19.6/35	Joe Forrester	Tuesday 10-11
19.5/34	Little House on the Prairie	Wednesday 8-9
19.4/35	Rockford Files	Friday 9-10
19.3/31	Monday Night at the Movies	Monday 9-11
19.2/37	Emergency	Saturday 8-9
18.2/30	Sunday Mystery Movie	Sunday 9-10
17.9/34	Police Woman	Friday 10-11
17.8/34	Saturday Night at the Movies	Saturday 9-11
16.6/28	Invisible Man	Monday 8-9
16.4/28	Doctors' Hospital	Wednesday 9-10
15.9/26	Police Story	Tuesday 9-10
15.7/27	Ellery Queen	Thursday 9-10
15.6/30	Wonderful World of Disney	Sunday 7-8
15.1/26	Movin' On	Tuesday 8-9
14.3/27	Petrocelli	Wednesday 10-11
15.1/25	Family Holvak	Sunday 8-9
13.7/25	Medical Story	Thursday 10-11
12.1/20	Fay	Thursday 8:30-9
11.6/21	Montefuscos	Thursday 8-8:30

the season started, won both half-hours on Sept. 20 (against *The Jeffersons* and *Doc* on CBS) for the first time in its history. And Fred Silverman said CBS's 8 to 9 p.m. sitcoms are so weak that Howard Cosell's variety hour "will be averaging a 30 share before too many weeks have elapsed." (It kicked off with a 25 share on Sept. 20.) But CBS's 9 to 11 veteran line-up of *The Mary Tyler Moore Show*, *The Bob Newhart Show* and *The Carol Burnett Show* seems solid enough to weather NBC's movies and ABC's cops (*S.W.A.T.* and *Matt Helm*).

Sunday tumbled into ABC's column the first two weeks, but those victories were somewhat artificial: *The Six Million Dollar Man* (8-9 p.m.) went with a heavily publicized two-parter featuring Lindsay Wagner as the bionic woman and cleaned up in the time period against *Cher* (CBS) and *The Family Holvak* (NBC). And, on the heels of "Cabaret's" solid 33 share on Sept. 14, "Serpico," on Sept. 21, sailed through the roof with a 47 share. Both CBS and NBC are stronger than they looked those first two Sundays, although CBS has a glaring weak spot at 7 in *Three for the Road*, which is managing to scrape up only a dismal 71% affiliate clearance, and NBC's *The Family Holvak*, at 8, doesn't appear to be holding on to enough of the Walt Disney lead-in audience. Sunday is still up for grabs.

An about-face by the FCC on equal time

We were wrong, says commission, and they vote to open political debates and press conferences by the President and other candidates to unfettered broadcast coverage

The FCC has confessed to more than a decade of what it says is error in the administration of the equal-time law, and in the process has opened up what it hopes will be a new era in broadcast coverage of political campaigns. Whether that hope is realized or not, the action has opened up one or more court cases.

The commission last week said it has been wrong since 1962 in holding that debates between political candidates were not exempt from the equal-time law. And it said it has been wrong since 1964 in a similar holding regarding news conferences by the President and all other candidates for political office.

The commission, by a 5-to-2 vote last week, said both debates and news conferences qualified for exemption as "on-the-spot coverage of bona-fide news events." The only qualification is in connection with debates: To be exempt, they must meet the factual situation of the cases in which the commission originally ruled; that is, the debates must be under the control of someone other than the broadcaster or the candidates.

Commissioners Robert E. Lee and Benjamin L. Hooks were the dissenting commissioners. Mr. Lee, who as a Republican member of the commission in 1964 joined three Democrats in adopting the ruling that President Johnson's news conferences were not exempt, said in a statement last week that the new interpretation will permit "grossly unbalanced coverage of the political activities of political opponents." And Commissioner Hooks said, "The egalitarian precepts underlying political 'equal time' ... has suffered a severe and, perhaps, mortal blow."

The commission's action—anticipated by chairman Richard E. Wiley in a speech two weeks ago (BROADCASTING, Sept. 22)—is in accord with the argument long made by broadcasters that less restrictive interpretations of the equal-time law, if not its repeal, would result in greater broadcast coverage of major candidates. The requirement that they afford equal time to all candidates in a race, they say, is a bar to coverage.

"The undue stifling of broadcast coverage of news events involving candidates for public office has been unfortunate, and we believe that this remedy will go a long way toward ameliorating the paucity of coverage accorded these events during the past 15 years," the commission said.

It also said it was convinced that its decisions in the 1962 debate cases—one in-

volved Richard Nixon, as a gubernatorial candidate, and Governor Edmund G. Brown of California—and the President Johnson news-conference matter were wrong. Reversal, it said, "comports with the original legislative intent" in exempting on-the-spot coverage of bona-fide news events.

Douglass Cater, director of the Aspen Institute, had requested the ruling regarding political debates. And CBS had sought the one regarding presidential news conferences; it said that since President Ford had announced his candidacy in June for the Republican nomination, broadcasters could not cover his news conferences live without opening themselves to a demand for equal time from a competing candidate.

The commission, in granting CBS's petition, saw no reason for stopping with the ruling that presidential news conferences were exempt. It said there is "no rational distinction to be made between press conferences at one level or another." Accordingly, it said the news conference of any candidate for state and local office, as well as for the Presidency, is exempt if it "may be considered newsworthy and subject to on-the-spot coverage."

One or both of the proposals were opposed by the Democratic National Committee, Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women, Citizens for Reagan for President and the Congressional Black Caucus. And the opposition is now moving into the courts.

Attorneys for Representative Chisholm and NOW have already asked the commission to stay the effectiveness of the order pending a court appeal. And if that request is rejected, as they expect, they will ask for a court stay.

The DNC is also expected to appeal, but has not yet made a decision. A statement put out in behalf of DNC Chairman Robert S. Strauss said a decision will be made "in a week or so." The DNC's pleading with the commission was directed at the CBS petition; the Democrats fear that President Ford will gain an advantage through the exposure network live coverage of Presidential newscasts will provide. But it did not oppose the Aspen Institute proposal for freeing debates from the reach of the equal-time law.

The commission's ruling may run into trouble on Capitol Hill. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said he did not question the ruling regarding political debates. But he does object to the one exempting candidates' news conferences. He said it enables a broadcaster to favor one candidate over another, and added, "I think that in a sense violates the spirit of the law."

The senator also said he has serious doubts about the commission's authority to take the action it did. "If the commission had the authority, it would have done it long ago," he said. "Why now?" He also said he wants to know the motivation

behind the action. But he was taking a "wait-and-see" position on the matter before deciding what to do about it.

News of the commission's action was received with delight in New York. CBS President Arthur Taylor; William Sheehan, president of ABC News, and NBC President Herbert S. Schlosser and NBC News President Richard C. Wald all said that the rulings would permit broader political coverage. However, none outlined any specific plans for coverage in light of the commission's rulings, although Mr. Sheehan expressed the hope that President Ford would be willing to enter into debates.

Did media play of Fromme, Hearst inspire Moore to pull the trigger?

That's question increasing number were asking last week in wake of second attempt on President's life

For the second time in three weeks, the nation's news media worked their technological and journalistic magic to produce acres of newsprint, miles of audio and video tape and film, and hours of live radio and television coverage of an attempt on the life of the President of the United States.

But for the first time, that coverage—the color, the intensity, the very drama of it—was beginning to raise questions. There was more concern, perhaps, about the Secret Service and its procedures in guarding the President and even about his judgment in exposing himself to crowds. But there were voices calling for "restraint" on the part of the media, suggesting that the coverage was spreading the danger of assassination attempts like a contagion.

Television, however, seemed not to be uppermost in the minds of the concerned. Most cited the cover stories *Time* and *Newsweek* did on Lynette Fromme, who pointed a loaded gun at President Ford in Sacramento, and on Patty Hearst, who was apprehended in San Francisco after her long odyssey of kidnap and outlawry.

Nevertheless, the call for "restraint" was directed at all "media," and "press." "Will the press exercise any restraint on themselves?" Senator Hugh Scott (R-Pa.), the Senate minority leader, asked in remarks published in the *Congressional Record*. Do the news magazines feel, as I do, that this is a possible contributing element?"

Over in the House, Republican leader John Rhodes of Arizona was asking, "What possible good purpose can come from this intense coverage of terrorist activity?" And his colleague, Representative Robert N.C. Nix (D-Pa.), put it more



On top of the news. President Ford had just left San Francisco's St. Francis hotel and was waving to the crowd when the shot allegedly fired by Sara Jane Moore rang out. This off-the-tube sequence of CBS News film shows what followed. Moments earlier (pictures below) the President had been interviewed inside the St. Francis by correspondents of Westinghouse-owned, CBS-affiliated KPIX(TV). A segment from that interview, including a question put to the President by anchor-person Jenny Crimm on the subject of assassination attempts, was included in a CBS special report that night (Monday, Sept. 22).



CBS News photos

vidily: "The media coverage given to assassins, kooks and conspiracy theories, like the full moon in gothic literature, brings out the latent impulses in those among us who lust after notoriety."

These views receive some support from sociologists and psychiatrists who see the media transforming would-be assassins into folk heroes. Dr. Marvin Wolfgang, who directs the Center for Studies in Criminology and Criminal Law at the University of Pennsylvania, criticized the media for portraying such perpetrators "with benign neutrality." He said they should be viewed as "nasty, brutal and ugly."

Even among broadcasters there was some concern. On Tuesday, a day after Sara Jane Moore allegedly fired a shot at President Ford in San Francisco, a broadcaster—asked what was the most important question facing the industry that

day—said, "How to keep the President from being shot." The events of the past few weeks, he said, called for "introspection" on the part of broadcasters.

That kind of self-examination was not immediately apparent at the networks. CBS News's Bill Leonard said the cameras would have to go where the President went; to do otherwise would be remiss. As for a connection between the Fromme and Moore episodes, he said, "I don't know what anybody can do about that." In any event, he said, "that is the wildest sort of speculation."

Last week, the cameras—network and station—were there at the St. Francis, and the coverage they provided was fast and extensive.

The first bulletins of the attempted assassination of President Ford Monday, Sept. 22, were on all three television networks' 6:30 p.m. news feeds. NBC ran

four updates during the 7-7:30 p.m. news and followed with two special reports: seven minutes at 7:30 with John Chancellor and from 11:30 to midnight. Four minutes in the first special report were live from the San Francisco street scene in front of the St. Francis hotel. NBC's regular one minute news update at 8:57 was extended to four minutes. The night's news coverage finished with Tom Snyder's recap of the Sacramento assassination attempt 17 days earlier.

CBS ran special reports at 7:52 (for seven minutes, including some chaotic film of the street scene); at 8:19 (with better film) and at 11:30-12:01. Biographical information of the accused assailant was provided by correspondent Richard Threkeld who identified Sara Jane Moore as a woman he had met while doing research on activists related to the Patty Hearst kidnapping. Robert Pierpoint talked with the wounded cab driver and gave a phone report to anchorman Walter Cronkite. KPIX(TV) San Francisco had arranged a half-hour interview with the President, taped at the St. Francis hotel, in which gun control and the earlier assassination attempt were discussed moments before the second incident occurred. That interview ran on KPIX in its entirety and was excerpted by CBS News for the late special report.

ABC aired special reports before, after and at halftime of its football game, with four minutes at 8:02, five minutes at 10:34 and three minutes at 11:51 from Andrews Air Force Base outside of Washington, where all three networks covered live the arrival of Mr. and Mrs. Ford and the President's brief comments. ABC concluded that night's coverage with a wrap-up by Harry Reasoner at 12:11.

Canada sticking with its policy of insisting cable systems delete commercials from U.S. signals

Retaliatory 'jamming' by Buffalo stations remains a possibility; State Department hasn't given up hope for diplomatic solution

The Canadian Radio-Television Commission has given its answer to the U.S. officials and broadcasters who have argued and pleaded for an end to the CRTC policy of requiring Canadian cable systems to delete commercials from the television signals they receive from the U.S., and to substitute "suitable" material. It's an emphatic "no."

The CRTC last week reaffirmed the policy in connection with the renewal of licenses of cable television systems in

Toronto and Hamilton, Ont., and in Vancouver, B.C.

The U.S. State Department and FCC Chairman Richard E. Wiley, under pressure from licensees of the United States stations affected by the deletion policy, had urged CRTC to reconsider it. The policy was a major topic in conversations Pierre Juneau, the then-CRTC chairman, held with Chairman Wiley and State Department officials during a Washington visit in June (BROADCASTING, June 23). Since then there were further contacts, between the State Department and the Canadian Department of External Affairs and between the FCC and the CRTC.

But last week, CRTC, in its orders renewing the licenses of systems in Toronto, Hamilton and Vancouver, said it had reviewed its position concerning commercial deletion and substitution and concluded that it "remains an appropriate and necessary means to implement the policy objectives for the Canadian broadcasting system which are set out in the Broadcasting Act."

These objectives are to promote the well-being of Canadian television. And the Canadians contend that that well-being is harmed when Canadian advertisers spend some \$20 million with American television stations whose signals are received in Canada. The deletion-substitution policy is one part of a plan to divert that revenue to Canadian stations. Another part is represented by a bill in the Canadian House of Commons that would deny tax deductions for Canadian ads aimed at Canadian audiences but appearing on American television stations or in American publications.

The CRTC enforces its deletion-substitution policy through its cable license-renewal process; it makes it a condition of the license being renewed.

The systems whose licenses were renewed last week are the ones principally involved in the deletion controversy. Most of the \$20 million the Canadians say they are losing to American television annually is spent on Buffalo, N.Y., stations, whose signals are carried by systems in Ontario, and on KVOS(TV) Bellingham, Wash., whose programming is carried by the systems in Vancouver.

The three Buffalo stations—WBEN-TV, WGR-TV and WKBW-TV—have talked about "jamming" their signals to prevent Canadians from viewing their programs as well as their commercials if the deletion policy were not dropped. The stations appeared to abandon the idea after Chairman Wiley made it clear he opposed the use of retaliatory measures. However, after the CRTC's actions were announced last week, the stations were said to be "close to a decision" on whether to seek commission approval of a "jamming" plan.

The State Department, for its part, did not appear to feel matters had reached an impasse. A department official who has been involved in talks with the Canadians on the issue said he expected the talks to continue.

NCTA receptive to Wiley initiative on pole rates

Board generally agrees to spirit of proposal by FCC chairman at its meeting in Sarasota; AT&T reaction is awaited

The National Cable Television Association board has agreed to accept in part a compromise proposal offered by FCC Chairman Richard Wiley for determining pole attachment rates. If AT&T goes along, the five-year stalemate on poles will have finally ended.

Chairman Wiley's proposal calls for a freeze on pole rates in all states except California, Pennsylvania, Washington and Oregon until June 30, 1978. In those states, rates would be set at \$3.25 per pole—an increase from the \$2.50 per-pole rate now charged in Pennsylvania and California. Systems in the Pacific Northwest currently pay rates ranging from under \$2 to over \$3.25. Those systems below the \$3.25 level would be raised accordingly; those paying more would remain at the current figure.

NCTA, however, did not go along with the inclusion of Washington and Oregon. Due to the wide rate differential in those states, NCTA wants the rates frozen there also. It also wants to extend the freeze six months up to Dec. 31, 1978.

AT&T as of late last week was still reviewing the NCTA proposals, but Jack Pettit, AT&T's legal counsel, said that the Wiley proposal had been considered a "rock-bottom offer." AT&T is also concerned that a freeze would put off the issue rather than present a real resolution of the pole rate controversy. According to Mr. Pettit's estimates, the Wiley proposal would translate into total increases of \$580,000—a figure considerably below the \$1.8 million figure the NCTA came close to settling on two years ago.

And while the NCTA proposal was not opposed by board members from Pennsylvania and California there are certain difficulties in both situations. Pennsylvania had already initiated negotiations with Bell some time back, working towards a proposal that would add only small increments to present pole rates with the charge approaching \$7.50 in 10 years. California is still confronted with several independent phone companies that are seeking higher raises than the \$3.25 figure in Mr. Wiley's proposals.

Nevertheless, Mr. Wiley's proposal was intended to develop a "businessman's relationship" during the two-year freeze period so that the two parties could settle on their own without the FCC asserting jurisdiction. It is hoped the nationwide plan will pressure independent phone companies into similar figures, said one cable

operator at last week's NCTA board meeting in Sarasota, Fla.

Pole rates was not the only issue addressed at last week's meeting. The board took a general posture on the FCC's rulemaking involving the redefinition of a cable system to cover an expansive category—including master antenna systems serving trailer parks, condominiums and multi-unit buildings—but with a higher subscriber cutoff than proposed by the commission. The FCC's suggestion to exempt systems with less than 250 subscribers, already a relaxation from the present 50-subscriber standard, would be replaced with a higher number if NCTA has its way. Comments will be filed by NCTA Oct. 28.

The board also addressed the upcoming rulemaking on "Project 77," suggesting the elimination of the one-for-one rule (where CATV systems must provide one nonbroadcast channel for each broadcast channel) and two-way requirements. NCTA also favors the establishment of a composite access channel in place of the presently required three channels—one each for the public, education and local government.

Pat Nugent, son-in-law of the late Lyndon B. Johnson and the owner of cable systems in the Austin, Tex. area, was elected to fill the vacancy left by Jay O'Neal, Commco Inc., on the board ("Closed Circuit," Sept. 22). Mr. Nugent will remain on the board until district elections in the spring of 1976.

A new membership category—patron members—was established to allow individuals such as attorneys, educators or civic officials to join NCTA.

Sponsors also wary of 'Guns' Sequel

CBS News presents follow-up that recounts troubles before and after original telecast; FCC doesn't plan to act on fairness complaints

CBS News fired off its sequel last night (Sunday) to the controversial *Guns of Autumn* documentary on hunting—and there was at least one resounding echo: gun-shy advertisers.

There was just one advertiser for *Guns* on Sept. 5 (Block Drug Co., with two 30-second positions), and only one scheduled for the follow-up last night, *Echoes of the Guns of Autumn* (J. B. Williams Co.'s Geritol 30-second spot). In fact, CBS News said it had decided on a sequel to the original program even before it was telecast to give viewers a behind-the-scenes look at pressures exerted on a network planning to telecast a program on a subject as sensitive as hunting.

The Guns of August agitated hunters and sportsmen who accusing CBS of indulging an antihunting bias. (BROADCASTING, Sept. 15). Even before *Guns* was aired criticism of the show was believed to have caused most of the advertisers that

had bought time in the program to pull out.

Last night, with CBS News correspondent Charles Collingwood as narrator, *Echoes* detailed the complaints of gun clubs to the network and its affiliated stations on the original program; elicited the views of ordinary hunters on the documentary; provided antigun spokesmen with an opportunity to reply; showed telephone operators at the network and affiliated stations listening to reactions from callers and gave CBS News producer Irv Drasnin an opportunity to defend the content of the documentary.

Mr. Collingwood reported that *Guns* was previewed on Sept. 2 by its affiliates and one of them, KSL-TV Salt Lake City, invited a number of hunting experts to view it. In the days following that preview, Mr. Collingwood said, eight previously scheduled commercials were dropped from *Guns*. The Comb Chemical Co., he said, acknowledged it had canceled three 30-second commercials because of a telephone call from an official of the Denver branch of the Safari Club.

"Five more commercials were canceled," Mr. Collingwood reported. "But, two of these sponsors say they received no phone calls and two others say the calls had nothing to do with their decisions. Whatever the reasons, the sponsors who canceled included Aqua-Tech, Lenox Air Conditioning, Williams Electric Shave, Datsun and Mr. Coffee."

He said Block Drug "stood firm," explaining that "it felt that cancellation of its commercials would mean it was trying to censor a major news medium and that, it said, would be contrary to fundamental American traditions."

Mr. Collingwood told viewers CBS News had hoped to film interviews on the subject of commercials with sponsors, advertising agencies and CBS sales executives involved. But they all declined. But the narrator made it clear that the cancellation of eight commercials did not affect *The Guns of Autumn*—"with or without them, it was to air on schedule."

The telecast, he said, unleashed "the largest mail response for any CBS News broadcast since the Ed Murrow program on Senator McCarthy in 1954." As of five days before *Echoes*, CBS News had received "some 19,000 letters and telegrams," he said. The ratio was more than three to one against *Guns*.

The FCC has received some 300 pieces of mail, much of it complaining that CBS had violated the fairness doctrine in presenting the first program.

Commission officials were taking no action on the complaints regarding *Guns*. They noted that the commission does not act on any fairness complaint until the complainant first seeks relief from the broadcaster involved. And they said that was not done by those who had fired off letters of complaint after watching *Guns*. They also said that a complainant would have to demonstrate that, in its over-all programing, CBS had presented only one side of a controversial issue of public importance.

In Brief

■ U.S. Court of Appeals in Washington has remanded 11-year-old fight for **KRLA(AM)** Pasadena, Calif., to FCC for "clarification" that could set stage for challenge of grant to Western Broadcasting Corp. (including Bob Hope), victor among seven applicants. Other six appealed, and court sent decision back, noting that commission resolved contest without explicit consideration of comparative factors listed in its policy statement on comparative hearings. It said commission counsel reported decision was based on efficiency finding under section of Communications Act calling for equitable distribution of radio service. But court said it could not accept that as substitute for FCC's own explanation. Clarification is imperative, court said, since decision on ground offered by FCC counsel "would obviate the need for consideration of many comparative issues in many cases, and thus would represent a fundamental departure from precedent." ■ It's almost certain **Senator Howard Baker** (R-Tenn.), recently returned to Commerce Committee after brief stay on Foreign Relations, will rejoin Communications Subcommittee as ranking Republican. It had earlier been agreed that if Democrat John Durkin won disputed New Hampshire Senate race (he did), Republicans would give up one seat on Foreign Relations and Mr. Baker would return to Commerce with seniority intact (**BROADCASTING**, Jan. 27). Senator Robert Griffin (R-Mich.) will drop notch on minority side. Senator Durkin has also joined Commerce, bringing membership to 20. ■ FCC Chairman Richard E. Wiley has publicly cautioned Field Operations Bureau against **overzealous monitoring of broadcasters' technical operations**. He told Washington IEEE he's not suggesting that integrity of rules be compromised but that there be "modicum of understanding of the licensee's good faith efforts to bring operations into compliance." ■ House Commerce Committee Chairman **Harley Staggers** (D-W.Va.) will speak at luncheon of National Association of Broadcasters regional TV seminar in Atlanta Oct. 14. Senate Communications Subcommittee Chairman **John O. Pastore** (D-R.I.) will speak to New England Broadcasters Association in October or November. ■ FCC Commissioner **Abbott Washburn** was confirmed by Senate Friday to serve new, full seven-year term that began July 1 (story page 29). ■ **Aetna Life and Casualty**, Hartford, Conn.-based insurance firm, will join Comsat General and IBM as third partner in CML Satellite Corp., venture to establish domestic satellite communications system. Under plan, which requires FCC approval, each company will become one-third owner and invest up to \$55 million. In separate action, FCC turned down Communications Satellite Corp.'s request to invest additional \$40 million in Comsat General, which is its domestic subsidiary. Commission said raising \$200 million investment ceiling might impinge on Comsat's international obligations. ■ Western New York Educational TV Association has bought commercial **WEBR(AM)-WREZ(FM)** Buffalo, N.Y., from Queen City Radio Corp. for approximately \$2 million, subject to FCC approval. Stations will join Western's ch. 17 **WNED-TV** Buffalo as noncommercial, educational operations.

Headliners



Carino



Watson



Kinzer

■ **Lawrence M. Carino**, VP-general manager of **wJBK-TV** Detroit, named VP of government affairs for parent Storer Broadcasting Co., succeeding to Washington post vacant since Lionel Baxter retirement year ago (**BROADCASTING**, Dec. 9, 1974). **Jay Watson**, now VP in charge of Storer's radio division, and before that station manager of **wJBK-TV**, will take over Detroit post. ■ **John G. Kinzer**, 34, named secretary-treasurer of National Association of Broadcasters, succeeding **Everett E. Revercomb**, who retires Nov. 30 after 32 years service. Mr. Kinzer has been co-director of management services at Arthur Young & Co., Washington, since 1973, before that was with MITRE Corp. and IBM.

NIS IS FRONT PAGE NEWS IN DALLAS.

A most remarkable success story is taking place in Dallas, one of the nation's most competitive radio markets. WRR, the city-owned radio station, was about to be put on the auction block

until it switched to NBC News and Information Service. Read the WRR story, reprinted here from the Dallas Times Herald, about what NIS is doing all across America.

Message loud and clear: Profit **WRR-AM volume up; music to city ears**

By KIT BAUMAN Staff Writer

It wasn't too many weeks ago that WRR-AM appeared to be fighting for every breath it could draw. An apparently terminal case of the financial anemia had laid it low. The prognosis was "hopeless."

City council members hovered at the city-owned station's bedside, some ready to announce the impending funeral, others asking for just one more opinion.

Apparently to their credit, those who pleaded for a little more time won out. Because suddenly, within the last two months, the tiny Fair Park facility's vital signs have begun to resemble those of a healthy 21-year-old.

The miracle elixir? A straight dose of around-the-clock news, administered by NBC News and Information Service and the station's six-member news staff.

"We anticipate making a substantial profit next year," station manager Edd Routt said Wednesday. "That's the Bicentennial, of course, and somehow it seems appropriate to our situation—because we've just been through a bloody revolution, too."

Routt's figures indicate that revenue production has soared an incredible 170 per cent—nearly \$3,000 per week in new sales—since the station adopted the all-news format on June 18.

Ratings have taken a comparable climb, and they continue to climb, too, although Routt cannot release the figures—the three recent surveys of the Dallas area radio market which are the source of the wide smiles around WRR-AM were done on WRR's behalf.

The city council, disturbed by the station's continuing pattern of financial loss, began in June to debate whether the station should be sold.

When it came to a vote on June 3, the issue hung on the phrase "public service." Enough members of the council believed that the station could and should continue to serve that function, and they granted a temporary stay.

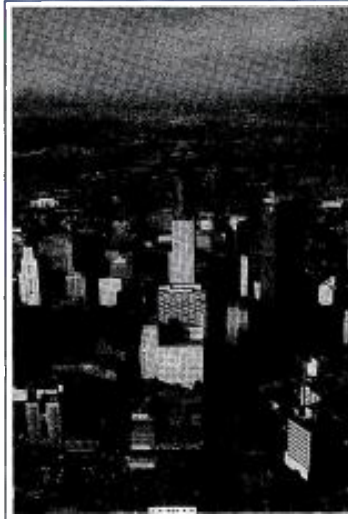
On an 8-3 vote, the council approved the \$60,000 contract with NBC which Routt and the city manager's office had urged upon them.

But Routt's patience apparently has been rewarded. The good news about the station's improving financial health is made even sweeter by the fact, according to Routt, that the advertising sales staff has more business than it can handle.

It's unlikely that the council, faced as it is right now with budget considerations and the specter of a tax increase, could hear more welcome words than to learn that a city-owned facility is likely to be earning money.

NIS. IT WORKS.

“Now, at last, the Dallas-Fort Worth metroplex has a radio format commensurate with its big city status as the 10th market in the country...NBC's News and Information Service has got to be the best thing that has ever happened to AM radio.”



That's Edd Routt, General Manager of WRR in Dallas, talking about NIS—the new 24-hour-a-day, all-day news service from NBC.

Designed to fuse national and community coverage, NIS uses the resources of NBC News—world's largest broadcast news organization—for continuous reports on the world and nation.

Meanwhile, the best news in town covers what's happening locally. Each NIS hour is a brightly formatted mix of the two. The best of both worlds. Is it effective?

Well, the first reactions are in from such other hotly-contested markets as Miami, Chicago and Baltimore. They report the same enthusiastic response—from listeners, from old clients, from new clients.

Station image, that elusive but essential community factor, suddenly shines when a station becomes an NIS outlet.

In big markets, medium markets and small markets—NIS works.

**THE WAY IT WORKS
IN DALLAS IS THE WAY IT CAN
WORK FOR YOU.**

NIS
NBC NEWS & INFORMATION
SERVICE

Find out how NIS can work for you. Call Chuck Renwick (212) 247 8300 ext. 2102

Controversy's running ahead of consensus on all-radio association plan

There are strong feelings, loud voices on both ends of opinion spectrum; many fear divide-and-conquer repercussions, others see federation as way out, still others feel idea's time has come

Radio broadcasters last week had different reactions—often startlingly different—to the move by what used to be the National Association of FM Broadcasters to become an all-radio organization (BROADCASTING, Sept. 22). The new National Radio Broadcasters Association will soon chart a path for itself, one that many feel is bound to cross that of the National Association of Broadcasters.

The possibility of division in the industry was a matter of concern to many, especially on the issue of license renewal. No one BROADCASTING spoke to, however, was predicting a mass radio exodus from NAB to NRBA, nor were they predicting NRBA would soon make great waves in Washington. The occasion did, however, offer the opportunity for some comparisons between NRBA's promises and NAB's performance for the radio industry.

The chairman of the National Association of Broadcasters's radio board, Harold Krelstein of Plough Broadcasting, Memphis, represents one end of the continuum of opinion. He said the "problem" of TV's dominance of NAB—cited by many attending the NAFMB conference in Atlanta two weeks ago—is "somewhat imaginary." It is true that "TV has a higher visibility" in the industry "and always will," he said. But with the higher visibility comes more troubles from Congress and the FCC. "A lot of people think TV gets the best of it," he said, "when actually TV gets the worst of it." He said he does not agree with those at the NAFMB conference who said radio is given short shrift by NAB.

As for NRBA's announced intention to become more involved on the Washington regulatory and legislative fronts, Mr. Krelstein pointed out that NAB's legal and legislative facilities overwhelm those currently commanded by NRBA. A comparison of dollar expenditures of the two organizations bears him out. NAB this year has budgeted close to \$700,000 on government relations alone. It budgeted about \$850,000 for public relations, about \$800,000 for station relations and about \$3.5 million for total expenditures. The dues income that made those outgo's possible come more from radio than from

television: \$1.5 million vs. \$1.1 million. NAB has about 85 paid personnel.

NRBA, on the other hand, has a current budget of \$250,000 and 329 members. NAB has 4,128 radio members. NRBA has three paid staffers, an administrator in New York, an executive director (paid on a fee basis) and a part-time general counsel in Washington.

Mr. Krelstein said he thinks more advantages would accrue to NRBA than to NAB were the two to form a partnership. He said the NRBA's idea of working toward a "federation" of broadcast organizations may "sound exciting on the surface," but on closer examination will be seen to be "not only unwieldy, but would provide us with the loosest organization in the country."

What is needed, particularly in Washington, he said, is a "solidified front." Mr. Krelstein labeled NRBA's announced intention of seeking radio-only renewal relief from Congress as counterproductive. "You can't approach Congress from two angles," he said, because Congress "will just ignore you."

At the other end of the spectrum is Stanley Kaplan of WAYS(AM)-WROQ(FM) Charlotte, N.C., who said he never has been and never will be a member of the NAB. "That's a TV company," he said last week. On the other hand, he plans to join NRBA at the earliest possible moment, even though he knows little about that group's organization and leadership. His motivation is a strong and adverse reaction to NAB, where he said the interests of the biggest TV members are controlling. "I want no part of their [the big TV members'] paternalism," he said.

Mr. Kaplan said "radio needs to stand on its own in dealing with Congress and the FCC," but at the NAB, radio "will be tarred forever by TV's brush."

What it comes down to in simplest terms, Mr. Kaplan said, is that "I think [TV and radio] are two industries and it's high time somebody started treating them as two industries." He added that "the problems aren't the same, the oppor-



NAB Radio Board Chairman Krelstein:

"A lot of people think TV gets the best of it, when actually TV gets the worst of it."

tunities aren't the same and the excesses aren't the same."

Mr. Kaplan said he will stump for building NRBA's membership at every chance he gets and hopes one day NRBA will have 4,000 members. He is not deterred in his feeling by NRBA's lack of Washington personnel. "We'll have to build them," he said.

Comments from other radio broadcasters aligned variously between those two points of views. Cecil Webb of KSUE(AM) Susanville, Calif., said, "NAB has taken very good care of me," and that he sees no reason to think that NRBA is better than or even as good as NAB. He praised the "promotion and aggressiveness" of the NAFMB leadership, which, he said "took something nobody wanted (FM) and made something good out of it." He said he believes "radio should be recognized as a somewhat different animal," but added, "I sure don't want to see any splits in the people working for us in Washington." When going before Congress or the FCC, he said, "we better have our signals together."

Daniel Kops of WAVZ(AM)-WKCI(FM) New Haven, Conn. said, "I look to NAB as the organization to do the job for radio." A former NAB board member, Mr. Kops said he hopes radio broadcasters can speak "with one voice," particularly on Capitol Hill, and that he hopes NAB will continue to supply it. NAB, he said, "could still do more" for radio, but he is pleased with recent NAB efforts—this year's planned regional radio conventions, for example—indicating NAB has a greater concern for radio than it exhibited a few years ago. Mr. Kops said he thinks radio needs special treatment from Congress in license renewal legislation, but also that he thinks that can be done in a bill that includes consideration for TV.

Dwight Case, president of the RKO Radio station group, said he would like to see Vincent Wasilewski, Miles David and James Gabbert—the presidents of NAB, Radio Advertising Bureau and NRBA respectively—organize a radio federation, with no TV membership. He characterized NRBA as a "sparkplug organization" that has "done a good job." He said NAB sees it has problems with the way it handles the radio industry, but "I'm not sure NAB knows what to do about it." A major concern to him is that the radio industry is fragmenting into different organizations and that stations will have to pay dues to too many different groups. "I would rather take our dues and plug them into one good lobbying organization," he said.

Elmo Ellis of WSB-AM-FM Atlanta, a former chairman of NAFMB, but also a member of NAB's FM committee and a director of RAB, said he also thinks the wisest course would be for the three organizations to get together. "I rather suspect this will be the eventual answer," he said. He sympathizes with NRBA's effort to seek stronger representation for radio's interests. To suggest that NRBA might one day face off with NAB is a bit of exaggeration, he said, but added that "I don't think it's all bad that more than one



NRBA booster Kaplan:

“ [TV and radio] are two industries and it's high time somebody started treating them as two industries . . . the problems aren't the same, the opportunities aren't the same and the excesses aren't the same.”

plan has been offered” on license renewal.

J.R. Livesay of WLBH(AM) Mattoon, Ill., a former NAB board member who claims he was once accused of “rocking the boat” by an NAB staffer, said a warning he gave eight years ago to the NAB that it was not doing enough for radio “fell on deaf ears.” He said NAB has some “pretty highly paid people, but we don't get many results from them. Every once in a while you have to show some accomplishments.” For example, he said, “we haven't gotten anywhere so far” on license renewal legislation. He said maybe a “new, fresh” bill, such as the one NRBA is soon expected to propose, will be looked upon more kindly in Congress.

As for the potential for competition between NAB and NRBA, “that may be good for everybody,” Mr. Livesay said. What NRBA has (and apparently what NAB does not have, in his opinion) is “dedicated fervor and evangelical enthusiasm.”

NAB, long on grass-roots support with Congress, goes after the city vote

Los Angeles and San Francisco meetings seek to educate major market broadcasters

A task force of the National Association of Broadcasters spent two days on the West Coast last week, marshaling the big-city broadcasters in getting closer to their representatives and senators.

The meeting took place Sept. 23 in San

Francisco for northern California broadcasters, and Sept. 24 in Los Angeles for southlanders. Each of the meetings ended with a plea for increased contributions to the industry's political action fund. Some 20-30 broadcasters attended the San Francisco meeting; over 60 the Los Angeles meeting.

Principal discussions centered on industry problems that have been extant for some years—license renewal legislation, family viewing, attacks on alleged sex and violence on TV, copyright, CATV, access, etc. A major thrust of the NAB team's presentation was the need to firm up relations with representatives and senators in major markets where the management of the top stations changes every few years or so and where broadcasters are not as close to their congressional representatives, due to size, as are their colleagues in smaller cities and towns.

Leading the meetings was Donald P. Zeifang, NAB executive VP for government relations. With him were that department's staffers Michael Barry and Richard Wartell. Richard W. Jencks, CBS Washington VP, attended both the San Francisco and the Los Angeles meetings; Eugene S. Cowen, ABC Washington VP, attended only the Los Angeles meeting. Similar gatherings were held in April and May with New York broadcasters and in July with broadcasters in Chicago.

Allbritton iterates he'll abide by FCC rules

Promise is made at prehearing conference at commission, along with request for three years in which to comply with regulations governing station transfers

Joe L. Allbritton last week put it in writing for the FCC: If he is permitted to acquire control of the Washington Star Communications Inc. and its broadcast properties and financially ailing newspaper, the *Star*, WSCI would come into compliance with the commission's media cross-ownership rules within three years at the outside.

Mr. Allbritton's proposal was filed in the form of an amendment by his wholly owned Perpetual Corp. to the original transfer application along with a petition that the amendment be accepted and granted. The issues on which the commission set the original transfer application would be mooted by acceptance of the amendment, the petition said.

Mr. Allbritton originally sought commission approval to acquire 38% of WSCI and a waiver of the crossownership rules, which bar the transfer, intact, of radio-TV and broadcast-newspaper properties in the same market, to permit retention of the

broadcast properties—WMAL-AM-FM-TV Washington and WLVA-AM-TV Lynchburg, Va., as well as WCIV(TV) Charleston, S.C.

The new proposal generally tracks the one outlined in the tender offer which Mr. Allbritton made to WSCI shareholders, and to which owners of 89% of the outstanding stock (Mr. Allbritton owns 10%) responded with offers to sell for a total of \$28.5 million (BROADCASTING, Sept. 22). According to that offer, Mr. Allbritton is bound to accept commission-imposed conditions to comply with the rules provided he is not required to dispose of both WMAL and WMAL-TV before Sept. 30, 1977, if a tax certificate permitting deferral of a tax payment is granted, or before Sept. 30, 1978, if a certificate is not granted. In addition, Mr. Allbritton would be required to make the necessary dispositions within one year of the sale or folding of the *Star*.

In the petition, however, Mr. Allbritton asks that the deadline for coming into compliance be set as two full years or three full years from the commission's notice of granting the applications. The petition contends that the time constraints to which Mr. Allbritton “reluctantly acquiesced” in the tender offer would make it difficult to achieve “the orderly transfer of the broadcast properties at prices which will reflect their true market value.”

The petition also explains the reason Mr. Allbritton is requesting three years to comply with the rules in the event a tax certificate is not granted—he would be interested in seeking out tax-free exchanges of broadcast properties. And this would require more time than “the more easily arranged tax-deferred cash sales which tax certification would permit.”

Mr. Allbritton had originally hoped to use the profits generated by the broadcast properties to support the *Star*, which is said to be losing more than \$1 million each month, until its declining fortunes could be reversed. But in view of the commission's decision to set the original application for what could be a lengthy hearing, Mr. Allbritton decided on alternate courses—liquidate the broadcast properties and use the sale proceeds to meet the *Star*'s interim financial needs and reinvest in other income-producing property, or attempt to trade the broadcast properties for “other similar profitable broadcast stations.”

The petition contends that the proposal constitutes “the best and only practical way now remaining” to meet critical public interest objectives. The “financial crisis” confronting the *Star* would be solved, thus assuring the continued existence of a second newspaper in the nation's capital, while “total compliance” with the crossownership rules would be achieved “in a very short period of time,” the petition says.

The amendment also deals with another issue the commission raised—Perpetual's financial qualification. It cites a commitment by the Chemical Bank to lend Perpetual \$29 million to meet its obligations under the tender offer.

With the filing of the pleadings, the

hearing on the original application went into suspension. FCC Administrative Law Judge John Conlin at a prehearing conference last Tuesday deferred further proceedings pending commission action on the petition and the amendment. There was no objection from other parties in the case, including those that had urged the commission to deny the original application—citizen groups and Michigan publisher John McGoff, who maintains he wants to buy the newspaper but not the broadcast properties. However, they now have an opportunity to file comments on the new Allbritton pleadings.

Changing Hands

Announced

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

■ **KOST(FM)** Los Angeles: Sold by McLendon Pacific Corp. to Cox Broadcasting Corp., Atlanta, for \$2.2 million in cash and notes. Price previously was reported at \$2.5 million in cash and notes (BROADCASTING, Sept. 22). Barton R. McLendon and son, Gordon B. McLendon, own seller as well as **KNUS(FM)** Dallas and have sold **KCND-TV** Pembina, N.D., and **Winnipeg**, Man.-based advertising and administrative headquarters to **Conwest Broadcasting** (Canadian group) for \$774,000 (BROADCASTING, Jan. 20).

Buyer, publicly traded on New York Stock Exchange, owns directly and through subsidiaries, **WSB-AM-FM-TV** Atlanta; **WSOC-AM-FM-TV** Charlotte, N.C.; **WHIO-AM-FM-TV** Dayton, Ohio; **KFI(AM)** Los Angeles; **WIOD(AM)-WAIA(FM)** Miami; **KTVU(TV)** Oakland, Calif., and **WIBC-TV** Pittsburgh. It also owns 56.2% of **Cox Cable Communications Inc.**, multiple system operator, and is engaged in radio and TV sales representation, business publishing, motion picture production, automobile auction services and data processing. **KOST** is on 103.5 mhz with 12.5 kw and antenna 3,100 feet above average terrain. Broker: **Blackburn & Co.**

■ **WIIN(AM)** Atlanta: Sold by Georgia Network Inc. to **Sudbrink Broadcasting Inc.** of Georgia for \$25,000 plus assumption of about \$575,000 in liabilities. Principals in seller are **Donald C. Kennedy**, who has interest in permittee of **WATL-TV** Atlanta, and **Lawrence Melear**, who has no other broadcast interests. Seller, which received FCC approval to purchase **WIIN** four months ago (BROADCASTING, May 26), is seeking waiver of commission's three-year rule due to financial problems. Principals in buyer are **Robert (Woody) Sudbrink** (55.5%) and wife, **Margareta S.** (37% as trustee for two **Sudbrink** children, **Craig** and **Kyle**). In effort to upgrade its AM service in area, **Sudbrink Broadcasting** is acquiring **WIIN** and disposing of nearby **WAVO(AM)** Decatur, Ga. (see below). Mr. **Sudbrink** also controls **WLYF(FM)** Miami, **WLAK(FM)** Chicago,

WLIF(FM) Baltimore, **WPCH(FM)** Atlanta and has interest in **WEZW(FM)** Wauwatosa-Milwaukee. Mrs. **Sudbrink** controls **WEZW** and **WWEZ(FM)** Cincinnati. Mr. **Sudbrink** also is principal in corporation which has purchased **WFUN(AM)** South Miami, Fla., from **Rounsaville** of **Miami Beach Inc.** (**Robert W. Rounsaville**) for \$1.3 million subject to FCC approval (BROADCASTING, Aug. 8). **WIIN** is daytimer on 970 khz with 5 kw.

■ **WAVO(AM)** Decatur, Ga.: **Sudbrink Broadcasting Inc.** of Greater Atlanta donated by **Robert (Woody) Sudbrink**. Deal is subject to appraisal of station at value in excess of \$500,000, and assumption by **Bible Broadcasting** of up to \$225,000 in liabilities. Mr. **Sudbrink** also is principal in corporation which recently bought **WIIN(AM)** Atlanta (see above). **Bible Broadcasting** is nonstock, charitable organization directed by brothers **Keith** and **Lowell Davey** and wives, **Yvonne** and **Georgeanna**. It also owns **WHPE-AM-FM** High Point, N.C., and **WYFI(FM)** Norfolk, Va. **WAVO** is daytimer on 1420 khz with 1 kw.

■ **WAOA(AM)** Opelika-**WFRI(FM)** Auburn, both Alabama: Sold by **Faulkner Radio Inc.** to **Talton Broadcasting Co.** of Lee County for \$300,000. **James H. Faulkner Sr.** is principal in seller which also owns **WBCA(AM)** Bay Minette, Ala., **WLBB(AM)-WBTR-FM** Carrollton and **WGAA(AM)** Cedartown, both Georgia, and has sold **WWSM(FM)** Bay Minette to **Brown Broadcasting Ltd. Inc.** (entertainer **James Brown**, principal) for \$140,000, subject to FCC approval (BROADCASTING, Aug. 20, 1973). Principals in buyer are **Julius E. Talton** (60%) and wife, **Pearle L.** (20%), who own **WHBB(AM)-WTUN(FM)** Selma, Ala., and control **WBIB(AM)** Centreville, Ala., and **Selma** radio common-carrier, mobile-TV and radio paging firm. Mr. **Talton** also is **Selma** bank director and partner in **Selma** real estate firm. **WAOA** is daytimer on 1520 khz with 5 kw. **WFRI** is on 97.7 mhz with 3 kw and antenna 160 feet above average terrain.

■ **WBGR-AM-FM** Paris, Ky.: Sold by **Blue Grass Radio Inc.** to **WBGR Broadcasting Inc.** for \$205,000. **Adlai C. Ferguson Jr.** owns seller and also **WPRS(AM)-WACF(FM)** Paris, Ill. Buyer is owned equally by **William J. Brown**, former announcer at **KHJ(AM)** Los Angeles, and wife, **Mary Ann**, **La Canada**, Calif., teacher and administrator. **WBGR** is daytimer on 1440 khz with 1 kw. **WBGR-FM** is on 96.7 mhz with 3 kw and antenna 105 feet above average terrain.

■ Other sales reported at the FCC last week include: **KETU(FM)** Salem, Mo.; **KDEF-FM** Albuquerque, N.M., and **KPOR(AM)** Quincy, Wash. (see page 53).

Approved

The following transfer of station ownership was approved last week by FCC.

■ **KMOL-TV** (formerly **WOAI-TV**) San Antonio, Tex.: Sold by **Avco Broadcasting Corp.** to **United Television Inc.** for \$9.3 million. Seller, subsidiary of **Avco Inc.**, is



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Address

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Home? Yes No

City

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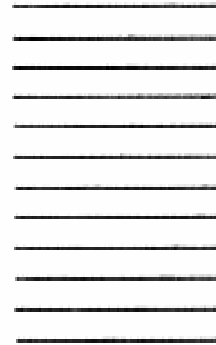
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liquidating its broadcasting properties (BROADCASTING, June 23). Buyer is subsidiary of Twentieth Century-Fox Film Corp., which owns KMSP-TV Minneapolis-St. Paul and last month received FCC approval to purchase KCPX-TV Salt Lake City (BROADCASTING, Aug. 25). Dennis C. Stanfill is chairman of Twentieth Century-Fox, which is traded on New York Stock Exchange. KMOL-TV is NBC affiliate on channel 4 with 100 kw visual, 11.2 kw aural and antenna 1,476 feet above average terrain.

■ KTVW(TV) (Channel 13) Tacoma, Wash.: Sold by Robert A. Banks, trustee in bankruptcy for KTVW Inc., to Clover Park (Wash.) School District Number 400 for \$378,000. Sale does not include station equipment. Harold J. Mulholland is president of buyer which owns noncommercial stations KPEC-TV channel 56 Lakewood Center (Tacoma) and KPEC-FM Tacoma. Clover Park plans to shut down KPEC-TV and convert commercial KTVW into educational station. KTVW has been dark since last December. KSTW(TV) Tacoma, independent on channel 11, has pledged \$250,000 to aid buyer in purchase. KTVW operates with 31.6 kw visual, 46.6 kw aural and antenna 780 feet above average terrain.

■ Other sales approved by the FCC last week include: KPGE(AM) Page, Ariz.; KDQN(AM) De Queen, Ark.; WELE(AM) South Daytona-WELE-FM Deland, both Florida; WTLG(AM) Tallapoosa, Ga.; WMDR(FM) Moline, Ill.; KLFM(FM) Ames, Iowa; KFII(AM)-KBRA(FM) Wichita, Kan.; KSOA(AM) Ava, Mo.; WINR(AM) Binghamton, WELM(AM) Elmira, both New York; WZUM(AM) Carnegie, Pa., and WEDG(AM) Soddy-Daisy, Tenn. (see page 54).

House moving out of hearing stage on copyright

Only Ringer's summary testimony remains as religious and public radio get in their says on bill

The House subcommittee with jurisdiction over the copyright bill has wound up its "regular hearings" with testimony on issues ranging from public radio to religious broadcast exemptions and special treatment for cable systems in noncontiguous areas of the U.S. Final, summary testimony will be given by Barbara Ringer, register of copyrights, on Oct. 2.

Walter Sheppard, representing the Association of Public Radio Stations, urged the subcommittee to reinstate the copyright exemption for local public radio performances. Without the exemption, Dr. Sheppard claimed, classical music would suffer since, he said, public radio is becoming the single source of classical formats. Furthermore, public radio's function of providing broadcasts of literary material to the "print handicapped"—the blind and others with reading impair-

ments—should not be burdened with copyright payments, said Dr. Sheppard. Irwin Karp, counsel for the Author's League of America Inc., contended the Library of Congress's program for the distribution of "talking books" and braille volumes was sufficient and expressed concern that copyright-exempt public radio broadcasts could also be received by the general public. The only practical way to restrict service to certain groups would be to limit carriage to closed-circuit radio, both parties agreed.

Thomas F. Zimmerman, vice president for the National Religious Broadcasters Inc., supported a section in the omnibus copyright bill that would exempt religious organizations from copyright liability for religious material broadcast for a religious purpose. Albert F. Ciancimino, counsel for SESAC Inc., questioned why creators of religious materials were not entitled to the same earning base as others and felt an exemption would be an "unwarranted dilution" of the copyright owners' rights.

The issue of a copyright exemption for cable systems in offshore areas that must rely on mailed video tapes rather than simultaneous microwave relays for retransmitting broadcast programming, had become a nonissue by the time it reached the subcommittee. Lee Holmes, president of Guam Cable TV Co., had reached an agreement with the Motion Picture Association of America that would limit the use of such tapes and insure against piracy

in exchange for special copyright treatment.

The subcommittee said it would assume the agreement could be accepted and was happy that the parties were able to resolve the issue themselves.

Washburn breezes through hearing on renomination; Wiley's proposals for fairness don't

It was all friendly and all over in fifteen minutes, but Pastore makes his negative position clear on experiment in dropping doctrine

FCC Commissioner Abbott Washburn ran into no trouble last week in the Senate Commerce Committee hearing on his nomination to a full seven-year term on the commission. But Chairman Richard E. Wiley's proposal for an experiment in which radio stations in major markets would be exempt from the fairness doctrine did.

Commissioner Washburn, asked about the proposal by Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, said that he is "from

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Missouri on this one," that he has "to be persuaded it is a good move."

Indeed, Commissioner Washburn said the doctrine is "useful" as a means of dealing with "the small number" of broadcasters who are unfair in their coverage of controversial issues. And those few, he added, are not located in any particular markets, large or small.

The fairness doctrine, Senator Pastore said, is "a good regulation, and it is working. And it is not working a hardship on the vast majority of broadcasters." The doctrine, he summed up, did not seem a proper area of "re-regulation." There was a "good reason" for adopting the fairness doctrine, he said. "It is a protection to the public." And Chairman Wiley's argument that competition among many radio stations in a market might be enough to assure over-all balance did not impress Senator Pastore. "You don't listen to all of the stations at the same time," he said.

But more than that, as he indicated when he had Chairman Wiley before him in a hearing two weeks ago, the senator doubts that the commission has the authority to suspend the fairness doctrine (BROADCASTING, Sept. 22). "There has to be strict reading of the law," he said, and pointed to language incorporated into the equal-time law in 1959—language requiring broadcasters to deal fairly with controversial issues—and said that refers to

the fairness doctrine, "pure and simple."

Senator Pastore seemed suspicious of the origin of Chairman Wiley's proposal. He asked Commissioner Washburn why the commission was getting into the matter at this time (the commissioner noted that proposals for a test suspension had been made over the years), then noted that "there have been some bills filed here"—presumably reference to legislation that would repeal the fairness doctrine—then added, "I hope whatever we do we don't do it because we are being frightened into anything."

As for the principal business of the hearing, approval of Commissioner Washburn's nomination, both by the committee and by the full Senate, seemed assured. Commissioner Washburn, who was appointed last year to complete the term of former Commissioner H. Rex Lee, received the support in the hearing of Senator Hugh Scott (R-Pa.), the Senate minority leader, and Senator Walter Mondale (D-Minn.), of Commissioner Washburn's home state. Statements of support from Senator Ted Stevens (R-Alaska) and Hubert Humphrey (D-Minn.) were also placed in the record. There was no opposition, and the entire proceeding—during which Senator Pastore suggested that Commissioner Washburn insert in their record rather than read a six-page statement—lasted less than 15 minutes.

Citizens use class action as new weapon in fighting discrimination

Different tack for minorities stays out of FCC and allows groups to use court's right of discovery to obtain stronger evidence against broadcaster

Minority groups that complain about broadcasters who discriminate in employment practices are seeking a new form of relief: the filing of class action suits alleging violations of civil rights and seeking federal courts to enjoin stations from engaging in discrimination.

At least four such suits have been filed—two, by the Puerto Rican Media Action and Educational Council Inc., against WNET-TV and Metromedia Inc.'s WNEW-TV, both New York; one against Harbenit Broadcasting Co.'s KGBT(AM), KELT-FM and KGBT-TV, all Harlingen, Tex., and one against Cox Broadcasting Co.'s KTVU(TV) Oakland, Calif.

In each case, the suit was filed in behalf of one or more minority-group members who claim the broadcaster discriminated against them in refusing either to hire or promote them. The suits also allege that other members of their race have been or will be subjected to the same kind of treatment.

Normally, allegations that broadcasters are guilty of such discrimination turn up in petitions to deny license renewals that citizen groups file with the FCC. However, most of those petitions fail to block the grant of a renewal without a hearing.

Thus, the court suits are seen as an effort to find a more congenial forum for such complaints. But more than that is involved. By filing such suits, complainants can take advantage of the court's right of discovery to obtain information they say they need to make a showing that goes beyond mere statistics. Citizen groups have complained that the commission does not provide for such discovery, and then rejects allegations of discrimination on the ground they are based solely on statistics.

The Puerto Rican group not only filed class action suits against WNEW-TV and WNET-TV, in May it also petitioned the commission to deny the stations' licenses. In its petitions, the group suggested that the commission afford the right of discovery in discrimination cases in which complainants are able to show "strong disparities in employment statistics" (BROADCASTING, June 2). (Discovery in the New York cases has been deferred pending negotiations on the FCC challenges.)

The class-action discrimination suits

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seek generally the same kinds of relief: an order barring the broadcaster from discriminating against the individuals named in the suit or other members of their race, and requiring the employment of the plaintiffs mentioned and the payment to them "and their class" of wages lost as a result of the alleged discrimination.

There may be additional class-action suits accusing broadcasters of discrimination, predominantly in the San Francisco Bay Area. Marcus Garvey Wilcher, vice chairman of the National Black Media Coalition, said "to stop this rampant racism being practiced by all Bay Area TV and radio stations," suits will be filed against KQED(TV), KGO-TV, KPIX(TV), KRON-TV and KBHK(TV).

to participate in the FCC panel discussions at the concurrent NAB-Radio Advertising Bureau radio conventions. The TV meetings, originally planned as one-day seminars, will now be spread over two days.

The seminars will be held in Atlanta (Oct. 13-14), Boston (Oct. 16-17), New Orleans (Nov. 10-11), Chicago (Nov. 13-14), Denver (Nov. 17-18) and San Francisco (Nov. 20-21). Those are the same dates and cities as the regional radio conventions.

In three of the cities, Boston, Denver, and San Francisco, the panels are also part of the FCC's regional meetings with

broadcasters. FCC Chairman Richard Wiley will preside over the panels in Boston and Denver and Commissioner Benjamin Hooks will head the one in San Francisco.

The other panelists will be FCC staff members. In Atlanta, New Orleans and Chicago they will be: Arthur Ginsburg, assistant chief, Complaints and Compliance Division; Neal McNaughten, assistant chief for engineering; Paul Putney, assistant chief, Broadcast Bureau. Ashton Hardy, general counsel, will participate in the New Orleans meeting.

And in Boston, Denver and San Fran-

Media Briefs

Two for hearings. FCC has scheduled Oct. 20 oral arguments for two separate license renewal cases involving charges of fraudulent billing. Involved are Eastminster Broadcasting Corp., licensee of WOTW-AM-FM Nashua, N.H., and Gateway Broadcasting Enterprises Inc., licensee of WKPA(AM) New Kensington and WYDD(FM) Pittsburgh, both Pennsylvania. Both licensees were ordered to pay \$10,000 fines rather than be denied license renewal in initial decisions released by FCC administrative law judges.

Jersey bounce. FCC has denied petition by Concerned Communicators and has granted renewal of Capital Cities Broadcasting Co's WPVI-TV Philadelphia. Citizen group had challenged station's ascertainment, programing and hiring record. Renewal, however, was conditioned on outcome of commission inquiry and rulemaking into VHF service for New Jersey (BROADCASTING, Feb. 3). In related action, commission granted petition by New Jersey Governor Brendon Byrne and State of New Jersey which requested that condition for all Philadelphia VHF renewals. Similar stipulation previously was placed on New York City V's.

Richmond appeal. Black Broadcasting Coalition of Richmond (Virginia) is appealing renewal of licenses for WTVR-AM-FM-TV Richmond. FCC's renewal of radio stations was conditioned on licensee filing equal employment opportunity reports.

NAB shuffles meeting cards and deals out same-day schedules

Dates for TV managers seminar changed to coincide with NAB-RAB conventions, allowing broadcasters to join in FCC panel exchanges

The six television executives seminars to be held this fall by the National Association of Broadcasters have been rescheduled to permit the TV broadcasters

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Five-part harmony. Top-level radio executives participated in a closed-circuit broadcast relayed to about 1,800 radio stations last week. They discussed the agenda of the National Association of Broadcasters-Radio Advertising Bureau regional radio conventions to be held over the next two months in Atlanta, Boston, New Orleans, Denver, Chicago and San Francisco. Among those who spoke were (l to r): Harold Neal, president of ABC Radio Division; Sal Avogino, president, Katz Radio; Miles David, president, RAB; Jack Thayer, president, NBC Radio Division and John Boden, vice president, Blair Radio (representing Thomas Harrison, president, Blair Radio, who was on vacation). Taking part in the broadcast but not pictured were Vincent Wasilewski, president of NAB, and Sam Cook Digges, president, CBS Radio Division.

cisco they will be: Mr. Hardy; William Ray, chief, Complaints and Compliance Division; Richard Shiben, chief, Renewal and Transfer Division; Lionel Monagas, chief, Industry Equal Employment Opportunity Unit; Martin Levy, chief, Broadcast Facilities Division, and Phyll Horne, chief, field operations.

Pleadings are in on Straus's fight against rule on personal attacks

Licensee, Geller against; FCC, Rosenthal for in briefs filed with D.C. Appeals court

A court case in which the constitutionality of the FCC's personal-attack rules is under challenge has moved along the procedural route to the point where it is ready for argument. The case involves the commission's censure of Straus Communications Inc.'s WMCA(AM) for a March 8, 1973, broadcast in which a talk-show host called Representative Benjamin S. Rosenthal (D-N.Y.) a "coward." But the Washington appeals court has received briefs not only from Straus (BROADCASTING, June 16) and the commission, but from Representative Rosenthal and former FCC General Counsel Henry Geller as well.

Straus contends that although the Supreme Court upheld the constitutionality of the personal-attack rules as well as the fairness doctrine in 1969 in the Red Lion case, the commission's ruling in the case was an unjustified intrusion on broadcasters' editorial discretion and that the rules "on their face" are unconstitutional.

Straus agrees that broadcasters should be required to act as public trustees but

contends that their over-all performance is the proper basis on which to determine whether they are operating in the public interest—a point seized on by Mr. Geller in a friend-of-the-court brief to seek judicial review of the position he has been advancing since leaving the commission two years ago—that the commission violates the Communications Act and the First Amendment by its case-by-case administration of the fairness doctrine.

The commission, he said, should cease its "interference with day-to-day broadcast journalism" and instead focus on the goal permitted by the law and the Constitution—"insuring that on an over-all basis the licensee remains faithful to his public trustee role in this important area of fair coverage of controversial issues."

Both Straus and Mr. Geller cite Supreme Court cases involving CBS and the *Miami Herald* in support of their position.

The commission and Representative Rosenthal dispute those arguments in their briefs. The commission notes that the Supreme Court in the CBS case—which involved the question of whether broadcasters could adopt a flat ban on the sale of time for political advertising—reaffirmed the foundation on which the Red Lion decision rests—"the presence of 'unique and special problems' [in the broadcast media] not present in the traditional free-speech case." And in the *Miami Herald* case, in which the high court struck down a Florida law that resembled the commission's personal attack rule, the commission points out that the Red Lion case was not mentioned—"a clear indication of the Supreme Court's belief that Red Lion's vitality" was not affected. Representative Rosenthal contends case law does not support Straus's constitutional argument. Rather, he says, the case "appears to be the latest in a series of efforts by the broadcast industry to destroy the concept of the 'public trustee.'"

New surveyor for radio

Greyhound subsidiary, Audience Measurement Service Inc., begins operations in 25 markets next year

Plans for a new radio rating service that "will cover no less than the largest 25 markets in the country" are being developed by Research Information Center Inc., a subsidiary of the Greyhound Corp.

The first sweeps are planned to begin in the first quarter of 1976, with additional markets to be added with the second and subsequent sweeps. The blueprints envision 9,000 completed telephone interviews per sweep in each market, involving 5,000 individuals living in separate households; in-depth measurement of the demographic characteristics of listeners and the inclusion of measures of the reading of individual newspapers. The sweeps are expected to cover 13 weeks, but with the largest markets covered on a year-round basis. A four-week "demonstration" sweep is scheduled in San Francisco in October-November.

Plans were announced by Hilda Barnes, president of the Greyhound research subsidiary, who said the radio rating service will be provided by a new subsidiary, Audience Measurement Service Inc. Like the Research Information Center, AMSI will be based in Phoenix. Its principal marketing office, however, will be at 445 Park Avenue, New York.

Broadcast sources said the new company had been sampling radio broadcasters by telephone and apparently was encouraged to proceed with the project. Station research specialists were said to be favorably impressed both by the quality of research work for which the Greyhound subsidiary is known and by the financial backing that presumably would be available to the new service, since Greyhound is ranked 45th among U.S. industrial companies.

The service was said to use the 24-hour recall telephone technique, with a second interview following a week later to develop cumulative audience data. Informed sources said data on the TV viewing as well as newspaper reading habits of radio listeners may also be offered as an optional extra service to give radio broadcasters ammunition for selling their medium against—or as a supplement to—TV as well as newspaper advertising.

The projected new service apparently is related at least indirectly to the recent All Radio Marketing Study, a multimedia methodology study popularly known as ARMS II, that was conducted under the leadership of the Radio Advertising Bureau. Ms. Barnes, president of the Greyhound subsidiary and of the new Audience Measurement Service Inc., is said to be a former associate of Willard R. Sim-

mons, head of Three Sigma Research Center, which conducted the ARMS II surveys. In addition, Michael Silverstein has resigned as vice president of Three Sigma to become marketing vice president of AMSI. Beyond that, some broadcast sources said Mr. Simmons was in fact scouting for AMSI when he took soundings on broadcasters' interest in a new ratings approach last summer ("Closed Circuit," July 28).

British puts tighter rein on ad content

New taboos for commercials are many, spelled out precisely

New advertising regulations enacted by the Independent Broadcasting Authority, which governs Britain's independent, commercial TV companies and commercial radio stations, parallel the National Association of Broadcasters' code in some respects, but are notably more specific.

For instance, the NAB code generally prohibits ads encouraging unsafe practices by children but the IBA code prohibits ads encouraging children to "enter strange places or to converse with strangers . . ." The IBA code explicitly prohibits direct appeals to buy unless the product advertised is affordable by children themselves. Reminiscent of family-hour strictures here, the IBA says "products or services not of brand interest to children which however feature promotions of interest to children must not normally be transmitted until after 9 p.m." Ads for "adult" products are banned during children's programs as are ads which feature children's show personalities promoting products of interest to the young—until after 9 p.m. "Children may not be seen or heard" in ads for alcohol and no one associated with drinking should seem to be "younger than about 25," the code states. Prices must be indicated and not minimized by use of words "only" or "just" in ads for toys. And children must not be used to present or comment on products about which they cannot be expected to have direct interest or knowledge, nor may they give formalized personal testimony.

Aside from the restrictions on children's advertising, the IBA listed products and services that are generally unacceptable in commercials. They include contraceptives (although ads for family-planning services are allowable); smoking cures; products for treatment of alcoholism; contact lenses; clinics for hair and scalp treatment; products for treatment of hemorrhoids; slimming clinics; pregnancy testing services; hypnosis, hypnotherapy, psychology, psychoanalysis or psychiatry; breath-testing products purporting to mask the effects of alcohol; matrimonial agencies and correspondence clubs; fortune-tellers; undertakers; unlicensed employment services; betting tips; private eye agencies and cigarettes and cigarette tobacco.

Advice from doctors, nurses, chemists

and others which gives the impression of being professional recommendations are not allowed. Ads cannot contain reference to prize competition nor offer to refund money to dissatisfied users of any product (except "appliances or therapeutic clothing.").

The IBA code prohibits ads "directed towards any political end" and those related to industrial disputes. Ads of a religious nature are not allowed nor are pitches for various charities.

The code sets standards for noise in ads and prohibits playing on fear or superstitions. Misleading reproduction techniques (trick photography, etc.) are unacceptable. Comparison advertising, including names of competing brands, is allowed as long as no artificial advantages are conferred.

Torbet may absorb Avco Radio Sales

Merger talks taking place on merger that would add 13 stations to ATA's list

Alan Torbet Associates, New York, has notified the radio stations it represents that negotiations are proceeding that would merge Avco Radio Sales into ATA sometime between Oct. 1 and the end of the year ("Closed Circuit," Aug. 4).

Alan Torbet, president of ATA, stressed that no agreement has been reached as yet. He pointed out that Avco Radio Sales is being purchased by its president, Peter Lasker, and some of his associates from the Avco Corp. and negotiations relating to the merger are being conducted with Mr. Lasker and his colleagues.

He said under the proposed merger, ATA would add about 13 Avco clients, including such outlets as WRFM(FM) New York; WLW(AM) Cincinnati; KBIG(FM) Los Angeles and KBRT(FM) Avalon, Calif.; KSL-AM-FM Salt Lake City and WLKW-AM-FM Providence.

If the consolidation is effected, Mr. Lasker and his associates will hold 20% of ATA stock; will receive certain other payments and will have two members on the seven-man ATA board. Mr. Lasker will be a stockholder, officer and director of

ATA. Key employes of Avco Radio will be added to ATA offices in New York, Chicago, Detroit and Los Angeles, according to Mr. Torbet. He emphasized that Avco's TV division will continue as a separate division, and will have no connection with the reconstituted ATA.

Ad ventures in the skin trade

Men's magazine makes its way into spot schedules on TV, radio

A magazine known in the publishing trade as a "skin book" has made its debut as radio-TV advertiser.

Since last January, *Club* magazine has been flaunting its contents of photographs of "exquisite women" and titillating articles on more than 25 radio stations. Since July, spot-TV schedules have been rolling on six TV stations in St. Louis, Los Angeles and New York.

Matthew C. Bryant, vice president and general manager of Media Buying Services International Inc., New York, said last week "the results have been sensational. The first issue in February had a press run of 400,000; it now has climbed to more than a million."

Spots run four to five days before the monthly magazine reaches the public. The radio schedule, Mr. Bryant said, is on stations in New York, Los Angeles, Chicago, Philadelphia, Cleveland, Detroit and St. Louis. He said TV commercials are running in Los Angeles on KHJ-TV, KTLA-TV and KTTV; in New York on WNEW-TV and in St. Louis on KSD-TV and KPLR-TV. Timeslots are late night.

Co-publisher of *Club* is Peter Godfrey, formerly president of the Marshall Cavendish organization in the U.S., who pioneered the use of heavy spot TV and radio advertising to sell special publication such as *Story of Life*, *Man & Woman*, and *Man, Myth & Magic*.

Club believes it's the first publication of its type to use TV. Others in this genre that have advertised on radio are *Oui*, *Swank*, *Gallery* and *Genesis*. All stations are not clamoring for this category of advertising. Mr. Bryant acknowledged that many TV and radio stations have refused

WJFM

The power to persuade

With 500,000 watts, WJFM covers 720,000 households and 2,400,000 people. And they are listening. Calls have come in from 100 miles away and mail from 41 counties

Who are these listeners? Men and women from 18 to 49 who appreciate "music just for the two of us," who enjoy the very best — and often buy the very best.

The nation's most powerful FM station.



The Jolly Hobbits

RADIO
WJFM 100.5 AM 200 WATTS POWER
WJFM 100.5 FM 100 WATTS POWER
WJFM 100.5 FM 100 WATTS POWER
WJFM 100.5 FM 100 WATTS POWER

WJFM

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knebel, Inc., Exclusive National Representative

**Thank you, one and all,
for making 1975-76
the year of "independents."**



This is a banner year, a year to be proud. It is a year to be thankful as we celebrate our company's 12th anniversary. And we want to say "thanks" in red-white-and blue to all those in the industry who have made us:

**THE FIRST AND ONLY DISTRIBUTOR
TO EVER HAVE THREE FIRST-RUN
PRIME - TIME ACCESS SERIES ON THE
AIR IN THE SAME SEASON!**

**Independent TV distributors*

★ So, thanks to all of the stations on the BOBBY VINTON SHOW “network”. Thank you Alan Blye and Chris Bearde . . . Chuck Barris and Budd Granoff . . . Allan Thicke and superstar, Bobby Vinton, for this network quality breakthrough in prime-time access programming. We’re not alone in this opinion, for 45 of the Top 50 Markets bought the new hit-of-the-season .

We deliver!

★ Thank you, every one of the 82 NAME THAT TUNE stations . . . thank you, Ralph Edwards . . . David Levy . . . Ray Horl and Dick Gottlieb . . . Tom Kennedy . . . and the creative, musical “father of the show”, Harry Salter. Now starting its second smash season, TUNE is sold in 45 of the Top 50 markets.

We deliver!

★ Thank you, all you TREASURE HUNT stations . . . thank you Chuck Barris, Budd Granoff, Mike Metzger . . . and Geoff Edwards. In its *third* season HUNT is sold in 38 of the Top 50 Markets; 74 stations, in all.

We deliver!

★ Finally, a special thanks to every single station rep . . . every single advertiser and agency that supports our shows.

For you see, the bottom line of this “bread-and-butter”, thank-you advertisement is that we couldn’t have made it without *all of you*.

TO SUM UP: THREE SHOWS ON THE AIR THIS SEASON SCHEDULED IN 128 PRIME ACCESS TIME PERIODS . . . IN THE TOP 50 MARKETS!

WE DELIVER!



Sandy Frank Film Syndication, Inc.

635 Madison Avenue/New York, New York 10022
(212) 628-2770



Reunion. Eleven of the Television Bureau of Advertising's 19 former chairmen are pictured with the current chairman, Kenneth M. Johnson of KTRK-TV Houston, and President Roger D. Rice at the dedication Monday night (Sept. 22) of the new Chairman of the Board Room at the bureau's headquarters at 1345 Avenue of the Americas, New York, L to r: seated—Roger Clipp of Broadcast Management Inc., formerly of Triangle Stations (TVB chairman in 1959); Chairman Johnson; Lawrence H. Rogers II, Taft Broadcasting (chairman 1958); Guy Main, Mid-

west TV Stations, Champaign, Ill. (1970); Clair R. McCollough, retired chairman of Steinman Stations, Lancaster, Pa. (1955); Joseph P. Dougherty, Capital Cities Communications (1967); Gordon Gray, consultant, Riviera Beach, Fla. (1963); standing—Albert J. Gillen, Poole Broadcasting, Flint, Mich. (1972); Jack McGrew, KPRC-TV Houston (1973); President Rice; Donald L. Chapin, Taft Broadcasting (1966); Donald Kearney, McConnell Advertising Service, New York (1969); Charles B. Brakefield, WREC-TV Memphis (1968).

to accept schedules from *Club*—“even with the toned-down copy used.”

TVB New York workshop to analyze co-op problems

The Television Bureau of Advertising will sponsor a two-day television co-op workshop next week as part of an effort to expand the base of co-op advertising in the medium.

Participants in the Oct. 9-10 workshop at the Plaza hotel in New York will be executives from television, national manufacturers and retailers. TVB said the focus will be on the growing importance of

cooperative advertising, which it termed a \$3-billion industry, of which \$1 billion is not being used.

To prepare for the workshop, TVB had sent questionnaires to broadcasters, retailers and manufacturers asking them to pinpoint potential problems areas. Returns from broadcasters, TVB said, cited these problems: Getting stores to add TV to newspaper-only co-op campaigns; getting stores to use more TV co-op dollars; dealing with retailers who prefer newspaper for co-op purposes and knowing the proper person to approach for co-op funds.

TVB has arranged a workshop panel of 17 co-op specialists from the broadcast, retailing and manufacturer sectors to give

their views and to answer questions from the audience.

Advertising Briefs

TVB lawyers. Television Bureau of Advertising's sales advisory committee has retained law firm of Jones, Day, Reavis & Pogue as its Washington counsel. Firm, with Attorney Victor E. Ferrall Jr. as TVB's principal contact there, will represent committee in matters before Congress, FCC, Federal Trade Commission and Food and Drug Administration that relate to TV advertising and national spot business. Decision to retain Washington counsel was part of TVB overhaul giving station reps greater influence in TVB's affairs (BROADCASTING, Aug. 25).

Rule watch. Monitoring FTC's development of new trade regulation rules is primary purpose of Chamber of Commerce's new FTC Working Group. Washington-based group, comprising over 300 representatives of corporations, trade associations and law firms, will try to “assure that the business viewpoint is expressed to the FTC whenever it exercises its regulatory powers.” Members include: National Association of Broadcasters, Association of National Advertisers, American Advertising Federation, National Small Business Association, 3M, Ford, GM, Chrysler, ITT, IBM, B.F. Goodrich and General Mills. Group, still in organizational phase, will also inform businessmen across country of FTC's ac-



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

**ALL FULL CONCEPT, 24 HOUR
 MUSIC SERVICES.
 ALSO CUSTOM JINGLES.**

ETERS PRODUCTIONS, INC.
 8228 Mercury Court, San Diego, Ca. 92111 Telephone (714) 565-8511

tivities through use of videotape cassettes.

Help in spot planning. Television Bureau of Advertising's sixth annual *Spot Television Planning Guide*, compiled with cooperation of 500 television stations and 22 station rep firms, is available at \$5 per copy. *Guide* is 28-page collection of data that enables advertisers and agencies to compare, in advance, audiences and cost efficiencies of variety of spot-TV schedules. Harvey Spiegel, TVB senior vice president, research and marketing, stressed "reality" of *Guide's* data: "Audiences are measured audiences, costs are averages of actual costs, schedules are specific, targets are well defined and all data are as current as possible." *TVB, 1345 Avenue of Americas, New York 10019.*

State group objects. Add Maryland-District of Columbia-Delaware Broadcasters Association to list of vocal opponents of petition calling for ban on television advertising of nonprescription drugs before 9 p.m. In FCC filing, association claimed petition—originally signed by 14 state attorneys general—failed to show such advertising creates artificial need and is dangerous to children. It also said matter should have been taken up with Federal Trade Commission. National Association of Broadcasters and Proprietary Association, nonprescription drug manufacturers group, already have expressed discontent, as have two co-signers who withdrew their names from petition (BROADCASTING, Sept. 1).

By another name. PKL Advertising has changed its name to Shima/Passbarger, in tribute to president, John F. Shima, and creative director, Herbert E. Passberger. Agency continues at 1 Rockefeller Plaza, New York 10020; (212) 489-6400.

Atwood Richards adds new division, new office

In an expansion move at Atwood Richards Inc., New York, media buying/bartering firm, the company has established a syndicated program division and has opened an office in Beverly Hills, Calif.

Donald Quinn, former director of planning at AR, has been appointed vice president in charge of the newly established syndication division. He will direct the bartering of syndicated shows in key markets and the exchange of station time for programing presold by AR.

The Beverly Hills office will be at 9171 Wilshire Boulevard. Alan Sturm, who has been an executive with advertising agencies and media representative on the West Coast, will manage the new office.

Atwood Richards said it has a current bank of about \$14 million in media dollar credits. The company said it recently has been given the buying assignment for Gallery of Homes, a group of 1,500 independent real estate brokers, which will begin advertising with a \$1-million schedule on NBC-TV's *Today* and ABC-TV's *AM America* series early next year.

Programing

Macdonald blisters NFL for claims of harm from blackout law

Hearings open on legislation to make measure permanent; Wiley says FCC study shows no adverse effect in '73, '74; CBS's Schneider voices support

"Nobody thinks the football leagues are the bad guys," House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) said last week, but for them to resist making the sports anti-blackout law permanent is, in the Congressman's opinion, "chutzpah at its highest." At the opening day of hearings on legislation he introduced to make the law permanent, Mr. Macdonald defied the sports leagues, particularly the National Football League, to show him how it has been hurt by the law, which has been in effect on a test basis since the beginning of the 1973 season, and which expires Dec. 31.

The sports officials were not present at the hearing Monday before the House Communications Subcommittee; their turns were scheduled for subsequent days last week. The hearings were postponed, however, after Mr. Macdonald was hospitalized Monday afternoon with bronchitis. He was expected to be released this weekend, an aide said last week.

The antiblackout law prohibits home games of professional football, baseball, basketball and hockey from being blacked out on local commercial TV if they are sold out 72 hours in advance. Besides making that law permanent, the Macdonald bill (H.R. 9566) would change that 72-hour cutoff for postseason games of baseball, basketball and hockey to 24 hours (BROADCASTING, Sept. 15).

During a colloquy with Jack Schneider, president of the CBS Broadcast Group, one of the two witnesses Monday, Mr. Macdonald was told that the networks' payments for the rights to televise professional football games are going up every year and that the league has the upper hand in setting the prices.

"I don't think that the free market processes are in full flower," Mr. Schneider said. And yet, "without your help they would not be in the position they are?," Mr. Macdonald asked. "I believe that to be the case," Mr. Schneider said. Mr. Macdonald then launched into a tirade about the NFL, expressing amazement that the league is complaining it is harmed by the law.

The chairman had earlier said, "I shed no tears for the NFL and their financial plight."

He condemned the NFL's claim that

the antiblackout has increased the number of no-shows at games as a "propaganda line," and a "frivolous complaint." A no-show is a ticket holder that fails to show up for the game. Mr. Macdonald noted that the NFL teams make no refunds for tickets sold and said: "I don't really see what business it is of the football team what [a ticket holder] does with the ticket—if he eats it or gives it away or sells it ... it doesn't seem to me that that affects the gate in any way."

FCC Chairman Richard Wiley, the first witness Monday, said he supports the Macdonald bill, although "ordinarily, as a personal matter, I would question the appropriateness of a law which directs a private entrepreneur as to how he should market his product."

Mr. Wiley told the subcommittee "that our studies, compiled at the direction of Congress, have not revealed that P.L. 93-107 has had any adverse effect on organized sports." He said, "there is no indication that professional football is about to become a 'studio sport,'" and that, "given the players' strike and the general state of the economy, plus the competitive threat of the World Football League, the NFL would appear to have had a 'good' year in 1974 so far as regular season attendance was concerned."

He also said: "From the statistical tests conducted, the conclusion can be drawn that precipitation and team standings are much more important influences on the number of no-shows than is the antiblackout law."

"With regard to the lifting of the television blackout on season ticket sales," Mr. Wiley also said, "it was found that the number of games televised locally had no statistical effect."

Mr. Wiley drew his statistics and a conclusions from the commission's 1974 and 1975 reports to Congress on the financial impact of the antiblackout law on professional sports.

In his statement he also noted that "some radio stations suffered serious ratings losses because of the antiblackout law, but were compensated, at least in part, by rebate payments from nine NFL member clubs. He added, however, that the law's effect on radio, in his opinion, "is not so great as to warrant a change in the law."

Representative Macdonald and Louis Frey (R-Fla.), ranking Republican on the subcommittee, recommended that the FCC do one more annual study and report on the working of the antiblackout law, "as a safety valve," in Mr. Frey's words. But Mr. Macdonald said he thinks the move to make the law permanent should be taken now just the same. "Just pass it and if something bad happens that we cannot foresee ... we can review it at that time," he said.

Mr. Schneider testified in support of the Macdonald bill, saying a CBS study showed that "the public wants to see its home team play." He said in only one market surveyed—New York—were the hometown games rated lower than out-of-town games, "and that would appear to be

because the fans were dissatisfied with the performance of the [home] team."

In his prepared testimony, Mr. Schneider urged that the antiblackout law be amended to prohibit pay cable from carrying a home game if it has been blacked out on commercial TV. His statement said CBS believes that there is a "loophole" that, if not plugged, will lead to "the substitution of pay television for free television in the presentation of major sports events to the public."

Representative Macdonald prevented Mr. Schneider from presenting that portion of his testimony, however, saying "that's a subject all unto itself." He said the subcommittee will hold separate hearings on pay cable sometime in the future.

Representative Charles Carney (D-Ohio) said during the hearing that he plans to offer an amendment to the Macdonald bill that will somehow limit the size of an area blacked out when a game is not sold out far enough in advance. Although he had no specifics, he said he is concerned about his hometown of Youngstown, Ohio, which, he said is within 75 miles of two towns with professional football teams—Pittsburgh and Cleveland. He said it is unfair that Youngstown falls within the blackout zone of both towns.

The hearings are tentatively scheduled to resume Oct. 6, 7 and 8.

Among the witnesses to be heard then are Pete Rozelle, commissioner of the National Football League; David DeBusschere, commissioner of the American Basketball Association; Lawrence O'Brien, commissioner of the National Basketball Association; Don Ruck, vice president of the National Hockey League; Bowie Kuhn, commissioner of baseball; Elton Rule, ABC president, and Julian Goodman, chairman of NBC.

CBS-TV's try for per-use music license gets setback

Court rules broadcaster had not proved restraint of trade, nor that goal could not have been attained by other means; there's no word on appeal

CBS-TV has failed, at least for the present, in court battle to compel the major music-licensing organizations to grant it a new form of license, under which it would pay only for whatever music it actually uses.

U.S. District Judge Morris E. Lasker dismissed the network's so-called per-use suit, holding that CBS had failed to show that Broadcast Music Inc. and the American Society of Composers, Authors and Publishers, the principal defendants, were guilty of restraint of trade, or that CBS couldn't get what it wanted—per-use licenses—by dealing directly with the in-



Columbia Pictures Industries, Inc.
Let us Entertain you

'Columbia lady' bows out.

"Graphically, she is rather unwieldy," said Marvin Korman, vice president, corporate affairs Columbia Pictures Industries, explaining the introduction of a new corporate logo to replace the torchbearing Columbia lady who has opened Columbia Pictures film for more than 50 years. Frankfurt Communications, New York, designed the new logo, to be used with the slogan "Let us entertain you." It will be seen on motion picture and television screens sometime in December.

dividual copyright owners.

Judge Lasker, of the U.S. Court for the Southern District of New York, who heard the case in a trial that totaled several weeks extending over several months in 1973, dismissed the suit in a 107-page decision on Sept. 22.

CBS-TV officials had no immediate comment and gave no clue as to whether they might appeal.

Some other legal sources held that the decision was not appealable as a matter of right at this stage but only at the discretion of the appeals court. This was so, they said, because both ASCAP and BMI filed countersuits against CBS that have not been tried, with the result that the entire case has not yet been decided. CBS attorneys, however, appeared confident Judge Lasker's decision in itself is appealable, though they would not say whether they would in fact appeal it.

A chief target of CBS's suit was the so-called "blanket" license that is used by most ASCAP and BMI licensees. CBS and other blanket licensees pay a flat fee—percentages of their total revenues, after

specified deductions—and in return can use as much or as little BMI and ASCAP music as they wish.

In its suit, filed almost six years ago (BROADCASTING, Jan. 5, 1970), CBS charged that BMI and ASCAP illegally restrain trade and force it to take a blanket license, thus making it pay for music it doesn't use or want. CBS contended it would be impractical to deal directly with the individual owners of copyrights on the music it needs and that BMI and ASCAP, as representatives of those owners, should be forced to issue licenses that would let it pay only for music used.

The network said it was willing to pay "reasonable" per-use fees but didn't indicate what they might be. Obviously, however, it hoped to cut its music license costs, which in 1969 amounted to \$1.6 million in payments to BMI and \$5.7 million to ASCAP. Since then it has paid \$6 million a year under interim ASCAP and BMI blanket licenses, pending outcome of the suit.

Judge Lasker didn't buy CBS's arguments. "We conclude," he said, "that CBS has not met its burden of proving that defendants illegally restrain trade in the market for performing rights for network television use, and compel it to take a blanket license as alleged in the complaint.

"CBS has failed to prove that there are significant mechanical obstacles to direct licensing. Nor has it established by credible evidence that copyright owners would refuse to deal directly with CBS if it called upon them to do so. To the contrary, there is impressive proof that copyright proprietors would wait at CBS's door if the network announced plans to drop its blanket license . . .

"We are left with the strong impression that CBS has exaggerated the risks involved in dropping its blanket license and sought a legal solution to what is essentially a business problem. . . .

"There is an astonishing lack of evidence that CBS considered [alternate licensing] possibilities, or even the feasibility of direct licensing as a general proposition before commencing suit. The fact that it did not do so does not in itself defeat its claims, but it has rendered the nature of its proof at trial largely speculative. . . .

"Because CBS has failed to prove the factual predicate of its claims—the non-availability of alternatives to the blanket license—the complaint must be dismissed . . ."

Until this suit came up, Judge Lasker held, "CBS appears to have lived quite happily with the blanket arrangement which it now disavows," having had one in radio since 1929 and in TV since 1946. Moreover, he said, the suit did not follow a breakdown in negotiations for a new form of license, but ensued after BMI insisted on an increase in payments similar to one that CBS had granted ASCAP. CBS filed the per-use suit, the judge continued, less than two weeks after asking both BMI and ASCAP to "promptly submit" the

terms on which they would be willing to grant per-use licenses and without pursuing the discussions that both suggested in reply.

"Neither the history of the relationship between the parties nor the events leading to this action remotely suggest that CBS has been compelled to take a blanket license it did not want," Judge Lasker continued. "Indeed, CBS does not even appear to have seriously considered alternatives to the blanket license prior to the commencement of the suit."

Donald Sipes, then CBS-TV vice president in charge of business affairs, now with Universal TV, was CBS's chief witness against the blanket license and in favor of the per-use approach. Judge Lasker said:

"Sipes testified that he first decided to explore alternatives to the blanket license sometime in 1968 or 1969. Although he was almost completely unacquainted with the intricacies of music licensing, he spoke to only three people in the course of his exploration. Two of these, Robert Evans and John Appel, were house counsel for CBS. Sipes spoke to them only in their capacity as counsel, and did not seek their advice on the business aspects of licensing.

"The third person Sipes consulted was Emil Poklitar, the CBS employe in charge of the clerical personnel who process music logs and case sheets submitted by program producers to be sure the necessary rights have been cleared. Poklitar is not a business man and his duties involve a narrow portion of the music licensing spectrum.

"Despite Sipes's lack of expertise, neither he nor his colleagues at CBS consulted any music writers, publishers, television producers or any other expert in the field about possible alternatives to the blanket license. No one at CBS ever conducted a feasibility study about presently available or proposed methods of licensing the music to be performed on its television network. Indeed, Sipes testified that he did not even speak to other CBS executives about alternatives to the blanket license; he considered the alternatives entirely on his own initiative.

"In sum, CBS thought very little indeed about revising its licensing practices prior to [CBS-TV President] Robert Wood's 'demand' letter to ASCAP and BMI just prior to the commencement of this suit. The evidence described hardly supports CBS's contention that it has been compelled to take a blanket license. To the contrary, it suggests that CBS did not even view music licensing as a business problem until immediately prior to suit."

NBC programing builds up for Bicentennial

NBC's West Coast programing department is undergoing expansion as work mounts for 1976 and subsequent seasons. Joining the department is William E. Cameron, VP-director of programing, J.

Walter Thompson, New York. Mr. Cameron is named VP-special projects, with major responsibility for putting together NBC's 50th anniversary show, to be broadcast next year.

Also brought in is Rick Rosner, writer-producer, Warner Bros., named VP-variety programs. Joseph Taritero, VP-variety programs, is moved to VP-motion pictures for television, replacing Stanley Robertson on medical leave. John Hamlin remains as VP-specials.

Promoted in the programing department are Paul Freeman, producer-writer, to director, motion pictures for TV; Peter Anthony Andrews, manager film programs, to director, film programs, and Andrea Baynes, manager, program

development, to director program development.

Time-Life makes its 'network presence' felt

With two 'Python' specials scheduled for ABC, several pilot projects in the works and a new series sold in 100 markets, syndicator begins to move out from under its BBC image

Time-Life Films' move to establish "a network presence" for itself begins to pay

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off this week when its first production, a *Monty Python's Flying Circus* special that T-L Films put together, appears Friday (Oct. 3) on ABC-TV's *Wide World of Entertainment* (11:30 p.m.-1 a.m. NYT).

Another *Python* special is scheduled for a subsequent ABC-TV late-night entry, but these are only the most immediately visible elements in Time-Life Films' determination to go beyond its popular image as primarily a distributor of BBC programs (BROADCASTING, May 5). Among other current projects:

- A co-production deal is being negotiated between Time-Life Films and 20th Century-Fox for a TV series pilot, to be carried on NBC-TV, based on Time-Life Books' new *Life Goes to the Movies*. It would be produced by Jack Haley, who produced the popular theatrical nostalgia film "That's Entertainment."

- A series of half-hour cameos profiling name personalities is being planned. Jane Wagner, chief writer on the Lily Tomlin specials, is completing the script for the pilot, which Time-Life Films plans to produce itself for subsequent sale to a network or in syndication.

- ABC has asked the company to produce a special, in conjunction with Time Inc.'s *Sports Illustrated* magazine, on sports superstars of the past. This also may be the pilot for a potential series.

On-going projects previously disclosed include a made-for-TV movie for NBC based on Time-Life's series of books on *The Old West*; a development deal with NBC for a late-night variety show based on the format of Time's *People* magazine, and a five-time-a-week series of 90-to-120-second syndicated *Money News Inserts* spots on "financial problem solving," prepared in cooperation with Time's *Money* magazine, which Time-Life Films is selling for use within local newscasts.

While expanding beyond its well-known BBC association, Time-Life is also extending that relationship. The success of *Monty Python's Flying Circus*, for instance, has led to plans to distribute here *The Goodies*, another zany British group which, unlike *Python*, is continuing to produce new shows for syndication.

Python, incidentally, is currently sold to 132 U.S. stations—131 of them noncommercial. Drawback to commercial station use is that the shows run 30 minutes and cutting is not permitted. Thus the addition of commercials would extend them beyond the conventional length. The one commercial station that's bought the series thus far, KPRC-TV Houston, is making room for four minutes of commercials and scheduling the result—a 34-minute program—to start at midnight.

Among other programs Time-Life distributes, along with standbys such as *America*, the *Wild, Wild World of Animals*, drama series and a variety of specials and packages, is *The Onedin Line*, a series of one-hour shipping dramas that has the distinction, according to a Time-Life spokesman, of having been sold for

use this fall in more than 100 markets—103 as of last week—without yet having been sold in New York.

Children's programming gets evidence of improvement

Parents responding to Roper study indicate kids TV is definitely better in 12 and under group; new breed of shows reflecting change in viewing needs is cited cause

Children's TV programming: Better or worse? By almost two to one, parents of children aged 12 and younger say it's better. Specifically, 42% of those who had an opinion on the subject said it's better now than it was two to three years ago, while 23% said it's not as good now, and 35% couldn't see any significant difference.

The findings are from a special study conducted by the Roper Organization, New York, for the Television Information Office ("Closed Circuit," Sept. 22). TIO released the details at its regional meeting at Houston Sept. 25-26.

Parents of children under six were even more conscious of improvement, with 46% voting that the programming is better now, 21% that it's worse, 34% that it's about the same.

Among parents in the 18-29 age group, 50% rated the programming improved. In other demographic breakdowns, the

heaviest findings for improvement came from parents in white-collar occupations, those making \$18,000 or more a year and those in the Northeast.

TIO said the study was conducted in July, using a representative national sample of 2,000 persons aged 18 and over.

"The results of this study reflect public acceptance of the new generation of children's programs, the scope and variety of children's programs and television's responsiveness to the changing needs of viewers," said Roy Danish, TIO director. "Last season, fully one-third of Saturday-morning programs for children were new, and again this fall a significant number of new shows has been introduced. Many embrace new themes and formats emphasizing positive ideas and values and deal with pro-social themes, current events and environmental matters—the direct result of consultation and guidance from educational experts, parents and advisory panels."

"Other recent changes include the elimination of larger-than-life heroes and more live-action situations and believable characters expressing present-day concerns."

The question Roper asked was: "On the whole, do you think that children's television programs—those for children under 12—are better than they were two or three years ago, not as good as they were or are just about the same?"

The results were summarized in the following tables (in computing percentages, answers from persons who had no opinion were disregarded; these totaled 28% of the respondents and their lack of an opinion, TIO said, was probably attributable to unfamiliarity with children's programs).

	Parents With Children		Age				
	6 under	12 and younger	6-12	18-29	30-44	45-59	60+
	%	%	%	%	%	%	%
Children's TV Programs are:							
Better now:	42	46	36	50	39	32	26
Not as good now:	23	21	25	26	22	31	30
About the same:	35	34	39	24	39	37	43

Program Briefs

Geller, Possner turned down. FCC has denied petition that asked commission to reconsider its October 1974 policy statement on children's television programming. Petition—filed last year by former FCC general counsel, Henry Geller, and communications consultant, Karen Possner, (BROADCASTING, Dec. 2, 1974)—sought inclusion of specific amounts of time that station should devote to children's programming, prohibition of advertising in programs for preschoolers and cooperation by three major networks in producing shows. At time of filing, both petitioners were with Rand Corp. Both now work with House Communications Subcommittee and Mr. Geller also is with Aspen Institute, program on communications and society.

Forms unit. Warren V. Bush, former VP-

production and creative affairs, Wolper Productions, has formed Bush Productions Inc., Hollywood, to produce TV series and specials TV documentaries, and feature motion pictures. First project is two-hour TV movie, "Rise and Fall of a United States Senator," dealing with late Senator Joe McCarthy (R-Wis.).

Dual in Dallas. KRDL(AM) Dallas has joined Mutual Broadcasting System and will continue its ABC Information Network affiliation.

Womens work. Newtel Syndication has sold its new 90-second TV feature, *Maintenance Ms.*, to initial six stations including WJBK-TV Detroit, KTRK-TV Houston and WBEN-TV Buffalo, N.Y. Show has Jane Norman offering tips on home repair and is designed for insertion in daytime talk

programs and early evening newscasts. Newtel is new firm headed by Frank Beazley, former TVN vice president. 221 Rockhill Road, Bala-Cynwyd, Pa. 19004; (215) 667-4033.

Popping along. Show Biz Inc., Nashville, reports its musical variety half hour, *Pop Goes The Country*, has been sold in 112 markets as it goes into its second year of syndication. Latest clearances: KHTV(TV) Houston; KMTV(TV) Omaha, Neb.; KTLA(TV) Los Angeles; KCRA-TV Sacramento, Calif.; WCIX-TV Miami and WMC-TV Memphis.

CPT's Gerber on family viewing

He attacks it in satiric speech before Hollywood NATAS chapter

David Gerber, executive vice president for worldwide production, Columbia Pictures Television, told members of the Hollywood chapter of the National Academy of Television Arts and Sciences last week that it is like a Turkish bazaar or a tobacco auction when studios argue today with network program practices people in the light of family viewing strictures. And he proceeded to ape the famous American Tobacco radio spiel with this chant:

"I'll take three bloody arms for three bloody legs. I'll take one shot of Angie's rear for half a bloody arm. You give us a full bloody leg for three damns and two hells . . . Who wants a damn? Who wants to take a hell here? Take one damn there. Three hells here. But I had three hells last week. I'll tell you what we do. We'll cut it down to one damn if you give me a bloody leg for next week. We'll take one here, three there. Sold to American Tobacco . . ."

"The family viewing hour has been a good innovation by the networks. It's been very, very successful," Mr. Gerber said. "It's so boring they have managed to drive the family back together."

He also said that television network programming executives are "just flailing around" in discussing program developments for midseason and beyond. But there are going to be some extraordinary moves in programming, not only in mid-season but even before, particularly time-period switches, he added.

Right now, he said, network programmers are only concerned about the 8-9 p.m. period. "It's all patchwork, not creative," Mr. Gerber said. "We cannot afford to have the creative rights of producers destroyed," he continued. And he added, "Creative integrity must be protected; it should not be required to conform to pressure groups." He called on network presidents to stand up against such pressures.

Seconding Mr. Gerber's remarks and urging backing for the pending lawsuit to be filed by the Writers Guild of America and others, was John Mitchell, president of CPT, who was in the audience.

Cablecasting

FCC reinforced by court on cable authority

In rejecting ACLU effort to put CATV under common-carrier regulation, San Francisco bench says commission has broad powers of the medium and should be afforded flexibility

The U.S. Court of Appeals in San Francisco, by a 2-to-1 decision, denied ACLU's petition for review of the commission's 1972 cable TV rules that was directed at the commission's failure to impose common-carrier obligations on cable television's access channels and to limit cablecasting by the cable owner to one channel.

The U.S. Court of Appeals in San Francisco turned down the ACLU petition for review of the commission's 1972 cable TV rules that was directed at the commission's failure to impose common-carrier obligations on cable television's access channels and to limit cablecasting by the cable owner to one channel.

But the decision may have impact beyond the confines of the case in which it was issued. For the court, in affirming the commission's order, expressed the view that the commission's authority over cable is broad, not narrow, and that the commission should be allowed flexibility in regulating the new industry.

ACLU had argued that the kind of regulation it sought would, among other things, better guard against discrimination in providing access to channels, provide tariffs for the use of the access channels, and prevent the cable system operator from pre-empting the bulk of the revenues the access channels would generate. The result, ACLU contended, would be far more sources of programming.

The court conceded that the position was not "without merit." The commission, it noted, had recognized the merits of the position. But it had also rejected the proposal as "premature," the court said, and had fashioned its regulations to provide an incentive to the cable systems to originate material attractive to subscribers and "to avoid constraints on experimentation and innovation."

The court said it could not quarrel with the commission's conclusions. The commission's position, it said, "is a rational choice and does not represent arbitrary and capricious action. Substantial evidence supports its decision." The court added that, to prevail, ACLU would have had to demonstrate adoption of its proposal is required by the statute the commission cites as authority for regulating cable television. "This," the court said, ACLU "cannot do."

The court said the commission's authority is found in the Communications Act but is not restricted either to the subchapter dealing with common carriers

or to the one dealing with broadcasters. Court decisions establishing the commission's authority to regulate cable, it said, indicate that that authority "is very broad and is not circumscribed" by the rules of either subchapter.

The initial Supreme Court case upholding the commission's authority to regulate cable said the Communications Act provided the commission with such authority as is "reasonably ancillary" to the regulation of television broadcasting. The evolution of cable television regulation since that decision in 1968, the court said, should not now be governed by the common-carrier section of the Communications Act "simply because access channels, a portion of a cable system's capacity, possess technical characteristics which make possible their regulation as a common carrier."

The court said that the commission "must be accorded flexibility" in dealing with cable television and that its jurisdiction "should not be rigidly compartmentalized in licensing and public utility functions." If the commission's flexibility is to be reduced, the court added, that is a job for Congress.

All set in Jackson

American Television Communications Corp. has received FCC approval for earth station at Jackson, Miss. to receive Home



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Box Office pay programing via satellite feed. Construction will begin immediately, with hardware provided by Scientific-Atlanta. Company plans to premiere with HBO pay package Sept. 30 in Jackson with telecast of Ali-Frazier fight. ATC also has earth station application pending for Orlando, Fla.

House study to seek ways to give cable new deal in regulation

Initial staff statement says basic idea should be that industry's growth should not be inhibited by its possible effects on conventional broadcasting

The staff of the House Communications Subcommittee is currently doing the legwork for a study that could lead to legislation establishing a new approach to regulation of the cable TV industry.

A staff-prepared work statement describing the study questions the wisdom of regulating cable as if it were subordinate to over-the-air broadcasting. The underlying logic of current cable regulation, it said, is that "cable should be permitted to grow in a manner that will not pose a

substantial economic threat to conventional broadcasting."

The statement said the cable study will examine different approaches to the regulation of cable TV, and eventually will suggest legislation for implementing one. Initially the staff will study the competition between cable TV and broadcasting and between cable and telephone companies. In addition, the subjects of cable networking, cable service to rural areas, income distribution problems raised by cable development and other questions will be explored. The study will not concern itself with current cable issues before the FCC, the statement said. "Rather, the goal of this study is to deal more broadly and from a legislative perspective with alternative ways of approaching the opportunities offered by the new technologies."

The study is scheduled to be finished Dec. 31. In addition to three members of the subcommittee's full-time staff, two consultants have been hired to work on the study. One is Henry Geller, former FCC general counsel, now with the Washington office of the Aspen Institute on Communications and Society. He is devoting half his time to the Communications Subcommittee. The second is Karen Possner, who recently completed a PhD. in communications at the University of Iowa and who will work full time on the study.

Mr. Geller is being paid \$6,000 and Ms. Possner, \$9,000. With expenses for travel, the study is not expected to cost more than \$20,000, a subcommittee aide said.

Included on the list of those interviewed or to be interviewed for the study are representatives of the FCC Cable Bureau, Justice Department, Office of Telecommunications Policy, National Cable Television Association, Community Antenna Television Association, Association of Maximum Service Telecasters, National Association of Broadcasters, the three commercial TV networks, National Association of Regulatory Utility Commissioners, Motion Picture Association of America, National Association of Theatre Owners, various citizen groups, and cable firms such as Teleprompter and Home Box Office. In addition a staffer will meet with representatives of broadcast and cable associations and companies in Canada.

Nonduplication for syndication no longer small system worry

Lack of human resources and capital for equipment are FCC's reasons for freeing systems with less than thousand subscribers

The FCC has exempted cable systems serving fewer than 1,000 subscribers from providing nonduplication protection for syndicated programing. Those systems are already exempt from network programing exclusivity rules by the commission's action last spring.

The rationale in both instances, said the

commission, was to ease the disproportionate burden on small cable system in complying with nonduplication rules. Small systems have less manpower and capital resources to obtain the necessary switching equipment and maintain operations required to assure nonduplication protection, added the FCC.

The commission, in accepting the 1,000 subscriber cutoff, dismissed the proposal of various cable groups to raise the cutoff to 10,000 subscribers. According to the FCC, the cable groups failed to show how systems under that size were unduly burdened.

The commission also rejected claims by broadcasters—especially independents who rely heavily on syndicated programing—that the exemption of small cable systems would have an adverse impact upon them. The exemption would be less severe in syndicated programing, contended the FCC, than that associated with network programing.

In some cases, due to a proliferation of small systems in a particular market, said the FCC, there might be substantial adverse impact on local TV stations. If such cases arise, the commission said, it would examine on an ad hoc basis petitions for special relief.

Regional cable groups reassessing their status

Some are gone, some are growing, some are in between as state associations grow in number, size

The role of the regional cable television association is changing as state associations continue to grow.

Today there are 41 state cable groups and six regional associations. Five years ago, the Mid-Atlantic Cable Television Association disappeared, and the Southern Cable Television Association and the Rocky Mountain Cable Television Association will vote at their next meetings whether or not to continue operating. Other regional associations, but not all, are constantly reviewing their function vis-a-vis stronger state-level associations.

The Mid-American Cable TV Association and the New England Cable TV Association have administrative and legal staff and hold annual conventions and trade shows. Only one state (Connecticut) out of the six NECTA represents has a state cable association and it has no full-or parttime staff. According to Bill Kenny, the NECTA's executive director, there is not enough money generated from any one state to do an adequate job. NECTA charges its 140-plus members three cents per subscriber per month in dues. That is admittedly high—the National Cable Television Association charges a maximum of 3.25 cents—however, Mr. Kenny

September 14, 1975

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estimated it would take a 10-cent-per-subscriber charge for the individual states to provide the same level of support services.

The lack of cable system concentration in the four states served by the Mid-America association (Oklahoma, Montana, Nebraska and Kansas) have also made it less feasible for individual state associations to support full-time staffs. Unlike New England, however, all four states have their own associations and Mid-America is re-examining its role continually. The debate, says Walter Robertson, executive secretary of Mid-America, is whether and individual states can afford "home-grown" legislative and legal aid. At present, Mid-America offers part-time staff support, while its member state associations offer nothing comparable.

The Pacific-Northwest Cable Television Association, formed nearly 20 years ago, also scheduled an annual meeting and trade show, but no longer offers full time support staff services. All five states included in the association (Washington, Idaho, Oregon, Alaska and Montana) have their own cable associations, some of which have their own staffs. The viability of the Pacific Northwest group is attributed to its greater ability to attract top industry names to annual conventions and its function as a "mother association" in providing loans to member state associations, says Roger Pierce, its president.

The North Central Cable Television Association represents seven states (Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Michigan and Wisconsin) which all have their own state associations. Last year, North Central dropped its membership dues and now collects only an annual convention registration fee which usually runs from \$35 to \$50. The one thing that has held the association together, said Lloyd Wetenkamp, NCTA's president, is the predominance of small systems in the region. The regional meetings allow those operators the kind of interaction and "close-knit comradeship" which they cannot get at a national cable convention, he added.

NCTA bucks NAB on all-radio idea

Involved is rulemaking on signals that should be carried by system if subscriber's set blocks off-air reception of other radio stations

The National Cable Television Association has voiced its opposition to a proposal that would require CATV systems providing aural origination programming to carry all local radio station signals where the attachment to the subscriber's receiver prevents off-air reception of other radio signals.

The FCC rulemaking was prompted by the National Association of Broadcasters, which argued that cable systems should

not be allowed to stifle competition by depriving subscribers of access to certain radio signals (BROADCASTING, July 28).

However, NCTA claimed there was no problem in that connection to cable systems does not preclude "off-air" listening. AM radio would not be affected since the AM receiver is not connected to the cable system and can continue to be used for over-air receiving. The problem is also not present in FM, NCTA said. In small markets the local FM signals are almost universally carried, said NCTA, as a matter of good business judgment. In large markets, where radio saturation occurs, NCTA estimated that more than 75% of the cable subscriber homes served by FM programming have two or more FM radio receivers, and therefore, can pick up the stations on sets not connected to the cable.

NCTA asserted that technical problems of being forced to carry all FM signals in a major market would be insurmountable, forcing cable systems to totally eliminate their aural programming.

FCC loosens rules on cable crossownerships

Co-owned TV and CATV system in station's grade-A contour will have to divest now; old rule criterion was grade-B contour; prospective acquisitions still banned in grade B

The FCC has amended its cable-TV crossownership rules so that divestiture is only required for CATV systems co-owned with a TV station that is the only commercial station to place a city-grade contour over the cable community.

Previously, FCC rules prohibited crossownership between TV stations and cable systems within the grade B contour of the station. Close to 70 broadcast-cable operators faced with divestiture under the old rules had filed for waivers. Eight crossownerships are now faced with divestiture within two years of the Oct. 30 effective date of the amended rules.

While the commission ordered divestitures under the city-grade contour criterion, it continued its rule banning acquisitions of such crossownerships within the grade-B contour of a television station.

Those broadcast-cable operators affected by the amended rules include: KAYS Inc., licensee of KAYS-TV Hays, Kan., and operator of Hayes Cablevision TV Co., (Ross Beach Jr. and Robert E. Schmidt); Eastern Oklahoma TV Co., licensee of KTEN(TV) Ada, Okla., and operator of KTEN-Cablevision (Bill Hoover); KSWO-TV Inc., licensee of KSWO-TV Lawton, Okla., and operator of Lawton Cablevision, (R.H. Drewry and others); Meyer Broadcasting Co., licensee of KFYT-TV Bismarck, N.D., and operator of Bismarck Cable TV and Mandan (N.D.)

Cable TV Inc., (William A. Eckberg and others); Glendive Broadcasting Corp., licensee of KXGN-TV Glendive, Mont., and operator of Glendive Cable TV, (Lewis Moore and family); Capital City TV Inc., licensee of KTCM(TV) Helena, Mont., and operator of Helena Cable TV, (Tim Babcock and Bob Magness); North Platte Television Inc., licensee of KNOP-TV North Platte, Neb., and operator of North Platte Multiview TV System (Richard Shively and others), and Oregon Broadcasting Co., licensee of KOTI(TV) Klamath Falls, Ore., and operator of S.O. Cable TV, (William B. Smullin and others).

Commissioner Glen O. Robinson did not see the logic in conceding a problem exists with all such crossownerships while justification for divestiture exists in only eight isolated cases. If crossownerships between TV and cable are a problem, the amended rules do not go far enough, concluded Mr. Robinson in a dissenting statement.

The National Citizens Committee for Broadcasting did not hesitate to show its disapproval with the FCC's new rules, either. On the same day of the commission's order, NCCB filed a petition for review in the U.S. Court of Appeals for the District of Columbia.

Cable Briefs

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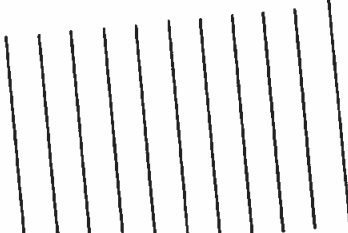
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partner. Funds, totalling \$412,500 raised from sales of 825 limited partnership interests at \$500 each, will be used to invest in operating CATV systems. Jones Inter-cable owns CATV system in Lake county, Calif., and is partner in three other funds that own CATV systems in Attalla, Ala.; Georgetown, Colo., and Idaho Springs, Colo.

Sold. George and Malcolm Wolford have sold their cable system in Liberty, Ky., and surrounding Casey county to Eastern Cable Systems for undisclosed price. System serves 1,200 subscribers and has 44 miles of plant. Buyer is New York-based firm headed by Jeffrey S. Silverman, which is currently negotiating with four other system operators for possible acquisitions. Broker: Daniels and Associates.

Preliminary. East Bank Cable TV, owned by Harry W. Bennett Jr., who formerly owned systems in Daytona Beach and Winter Haven, Fla., has appointed Smith, Cooper Associates to study marketing and construction aspects for proposed CATV system to serve Jefferson parish, La.

Right on. National Cable Television Association supports FCC proposal to allow processing of certificates of compliance applications without waiting for local franchise provisions to come in line with commission standards. In comments filed at FCC, NCTA said delays, which run as long as two years, are unnecessary because franchise provisions will later come into compliance with FCC's limit of a 3% gross subscriber revenue franchise fee or local authority will justify higher fee.

HBO affiliate. Cablevision Industries, Liberty, N.Y., which operates seven cable systems in Finger Lakes area, has affiliated with Home Box Office Inc. for pay programming for its system at Canadaigua, N.Y., that is to serve 900 subscribers. System is currently being built. HBO Service is to begin Oct. 25.

Teleprompter goes after tappers

Teleprompter cable TV officials say they'll vigorously prosecute violators of the New York state theft-of-services law when it goes into effect on Oct. 27.

"This new law puts real teeth into the penal code dealing with communications services," said William J. Bresnan, the president of Teleprompter cable TV. Anyone caught tapping into a cable service in New York state without paying for it is subject to a \$1,000 fine and/or one year in prison.

One Teleprompter source said that the company's existing 30-man security force will concentrate on Teleprompter's 55,000 wired homes in upper Manhattan. Cables there are easily tapped due to their being located on apartment-building roofs.

Self restraints on busing story are said to work in Louisville

Broadcast and print journalists see no inhibitions in standards they adopted to head off threatened restrictions by court

Broadcasters in Louisville, Ky., say that guidelines they and print journalists adopted for coverage of the area's school busing troubles have had no effect on the way they have done their jobs.

The guidelines, designed to insure that coverage of busing strife is fair and accurate, were drawn up by the press in response to the rumored intention of a federal judge to draw up his own code of conduct for journalists. It had been reported that U.S. District Court Judge James Gordon believed most of the trouble during school desegregation periods in other cities stemmed from press abuses and that he was planning to draw up guidelines for press coverage in Louisville to prevent reporters from getting inside school grounds or school buses or from interviewing students, parents or teachers near schools.

Hearing that, the press took the offensive and "had no trouble," in one editor's words, obtaining the judge's approval of the voluntary guidelines. Broadcast and print reporters in Louisville say the guidelines merely state what had been common practice before they were agreed to and that they have inhibited no one's reporting.

The guidelines state that although coverage should not be "timid," the volatile nature of the busing controversy demands "care that we keep things in perspective, that we get our facts straight and that what we print as fact is indeed fact." They say the media should guard against airing rumors or predictions of violence.

The guidelines stipulate that newsmen and news equipment should never block the passage of students from bus to school door and require them to obtain the principal's permission before entering school grounds.

Provisions aimed specifically at broadcast reporting forbid stations to use sound trucks near school grounds or to permit cables to become strewn about. Broadcast reporters covering school scenes are to use only as much equipment as they can carry on their persons, the guidelines say. Lights are to be turned off whenever a situation becomes tense.

The guidelines were undertaken to head off a possible confrontation between the local press and court over the press's First Amendment rights, but even in that context they were drawn up "more in a spirit

of cooperation than fear," according to Gerald Bryant of WAVE-TV.

"A lot of people from out of town have the idea we willingly submitted to infringement of our freedom. Nothing could be further from the truth," he said.

David Kieffer of WHAS-TV said there is no resentment among members of the press, broadcast or print, for having had to adopt the guidelines under the threat of something more severe from the judge, because "these were our proposals." He said the judge "could have made it a lot worse for us." Mr. Kieffer said the guidelines "haven't impeded us at all." He said WHAS-TV in one instance produced a film profile of a student, following him from the breakfast table onto the bus and into school with camera and microphone. "We couldn't have wanted anything more," he said.

A big reason for the absence of trouble in reporting events, Mr. Bryant said, was the cooperation between stations and city officials, particularly school officials. Reporters in town seem to agree that officials have made themselves "remarkably" accessible.

Mr. Bryant said he is aware of only one instance of WAVE-TV suppressing information about busing, and that involved reporting of bomb threats. He said WAVE-TV learned from past experience that airing reports of bomb threats often leads to an increase in bomb threats. He said the decision to refrain from reporting such threats in recent weeks was the station's own and not due to the press guidelines.

On the anchormen with Charles Kuralt

CBS's roaming reporter criticizes emphasis on ratings at RTNDA

Charles Kuralt of CBS News got "off the road and into a hotel with room service" to speak at the Radio Television News Directors Association conference in Dallas.

Talking about the many local news programs he has seen while traveling around the country, Kuralt was concerned about anchormen who care more for ratings than for journalism. Television, he said, "is riddled with glib, highly paid poseurs who wouldn't last two weeks as \$125-a-week cub reporters on the local newspapers. I am ashamed—I think we all ought to be ashamed—that 25 years into the television age, so many of our anchormen haven't any basis on which to make a news judgement, can't edit, can't write and can't cover a story."

At the heart of the problem is writing, Mr. Kuralt said, "Every good anchorman is a good writer, someone who can express himself with clarity and precision and richness of language. To put the news in the hands of a shallow performer for the sake of a point or two in the ratings is not only shameful, it is ultimately self-defeating." When caring about the news is more important than hairstyles, then the anchor-

man will "be respected by your viewers because he's going to be worthy of that respect." And, he added, ratings will rise.

The three-day (Sept. 17-19) annual meeting (BROADCASTING, Sept. 22) attracted 40 exhibitors (which paid \$19,000 for the privilege) and 625 registrants. It elected Wayne Vriesman, KWGN-TV Denver, vice-president and president-elect; Tom Peterson, KWWL-TV Waterloo, Iowa, and Mike Parke, KFI(AM) Los Angeles, directors-at-large. John Salisbury, KSL-AM-FM Portland, Ore., assumed the presidency and Mr. Vriesman will take over at the association's next conference in December 1976, in Miami.

NIS count up to 50

NBC Radio's News and Information Service reached the 50-affiliate mark with the announcement that WTUU(AM) Toledo, Ohio, and WTXL(AM) Springfield, Mass., have become subscribers. Earlier this month, NIS signed WEAN(AM) Providence, R.I., which will switch from contemporary format to all news, effective in October. Also, KQV(AM) Pittsburgh will change to all news and NIS next month, dropping its middle-of-the-road programming. NIS's other major-market signing in September was WRNL(AM) Richmond, Va., which changed from middle of the road to all news.

Journalism Briefs

Ward's winners. Two television and one radio winners were among those receiving awards from Montgomery Ward Foundation for excellence in consumer reporting in various media. John Stossel, WCBS-TV New York, received \$1,000 and W. Vincent Clews, Maryland Center for Public Broadcasting, was given \$100 in TV category. Fred Wilcox, KCBS(AM) San Francisco, won \$1,000 radio award. Awards were presented in Sept. 25 ceremony at National Press Club, Washington, which cooperates in competition.

Making it official. In practice, networks report, there has been no problem getting U.S. correspondents in and out of Moscow on assignment—or even on vacations. But



Fleet-footed filming. ABC's owned KGO-TV San Francisco was credited with exclusive coverage of the capture by the FBI of Symbionese Liberation Army fugitives William (top) and Emily Harris, shortly before the similar apprehending of Patty Hearst. The film footage was used on the ABC News with Harry Reasoner newscast that night (Thursday, Sept. 18).

Soviets have announced readiness "in principle" to ease travel restrictions by granting newspeople multiple exit-entry visas. Details of reciprocal agreement are being worked out—taken as indication of Soviet effort to fulfill Helsinki agreement.

On camera. Problems at Cook county jail were underlined when man serving two concurrent sentences for petty theft and robbery was mistakenly let free after first sentence expired. WBBM-TV Chicago responded to man's call for interview, in which he talked about problems in penal system. After TV appearance, man went into hiding from authorities.

New base. All Media Radio News Bureau has moved to 68 Post Street, San Francisco 94104; (415) 982-1441.

Broadcasters vote yes, cable no on FM microwave for TV translators

Broadcasters, in their comments at the FCC last week, favored the commission's proposal to allow TV translators to use FM microwave for bringing in the signals of the originating station. But they should be allowed it only if there is no interference to the originating station, said the broadcast groups.

Cable interests filing, however, saw the new technology as increased and unfair competition to CATV.

The proposal originated with the National Translator Association, which says the change to FM microwave will result in improved picture retransmission, particularly color signals. Translators have been receiving their signals via AM microwave or off the air. These signals are amplified and converted to another unused frequency. There is no processing of the video base band. But using FM microwave involves video and audio signals, which would have to be modulated to provide normal RF input to the translator.

The Association of Maximum Service Telecasters favored the proposal. But, it said, the use of FM microwave would require costlier equipment (\$15,000, according to an A.D. Ring analysis) and require more stringent monitoring rules. AMST urged the commission not to disallow the present translator methods.

The National Cable Television Association said the move to FM microwave would "exacerbate" the problem of unintended translators interfering with TV stations and other translators. Allowing signal modulation by translators would change their role into one of "slaved satellite broadcasting transmitters," using up TV channels that could be used for regular broadcast service, said NCTA.

Sixty-nine cable operators filing a joint comment said FM microwave would siphon subscribers from cable if translators were allowed to bring in distant signals on FM microwave relay hops.

On the other hand, the New York State Commission on CATV favored the proposal. It said that many translator signals are of poor quality. The state commission would only allow FM microwave at attended translator operations, however.

Technical Briefs

Chosen. International Video Corp., Sunnysvale, Calif., has been selected by Pan American Sports Organization to provide video-tape recording equipment and cameras for 1975 Pan American Games in Mexico City, Oct. 12-26. IVC said it is leasing six IVC-9000 video-tape consoles, plus three IVC-7000 color TV cameras and one IVC-7000P portable

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camera to organization. Equipment will be delivered to Latin American customer after games.

Right type. Harris Corp., Quincy, Ill., has received FCC type acceptance for its EBS Alert D-2 decoder and EBS Alert G2 encoder—two items required by commission's revised emergency broadcast system rules to be installed in all stations by April 15, 1976. Products, manufactured for Harris by Neff Electronics, Beltsville, Md., are first to gain FCC approval. D-2 unit can be used with any receiver including existing EBS receiver. Encoder provides internal program audio switching to simplify installation.

Inputs. Modular Audio Products, Bohemia, N.Y., has introduced console input modules for dual channel, stereo or monaural broadcast and production applications. Stereo microphone input module is designated STM-22, with stereo line input module labeled STL-22. Both feature low noise, distortion and crosstalk with frequency response that meets or exceeds National Association of Broadcasters' specifications.

SMPTE's Sarnoff, Kodak awards presented today

John L. E. Baldwin of England's Independent Broadcasting Authority will be awarded the David Sarnoff Gold Medal at the Society of Motion Picture and Television Engineers annual awards session today (Sept. 29) in Los Angeles. Mr. Baldwin was the leader of the team that developed the first operational field-store television standards converter using digital processing techniques.

The Eastman Kodak Gold Medal is to go to Richard B. Hull, Telecommunications Center director at Ohio State University for establishing the first educationally owned television stations. The society's highest award, the Progress Medal, will be given to William T. Wintringham, formerly with Bell Telephone Laboratories, "in recognition of the broad spectrum of his technological abilities."

Rodger J. Ross, retired technical film operations supervisor at the Canadian Broadcasting Corp., is to receive the Agfa-Gavaert Gold Medal for outstanding leadership in improving the interface between motion picture film and television imaging systems. Joseph Kelly, vice-president and sound director of Glen Glenn Sound, Los Angeles, will be given the Samuel L. Warner Memorial Award for pioneering the use of 1/4 inch synchronous tape in production recording of motion picture sound, multiple track recording to add effects to master recordings and other achievements.

Distinguished commendations for television-related developments will go to Claude Mercier, retired assistant director general, ORTF, Paris; and Alexander M. Poniatoff, Ampex founder.

Finance

Rising revenues, profits projected for Wall Street by Multimedia

President Wilson Wearn tells analysts that acquisition of WLWT Cincinnati will push income figures to three times the 1970 level, earnings up 2.7 times

Wilson C. Wearn, president of Multimedia Broadcasting Co., Greenville, N.C., told security analysts last week he expects a bright financial future for his division of Multimedia Inc.—one with broadcast revenues for 1976 rising to about \$27.5 million and pre-tax profits (after amortization and depreciation) rising to \$8.5 million.

Mr. Wearn made his predictions in New York before the Entertainment Analysts Group. He filled them in on the developments anticipated after Multimedia's acquisition of WLWT(TV) Cincinnati from Avco Broadcasting Corp. for \$16.3 million (BROADCASTING, June 16). The sale is subject to FCC approval, and the formal application for assignment is expected to be tendered this week.

On the assumption that Multimedia will begin operating WLWT in January 1976, Mr. Wearn expects the broadcast division to contribute 50% of the revenues and 59% of the pre-tax profits of the parent Multimedia Inc. The figures are based on 1974 operating data for all Metromedia stations and WLWT, and do not take into account changes from those figures.

Multimedia currently owns WFBC-AM-

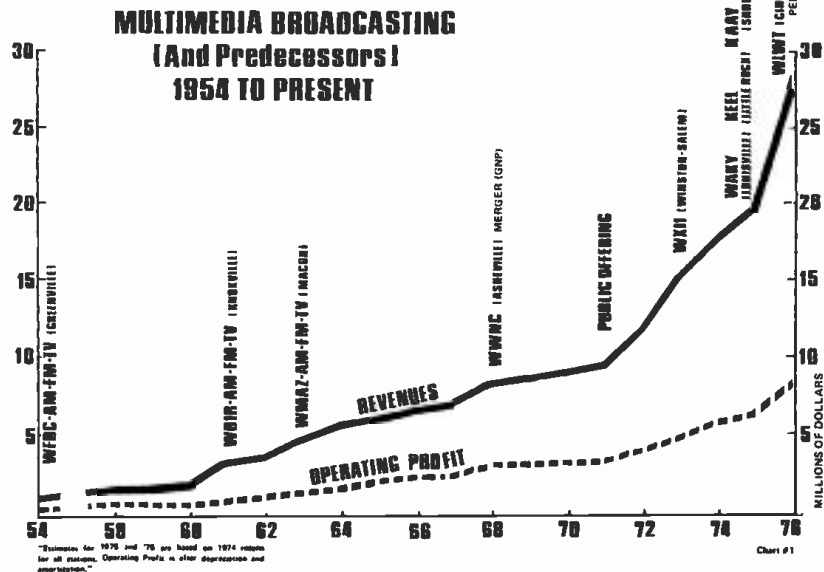
FM-TV Greenville; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga.; WWNC(AM) Asheville, N.C., and earlier this year bought KEEL(AM)-KMBQ(FM) Shreveport, La.; KAAY(AM) Little Rock, Ark., and WAKY(AM) Louisville, Ky. (BROADCASTING, April 28) from LIN Broadcasting. It also publishes daily newspapers in Greenville, Asheville, Montgomery, Ala., and Clarksville, Tenn.

Since 1970, Mr. Wearn said, broadcast revenues will have increased three-fold and pre-tax profits 2.7 times. (Multimedia went public in April 1971; its earnings record before then had not been published.) A chart released with his remarks traced revenues and profits back to 1954 (see below).

Mr. Wearn presented another chart incorporating the former LIN radio properties which Multimedia began operating May 15. It showed that, for the first eight months of this year, radio broadcast revenues exceeded 1974 by 93% and pre-tax profits after amortization by 92%. For the month of August, revenues were up 186% and pre-tax profits, 171%. Television in the first eight months was up 1% in revenues but down 6% in pre-tax profit. For August alone, they were up 4% and 8% respectively. Combined revenues were up 14% so far this year and pre-tax profit, 6%. For August, it was an increase of 35% and 38% respectively.

Mr. Wearn explained that the decrease in television pre-tax profits stemmed from an usually high amount of political advertising in 1974 which was "1% of our gross income for the year."

Mr. Wearn also said that Multimedia expects to acquire the production and syndication rights to the *Phil Donahue Show*, an Avco strip program that currently runs on 50 television stations, when it concludes the WLWT purchase.



Going up. The 22-year track record of Multimedia Broadcasting.

Stock Symbol	Exch.	Closing Wed. Sept. 24	Closing Wed. Sept. 17	Net change in week	change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURES	CPS	N	6 3/4	5 7/8	+ 7/8	+ 14.89	9 1/2	1 5/8	25	6,748	45,549
DISNEY	DIS	N	46 5/8	41	+ 5 5/8	+ 13.71	54 3/4	18 3/4	25	29,755	1,387,326
FILMWAYS	FWY	A	6 1/8	5	+ 1 1/8	+ 22.50	6 1/8	2 1/8	8	1,792	10,976
FOUR STAR			1/4	3/8	- 1/8	- 33.33	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	21 3/8	19 5/8	+ 1 3/4	+ 8.91	42 1/2	18 3/8	3	14,470	309,296
MCA	MCA	N	82 1/2	68 7/8	+ 13 5/8	+ 19.78	82 1/2	19 1/4	11	8,478	699,435
MGM	MGM	N	15 3/8	14 5/8	+ 3/4	+ 5.12	32 1/2	9 1/4	6	12,180	187,267
TELE-TAPE**	O		1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.	O		4 1/8	3 7/8	+ 1/4	+ 6.45	5	1 1/4	9	943	3,889
TRANSAMERICA	TA	N	7 7/8	7 1/4	+ 5/8	+ 8.62	10 3/8	5 1/2	12	64,945	511,441
20TH CENTURY-FOX	TF	N	12 3/4	12 1/4	+ 1/2	+ 4.08	14 7/8	4 1/2	13	7,547	96,224
WALTER READE**	WALT	O	1/2	1/2		.00	1/2	1/8		4,296	2,148
WARNER	WCI	N	19 3/4	17 3/8	+ 2 3/8	+ 13.66	20 7/8	6 7/8	8	16,718	330,180
WRATHER	WCO	A	3 5/8	3 1/4	+ 3/8	+ 11.53	8 1/8	1 1/4	7	2,229	8,080
TOTAL									172,957	3,592,524	
Service											
BBDO INC.	BBDO	O	16	15 3/4	+ 1/4	+ 1.58	17 1/2	9 7/8	7	2,513	40,208
COMSAT	CO	N	37 3/8	32 5/8	+ 4 3/4	+ 14.55	46	23 3/4	8	10,000	373,750
DOYLE DANE BERNBACH	DOYL	O	9 5/8	9 1/2	+ 1/8	+ 1.31	11 7/8	5 5/8	5	1,816	17,479
ELKINS INSTITUTE**	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	9 3/8	8 5/8	+ 3/4	+ 8.69	11 1/4	5 3/8	6	2,121	19,884
GREY ADVERTISING	GREY	O	6 1/2	6 3/8	+ 1/8	+ 1.96	8 3/8	1	4	1,213	7,884
INTERPUBLIC GROUP	IPG	N	16	14 1/4	+ 1 3/4	+ 12.28	19	8 1/8	5	2,249	35,984
MARVIN JOSEPHSON	MRVN	O	6	5 3/4	+ 1/4	+ 4.34	9 3/4	3 1/4	4	1,800	10,800
MCI COMMUNICATIONS	MCIC	O	2 3/8	2	+ 3/8	+ 18.75	6 1/2	1		13,339	31,680
MOVIELAB	MOV	A	1 1/4	1 3/8	- 1/8	- 9.09	1 3/4	1/2	7	1,407	1,758
MPO VIDEOTRONICS	MPO	A	3 5/8	3 3/4	- 1/8	- 3.33	4	1	20	537	1,946
NEEDHAM, HARPER	NDHMA	O	5	4 7/8	+ 1/8	+ 2.56	7 1/2	3 5/8	7	853	4,265
A. C. NIELSEN	NIELB	O	18 3/8	18	+ 3/8	+ 2.08	28	7 3/8	17	10,598	194,738
OGILVY & MATHER	OGIL	O	17 3/4	17 1/4	+ 1/2	+ 2.89	23 1/2	10	6	1,805	32,038
J. WALTER THOMPSON	JWT	N	6 3/8	6	+ 3/8	+ 6.25	12	4 1/4	9	2,649	16,887
UNIVERSAL COMM.**	O		1/4	1/4		.00	3/4	1/8		715	178
TOTAL									55,512	789,716	
Electronics/Manufacturing											
AMPEX	APX	N	5 5/8	4 7/8	+ 3/4	+ 15.38	8 3/8	2 1/4	6	10,885	61,228
CCA ELECTRONICS*	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 7/8	1 3/4	+ 1/8	+ 7.14	2 1/8	1	9	2,319	4,348
CDHU, INC.	CDH	A	2 3/4	2 3/4		.00	3 7/8	1 1/4	31	1,617	4,446
CONRAC	CAX	N	19 1/4	15 3/4	+ 3 1/2	+ 22.22	21 3/4	10	8	1,271	24,466
EASTMAN KODAK	EASKD	N	92 1/2	87 1/2	+ 5	+ 5.71	108 3/4	63	24	161,347	14,924,597
GENERAL ELECTRIC	GE	N	44 3/8	42 5/8	+ 1 3/4	+ 4.10	65	30	14	182,885	8,115,521
HARRIS CORP.	HRS	N	22	20 3/4	+ 1 1/4	+ 6.02	33 1/2	13 1/8	15	6,160	135,520
HARVEL INDUSTRIES*	HARV	O	3	3		.00	9	2 1/2	19	480	1,440
INTERNATIONAL VIDEO	IVCP	O	2 1/4	2 1/4		.00	7 1/2	1 1/4	4	2,730	6,142
MICROWAVE ASSOC. INC	MAI	N	17 3/8	14 1/2	+ 2 7/8	+ 19.82	26 7/8	9 3/4	9	1,320	22,935
3M	MMM	N	54	49 5/8	+ 4 3/8	+ 8.81	80 1/2	7 5/8	27	114,240	6,168,960
MOTOROLA	MOT	N	43 3/8	42 7/8	+ 1/2	+ 1.16	61 7/8	34 1/8	20	28,198	1,223,088
N. AMERICAN PHILIPS	NPH	N	18 1/8	17 3/4	+ 3/8	+ 2.11	24 1/4	11 1/4	9	12,033	218,098
OAK INDUSTRIES	OEN	N	7 7/8	7 3/4	+ 1/8	+ 1.61	12 7/8	5 1/4	3	1,639	12,907
RCA	RCA	N	17 1/2	16 1/4	+ 1 1/4	+ 7.69	21 1/2	9 7/8	14	74,547	1,304,572
ROCKWELL INTL.	ROK	N	22 3/8	21 7/8	+ 1/2	+ 2.28	28 3/8	18 3/8	7	30,913	691,678
RSC INDUSTRIES	RSC	A	1 3/4	1 7/8	- 1/8	- 6.66	2 1/4	1/2	6	3,440	6,020
SONY CORP.	SNE	N	8 3/4	8 7/8	- 1/8	- 1.40	29 7/8	4 3/4	23	172,500	1,509,375
TEKTRONIX	TEK	N	37	33	+ 4	+ 12.12	47 3/4	18 1/2	13	8,671	320,827
TELEMIQON	TIMT	O	1 3/4	1 3/4		.00	2 3/4	1	10	1,050	1,837
VARIAN ASSOCIATES	VAR	N	14 3/4	12 7/8	+ 1 7/8	+ 14.56	17 3/4	6	14	6,838	100,860
WESTINGHOUSE	WX	N	13 7/8	13 1/4	+ 5/8	+ 4.71	26	8 1/2	39	87,024	1,207,458
ZENITH	ZE	N	22 1/2	20 1/8	+ 2 3/8	+ 11.80	31 5/8	10	94	18,797	422,932
TOTAL									931,785	36,489,365	
GRAND TOTAL									1,695,882	51,871,082	

Standard & Poor's Industrial Average 98.7 92.3 +4.4

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
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Yearly highs and lows are drawn from
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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. Earning figures are exclusive of ex-
traordinary 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; com-
pany registered net losses.

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

Company	Period/Ended	CURRENT AND CHANGE			YEAR EARLIER				
		Revenues	Change	Net Income	Revenues	Net Income	Per Share		
Doyle Dane Bernbach.....	9 mo. 7/31	37,235,000	- 9.4%	2,429,000	- 28%	1.34	4,116,000	2,500,000	1.39
Elkins Institute.....	year 12/31	2,784,402	- 4.8%	(1,012,809)	-	(.53)	2,925,369	(305,093)	(.16)
Grey Advertising.....	6 mo. 6/30	23,906,000	- 0.2%	1,047,000	- 7%	.87	23,944,000	1,126,000	.90
Marvin Josephson Inc.....	year 6/30	18,520,800	+35%	20,200	- 98%	.01	13,899,200	1,423,100	.71
Outlet Co.....	6 mo. 8/2	46,277,594	+12.3%	1,213,884	+10.4%	.75	42,983,037	1,098,832	.67
United Cable Television Corp.....	year 5/31	12,371,000	+36.5%	(1,565,000)	-	(.83)	9,059,000	(351,000)	(.13)
Westinghouse.....	6 mo. 8/30	2,757,982,000	+ 0.2%	74,623,000	+19.7%	.85	2,753,517,000	62,323,000	.70

*Change too great to be meaningful.

The Broadcasting Playlist™ Sep 29

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

Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a 10a-3p	3-7p	7-12p		
2	1	Get Down Tonight (3:06) K.C. & Sunshine Band—TK Records	1	1	1	1
1	2	Fallin' in Love (3:13) Hamilton, Joe Frank & Reynolds—Playboy	2	2	2	2
10	3	At Seventeen (3:56) Janis Ian—Columbia	4	3	3	3
4	4	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	3	4	5	4
5	5	Fame (3:30) David Bowie—RCA	6	8	4	5
3	6	Jive Talkin' (3:43) Bee Gee's—RSO	7	6	6	6
9	7	Could It Be Magic (3:37) Barry Manilow—Arista	5	5	7	7
18	▲ 8	I'm Sorry (3:29) John Denver—RCA	9	7	10	9
15	9	Dance With Me (2:59) Orleans—Asylum	8	10	8	10
11	10	Mr. Jaws (2:03) Dickie Goodman—Private Stock	11	11	9	8
6	11	Someone Saved My Life Tonight (6:45) Elton John—MCA	10	9	12	11
7	12	Run Joey Run (3:52) David Geddes—Big Tree	14	12	11	12
17	13	Wasted Days & Wasted Nights (2:41) Freddie Fender—ABC	12	13	19	15
23	14	It Only Takes a Minute (3:13) Tavares—Capitol	17	16	17	14
19	15	Feelings (3:27) Morris Alpert—ABC	15	14	14	20
14	16	How Sweet it Is (To Be Loved by You) (3:33) James Taylor—Warner Bros.	13	18	15	19
27	▲ 17	Bad Blood (3:12) Neil Sedaka—Rocket	18	20	13	17
21	18	Fight the Power (5:05) Isley Bros.—T-Neck	23	15	18	13
28	19	Ain't No Way to Treat a Lady (3:26) Helen Reddy—Capitol	16	17	21	22
22	20	Games People Play (3:29) Spinners—Atlantic	22	19	16	18
25	21	Do It Any Way You Wanna (3:15) Peoples Choice—TSOP	20	23	24	16
24	22	Rocky (3:34) Austin Roberts—Private Stock	19	22	23	26
8	23	Love Will Keep Us Together (3:15) Captain & Tennille—A&M	26	24	22	23
20	24	Brazil (3:14) Ritchie Family—20th Century	21	21	25	25
16	25	Ballroom Blitz (3:17) Sweet—Capitol	29	26	20	21
35	26	Miracles (3:25) Jefferson Starship—Grunt	24	25	26	24
31	27	How Long (Bet You Got a Chick on the Side) (3:30) Pointer Sisters—ABC	25	27	27	27
34	28	Daisy Jane (3:07) America—Warner Bros.	27	28	29	29
36	29	Who Loves You (4:04) Four Seasons—Curb/Warner	28	30	28	30
12	30	Why Can't We Be Friends (3:45) War—United Artists	33	33	30	28
47	▲ 31	Lyn' Eyes (3:58) Eagles—Asylum	30	31	31	31
13	32	One of These Nights (3:29) Eagles—Asylum	31	29	33	32
29	33	There's Nothing Stronger Than Our Love (2:52) Paul Anka—United Artists	32	32	38	37
33	34	Feel Like Making Love (3:08) Bad Co.—Swan Song	39	37	32	33
30	35	That's the Way of the World (3:08) Earth, Wind & Fire—Columbia	34	36	35	34
38	36	Third Rate Romance (3:22) Amazing Rhythm Aces—ABC	37	38	37	36

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts				
		6-10a 10a-3p	3-7p	7-12p		
32	37	Tush (2:14) Z.Z. Top—London	40	40	34	35
42	38	Gone at Last (3:45) Paul Simon & Phoebe Snow—Columbia	35	34	39	38
41	39	The Hustle (3:27) Van McCoy—Avco	36	41	36	42
43	40	Solitaire (4:40) Carpenters—A & M	38	35	40	39
—	41	Something Better to Do (3:16) Olivia Newton-John—MCA	41	39	44	43
37	42	Midnight Blue (3:25) Melissa Manchester—Arista	42	42	41	40
—	43	S.O.S. (3:22) Abba—Atlantic	43	44	42	44
—	44	Carolina in the Pines (3:05) Michael Murphy—Columbia	45	43	45	48
26	45	Black Superman All (3:32) Johnnie Wakelin—Pye	*	45	43	41
—	46	The Proud One (3:02) Osmonds—MGM	44	50	*	*
—	47	The Way I Want to Touch You (2:35) Captain & Tennille—A&M	47	46	50	50
—	48	You (3:40) George Harrison—Apple	46	*	49	47
—	49	Katmandu (3:12) Bob Seegel—Capitol	*	48	47	45
45	50	Listen to What the Man Said (3:53) Paul McCartney—Apple	48	*	46	49

Country

1	1	Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	3	3	1	4
3	2	San Antonio Stroll (2:45) Tanya Tucker—MCA	2	1	4	3
2	3	Daydreams about Night Things (2:21) Ronnie Milsap—RCA	1	5	2	5
4	4	(Turn Out the Light and) Love Me Tonight (2:18) Don Williams—Dot	4	2	5	1
5	5	Don't Cry Joni (2:10) Conway Twitty—MCA	5	6	3	2
19	▲ 6	I'm Sorry (3:29) John Denver—RCA	6	4	6	7
11	7	Rocky (3:38) Dickie Lee—RCA	8	7	7	8
—	▲ 8	I'll Go to My Grave (Loving You) (2:46) Statler Bros.—Mercury	10	9	12	6
6	9	I Hope You're Feelin' Me (2:59) Charlie Pride—RCA	9	8	14	9
—	▲ 10	If I Could Only Win your Love (2:36) Emmylou Harris—Reprise	15	11	8	10
8	11	What in the World's Come Over You (2:30) Sonny James—Columbia	11	10	11	13
10	12	What's Happened to Blue Eyes (2:17) Jessi Colter—Capitol	7	13	13	11
14	13	Another Woman (3:07) T.G. Shepard—Melodyland	14	12	9	12
9	14	Funny How Time Slips Away (3:02) Narvel Felts—ABC/Dot	12	15	16	14
20	15	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	16	14	15	18
12	16	Heart to Heart (2:45) Roy Clark—ABC/Dot	13	17	10	19
22	17	Say Forever You'll Be Mine (2:45) Dolly Parton & Porter Waggoner—RCA	20	16	18	17
7	18	Home (2:10) Loretta Lynn—MCA	17	22	17	24
—	19	You Never Even Called Me by My Name (4:02) David Alan Coe—Columbia	19	20	19	15
13	20	Thanks (2:26) Bill Anderson—MCA	21	21	22	21
16	21	Bandy the Rodeo Clown (2:54) Moe Bandy—GRT	18	25	24	16
23	22	Bringing It Back (3:07) Brenda Lee—MCA	22	*	20	22
—	23	Third Rate Romance (3:21) Amazing Rhythm Aces—ABC	23	23	21	*
17	24	This Is My Year for Mexico (2:45) Crystal Gayle—United Artists	25	19	*	20
18	25	A Poor Man's Woman (3:32) Jeannie Pruitt—MCA	24	*	23	*

Fates & Fortunes®

Media



Gonzalez

Anthony P. Gonzalez, assistant to the president, Rahall Communications, and VP of its WWRN(AM) Beckley, W. Va., named executive VP, broadcasting operations, for group owner that is based in St. Petersburg, Fla.

Eugene McCurdy, VP-general manager, WPHL-TV Philadelphia, named president/general manager.

Norman L. Bacon, director, administration and business affairs, CBS Television Stations Division, Los Angeles, named director of special projects at CBS-owned KNXT(TV) Los Angeles.

Larry Miller, promotion administrator, NBC Television, Burbank, Calif., named broadcast promotion manager.

Allen S. Feuer, general sales manager, WPHL-TV Philadelphia, named general manager, WEYI-TV Saginaw-Flint-Bay City, Mich.

Luis Nogales, business, legal affairs director, KTLA(TV) Los Angeles, named VP, Golden West Broadcasters, station licensee.

Kenneth J. Patch, general manager, WCIB(FM) Falmouth, Mass., named president of licensee, New England Media Corp.

Paul Simon, research director, Columbia Pictures Television, Los Angeles, named to same position, KTTV(TV) Los Angeles.

H. Pat Powers, general manager, KOYY-FM El Dorado, Kan., named general manager/executive officer, Shawnee Broadcasting Co., Topeka, Kan., licensee of KTRK(FM).

Alan Munro, program director, WKTZ-FM-FM Jacksonville, Fla., named operations manager.

Allen R. Shaw, general manager, WFLY(FM) Troy, N.Y., named general manager, WLYT(FM) Cleveland Heights, Ohio.

William R. Hays, sales staff, WNOX(AM) Knoxville, Tenn., named manager, WMC-FM Memphis. Both are Scripps-Howard stations.

Adele Daly, director of radio-TV, audio-visual services, Greater New York YMCA, named advertising-promotion manager, WNBC-TV New York.

Karen Gleason, traffic manager, WXON(TV) Allen Park-Detroit, named traffic coordinator, WSNS(TV) Chicago.

Lee Johnson, assistant promotion manager, WAGA-TV Atlanta, named promotion/public affairs director, WTVC(TV) Chattanooga.

John Sebastian, music director, WJIM(AM) Lansing, Mich., named operations director, WKHM-AM-FM Jackson, Mich.

John E. Patton, Kansas City broadcast consul-

tant, named general manager, WMAK(AM) Nashville.

Bud McBain, news director, WOSH(AM), WYTL(FM) Oshkosh-Appleton, Wis., named to additional position of VP/operations manager.

Brian D. McGuire, air personality, WSHP(AM) Shippensburg, Pa., named public affairs director.

Newly elected officers, Tennessee Association of Broadcasters: **Jack Hoskins**, WCLE-AM-FM, Cleveland; VP for east Tennessee, **James Dick**, WIVK-AM-FM Knoxville; VP for middle Tennessee, **Harold Crump**, WLAC-TV Nashville; VP for west Tennessee, **Jim Bedwell**, WHBQ(AM) Memphis; secretary-treasurer, **Reggie Honey**, WRKM(AM) Carthage. Tom King, WSM-TV Nashville, voted winner of first annual Tennessee Association Broadcasters award.

Broadcast Advertising

Phillip Gerber, **Robert H. Irvine**, **Joseph P. Zeller**, media directors, J. Walter Thompson, Chicago, named VP's. **Dean W. Proctor Jr.**, senior account executive, Marschalk Co., New York; **George Rohrs**, senior account executive, McCaffrey & McCall, New York, named account supervisors, J. Walter Thompson, Chicago.

Marshall Clark, board member, Needham, Harper & Steers, New York, named executive VP, international operations.



Wood honored. The contributions broadcasting has made in spotlighting religious and racial bigotry were cited by CBS-TV President Robert D. Wood (l) as he accepted the 1975 National Conference of Christians and Jews' Humanitarian Award from Dr. John R. Hubbard, University of Southern California president. Ceremony took place Sept. 18 in Los Angeles.

Carlton Zucker, VP, Leo Burnett, Chicago, named administrative VP, client services.

V. Hugh Wells, senior VP, director of creative services, N.W. Ayer, Chicago, named executive VP. **F. Bradley Lynch**, public relations services, N.W. Ayer, New York, named corporate communications manager.

Henry M. Caroselli, art director, McCann-Erickson, Detroit, named art director, Foote, Cone & Belding/Honig, Los Angeles.

Hal Eckstein, art director, Arthur Meyerhoff, Chicago, named senior art director, Arthur & Wheeler Advertising, same city.

John Crotchett, marketing supervisor, Clinton E. Frank Inc., San Francisco, elected VP.

Gig Gonella, VP, Dancer-Fitzgerald-Sample, San Francisco, named creative director.

Eugene J. Hameroff, president, Hameroff and Associates, Columbus, Ohio, named chief executive officer/chairman of board. He is succeeded by **William J. Casey**, VP, D'Arcy-MacManus & Masius, Chicago.

Ronald A. Layport, head art director; **Daniel A. Torisky**, group manager; **Ken Peters**, TV-radio director, Lando Inc., Pittsburgh, named VP's.

Glenn L. Mincer, account executive, KERE(AM) Denver, named sales manager.

Peter Kadetsky, president, Kadetsky Properties, Boston, named New England sales representative, Keystone Broadcasting System.

Thomas S. Relly, local sales manager, WITI-TV Milwaukee, named regional sales manager. He is succeeded by **Jerry W. Hellman**, account executive.

Rod Rademacher, commercial manager, KLIN-AM-FM Lincoln, Neb., named assistant manager/sales manager, WREN(AM) Topeka, Kan.

Rex Tackett, station manager, KEXL(FM) Terrell Hills-San Antonio, Tex., named to additional position of regional sales manager for KEXL and KITE(AM) same city. Both are Doubleday stations.

Bill Kelley, producer, KXAS-TV Fort Worth-Dallas, named to additional position, commercial producer.

Programming

Lynn S. Barrett, press, public relations manager, WCBS-TV New York, named to newly created position, communications director, CBS Sports, New York.

Benjamin Kagan, legal department, 20th Century-Fox, Hollywood, named associate director of business affairs, MGM Television, Hollywood.

George McKenzie, sports director, WTAJ-TV Altoona, Pa., named sports director, KMSP-TV Minneapolis.

Don H. Bell, creative director/production manager, WIOD(AM) Miami, named program direc-

tor, WSOC(AM) Charlotte, N.C. **John Harper**, operations manager, WSOC-AM-FM Charlotte, named program director, WSOC-FM. All are Cox Broadcasting stations.

Tim Ryan, National Hockey League play-by-play announcer, NBC Sports, named to NBC's National Football League announcing staff.

Jules Moreland, program director, KOIN-TV Portland, Ore., named to same position, KFMB-TV San Diego.

Fermin Garcia, producer/director, WMAQ-TV Chicago, named executive producer, WRET-TV Charlotte, N.C.

Jack E. Jolly, sports director, KAAT(AM) Denver, named sportscaster KWGN-TV Denver.

Ted Dawson, sports director/on-air sports reporter, KOIN-TV Portland, Ore., named sports reporter, KNXT(TV) Los Angeles.

Gary Bender, Green Bay Packers announcer, named to sports staff, KMOX-TV St. Louis.

Peter T. Strascina, production manager, KOAT-TV Albuquerque, N.M., named program director.

Tom Hesse, public affairs director, KPTL(AM)-KKBC(FM) Carson City, Nev., named program director.

William E. Mitchell, air personality, WJZR-FM Millenburg, Pa., named sports director.

Debra Zimmer, director, WOWK-TV Huntington, W. Va., named producer/director, WLWT(TV) Cincinnati.

Jay Danielian, program coordinator, WBBM-TV Chicago, named associate producer.

Broadcast Journalism

Foster Morgan, assignment editor, WBNS-TV Columbus, Ohio, named news director, WOCO-TV Oklahoma City.

Jlm Riordan, reporter, KOAT-TV Albuquerque, N.M., named news director.

Charles L. Johnson, reporter/anchor, KXJB-TV Valley City-Fargo, N.D., named news director.

Charles G. Langston, news writer, WTTG(TV) Washington; **John W. Whelan**, news, public affairs director, New Hampshire Public Television, named news writers, WMAL-TV Washington.

Tom Kuhn, news director, UA-Columbia Cablevision, Wayne, N.J., named news direc-

tor, WOBN(FM) Toms River, N.J.

Wallace Terry II, journalism professor, Howard University, Washington, named commentator, WTOP-AM-TV Washington.

Ron DePaulis, assignment/managing editor, WBT(TV) Charlotte, N.C., named reporter/producer, Newsweek Broadcasting, New York.

Bob Johnson, weatherman, WCSC-TV Charleston, S.C., named anchor, WTV(TV) Chattanooga.

Equipment & Engineering

John P. Walsh, senior sales engineer, Ampex Magnetic Tape, Elk Grove, Ill., named videotape manager, Fuji Photo Film U.S.A., Chicago.

Jim McBurney, product manager, Miles Laboratories, Elkhart, Ind., named to same position, audio products, Memorex Consumer Products Division, Santa Clara, Calif.

John R. Lucas, marketing manager, Union Carbide Corp., New York, named marketing director, Teletronics International, same city.

Raymond B. Combs, assistant manager, United Recording Electronics Industries, North Hollywood, Calif., named to newly created position of VP, operations.

Morris C. Barton Jr., engineering VP, KSLA-TV Shreveport, La., retired after 23 years.

Allied Fields

Robert D. Tivillni, VP, Nielsen Television Index, New York, named national sales/service manager, Nielsen's Data Command Services

audience analyses. **Donald Ritter**, client service VP, A.C. Nielsen Co., Northbrook, Ill., named manager, new client service office in Boston.

Walter R. Roberts, director of diplomatic studies, Center for Strategic and International Studies, Georgetown University, Washington, appointed executive director, Board for International Broadcasting, which administers Radio Free Europe and Radio Liberty.

Deaths



Thelma, one daughter and one son.

George Ketchum, 82, founder of Ketchum, MacLeod & Grove, died Sept. 23 in Pittsburgh. Mr. Ketchum was president of Pittsburgh-based advertising, public relations agency for 40 years and was chairman for 11 years, until his retirement in 1973. He is survived by his wife,

Max Wylie, 71, former CBS script director/writer, radio advertising executive, died Sept. 21 in Fredericksburg, Va. Police said he had shot himself. Mr. Wylie was with CBS from 1933 to 1940 as producer, script director/writer. He later worked for Lennen & Newell, New York, in television programming. He produced and wrote for shows including *The March of Time*, *Omnibus*, *Wide Wide World* and created the *Flying Nun* series. He is survived by two sisters.

H. James Jackson, 39, assistant chief engineer, WPHM(AM) Port Huron, Mich., died Sept. 7 following accident on way home from transmitter. Mr. Jackson joined station in 1959. He is survived by his wife, Jane, three daughters and two sons.

Bernard M. Wootton, 64, former Air Force brigadier general, died Sept. 12 of cancer in Malcolm Grow Hospital, Andrews Air Force Base, Md. He retired in 1961 after heading Pacific Region of Air Force Communications Systems. He was later senior VP, executive director, contract services for Page Communications Engineers in Washington. He is survived by his wife, Lillie, and two sons.

O'Neill Ryan, 76, retired VP/director, J. Walter Thompson, died in New York Sept. 11. He is survived by his wife, Eugenia.

Norris West Davidson, 69, radio announcer for the Philadelphia Orchestra known professionally as Norris West, died Sept. 17 in Lansdale, Pa.

Charles P. Hasbrook, 90, founder and former board chairman, WCAX-TV Burlington, Vt., died Sept. 21 in Charleston, S.C., following stroke. Mr. Hasbrook, newspaper publisher since 1925, bought WCAX, (now WYMT(AM) Burlington) in 1939. In 1954, he built WCAX-TV, Vermont's first TV station. He was chairman of board until his retirement in 1970. He is survived by one daughter and stepson, Stuart T. Martin, WCAX-TV president.

Constantine (Gus) Cocoros, Gino's Inc. communications VP, died of heart attack Sept. 15 in Ocean City, Md. Mr. Cocoros, wrote "Everybody Goes To Gino's" jingle featured in firm's radio-TV ads. He is survived by his wife, E. Lorraine, one daughter and one son.

So long until next year. Lowell Thomas celebrates 45 years of broadcasting today (Sept. 29). The 83-year-old journalist, war correspondent and world traveler began regular newscasts in 1930 when CBS President (now Chairman) William S. Paley persuaded him to audition for a news program. Besides being the oldest active newsman in network broadcasting, Mr. Thomas, with over 175,000 shares, is the largest single stockholder in Capital Cities Communications Inc.

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For the Record[®]

As compiled by BROADCASTING, Sept. 15 through Sept. 19 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV starts

- *KHIN Red Oak, Iowa—Authorized program operation on UHF ch. 36 (602-608 mhz); ERP 490 kw vis, 49 kw aur. HAAT 1561 ft.; ant. height above ground 1560 ft. Action Sept. 5.
- *WLPB-TV Baton Rouge—Authorized program operation on UHF ch. 27 (548-554 mhz); ERP 1,230 kw vis, 245 kw aur. HAAT 936 ft.; ant. height above ground 930 ft. Action Aug. 29.
- *WEAO Akron, Ohio—Authorized program operation on UHF ch. 49 (680-686 mhz); ERP 112 kw vis, 11.2 kw aur. HAAT 378 ft.; ant. height above ground 380 ft. Action Sept. 4.

AM applications

- Cicero, Ill.—Radio Cicero seeks 1450 khz, 1 kw-D, 250 w-N, P.O. address: 1058 W. Washington Blvd., Chicago 60607. Estimated construction cost \$76,575; first-year operating cost \$100,000; revenue \$200,000. Format: Standard, ethnic, folk. Principal: Fred A. Niles (100%) is chief operating officer of media buying company, common carrier and television commercial production company. Ann. Sept. 16.
- Johnston City, Ill.—Dennis F. Doelitzsch seeks 1100 khz, 250 w-D, P.O. address: Rt. 1, Marion, Ill. 62959. Estimated construction cost \$28,865; first-year operating cost \$24,300; revenue \$36,000. Format: easy listening. Principal: Mr. Doelitzsch is general manager and 89% stockholder of WDDD(FM) Marion, Ill. Ann. Sept. 19.
- Southwest City, Mo.—George C. Lackey seeks 1140 khz, 250 w-D, P.O. address: Box 27, Southwest City 64863. Estimated construction and first-year operating cost \$39,084; revenue \$66,000. Format: C&W. Principals: Mr. Lackey is former announcer for KGLC(AM) Miami, Okla. and WMBH(AM) Joplin, Mo. Ann. Sept. 15.

AM actions

- Puerto Rico, AM proceeding: Cavallaro Broadcasting Corp., competing for 1030 khz, at San Juan; Figuerea and Associates, at Rio Grande; Boricua Broadcasting Corp., at San Juan; Vieques Radio Corp., at Isabel Segunda (Docs. 19897-8, 19900-1)—Initial decision released July 23, proposing grant of Cavallaro's application for CP for new station in San Juan, became effective Sept. 11. Judge granted 1030 khz, 10 kw-U, P.O. address: Box 13573, Santurce, Puerto Rico. 00908. Estimated construction cost \$191,786; first-year operating cost \$244,800; revenue \$300,000. Format: instrumental, vocal (Spanish and English). Principals: Augustine L. Cavallaro Jr. (80%) and Hugh G. McComas (20%). Mr. Cavallaro owns advertising, marketing and public relations firm in San Juan. Mr. McComas is chairman of the board of molasses company and shipping lines and owns cattle ranch in Puerto Rico. Ann. Sept. 17.
- Manti, Utah—Sanpete County Broadcasting Co.—Broadcast Bureau granted 1340 khz, 250 w, P.O. address: 122 W. Union St., Manti 84642. Estimated construction cost \$28,456; first-year operating cost \$28,800; revenue \$58,000. Format: MOR. Principals: Lee

R. Barton (50%), owner of farm-sheep ranch and partner in livestock company; and sons Douglas L. (40%), university faculty member; and Kay C. (10%), student. Ann. Dec. 30.

AM license

Broadcast Bureau granted following license covering new station:

- WKVE Cave City, Ky., Twin City Broadcasting Co. (BL-13971). Action Sept. 17.

FM applications

- Greensburg, Ky.—Veer Broadcasting Co. seeks 103.1 mhz, 2.73 kw., HAAT 176.5 ft. P.O. address: Box 246, Greensburg 42743. Estimated construction cost \$6,019; first-year operating cost \$8,056, revenue \$36,000. Format: standard pops, C&W. Principal: James M. Hay (100%) owns 50% of WEKG(AM) Jackson, Ky. Ann. Sept. 18.
- *Albuquerque, N.M.—Christian Broadcasting Academy seeks 88.3 mhz, 3.36 kw., HAAT —397 ft. P.O. address: 8901 Candelaria, N.E., Albuquerque 87111. Estimated construction cost \$1,400; first-year operating cost \$9,500. Principal: Raymond L. Franks Jr. is president of nonprofit corporation. Ann. Sept. 16.
- Lampasas, Tex.—Lampasas Broadcasting Co. seeks 99.3 mhz, 3 kw., HAAT 178 ft. P.O. address: 900 N. Key Ave., Lampasas 76550. Estimated construction cost \$25,082; first-year operating cost \$24,400, revenue \$28,800. Format: MOR. Principal: Stephen S. Sampson (100%) owns KCYL(AM) Lampasas. Ann. Sept. 17.

FM actions

- *Ojai, Calif.—Application by The Thacher School for new FM on 91.9 returned. Ann. Sept. 16.
- Lebanon, Mo.—FCC dismissed application by Lebanon Broadcasting Co., for new FM station to operate on 92.1 mhz at Lebanon. Lebanon Broadcasting now is licensee of KLWT(AM), Lebanon, and its principals own and operate only local daily and weekly newspapers in Lebanon. FCC found Lebanon Broadcasting failed to allege sufficient facts to warrant waiver of cross-ownership rules. Action Sept. 9.

FM starts

- *WGAO Franklin, Mass.—Authorized program operation on 91.3 mhz, TPO 10. Action Sept. 5.
- KPFM Kerrville, Tex.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 105 ft. Action Sept. 5.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

- *KCBX San Luis Obispo, Calif., Community Broadcasting (BLED-1422). Action Sept. 11.
- *WSBU St. Bonaventure, N.Y., St. Bonaventure University (BLED-1382). Action Sept. 11.

■ *KRSM Dallas, St. Mark's School of Texas (BLED-1423). Action Sept. 11.

Ownership changes

Applications

- WAOA(AM) Opelika and WFRI(FM) Auburn, Ala. (AM: 1520 khz, 5 kw-D, DA; FM: 97.7 mhz, 3 kw)—Seeks assignment of license from Faulkner Radio to Talton Broadcasting Co. of Lee County for \$300,000. Seller: Faulkner Radio, James H. Faulkner, president, is licensee of WLBB(AM)-WBTR(FM) Carrollton. WGAA(AM) Cedartown, both Georgia and WBCA(AM)-WWSM(FM) Bay Minette, Ala. Buyers: Julius (60%) and Pearle Talton (20%) et al. The Taltons own WHBB(AM)-WTUN(FM) Selma and WBIB(AM) Centerville, both Alabama. Other stockholders are employees of Talton stations. Ann. Sept. 18.
- WAIK(AM) Galesburg, Ill. (1590 khz, 5 kw-D-DA)—Seeks assignment of license from Webster Broadcasting Co. to Creative Broadcasting Ltd. for \$325,000. Seller: F.C. Webster Jr., president, has no other broadcast interests. Buyers: Glenn W. Barger Jr. (90%) is president of insurance agency. Harold O. Bastian (10%) is station manager of WSWT(FM) Peoria, Ill. Ann. —Sept. 16.
- KETU(FM) Salem, Mo. (95.9 mhz, 3 kw)—Seeks assignment of license from Tower Broadcasting Co. to Ultra-Sonics Broadcast Stations for \$39,000. Seller: Dorman L. Steelman, president, has no other broadcast interests. Buyers: Vern E. (41.67%) and James Bolen (16.66%) own radio program and automated music service production company. Vern Bolen also owns leather products company. David Wheeler (41.67%) is dentist. Ann. Sept. 16.
- WAPT(TV) Jackson, Miss. (ch. 16)—Seeks transfer of control of American Public Life Broadcasting Co. from American Public Life Insurance Co. (100% before; none after) to Lewis C. Hopper, Curtis D. Roberts, Robert G. Nichols, William Neville III, Louis A. Farber and Russell Birmingham (none before, 100% after). Consideration: \$500,000 plus assumption of liabilities. Principals: Ralph B. Edwards is president of American Public Life Insurance. Mr. Hopper, insurance company employee and Mr. Roberts, doctor, have interest in WLIN(FM) Jackson. Mr. Nichols is attorney, Mr. Neville owns retail clothing stores and restaurant, Mr. Farber has interest in Clinic and Mr. Birmingham is doctor. Each will have 16% share in WAPT(TV). Ann. Sept. 16.
- KDEF-FM Albuquerque, N.M. (AM: 1150 khz)—Seeks assignment of license from Desert Horizons to Gaylord Broadcasting Co. for \$150,000. Seller: Media Horizons, parent company, is in process of selling KDEF(AM) Albuquerque and KROD(AM) El Paso. Buyer: Parent company, Oklahoma Publishing Co.,

NOTE
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**EDWIN TORNBURG
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301-652-3766**

publishes Oklahoma City *Oklahoman* and *Times* and is held by 70 stockholders. Gaylord Broadcasting is licensee of WKY-AM-TV Oklahoma City, KTUT (TV) Fort Worth, KHTV (TV) Houston, WVTV (TV) Milwaukee, WTVT (TV) Tampa, Fla., KSTW (TV) Tacoma, Wash. and KRKE (AM) Albuquerque, N.M. Ann. Sept. 16.

■ WBBB (AM)-WNCB (FM) Burlington-Graham, N.C. (AM: 920 khz, 5 kw-D; FM: 101.1 mhz)—Seeks assignment of license from WBBB Inc. to Rau Radio Stations for \$500,000. Seller: WBBB Inc., Charles B. Britt, president, is licensee of WIRY (AM) Plattsburgh, N.Y. and WFTR (AM)-WIXV (FM) Front Royal, Va. Buyers: Henry Rau (55%) et al. Rau Radio is licensee of WARK-AM-FM Hagerstown, WNAV-AM-FM Annapolis, both Maryland and WPDX-AM-FM Clarksburg, W. Va. Ann. Sept. 16.

■ KPOR (AM) Quincy, Wash. (1370 khz, 1 kw-D)—Seeks assignment of license from Ray E. and Elena Russell to Quincy Communications Corp. Former owners of KPOR are repossessing station. Consideration to former owners is \$60,218. Mr. and Mrs. Russell have no other broadcast interests. Buyer: Richard D. Leary (100%) owns KRSC (AM) Othello, Wash. and manages newspaper there. Ann. Sept. 16.

Actions

■ KPGE (AM) Page, Ariz. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Lake Powell Communications to Robert D. Holmes for \$70,000 and deed to business lot. Seller: Lake Powell Communications is made up of Robert D. Holmes, Calvin Black and Phil Acton. Buyer: Mr. Holmes is general manager of KPGE (BAL-8449). Action Sept. 9.

■ KDQN (AM) De Queen, Ark. (1390 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Radio De Queen to Haskell and Verlaine Jones for \$100,000. Seller: Charles Mathis Jr., individual licensee. Buyers: Mr. Jones is 10% stockholder of KXAR (AM) Hope, Ark. and both are employees of KXAR. Corporation will do business under name of Radio De Queen (BAL-8414). Actions Sept. 11.

■ KREZ-TV Durango, Colo.—Application for assignment of license from XYZ Television Inc. to Hubbard Broadcasting Inc. dismissed at request of applicant (BALCT-532). Ann. Sept. 15.

■ WELE (AM) South Daytona-WELE-FM Deland, Fla. (AM: 1590 khz, 1 kw-D; FM: 105.9 mhz, 76 kw)—Broadcast Bureau granted transfer of control of WELE Radio from Joe Gratz (100% before; none, after) to Sidney Frazer and Sheldon Katz (none before; 100% after). Consideration: \$400,000. Principals: Mr. Gratz wishes to divest ownership due to health reasons. Mr. Frazer (50%) is vice president of advertising agency and president of broadcast media service. Mr. Katz (50%) is sales manager for food products manufacturer (BTC-7793). Action Sept. 9.

■ WTLG (AM) Tallapoosa, Ga. (1060 khz, 1 kw-D)—Broadcast Bureau granted assignment of CP from West Georgia Broadcasting Co. to Twin County Broadcasting Co. for \$3,825. Sellers: James M. Davis is president of Cherokee County Broadcasting Co., licensee of WEIS (AM) Centre, Ala. Ronald H. Livengood is manager of WAAX (AM) Gadsden, Ala. Buyers: Olive E. and Ivous T. Sisk (50% each) have interest in WSWA (AM) Vernon, Ala. (BAP-833). Action Sept. 9.

■ WMDR (FM) Moline, Ill. (96.9 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Lee Enterprises to Fred Epstein Organization for \$350,000. Seller: Lee Enterprises, Lloyd G. Schermer, president, owns KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; WTAD-AM-WQCY-FM Quincy, Ill.; KHQA-TV Hannibal, Mo. and WSAZ-TV Huntington, W. Va. Buyers: Fred Epstein Organization is subsidiary of KSTT Inc. Frederick Epstein (70.5%), Judith C. Epstein (15.3%), Susan LaForce (11%), et al. own KSTT (AM) Davenport, Iowa and applicant for FM in East Moline, Ill. (BALH-2154). Action Sept. 11.

■ KLFM (FM) Ames, Iowa (104.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Lunde Corp. to Bunce Broadcasting Corp. for \$310,000. Sellers: Paul (60%) and Barbara Lunde (40%) are liquidating corporation. Buyers: Robert D. Bunce (70%), et al. Mr. Bunce owns half of KCBK (AM) Des Moines, which is in the process of being sold to Minnesota-Iowa Television Co. (BAPLH-180). Action Sept. 9.

■ KFH (AM)-KBRA (FM) Wichita, Kan.—Broadcast Bureau granted acquisition of positive control of the Radio Station KEH Co., by Philip Kassebaum through

purchase of stock from Thomas P. Bashaw and Robert J. Adams. Consideration \$328,900 (BTC-7823). Action Sept. 9.

■ WLCB-AM-FM Hodgenville, Ky.—Application for transfer of control of Lincoln Broadcasting Co. from Joseph R. and James L. Jones to Kentucky-Tennessee Coals dismissed at request of attorney (BTC-7799). Ann. Sept. 18.

■ KOKA (AM) Shreveport, La. (1550 khz; 10 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license of KOKA Broadcasting Co. to G.F. Abendroth, Elbert E. Allen, J.A. Dykes, James F. Dykes, Eugene L. Hilliard Jr., Martha Sibley Hilliard, Charlton H. Lyons Jr., John T. Palmer, Louis C. Pendleton, James A. Reeder, Joseph Sarpy Jr., Mrs. Bennie Ruth Simpkins, William O. Watson Jr., Charlton H. Lyons Jr., Hall M. Lyons and Benjamin F. O'Neal, trustees for C.H. and Marjorie Lyons Trust under trust agreement of Dec. 31, 1965; and Charlton H. Lyons Jr., Hall M. Lyons and Benjamin F. O'Neal Jr., trustees for C.H. and Marjorie Lyons Trust under trust agreement of Dec. 31, 1968 (BAL-8467). Action Sept. 9.

■ KSOA (AM) Ava, Mo. (1430 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Guilford Broadcasting Co. to Douglas County Broadcasting Co. for \$65,000. Seller: Thomas S. Guilford, president, has no other broadcast interests. Buyers: Robert L. and Violet L. Woods (25% each) and Marvin J. and Linda D. Coombs (25% each). Mr. Woods owns TV service company. Mr. Coombs is part-time sales service manager for KMTC-TV Springfield, Mo. and student in broadcast management at Southwest Missouri State University. Mrs. Woods and Mrs. Coombs are secretaries (BAL-8418). Action Sept. 8.

■ KTUI (AM) Sullivan, Mo.—Broadcast Bureau granted assignment of license from Glynn J. Rice and Charles D. Strauser to Glynn J. and Louise M. Rice and Charles D. and Barbara J. Strauser, doing business as Meramec Valley Broadcasting Co. (BAL-8468). Action Sept. 9.

■ KXRA-AM-FM Alexandria, Minn.—Broadcast Bureau granted acquisition of positive control of Alexandria Communications Corp. by R.E. Hines through purchase of additional stock from corporation (BTC-7818). Action Sept. 15.

■ WINR (AM) Binghamton, N.Y. (680 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted assignment of license from WUNI Inc. to WINR Broadcasting Inc. for \$450,000. Seller: Peggy Stone Gilbert, president. WUNI Inc. is also licensee of WUNI (AM) Mobile, Ala. Buyers: Robert E. and Alford H. Lessner (45% each) and Robert A. Outer (10%) own WSPK (FM) Poughkeepsie, N.Y. The Lessners also own WBNR (AM) Beacon, N.Y. (BAL-8452). Action Sept. 15.

■ WELM (AM) Elmira, N.Y. (1410 khz, 1 kw-D; 500 w-N)—Broadcast Bureau granted assignment of license from Edwin D. Lonie to Condit Communications for \$465,000. Seller: Mr. Lonie is receiver. Court order directed sale of station to satisfy creditors. Buyer: D.S. Condit (100%) is stockholder in WLNH-AM-FM Laconia, N.H. and WKXA-AM-FM Brunswick, Me. (BAL-8436). Action Sept. 9.

■ WRQK (FM) Greenboro, N.C.—Broadcast Bureau granted transfer of control of Greensboro FM Inc. from Donald L. Wilks and Michael E. Schwartz to Donald L. Wilks, Michael E. Schwartz and Thomas V. Armshaw (33-1/3% each) (BTC-7827). Action Sept. 10.

■ WLOA-AM-FM Braddock, Pa.—Broadcast Bureau granted transfer of control of Matta Broadcasting Co. from E.R. Matta and William J. Matta to William J. Matta (BTC-7830). Action Sept. 9.

■ WZUM (AM) Carnegie, Pa. (1590 khz, 1 kw-D, DA)—Broadcast Bureau granted assignment of license from P.S. Broadcasting Corp. to Hickling Broadcasting Corp. for \$375,000. Seller: P.S. Broadcasting, James Psihoulis, general manager, is licensee of WNIO (AM) Niles, Ohio and WWLZ (FM) Mercer, Pa. Buyers: Robert K. and Dolores M. Hickling (78.96%), Michael M. Samara (10.52%), et al. Mr. Hickling is general manager of KBJH (FM) Tulsa, Okla. Mr. Samara owns private club, restaurants and real estate investments in Tulsa area (BAL-8428). Action Sept. 11.

■ WEDG (AM) Soddy-Daisy, Tenn. (1240 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from RA-AD of Soddy to Southeast Community Media Co. for \$139,259. Seller: Lee Cooper is applicant for FM in Soddy-Daisy. Buyers: Hudson Printing and Lithographing Co. (51%) and George C. Hudson III (49%). Mr. Hudson is former radio announcer for sta-

tions in Tennessee (BAL-8395). Action Sept. 9.

■ KCLX (AM) Colfax, Wash. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Palouse Empire Radio to Adrian DeVries. No consideration. Sellers: Frank Szymanski and John Koziol, partners. Buyer: Mr. DeVries is former owner of KCLX and is presently partner in sports broadcasting company and owner of mobile home park (BAL-8396). Action Sept. 3.

■ KTVW (TV) Tacoma, Wash. (ch. 13)—FCC granted assignment of license from KTVW Inc. to Clover Park School District No. 400 for \$378,000. Seller: Robert A. Banks, trustee in bankruptcy. Buyer: Harold J. Mulholland, president of school district. Action Sept. 9.

■ WAPL-AM-FM Appleton, Wis.—Application for transfer of control of Dixon Inc. from John J. Dixon to Goetz Broadcasting Corp. dismissed at request of attorney (BTC-7729). Ann. Sept. 18.

Facilities changes

TV actions

■ KABC-TV Los Angeles—Broadcast Bureau granted CP to change type trans. (aux.) (BPCT-4856). Action Sept. 8.

■ KTSF-TV San Francisco—Broadcast Bureau granted CP to install former main ant. as aux. ant. on Mt. Sutro, San Francisco; granted mod. of CP to change ERP to vis. 2514 kw and aur. 500 kw; trans. location to Radio Rd., Mt. Bruno Antenna Farm, San Francisco; change type ant. and trans.; ant. height 1481 ft. (BPCT-4749, BMPCT-7538). Action Sept. 8.

■ *WLBP-TV Baton Rouge—Broadcast Bureau granted mod. of CP to change ERP to 1161 kw, vis; 229.6 kw aur.; change type trans. and type ant. (BMPET-853). Action Sept. 8.

AM applications

■ WCOV Montgomery, Ala.—Seeks CP to add MEOV's to nighttime pattern. Ann. Sept. 19.

■ KGKO Benton, Ark.—Seeks CP to change ant.-trans. location. Ann. Sept. 15.

■ WRHC Coral Gables, Fla.—Seeks CP to add nighttime operation 500 w; install DA-2; change hours of operation to U. Ann. Sept. 16.

■ WYSE Inverness, Fla.—Seeks CP to increase daytime power to 5 kw; change type trans. Ann. Sept. 19.

■ KGMB Honolulu—Seeks CP to change ant.-trans. location. Ann. Sept. 19.

■ WKYR Burkesville, Ky.—Seeks mod. of CP to make change in ant.-trans. location. Ann. Sept. 19.

■ WNBH New Bedford, Mass.—Seeks CP to change ant.-trans. location. Ann. Sept. 15.

■ KOBY Reno—Seeks CP to change ant.-trans. location. Ann. Sept. 15.

■ WGIR Manchester, N.H.—Seeks mod. of CP to change daytime ant. pattern and change coordinates. Ann. Sept. 15.

■ WMSJ Sylva, N.C.—Seeks CP to change ant.-trans. location. Ann. Sept. 15.

■ KSUB Cedar City, Utah—Seeks CP to install new aux. trans. Ann. Sept. 15.

AM actions

■ WRGI Marco Island, Fla.—Broadcast Bureau granted mod. of CP to increase MEOV's (BMP-14042). Action Sept. 10.

■ WKCM Hawesville, Ky.—Broadcast Bureau granted CP to make changes in ant. system; conditions (BP-20017). Action Sept. 10.

■ WTTL Madisonville, Ky.—Broadcast Bureau granted CP to change ant.-trans. location; conditions (BP-20006). Action Sept. 16.

■ KERR Polson, Mont.—Broadcast Bureau granted mod. of CP to make changes in trans. site coordinates (BMP-14040). Action Sept. 5.

■ KXRB Sioux Falls, S.D.—Broadcast Bureau granted CP to install new aux. trans. (BP-20009). Action Sept. 16.

FM actions

■ WQSI Union Springs, Ala.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make change in ant. system; ERP 3 kw (H&V); ant. height

265 ft. (H&V) (BMPH-14605). Action Sept. 12.

■ **KNEU El Centro, Calif.**—Broadcast Bureau granted data filed in accordance with first report and order to change frequency to 107.5 mhz; change trans. location to 4th St., 0.3 mile south of Ross, El Centro; change studio location to 1671 W. Main St., El Centro; operate by remote control from proposed studio site; make change in ant. system; ERP 25 kw (H&V); ant. height 155 ft. (H&V); conditions. Action Sept. 10.

■ **KBEZ Salinas, Calif.**—Broadcast Bureau granted CP to change studio and remote control location to 295 Main St., Salinas; install new trans. and ant.; ERP 18.5 kw (H&V); ant. height 2270 ft. (H&V) (BPH-9591). Action Sept. 10.

■ **KHAY Ventura, Calif.**—Broadcast Bureau granted CP to install new aux. trans. for aux. purposes only; ERP 19.5 kw (H&V); ant. height 1,210 ft. (H&V); remote control permitted (BPH-9584). Action Sept. 10.

■ **WEEJ Port Charlotte, Fla.**—Broadcast Bureau granted mod. of CP to change trans. and studio location; change trans. and ant.; make change in ant. system; ERP 3 kw (H&V); ant. height 190 ft. (H&V) (BMPH-14562). Action Sept. 10.

■ ***WHCJ Savannah, Ga.**—Broadcast Bureau granted mod. of CP to change studio and trans. location; change trans. and ant. (BMPED-1297). Action Sept. 10.

■ ***KIUD Moscow, Idaho**—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (BPED-2093). Action Sept. 10.

■ **KLEE-FM Ottumwa, Iowa**—Broadcast Bureau granted mod. of CP to change studio and remote control location to 212½ E. Main, Ottumwa; change type trans. and ant.; ERP 3 kw (H&V); ant. height 170 ft. (H&V); condition (BMPH-14607). Action Sept. 12.

■ **WVOI Tisbury, Mass.**—Broadcast Bureau granted data filed in accordance with first report and order to change frequency to 92.7 mhz; ERP 3 kw (H&V); ant. height 280 ft (H&V). Action Sept. 10.

■ **WABX Detroit**—Broadcast Bureau granted CP to change trans. location to Northend and Ithaca Sts., Royal Oak township, Mich.; install new trans. and ant.; make changes in ant. system; ERP 5.2 kw (H&V); ant. height 870 ft. (H&V); remote control permitted; condition (BPH-9595). Action Sept. 12.

■ **KAMC Arlington, Tex.**—Broadcast Bureau granted CP to install new ant.; ERP 100 kw (H&V); ant. height 670 ft. (H&V); remote control permitted (BPH-9592). Action Sept. 15.

■ **KWIC Beaumont, Tex.**—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 100 kw (H&V); ant. height 340 ft. (H&V); remote control permitted; condition (BPH-9524). Action Sept. 10.

■ ***KCWC Riverton, Wyo.**—Broadcast Bureau granted CP to change trans. and studio location; make changes in ant. system (BPED-2092). Action Sept. 10.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: WAYX-FM Waycross, Ga. (BPH-9533), Sept. 5; WGAY-FM Washington (BPH-9029), Sept. 3 and *WVWR-FM Roanoke, Va. (BPED-1877), Sept. 5.

In contest

Designated for hearing

■ **WLIR (FM) Garden City, N.J., renewal proceeding:** Stereo Broadcasters (Doc. 20590)—FCC designated for hearing application of Stereo Broadcasters for renewal of its license for WLIR (FM) Garden City. FCC set forth issues to determine whether WLIR (FM) was transferred, assigned or disposed of without finding by FCC that public interest and necessity would be served, whether Stereo failed to exercise adequate control and supervision over WLIR (FM) or to maintain appropriate safeguards to ensure its operation was in public interest, whether Stereo made misrepresentations to commission or was lacking in candor and whether Stereo has requisite qualifications to remain FCC licensee. Action Sept. 9.

Procedural rulings

■ **Arab, Ala., FM proceeding:** Brindlee Broadcasting Corp. and Marshall County Broadcasting Co. (WRAB[AM]Arab), competing for 92.7 mhz (Docs. 19849-51)—Review board scheduled oral argument

Summary of broadcasting

FCC tabulations as of July 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,423	3	26	4,450	46	4,496
Commercial FM	2,669	0	46	2,715	145	2,860
Educational FM	739	0	24	763	86	849
Total Radio	7,831	3	96	7,928	277	8,205
Commercial TV	700	1	6	707	53	760
VHF	509	1	2	512	9	521
UHF	191	0	4	195	44	239
Educational TV	224	9	11	244	16	280
VHF	89	3	4	96	5	101
UHF	135	6	7	148	11	159
Total TV	924	10	17	951	69	1,020

*Special temporary authorization

**Includes off-air licenses

for Oct. 7 in proceeding involving competing applications of Brindlee Broadcasting Corp. and Marshall County Broadcasting Co. for new FM in Arab. In initial decision released Feb. 28, ALJ David I. Kraushaar granted Brindlee's application and denied Marshall County's. Action Sept. 11.

■ **KIKX (AM) Tucson, Ariz., renewal proceeding:** Walton Broadcasting, (Doc. 20287)—ALJ Thomas Fitzpatrick scheduled hearings for Jan. 2, 1976 in Washington and Jan. 13 in Tucson and canceled hearing now scheduled for Oct. 20, at Tucson. Action Sept. 16.

■ **KTXL-TV Sacramento, Calif., renewal and facilities change proceeding:** Camellia City Telecasters (Doc. 20125)—ALJ Chester F. Naumowicz Jr. set aside procedural dates and scheduled conference for Oct. 6. Action Sept. 12.

■ **Decatur, Ill., FM proceeding:** Prairieland Broadcasters, WBIZ Inc., Superior Media and Decatur Broadcasting, competing for 95.1 mhz at Decatur (Docs. 20055-7, 20059)—ALJ Thomas B. Fitzpatrick scheduled hearing for Nov. 24. Action Sept. 17.

■ **Bloomington, Ind., FM proceeding:** Bloomington Media Corp. and Indiana Communications, competing for 96.7 mhz (Docs. 19813-5)—ALJ Lenore G. Ehrig scheduled hearing for Nov. 18. Action Sept. 16.

■ **Presque Isle, Me., FM proceeding:** Ram Enterprises and Northern Broadcasting Co., competing for 96.1 mhz (Docs. 20213-4)—Review board scheduled oral argument for Oct. 9. In initial decision released May 29, ALJ David I. Kraushaar granted RAM's application and denied that of Northern. Action Sept. 11.

■ **Flint, Mich., FM proceeding:** Sherwood Broadcasting Inc. WAMN Inc., Flint Family Radio Inc., Fuqua Communications Inc., and Flint Metro Mass Media Inc., competing for 92.7 mhz (Docs. 20570-4)—ALJ Joseph Stirmer scheduled hearing for Jan. 6, 1976, and canceled hearing now scheduled for Oct. 29. Action Sept. 17.

■ **KGGM-TV Albuquerque, N.M., renewal proceeding:** New Mexico Broadcasting Co. (Doc. 20540)—ALJ Joseph Stirmer scheduled hearing for Dec. 9 in Albuquerque at time and place to be specified in subsequent order and canceled hearing now scheduled for Oct. 8. Action Sept. 17.

Dismissed

■ **Twin Falls, Idaho, FM proceeding:** Inland Radio and Sawtooth Radio Corp., competing for 95.7 mhz (Doc. 20439-40)—ALJ Walter C. Miller granted motion by Sawtooth and dismissed its application with prejudice. Action Sept. 16.

Joint agreement

■ **Crowley, La., FM proceeding:** KSIG Broadcasting Co. and Louisiana Radio Broadcasting Co., competing for 102.9 mhz (Doc. 20441-3)—ALJ David I. Kraushaar granted request by KSIG Broadcasting and Southwest Louisiana Radio Broadcasting Co. and dismissed their applications with prejudice and retained Rice's application in hearing status subject to agreement of parties on hearing record calling for motion to be filed by Rice by Sept. 29 for summary decision looking toward grant of its application. Action Sept. 16.

Initial decision

■ **WTIX (AM) New Orleans, renewal proceeding:** Storz Broadcasting Co. (Doc. 20200)—ALJ Arthur A. Gladstone concluded investigation into allegations by New Orleans listener that WTIX (AM) had broadcast

announcement urging armed citizens to assist city police in apprehending a sniper in New Orleans Howard Johnson Motel Jan. 7, 1973. Judge Gladstone said there was no sufficient substantial basis to warrant evidentiary hearing on matter with respect to WTIX or any other FCC licensee in New Orleans. He recommended hearing be terminated and that no further proceedings be instituted on matter. Action Sept. 11.

Review board decision

■ **Matewan and Williamson, W. Va., FM proceeding:** Three States Broadcasting and Harvit Broadcasting Corp., competing for 96.5 mhz at Matewan and Williamson, respectively (Docs. 18456-7)—Review Board granted application of Harvit Broadcasting Corp. for new FM at Williamson and denied competing application of Three States Broadcasting Co. Action reverses Aug. 7, 1974, initial decision by ALJ William Jensen who ruled that both applications should be denied. Action Aug. 21.

FCC decision

■ **Washington, AM proceeding:** United Broadcasting Co. (WOOK[AM]) and Washington Community Broadcasting, competing for 1340 khz (Docs. 18562-3)—FCC denied motion by United Broadcasting Co. for stay of further proceedings. Action Sept. 10.

Complaint

■ **FCC denied request of John Howard for review of ruling by Broadcasting Bureau that rejected his fairness doctrine complaint against National Broadcasting Co. Howard complained that NBC program entitled "Of Men and Women," concentrated "heavily on sexual aspects" of "relationships between sexes," that "entire frame of reference" of program "was amoral one, implying that sexual liberation . . . is neither right nor wrong, and that while marriage may be appropriate for those who choose it, it is not preferable to any other sexual liaison." FCC said Bureau ruled that Howard's complaint was deficient because he failed to show that "Of Men and Women" presented one side of controversial issue of public importance, and, even if program did so, he had failed to show NBC had not afforded reasonable opportunity in its overall programming for contrasting viewpoints. Action Sept. 9.**

Fines

■ **KBBC (AM) Phoenix**—Broadcast Bureau notified KTAR Broadcasting Co. of apparent liability for forfeiture of \$250 for repeated violation of rules by failing to utilize SCA and limit use of SCA to those purposes specified and not maintaining program log describing material transmitted on SCA. Action Sept. 8.

■ **KCCB (AM) Corning, Arkansas**—Broadcast Bureau notified Eulis W. Cochran of apparent liability for forfeiture of \$250 for willful or repeated violation of Communications Act for operating prior to 6:00 a.m. without presunrise authority. Action Sept. 8.

■ **WACY (AM) Kissimmee, Fla.**—Broadcast Bureau ordered Opportunity Broadcasters to forfeit \$500 for repeated violation of rules for failure to file timely supplemental ownership reports and failing to record specific entries in program log for each program. Action Sept. 4.

■ **WMLT (AM) Dublin, Ga.**—Broadcast Bureau ordered Dublin Broadcasting Co. to forfeit \$250 for repeated violation of rules by failing to calibrate remote

ant. current meter properly. Action Sept. 16.

■ WZAT(FM) Savannah, Ga.—Broadcast Bureau notified Weis Broadcasting Co. that it incurred apparent liability for forfeiture of \$1,000 for willful or repeated violation of rules by failing to accurately log duration of commercial announcements. Action Sept. 16.

■ WEBB(AM) Baltimore—FCC denied request of J.B. Broadcasting of Baltimore, permittee of WEBB, for mitigation or remission of \$10,000 forfeiture assessed against it by commission last Oct. 16. FCC imposed forfeiture because of permittee's numerous repeated violations of terms of station authorizations and rules including operation with unauthorized mode and power, overpower, operation with parameters at variance without authority and failure to file required ownership and financial reports. Action Sept. 17.

■ WABL(AM) Amite, La.—Broadcast Bureau ordered Amite Broadcasting Co. to forfeit \$500 for repeated violation of rules by failing to make required equipment performance measurements, having unlicensed operator on duty at trans. site and failing to file financial report for 1973. Action Sept. 11.

■ WMFR-AM-FM High Point, N.C.—Broadcast Bureau notified Radio Station WMER Inc. of apparent liability for forfeiture of \$100 for violation of rules by failing to conduct quarterly inspections of tower lighting system for period of six months. Action Sept. 8.

■ WELW(AM) Willoughby, Ohio—Broadcast Bureau notified Radio 1330 Inc. that it incurred apparent liability for forfeiture of \$400 for willful or repeated violation of rules by failing to make required equipment performance measurements for 1974, by failing to have operators sign operating log when going off duty and by failing to make entries in operating log of time station ceased to supply power to ant. Action Sept. 11.

■ WARO(AM) Canonsburg, Pa.—Broadcast Bureau notified Waro Broadcasting that it incurred apparent liability for forfeiture of \$2,000 for willful or repeated violation of commercial logging rule. Action Sept. 10.

■ KTXO(AM) Sherman, Texas—Broadcast Bureau denied application by KTXO Inc. for mitigation or remission of forfeiture of \$2000 for repeated violation of rules in that licensee operated with excessive power both during daytime and presunrise hours and for violation of terms of station's license in that licensee operated during hours when not authorized for such operation. Action Sept. 8.

Other actions

■ FCC amended instructions section of its Form 303, Section IV-B, broadcast station renewal application. Changes were designed to provide licensees with more detailed instructions in completing new questions 6, 13 and 16, adopted by FCC Jan. 22 and released May 29. In that action, commission authorized and set forth amendments relating to children's programming and advertising practices by commercial television licensees. Action Sept. 9.

■ FCC denied request of Community Broadcasting of Boston for review of Aug. 6 Freedom of Information ruling by Broadcast Bureau. FCC said memoranda withheld by Office of Opinions and Review were exempt in their entirety from disclosure by Exemption 5 of Freedom of Information Act. It concluded that reasons for nondisclosure forming basis for Exemption 5 outweighed any reasons for disclosure of material advanced by Community Broadcasting. Action Sept. 9.

■ FCC denied petition for reconsideration of Oct., 1974, Children's Television Report and Policy Statement filed by Henry Geller and Karen Possner last Nov. 22. Report was culmination of wide-ranging inquiry into children's programming and advertising practices in which commission analyzed adequacy of broadcast industry's efforts and clarified broadcaster's responsibilities to child audiences. Geller-Possner petition proposed three policy steps: specific percentages and amounts of time station must dedicate to children's programming would be set forth to assure that licensee has made "reasonable efforts" and devoted "reasonable amounts" of time to such programming to ensure license renewal, advertising in programs designed for preschoolers would be prohibited and FCC should encourage cooperative efforts by three major networks to produce high quality children's programming on rotating basis. "Rather than encouraging delegation of licensee's fundamental programming responsibility to cooperative efforts, we would prefer to encourage program development by broadcasters.

We do not believe lessening competition in programming is the best way to encourage varied, imaginative children's programming ..." the Commission concluded. Action Sept. 9.

■ KTTV-TV Los Angeles—FCC ruled that agreement between Metromedia, licensee of KTTV-TV Los Angeles, and National Association for Better Broadcasting is lacking in force and effect before commission. FCC said, "to extent that agreement and commitment attempts to place commission in role of censor it could have no force or effect." Action Sept. 9.

■ WTTG-TV Washington—FCC granted 1972 application of Metromedia and renewed for remainder of its license term—Oct. 1, 1975—Metromedia's license for WTTG-TV. Renewal was conditioned on Metromedia submitting as amendment to renewal application, semi-annual statements detailing affirmative action taken to seek and encourage minority applicants for each job opening arising between: July 1 and Dec. 1, 1975; Jan. 1 and June 30, 1976; July 1 and Dec. 31, 1976, and Jan. 1 and June 30, 1977; with effect of these efforts on applications for employment, hiring and promotion of identified minority groups set forth. Action Sept. 17.

■ KYW-TV, WPVI-TV and WCAU-TV Philadelphia—FCC granted petition by Governor Brendan Byrne and State of New Jersey requesting that license renewal applications for KYW-TV, WPVI-TV and WCAU-TV be granted conditionally. Petitioners asked that any license renewals for these stations be conditioned on whatever action FCC might deem appropriate as result of rulemaking proceeding in Docket 20350 instituted to inquire into adequacy of television service in New Jersey and possibility of bringing commercial VHF service to state. Action Sept. 17.

Allocations

Action

■ Sweet Home, Ore.—FCC assigned ch. 296A to Sweet Home, as that community's first FM assignment. In response to petition by Linn-Benton Broadcasters, licensee of KRTK(AM) Albany, Ore., Broadcast Bureau proposed assigning ch. 296A to Albany, as second FM channel, and deleting that channel at Toledo, Ore. Campbell Broadcasting Co., licensee of KFIR(AM) Sweet Home, filed counterproposal requesting retention of ch. 296A at Toledo and assignment of same channel to Sweet Home. FCC concluded that ch. 296A should be retained at Toledo and also assigned to Sweet Home (Doc. 20398). Action Sept. 15.

Translators

Application

■ Alaska Public Television, Sutton, Alaska—Seeks ch. 5, rebroadcasting KAKM Anchorage (BPT-TV-5387). Ann. Sept. 16.

Actions

■ Potter Valley, Calif.—Application by Potter Valley Television Association for ch. 4, rebroadcasting KBHK-TV Oakland, Calif. dismissed at request of applicant (BPTTV-5284). Ann. Sept. 18.

■ W70AY Sanford and Springvale, Me.—License authorization canceled and call letters deleted at request of licensee. Ann. Sept. 15.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ General Electric Cablevision Corp., for Merced (CAC-05583), Merced county (CAC-05584), Atwater (CAC-05585) and Castle AFB (CAC-05586), all California: Add KMPH Tulare, Calif. and delete KRON-TV San Francisco. For Vacaville, Calif. (CAC-05587): Add KMUV-TV Sacramento and delete KGSC-TV San Jose, both California.

■ Ridgecrest Cablevision, 825 N. China Lake Blvd., Ridgecrest, Calif. 93555, for China Lake, (Naval Weapons Center) Calif. (CAC-05589) KNXT, KNBC, KABC-TV, KTLA, KHJ-TV, KTTV, KCOP, KCET Los Angeles; KBAK-TV, KERO-TV, KJTV Bakersfield, Calif.

■ Valparaiso Cable Co., Box 296, Valparaiso, Fla. 32580, for Valparaiso, Fla. (CAC-05590): WDIQ Dozier, Ala.; WEAR-TV, WSRE Pensacola, Fla.; WTVY Dothan; WKRG-TV, WALA-TV Mobile, both Alabama; WJHG, WDTB Panama City, Fla.

■ Twin State Cable TV, for Lebanon (CAC-05577), Hanover (CAC-05578), Enfield (CAC-05579), all New Hampshire, Hartford (CAC-05580) and Norwich (CAC-05581), both Vermont: Add WRLP Greenfield; WSBK-TV Boston; WCDC Adams, all Massachusetts.

■ Schenectady Cablevision, for Niskayuna, N.Y. (CAC-05594R): Requests renewal of certificate of compliance.

■ Cablevision Inc. for Bessemer, N.C. (CAC-05582): Requests certification of existing operations.

■ Continental Cablevision of Miami Valley, 54 Lewis Wharf, Boston, Mass. 02110, for Harrison township, Ohio (CAC-05576): WLWD, WHIO-TV, WKEF Dahton; WOET-TV Kettering; WCPO-TV WKRC-TV, WCET Cincinnati, all Ohio; WXIX-TV Newport, Ky.; WUAB Lorain; WMUB-TV Oxford, both Ohio; WTTV Bloomington, Ind.

■ Mahoning Valley Cablevision Associates, for Niles, Ohio (CAC-05566): Add WPGH-TV Pittsburgh and delete WKBF-TV Cleveland. For Warren (CAC-05567), Champion township (CAC-05568) and Warren township (CAC-05569), all Ohio: Add WPGH-TV Pittsburgh; WJAN-TV Canton, Ohio and delete WKBF-TV Cleveland. For Howland township (CAC-05570), Vienna township (CAC-05571) and Weathersfield township (CAC-05572), all Ohio: Add WPGH-TV Pittsburgh and delete WKBF-TV Cleveland.

■ Mahoning Valley Cablevision, for Girard (CAC-05573), Liberty township (CAC-05574) and Hubbard township (CAC-05575), all Ohio: Add WPGH-TV Pittsburgh and delete WKBF-TV Cleveland.

■ Tele-Media Co. of Van Wert, for Paulding (CAC-05224) and Jackson township (CAC-05225), both Ohio: Delete WXIX-TV Newport, Ky. and add WKBD-TV Detroit.

■ Liberty TV Cable, for Edmonds, Wash. (CAC-05588): Requests certification of existing operations.

■ Olympic TV Cable, for Port Orchard (CAC-05564) and Kitsap county (CAC-05565), both Washington: Add KPTV Portland, Ore.; KTPS Tacoma; KPEC-TV Lakewood Center, both Washington.

■ Televue Systems, for Snohomish county (portions surrounding Lake Stevens) (CAC-05591), Snohomish county (portions surrounding Monroe) (CAC-05592) and Snohomish county (portions surrounding city of Snohomish) (CAC-05593), all Washington: Add KPTV Portland, Ore.

Certification action

■ Shenandoah, Pa.—FCC denied request of Shen-Heights TV Association for reconsideration of ruling denying it certification to add WPIX and WOR-TV, two New York independent stations, to its system at Shenandoah. In affirming earlier ruling, FCC said Shen-Heights had reiterated arguments that already had been considered and rejected. Action Sept. 5.

Other actions

■ FCC waived cable television/broadcast cross-ownership rules to allow NewChannels Corp., wholly-owned subsidiary of Newhouse Broadcasting Corp., to acquire Pioneer Cablevision Corp. FCC said it examined engineering showing and determined that no meaningful overlap existed between systems and subject television stations. Moreover, commission said, it did not appear that proposed acquisition would result in any undue media concentration in area. Action Sept. 9.

■ Ashley borough, Pa.—FCC granted petition of Service Electric Cable TV, operator of system in Ashley borough, for waiver of syndicated program exclusivity rule. "On balance," FCC said, "we are convinced, by financial and technical data submitted by Service Electric in support of its petitions, that to require literal compliance with our rules in this circumstance will place unreasonable burden on this cable operator." Action Sept. 9.

In contest

■ Durango, Colo.—FCC directed Cable TV of Durango to show cause why it should not be ordered to cease and desist from further violation of signal carriage and network nonduplication protection rules on its system at Durango. Action was in response to request by Four States Television, licensee of KIVA-TV Farmington, N.M. Action Sept. 9.

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Radio Manager needed. Station with quality programming needs experienced sales-minded manager. Must be strong on community and public relations and be a good administrator. Reply to: Box J-142, BROADCASTING.

General Manager. Sales oriented manager with experience. Will earn commensurate with ability to increase sales for Carribean resort area FM. Send complete details to Box J-161, BROADCASTING.

Major equipment manufacturer seeking field engineer for international broadcast support group. Must have high power experience, MW and SW. Project management experience helpful. Box J-247, BROADCASTING.

We are number one, soon doubling gross, booming college town automated rocker. You are experienced, dedicated, ambitious sales manager who can sizzle-sell, promote, train, supervise, looking at forever employment and unlimited earning potential. Where have you been? I've been looking for you! Dan Libeg, KSNM AM FM, Pocatello, ID.

General Manager, for WHWH, Princeton, New Jersey, outstanding award winning, high volume No. 1 station in market. Present manager leaving for family business in November. His forte has been personal sales, and sales direction. Don't apply for managing one of country's finest medium market stations unless you love selling. Call John Morris or Herb Hobler 609-924-3600 or Box 1350, Princeton, NJ.

General Sales Manager with a proven record of building sales volume through creative selling and able to develop a dynamic sales staff. Must be retail oriented but also have experience working with major agencies and rep. All replies confidential. Contact George Dubinetz, WJJD, 8 S. Michigan Ave., Chicago 60603. An Equal Opportunity Employer.

Sales minded asst. mgr. needed, small market sales background necessary, Bob Cook, WSTL, Eminence, KY.

Sales Manager. Western state highly respected, successful MOR network affiliate in beautiful medium Western city. Must have proven sales track record, stable, sober, with station management as objective with growing group. EOE/MF. Resume to Charlie Powers, Box 68, Moraga, CA 94556.

Sunny Arizona, small market station manager needed immediately. Strong on sales call 1-602-289-4420 or 1-602-289-3364.

General Manager, small markets, Northern California growth oriented broadcast group requires an experienced General Manager. Areas of expertise must include administrative and financial management. Competitive compensation- profitability package. Send resume in confidence to: E.L. Sparbur, PO Box 242, DePere, WI 54115.

School District radio station manager. 52 week position, salary range: \$8840-\$9340. Send resume to: Personnel Office, Bloomfield Hills Schools, 4175 Andover Road, Bloomfield Hills, MI 48013.

Help Wanted Sales

Experienced RAB trained sales manager, who can generate and maintain own billing, and motivate sales staff. Box J-8, BROADCASTING

South Florida coast. Best facility in metro. market, over 20 years same ownership, needs professional, aggressive, self-starting salesperson with at least 2 years experience in fulltime radio sales. Substantial base plus commission arranged to prevent income drop from first day on. Your reply held in strict confidence. Send resume to Box J-75, BROADCASTING.

Help Wanted Sales Continued

Salesperson-announcer, Texas metro market, newly improved plant, interesting plan, complete resume and earnings record first letter. Box J-248, BROADCASTING.

New Mexico. Good opportunity for solid salesman in one of the state's best radio markets. Great station, great staff. Call Ray Stephens, KGAK, Gallup. 505-863-4444.

Searcy, Arkansas. KWCK Radio will hire two new account executives very soon. Previous sales experience a must, great opportunity with one of America's finest small market stations. Contact Mike Horne, owner, KWCK Radio, Searcy, AR 72143 or phone 501-268-7123.

Ready to move into sales? WCUM is looking for an experienced broadcaster. \$10,000 plus, first year. Good opportunity for advancement with young growing organization. Send resume or call Ken Riggle or Mike Kirchen, P.O. Box 360, Cumberland, MD 21502. 301-724-5400.

If you are the best radio sales person in a major or medium market and can prove it, this midwestern powerhouse contemporary AM/FM needs you. Call Murray Green at WNDE/WFBQ today. 317-257-7565.

Vermont pays. Home base for Vermont's largest broadcast group has immediate opening for strong experienced salesperson. Active account list, MOR AM Hitparade FM. Excellent opportunity in great area. Reply: David Kimel, 802-524-2133. WWSR, Box 270, St. Albans, VT 05478.

Opening for experienced salesperson. Middle Georgia Beautiful Music station good list, good ratings. Send resume to: Fred Newton, PO Box 900, Macon, GA 31202.

Coastal Florida radio sales opening looking for aggressive person with two to three years selling experience who wants opportunity to take over major list of accounts with increased earning plus opportunity for advancement with growing small chain. Great place to live by ocean. Big growth market, stable economy, number one station. Send resume, requirements, Randolph H. Millar, 725 South US 1, Ft. Pierce, FL 33450. Equal Opportunity Employer.

Growth-oriented company has purchased full-power, Class "C" FM contemporary station in Little Rock. Ambitious small and medium-market account executives ready to move up will be guaranteed their present income and given opportunity for substantial bonus. Women and minority applicants encouraged. Send resume to Ron Curtis, 5725 East River Road, Suite 675, Chicago, IL 60631.

Salesperson. Religious station in 3 million affluent population must have proven gospel sales experience, car and be willing to relocate at once. Send resume to L.I. Gospel Radio, Attention: Larry Walsh, Vice President & General Manager, Route 109, Babylon, NY 11704. Good salary plus bonus.

Florida salespeople! If you're not earning at least \$300 per week, perhaps your future is in selling radio advertising for stations across America by WATS telephones from our St. Petersburg offices. High earnings, permanent work, 30 hour week, we train. Call collect, person-to-person for Mr. Benson 813-522-0090, or resume to Broadcast Sales Associates, Drawer 15236, St. Petersburg 33733. Save this ad for future reference.

Southeastern Arizona area market has excellent guaranteed opportunity for experienced salesperson. 3rd endorsed required for some announcing. New, growing operation. You inherit large quantity of good accounts. Equal Opportunity Employer. 602-384-4244.

Help Wanted Announcers

Combo job: Announcing and selling, four hours each daily. Can you hack it. Salary, commissions, bonuses, etc. Please send resume and references. Box J-62, BROADCASTING.

Help Wanted Announcers Continued

I need a versatile experienced radio person with the following capabilities: professional air shift. First preferred but third okay. Must be able to handle a pleasing morning shift if necessary. Solid production. Interest if not experience in sales with possibility of sales training. In short a radio person whose experience, temperament and growth potential will make a key employee at this 5,000 watt station. Send resume to Box J-191, BROADCASTING.

Announcer. Top notch medium market station needs country jock with first phone. Excellent working conditions, reasonable salary. Must have experience in news, copy, production, etc. Good references and background. We check carefully. No hippie types, please! This is a quality job for a qualified person. Pennsylvania. Box J-210, BROADCASTING.

Talk show host. Connecticut medium market. Versatile, bright and friendly personality, able to do politics, fun topics, controversy, trivia, sports, etc. Preferably doing some talk now. Send resume and salary first letter to Box J-212, BROADCASTING.

Strong personality DJ with heavy production experience desired by top MOR radio affiliated with TV in MTZ city of 50,000. Should be oriented towards sales ideas and familiar with RAB material. Experience with sports, automation, first class would be helpful but not absolutely necessary. E.O.E. Send resume with emphasis on broadcast and salary experience to Box J-218, BROADCASTING.

Announcer. Must be able to read well and handle sports play-by-play and be willing to learn sales. Nice small market modern country station. Production ability and uptempo delivery required. Contact Wayne D. Tisdale, General Manager, KBJM, Lemmon, SD. 605-374-5747. No collect calls will be accepted.

Alaska's good music station, semi-automated top production facilities. Start \$1100 monthly. 5 days. Send tape, resume to Ken Flynn, KHAR, 3900 Seward Hwy, Anch. AK 99503. EEOP.

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.

Personality country jocks for KCIA. Country people welcome. Send tape and resume to Tom Wall, Box 149, Humble City, NM 88251.

Male or female announcer or sales oriented person looking for stable employment with good pay. Must have great production, board shift, not afraid to work, and can read. MOR format. Contact: Don Decker, KSID Radio, 308-254-5803.

Rocky Mountain. Experienced announcer for MOR. Lovely medium-sized city. Send tape and resume to Jim Aldrich, PD, KTFI, Box 65, Twin Falls, ID 83301. EOE/MF.

Alabama station seeks experienced, wide-awake morning drive personality. Contemporary Top 40 format. Good references required. Equal Opportunity Employer. Send tape and resume to Jerdan Bullard, WKUL, Cullman, AL 35055.

Country. Experienced only. WOKO Albany, N.Y. 12201. EOE/MF. Send tape and resume with income history.

100,000 watt Florida coastal FM wants one person for announcer-program director and another person for announcer-music director, one to open at 6 am. Billboard Top 100 rock. No screamers. Prefer personality announcers who will hold important 30-40 audience as well as 18-30. No floaters. Must have minimum 2 years experience. Opportunity for advancement in this fast growing market with its stable economy. Delightful living by the sea. Send resume, tape and salary requirements, Hudson Millar, WOVV, Ft. Pierce, Airmedia Station, Equal Opportunity Employer.

Help Wanted Announcers Continued

Maryland: WSER Elkton, has openings for bright MOR morning jock. Sales if desired. Top salary. EOE. Call Mr. Doll 301-398-3883 or write PO Box 38, Elkton, MD 21921.

Immediate opening for experienced, mature-sounding staff announcer. Continuous music format. No automation. New facilities. Stability. E.O.E. Call or send tape & resume to WSRS, Box 961, West Side Sta., Worcester, MA 01602.

WVOJ, one of the nation's Top Ten Country stations, has an opening for a 1st phone jock. The pay and fringes are good. Rush tapes and resume to John Harmon, WVOJ, 1435 Ellis Road South, Jacksonville, FL 32205. E.O.E.

Looking for a bright talented cheerful communicator who is well experienced with "pop"-top 40. Capable of being second part of a two person morning show with super production and programming experience. Tapes, resumes to Bill Shirk, WXLW, 3003 Kessler Blvd., Indianapolis, IN. 317-925-6494.

Florida announcers! We'll train you to earn \$300 per week and more. See our ad under Help Wanted Sales. Broadcast Sales Associates.

Help Wanted Technical

Experienced engineer. Must know solid state. AM FM Stereo, directionals. Must especially know trouble shooting and general repair. This is a demanding job for a qualified person only. No flunkies or novices need apply. Modern and well kept facilities. Owner is an engineer. Background and work experience in first letter. Applicants carefully screened. Mid atlantic state, reasonable living conditions. Medium market. Salary open. Box J-209, BROADCASTING.

Wisconsin AM-FM needs an experienced First Class engineer. Must know maintenance; ham preferred. Box J-226, BROADCASTING.

Wanted: Experienced broadcast engineer for Mid-western university. First phone. Heavy on maintenance. Radio-TV-audio systems. Brand new facility. Opening immediate, salary range 10K. Plus excellent fringe benefits. Equal Opportunity Employer. Box J-232, BROADCASTING.

Chief Engineer, New York City major FM station. Box J-242, BROADCASTING.

Chief Engineer. Medium market, major operation AM/FM needs knowledgeable, experienced hands-on chief engineer. Salary up to \$22,000 for right person. This is a high pressure job which could be very rewarding if you are good and know what you are doing. Send complete resume to Box J-244, BROADCASTING.

We don't want much! Just a studio/xmitter maintenance engineer who's also a good jock. Resume & tape to Dick Mountjoy, WELK, Charlottesville, VA 22902.

Combo: Capable engineer-announcer. first phone. as chief for 3KW FM-Stereo and emcee for afternoon Memory Time show, old oldies. Other combo qualifications desirable. Manager, WHHR, PO Box 5683, Hilton Head Island, SC. Send tape. Five figure salary.

1st ticket transmitter engineer. WPHM, Port Huron, MI. E.O.E.

Help Wanted News

Airshift, news, good announcer, prefer Communication or Journalism degree. East. Box J-158, BROADCASTING.

News Director for Michigan, 2 station operation. Must have good Top 40 news delivery; be a digger. We're respected now and want to be tomorrow. Resume to Box J-217, BROADCASTING.

Wanted: Aggressive female/male journalism grad who knows how to find, write, voice news. Major NE station. EOE. Tell all first letter. Box J-224, BROADCASTING.

News Director. Midwest med. market. Top rated, highly competitive team of 5. Five mobile units. Must have good voice and ability to handle others. Send resume only Box J-235, BROADCASTING.

Help Wanted News Continued

Play by play. Need aggressive young sports announcer who is willing to work hard. Pay is good. Only hard workers need apply. Contact: Don Decker, KSID Radio, 308-254-5803.

Need second newperson for top rated country station. We are strong on local news and public affairs. Prefer have interest in sports. Tapes to Gary Cook, News Director, KTRM, PO Box 5425, Beaumont, TX 77702.

Searcy, Arkansas. KWCK Radio, one of America's finest small market stations needs all around programmers with basic news knowledge. Everyone on our staff is a newsman. Send tape and resume to Mike Horne, owner, KWCK Radio, Searcy, AR 72143.

Newperson/ Announcer position soon to be open at local easy listening station, WHTG AM/FM, Eatontown, NJ. No beginners.

Afternoon/evening radio newperson. Experienced, mature person who lives radio news. Send tape, resume. Duane Wallace, News Dir., WMBD, Peoria, IL.

Need Powerhouse news voice with a flair for the dramatic. Prefer minimum of 3 years experience. Send resume and tape to Julian Mouton, WNDE, 6161 Fall Creek Rd., Indianapolis, IN 46220.

Major midwest AM/FM has an opening for an experienced Sports/News reporter. Position demands street work, several morning sports shows, coverage of major league baseball, football and college teams. Send tape and resume; no phone calls please. Joe Gillespie, News Director, WSAI, West 8th and Matson Place, Cincinnati, OH 45204. Equal Opportunity/Affirmative Action Employer.

Help Wanted Programming, Production, Others

We are looking for an aggressive, knowledgeable programmer who can begin as Assistant Program Director of successful, heavily competitive Top 40 station in Deep South. Must work air shift. Equal Opportunity Employer. Send resume. Box J-155, BROADCASTING.

Top 25 market Midwest 5KW station has opening for a creative top 40 full-charge program director. Must have good production ability, and be able to lead staff. Established multi-station group, replies confidential. E.O.E. Box J-194, BROADCASTING.

Department head, Information and Agricultural Journalism and Program Director, Extension Communications and Educational Aids Program Area. Ph.D preferred with graduate or undergraduate work in mass communications or related area. Others with education and exceptional experience in communications considered. Send resume and/or request for additional information to: L.L. Boyd, Chairman, Search Committee, 220 Coffey Hall, University of Minnesota, St. Paul, MN 55108. Information by telephone at 612-373-0751. The University of Minnesota is an Equal Opportunity Employer.

Ohio public radio station seeks a qualified applicant for the position of radio promotions/development manager to begin November 1, 1975. Responsible for public relations, promotion and development. Annual salary of \$9,500. Experience in all phases of broadcast operations and policies including production techniques. B.A. required; M.A. and FCC license with broadcast endorsement preferred. Submit resume to: Dr. Ernest Phelps, Director of Telecommunications, Miami University, Oxford, OH 45056. No audition tape required. Applications must be postmarked no later than October 6, 1975. An Equal Opportunity Employer.

Situations Wanted Management

General Manager, sales manager. Six years managerial experience in small to large markets. Proven track record. Strong sales ability. Top references. Box J-204, BROADCASTING.

GM that can sell, program and knows FCC, wants to move up. Southeast. Box J-214, BROADCASTING.

Situations Wanted Management Continued

Profit oriented 33 year old professional with financial, management, community relations, sales, production, and programming experience wants position in radio management. Presently in CATV and wants to return to broadcasting. MS and BS in Broadcasting. Box J-237, BROADCASTING.

Sales and profit pro, management, sales, programming, sports, only solid offers considered, can build your station, call 805-489-1734.

Situations Wanted Sales

Seasoned, mature broadcast executive (management and sales) seeks position selling services or programs to broadcast stations or clients. Box J-220, BROADCASTING.

In-depth sales, production, management expertise. Radio or TV. California or Southwest. Will consider short term employment. Arnie Topel, 412-262-5493.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Basketball, play-by-play. One of the nation's best. Exciting delivery. Box J-110, BROADCASTING.

Creative, energetic, successful, professional, voice, heavy show prep. Need up MOR, adult, contemporary. Box J-168, BROADCASTING.

Top 40 jock seeks position in Eastern USA. 2½ years experience, tight board production, presently employed in Va. market. Box J-203, BROADCASTING.

I am happy now, but would like to know what's available. I'm good. Box J-206, BROADCASTING.

Country, MOR, Top 40 small to medium market experience, relocate anywhere. Ready to move now. Call 404-935-4385. Box J-211, BROADCASTING.

Top 40 personality. Tight board. Four years experience. 3rd endorsed. 24, single, will relocate. Seeking medium market shift or medium/small market M.D. or P.D. Ohio, or Pa. Box J-216, BROADCASTING.

Creative announcer, 1 year experience, 3rd endorsed, enthusiastic, dependable. Looking for MOR or rock in Midwest. Wisc. Ill. preferred. Box J-222, BROADCASTING.

11 year broadcast vet, with experience in rock & country plus 2 years on camera, desires position in Midwest. Box J-243, BROADCASTING.

Versatile radio man with 3 years experience looking for good station to grow with. Bill Smith. 516-731-6168.

Originated Britain's country radio. Mature, professional, 15 years experience. Country or MOR all areas. Jim Murphy 215-384-9604.

Beginner with 3rd looking for break. Would like work in sports and/or announcing. Have lots of desire. Jim, 911 Linwood St., Hyattsville, MD 20783. 301-559-0463 after 6:30 pm.

Excellent audition tape available. Strong commercials. MOR show that moves and news with "sell." Recent professional training, also sales and writing skills. 3rd endorsed. 212-680-1563.

Young D.J. seeking work in San Diego area. David M. Houston, 447 Tamarack, Carlsbad, CA 92008.

10 yrs. experience. 3rd phone dedicated broadcaster, ready now. Ernie Burchard, 1135 Harrison, No. 7, Santa Clara, CA 95050, 408-984-3946.

Personality morning communicator. Northeast. Experienced. Reliable. Copy, production, news. Kevin Twomey, 315-697-3592.

Air personality, first phone, 3 years experience, voice, and college. Seek Top 40, contemporary or progressive. 301-653-1716.

High energy cooker. Top ratings, experience, ticket. Seeks top station only. Philip, 212-449-8390.

Situations Wanted Announcers Continued

DJ, tight board, clever, mature, 3rd phone desires Midwest location. Available. Resume and tape on request. Michael Walby, 20489 Danbury Lane, Harper Wds., MI 48225, 313-881-4336.

Working small station jack-of-all-trades wishes to move. Experienced. Versatile. Dick Ryan, 20679 Reid Ln, Saratoga, CA.

Female announcer formerly with KZEW & KFWD looking for full time. 2 years experience in Dallas market. Will relocate. Joanie Green, 6628 Vanderbilt, Dallas, TX 75214. 214-828-2038.

Creative communicator, experienced. Bill Brill, 641 Janet Lane, Martinez, CA. 415-228-3333.

At Wayne looking for contemp or rock, also MD. 1st phone, 4 years. 219-432-2968.

Black, top 40 personality. 7 months experience, mature voice. Sidki, 445 Willis, Youngstown, OH.

Thank God I'm a country boy! Need a down home country DJ? Apt. 12, 493 Nelson Dr., Newport News, VA.

First phone, college grad. Some experience. Go anywhere. Bill Eden, 1715 P Street, NW, Washington, D.C. 202-232-5081.

Situations Wanted Technical

Chief, Experienced, all phases. Automation included. Mature staff, DA-D or non-DA plus FM. Box J-105, BROADCASTING.

Currently employed Chief, experienced with directional, automation, FM stereo desires to combine technical and management skills with quality operation. College graduate, looking for challenge. Box J-183, BROADCASTING.

Professional chief: Have 1st phone, experience in audio, automation, AM-FM, FM stereo, proofs, remotes, Telco, some AM-DA, can work within a budget, and easy to get along with. For resume, write Grady Dixon, 5435 Crestdale Dr., Rockford, IL 61111 or phone 815-877-1162.

Situations Wanted News

Broadcast journalist seeking position in professional news operation. Experienced, former ND, strong writing, reporting, interviewing. Box J-98, BROADCASTING.

Experienced news director ready to move up from small N.C. market B.A., Box J-198, BROADCASTING.

Experienced news director in small market. Looking for a medium market opportunity in Radio-TV news or sports. PBP experience. Hard worker, versatile in all facets. Box J-202, BROADCASTING.

No. 1 rated Sports Director, five years major league baseball; pro and college football and basketball. Seeking major market professional or college PBP position. Top references. Box J-215, BROADCASTING.

Sportscaster, with the magnetic ability for capturing every exciting play, will handle medium market college PBP. TV anchor and sales experience. Degree, complete, resume package. Box J-223, BROADCASTING.

Newsman, sportscaster with pbp basketball, baseball, 4 months experience. Also jock, sales. Prefer Midwest, will consider others. College grad, 3rd endorsed. Tony 312-623-4147, 2415 Western, Waukegan, IL.

Midwest preferred. Four year pro seeks new radio home. Excellent credentials. Solid references. No small markets please. Doug O'Brien 1-313-534-0251.

5 yrs. experience in all phases news: college degree, 1st phone, married, dependable, wants to relocate. 813-689-9171.

Experienced news director in medium market seeks to move up. Ivy League degree. Call Sam. 201-939-7154.

Sportscaster, Notre Dame grad with PBP experience in football, hockey, and basketball, seek PBP-sports reporting position. Available immediately. Will relocate. 3rd phone. 617-237-9414.

Situations Wanted News Continued

Sports Director or sports/news combo. Five years experience. Dave Shrader, 559 1/2 Phoenix South Haven, MI 49090.

Experienced small market news director in Midwest seeking market change. Hard worker. B.S. in radio and television. Phone 913-537-2184.

A good woman is hard to find, Newswoman, 3 yrs. major-medium, skilled newsgatherer and feature writer, Sue McNett, 14306 Lane, Riverdale, IL. 312-849-2303.

A challenge, that's what I need. Young, energetic, mobile and with Top 10 experience. Desire news-sports, Midwest or East. Eric Elstro, 313-837-2832.

Experienced news photographer, over ten years experience on newspapers and TV. Available immediately. Good on features, spot news, politics. Young and creative. Write: Jo L. Keener, 642 SW 36th St., Wyoming, MI 49509. AC 616-538-7744.

Situations Wanted Programing, Production, Others

I can help. Network O&O air personality consulting small market stations at nominal fee. All you need this year is a more distinctive sound in your market. Write me for more info. Box J-151, BROADCASTING.

Female Personality, Top 40, MOR or progressive; experience in all. Excellent production. Seek creative job. Box J-196, BROADCASTING.

Professional Broadcaster. Eleven years experience. Management, programing, production, music, copywriting, public affairs, public relations, news, sports (gathering and reporting); interviews, telephone conversation, FCC rules and regs. Currently number one top forty program, and number one telephone conversation program. Time to seek a new challenge. Ready to move, now, for the right opportunity. 3rd endorsed. Box J-207, BROADCASTING.

Grad. looking for position in or leading to directing. Degree in TV, production with experience in most all phases at major market station. Will relocate. Box J-213, BROADCASTING.

Successful major market O&O adult contemporary programmer. Career record of supremacy in 25-49 demographics. Best references. 713-774-7252. Box J-227, BROADCASTING.

Programmer at State's no. 1 station seeking a bigger challenge. Looking for lower rated station in Top 50 market. Experienced in sales to engineering. First phone. Box J-236, BROADCASTING.

Need a lift? My experience is the boost your organization needs. Management, sales, programing, announcing, engineering with first. I will fill that void in your team. Box J-238, BROADCASTING.

Employed Operations/Program Director looking. 11 years experience. Top 40. Contemporary and Oldies. First. Box J-240, BROADCASTING.

15 years experience all phases. Mature professional. Ex-pirate Caroline PD. Available all markets country or adult. Jim Murphy 215-384-9604.

First phone program director seeks position at contemporary station in Pennsylvania. Well experienced in the top fifty markets, reliable, and stable. Henry Kastell, Box 7, Highspire, PA 17034.

Creative, innovative commercials, written by experienced pro, in production, publicity and public affairs. My work sells your station. Contact Stan. 212-526-1831 or 914-762-1071.

Can I help you? B.A. Degree in Radio-TV-Speech. Experienced in radio management. Announcing, news, sports and production; TV direction and camera. Will relocate. For full resume, M. Denbrook, 2718 Belmont, Grand Forks, ND 58201. 701-775-7236.

I did a helluva job. Everyone here agrees, best replacement in continuity, traffic and production they can remember. But vacations are over and so is the job. Let me do the job for you. Call Gordie at 309-764-6727.

Situations Wanted Programing, Production, Others Continued

Creative, innovative commercials, written by experienced pro, in production, publicity and public affairs. My work sells your station. Contact Stan. 212-526-1831 or 914-762-1071.

Big voice production man. Creative, self-motivated. Major market background. Robert Allen, 305-562-1029.

TELEVISION

Help Wanted Management

Business Manager, "Group" needs radio/television business manager for Florida station. Accounting degree plus managerial experience and expertise are basic requirements. Reply Box J-246, BROADCASTING.

Pay TV firm seeking marketing director, as part of major expansion, background should ideally include film programing, station relations, business management, and ability to negotiate with top level management. Send resume to Telemation Program Services Inc., 1133 6th Avenue, New York, NY 10036.

The Louisiana Educational Television Authority is currently accepting applications for the position of Executive Director. Forward all resumes to Harold M. Block, P.O. Box 108, Thibodaux, LA 70301. All applications must be postmarked or received no later than October 8, 1975. An Equal Opportunity Employer.

Help Wanted Sales

TV sales, immediate opening major market. Good opportunity for ambitious self-starter. Minimum 2 yrs. broadcast sales experience. Send resume sales history. Equal Opportunity Employer M/F. Box J-231, BROADCASTING.

Help Wanted Technical

TV Engineer wanted to work daily operations, maintenance and color remote unit. Position requires First Class License and some experience. Location in East. Equal Opportunity Employer. Box J-81, BROADCASTING.

Chief Engineer, midwest VHF needs person strong in administrative, managerial, and technical skills and experience. Excellent benefits. Send resume. Box J-219, BROADCASTING.

TV Engineer: Experienced in VHF transmitter, quad videotape, master and studio control with some maintenance experience preferred. First phone required. Contact: Al Ladage, CE, KREX-TV, PO Box 789, Grand Junction, CO 81501.

Television transmitter supervisor. Excellent opportunity for right person. Many fringe benefits. Live in Montana's finest city. Contact KTVQ, Billings, MT.

Engineer: First Class license required, for full color PTV station. Rush resume to Edward Wright, Chief Engineer, WSKG Public Television, PO Box 97, Endwell, NY 13760. An Equal Opportunity Employer.

Dynamic, growth-minded Southwest broadcast facility needs career-minded master control technicians. Experience preferred, all applications considered. We are American Stock Exchange listed and an EOE. All inquiries in strict confidence. Please contact William Yordy, V.P.E., Kingstip Communications, Inc., PO Box 490, Austin, TX 78767.

Video engineer for SUNY 2 year college in upstate New York. Should have experience in maintenance and production operations of VTR, studio, RF distribution systems and willingness to work with technical students. Salary \$9,000+, negotiable depending on experience, plus benefits. Contact Daniel Labelle, Cayuga Community College, Auburn, NY 13021. 315-253-6508.

Television broadcast technician; minimum of five years experience with operation and maintenance of color film and studio cameras, switchers and other terminal equipment. Salary \$12,000 to 17,000 depending on experience. Send resume to Assistant Chief Engineer, Box 1957, Baltimore, MD 21203.

Engineer. J. Walter Thompson Co., New York City, desires Engineer for TV studio, must be able to maintain & service all professional TV equipment. Good future, excellent salary. 212-686-7000 Ext. 2137.

Help Wanted News

Major southeastern number one. E.O.C. reporter to handle spectrum of two or more stories daily. Shoots and edits own SOF stories. Also cameraperson who is fast, creative. Both need three years experience and excellent talent and attitude references. Box J-166, BROADCASTING.

Anchorperson-reporter: Your intellect and understanding of television count most. Medium market station with reputation for professionalism. Submit resume and include salary requirements. Box J-189, BROADCASTING.

Producer/Performer for Northeast public television station. Newly established public affairs unit needs journalist with strong documentary experience. Considerable on-air involvement. Minimum 5 years experience in broadcast news. Equal Opportunity Employer. Send resume and salary requirements to Box J-234, BROADCASTING.

We're looking for an experienced reporter who can add depth to a growing news organization, sound judgment and production know-how a must. Experience with electronic news gathering equipment desirable. Send a complete resume and samples of your work to: News Center Five, WKRG Television, 162 St. Louis Street, Mobile, AL 36601. WKRG is an Equal Opportunity Employer.

Help Wanted Programming, Production, Others

Production Manager for medium market CBS V Midwest location. Good opportunity with group broadcaster for Prod/dir or small market prod. mgr. wishing to move up. Mature attention to detail & heavy knowledge of video tape & film production a necessity. An Equal Opportunity Employer. Box J-186, BROADCASTING.

Writer. Progressive station looking for experienced person to create and write television commercials. Must make pleasant appearance and have pleasing personality. Equal Opportunity Employer. Box J-205, BROADCASTING.

Cinematographer. Top station needs experienced person with strong emphasis on commercial film production. Individual must be willing to take directions, work well with others, and make neat appearance. Equal Opportunity Employer. Box J-208, BROADCASTING.

Situations Wanted Management

Aggressive salesman, total TV experience, ready for GM. Prefer Southeastern. Stock purchase plus mid 30's salary. Box J-147, BROADCASTING.

Situations Wanted Announcers

Young man with First phone and 1 1/2 yrs. transmitter experience seeks job in Southwest or West Coast. Available now. Dave Williams 312-475-7628.

Situations Wanted Technical

First phone with radar endorsement. BS degree Broadcasting. 23, single, need training. Go anywhere. Michel Piesik, 931 Montclair Road, Pensacola, FL 904-433-4965.

Situations Wanted News

Black recent college graduate, male, college experience, will go anywhere do anything to start. Box J-160, BROADCASTING.

Seeking Anchor/Reporter, 4 years experience all phases B.S. Box J-199, BROADCASTING.

Over six years radio news director. Limited TV. Seek news but will consider any TV work. Will relocate. Box J-228, BROADCASTING.

The right face and voice on camera may be just what your station needs to boost ratings. Experienced producer-anchorman in top-20 market seeks news anchor position with commercial affiliate. Employed, but eager to relocate to where can fulfill potential. Resume and tape available on request. Box J-229, BROADCASTING.

Anchor/reporter, under 30, married, degree and currently employed suburban Philadelphia radio. VTR and resume available for current or future openings. Box J-233, BROADCASTING.

Situations Wanted News Continued

Reporter-photographer, looking for medium-major market station. Award winning, aggressive, married. Box J-239, BROADCASTING.

Sports anchor: 8 years in business, want major market. Let me show you what a lot of people say is the best sportsman they've seen, anywhere. Box J-245, BROADCASTING.

10 years experience! Editor daily newspaper. On air work television and radio. College graduate. Excellent news gathering, writing. Photography too. Salary \$15,000 minimum. Inquire Gene A. Vallorani, Rt. 4, Box 138, Grafton, WV 26354.

Experienced Sports Director. Top credentials in on-air and film production skills. PO Box 7023, West Trenton, NJ 08628.

TV Sportscaster bumped by major league jock wants to relocate. Strong with film and commentary. 401-944-1281.

Situations Wanted Programming, Production, Others

Experienced Director in all phases of programming. Wants to move up. Can better your on-air look. Prefer Midwest. Box J-134, BROADCASTING.

Quality demanding, creative producer-director at Florida No. one CBS affiliate wants room to grow. B.A. and credentials. News, commercials, remotes. Box J-200, BROADCASTING.

A good TV floorman is an apprentice who takes the time and effort to learn from the bottom up. I've been in a major southeastern market for six years doing just that and am ready to move on to more responsibility. My employer is aware of this ad and I have references from management and co-workers. My experience includes more than floorwork. Directing. Production. Remotes. I'm vacationing from my present TV position in late October and will be happy to meet with prospective employers. Complete resume available upon request. Paul Halpern, 17200 N. Miami Ave., Miami, FL 33169. Tel 305-651-0695. I'm young, eager and ready to meet the challenge.

First phone. VTR camera operation. Production and station operation experience. No maintenance. Single, will relocate, resume available. Leonard Johnson, 3733 Calif. Long Beach, CA 90807.

MA Mass Media, TV-film production experience. BA Education, experience. Black. J. Brown, 216-784-5539/784-1944, 589 Montgomery, Akron, OH 44305.

Remote crew. S.E. experienced. Prime time. Sports, variety. TD, tape, audio, camera, lighting, utility personnel. Crews tailored to your requirements. Vidicrew, 904-377-2498.

CABLE

Help Wanted Sales

Experienced sales person with radio or television background wanted by Mission Cable Channel Two. Please send resume to PO Box 3003, FHS, El Cajon, CA 92020, or call Dick Fairbanks, 714-562-1180.

Situations Wanted Management

Properties sold. Cable TV and radio station mgr/sales mgr. seeks new challenging job in the Eastern sector. Salary negotiable. If you need a seasoned, experienced pro please write Box J-156, BROADCASTING.

BUY-SELL-TRADE

Non-commercial educational FM station desires donations of studio and technical equipment of all types. All donations are tax-deductible. Contact Paul Copeland, WNJC-FM, Northwest Junior College, Box GG, Senatobia, MS 38668.

Buy-Sell-Trade Continued

Reels & boxes, 5", 7". Large & small hubs. 2" spool reels, 6 1/2" & 8". W-M Sales, 1118 Dula Circle, Duncanville, TX 75116.

1/4" x 1800' used music tape. Excellent for logging. \$1.25 each in lots of 50. Send \$1.50 for sample. W-M Sales, 1118 Dula Circle, Duncanville, TX 75116.

WANTED TO BUY EQUIPMENT

Equipment Wanted: Looking to buy two 55 or 60 kilowatt UHF transmitters, RCA or Harris. Immediate availability needed. Call Craig Gosden 213-553-3600.

Equipment Wanted: Looking to buy self-supporting tower, 200- 250- 300- 350- foot. Immediate availability needed. Call Craig Gosden 213-553-3600.

Wanted 10KW or 20KW transmitter, antenna and all other related equipment for new FM. Good News Broadcasting, PO Box 75075, Oklahoma City, OK 73107 or Phone 405-946-2073.

Wanted: 10KW FM Stereo transmitter. Remote control equipment, STL, and 400 foot tower. Call Jim Johnson, 305-689-3145.

We need used 250, 50, 1KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Schafer Automation, Model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hit parade format. \$14,500.00 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

T.V. 2-TR4 LBC VTRs \$17,500 each, 2-TK42 cameras, \$15,000 each. Call Skip Hoff, 716-546-5670.

Hellax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Beatles "Magical Mystery Tour" now available for broadcast, cable outright sale. C.G.; 45 Willora, Stockton, CA 208-478-3816.

EMPLOYMENT SERVICE

A.T.S. Broadcast Employment Service (No fee) Talented selection of professionally trained announcers, disc jockeys, newscasters, combo-men, first and third phones. Immediate relocation for tapes, listings and pre-screened referrals. Phone 212-221-3700. A.T.S., 152 W. 42nd Street, N.Y.C. 10036.

INSTRUCTION

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.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Nov. 10, Jan. 5, Feb. 16. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

Instruction Continued

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!

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-649-0927. 333 East Ontario, Chicago, IL 60611.

KIIS Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: KIIS 8560 Sunset Blvd., Los Angeles.

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-dj.-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.

We've got the answers for you! 1, 2, 3, class plus 9 element. Quick sight training, in home course. \$25.00 per class license or all three for \$50.00. We are on the air now with this proven course. Write Blair Productions, BX 213, Hollywood, CA 90028.

Naked girls or free booze are not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC License updates and the lowest prices in the Midwest area are available. 312-236-8105 or 414-445-3090.

No FCC license? Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Bv., Hollywood, CA 90028.

Cassette recorded first phone preparation at home plus one week seminar in Boston, Atlanta, Detroit, Philadelphia, Seattle, Los Angeles. Our eleventh year conducting seminars. Graduates from 34 states. Bob Johnson Radio License Training, 1201 Ninth St., Manhattan Beach, CA 90266. Telephone 213-379-4461.

RADIO

Help Wanted Management

Exceptional opportunity for successful medium-market PD to move up.

KLAZ, Little Rock,

is a full-power, Class "C" FM contemporary station now under new ownership and ready to make its move to the top. Will pay what it takes to get the right Programmer who has General Manager potential.

Send resume and track record to: Ron Curtis, 5725 East River Road, Chicago, IL 60631.

All replies answered promptly. Please no phone calls.

Help Wanted Announcers

IMMEDIATE OPENING

For Creative Morning Personality. \$11,000 plus liberal paid benefit program. Pros only. Contemporary/Country. Resumes and non-returnable tapes to:

Mike Malone, WUNI, 1257 Sprinchill Avenue, Mobile, AL 36604. Equal Opportunity Employer.

You belong in
Broadcasting
The newsworld of broadcasting and allied arts

Help Wanted Programing, Production, Others

WANTED:

PROGRAM DIRECTOR TO REPLACE THE GUY WE PROMOTED.

We're a group broadcaster, and we need a new program director for our station in a small California market. Reason: we promoted the last program director to a bigger programming job. So if your present job's a dead end (even if it's in a "glamor" market) you'd do well to talk to us. The person we want should also have promotion knowledge or experience. We're an equal opportunity employer M/F. Write to us care of Box J225, Broadcasting Magazine.

Situations Wanted Announcers

WHERE'S THE FUN IN RADIO?

Personality presently in EOE slot at Network O & O as a 'gasp' tv engineer, needs the stimulation and opportunity. Voices, routines, conversation. Does everyone really want just a clock jock or WINO wonder? 11 yrs b/cast experience, 7 yrs radio. Excellent ratings/references. Let's talk. Southern California only.

Box J-195, BROADCASTING.

Situations Wanted Programing, Production, Others

Proven Program Director, formerly with WAPE, WRNO, WGOW. Contact Bill Burkett, (904) 737-2859.

The last time you needed us, we were busy making this place number one. We're done. We could do the same for you. We're two of the best and we're looking for someone who wants to be the best. If you're a small or medium market and you're looking for top notch programming, you're looking for us. Allen and Young. The team that isn't. Call us 406 727-8195.

TELEVISION Help Wanted Management

PAY TV FIRM

SEEKING MARKETING DIRECTOR

As part of Major expansion, Background should ideally include film programming, station relations, business management, and ability to negotiate with top level management.

Send resume to:
Telemation Program Services Inc.
1133 6th Avenue
New York, New York 10036

Help Wanted Technical

ASSISTANT CHIEF - CCTV

Midwestern corporation has an immediate opening for an Assistant Chief with maintenance experience. All new color broadcast equipment. Quad experience essential. Excellent benefits and growth potential. Send resume:

Box J-241, BROADCASTING.
An Equal Opportunity Employer

KTLA-TV Los Angeles requires two highly qualified maintenance engineers. First Class FCC License required. Minimum five years experience including Ampex tape and cassette, Norelco cameras, RCA film, Grass switching. Mini computer and digital experience desirable. Call or write E.H. Herlihy, Director of Engineering, KTLA, 5800 Sunset Blvd., Hollywood, Ca. 90028, 213/469-3181. KTLA is an Equal Opportunity Employer.

ANTENNA ENGINEERS AND TECHNICIANS

Background in TV and FM broadcasting station operation is essential. Principal duties consist of design, fabrication, and testing of VHF and UHF television antennas, in the 50 to 750 MHz range, as well as FM broadcasting antennas in the 88 to 108 MHz range. Experience with broadband (10%) VSWR values of 1.08 helpful. The positions are exacting and responsible, in a well-equipped antenna manufacturing plant.

Excellent living community with nearby colleges, university and vacation areas. Company is on the American Stock Exchange with excellent fringe benefits for qualified employees. Salary according to experience and qualifications with good prospects for forceful personality. An Equal Opportunity Employer.

Send full resume to: Mr. Bob Nelson
9900 Baldwin Place—El Monte, Ca. 91731

Help Wanted Programing, Production, Others

PROMOTION MANAGER

Major market group-owned station looking for modern-thinking person. Must be creative, with good knowledge of programming. Excellent salary and benefits. If you are ready for a major opportunity, call or write David Boylan, Ron Curtis and Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, (312) 693-6171.

Consultants

LICENSE RENEWAL TIME?

FCC requires all stations to have equipment performance measurements (proof) prior to filing their license renewal application

BROADCAST FIELD ENGINEERING

Offers a reasonably priced proof—our equipment and engineers are the best in the business. You'll be surprised how little it costs to have a professional consultant do your proof. Call for a quote

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Charlotte, North Carolina

Also station construction, antenna measurements, coverage map service, emergency repair service

Consultants Continued

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Enclose Check or Money Order

Public Notice

Notice is hereby given that in accordance with Section 3.2 (b)&(c) and with Section 0.3 of the Massachusetts Procedural Regulations for the Granting of Community Antenna Television Licenses, that the Mayor of the City of Springfield, Massachusetts, invites operators to make application for a provisional CATV license within and for the City of Springfield. Notice is further given that the report of the Mayor of the said City of Springfield on the Cable Advisory Committee report is available on request to prospective applicants at the City Clerk's office. The filing deadline is December 12, 1975.

The City of North Tonawanda is accepting applications for a Cable Television franchise for the installation of a CATV system in the streets and public rights of way within the corporate limits of the City of North Tonawanda. The system shall be designed to be compatible with all other systems and shall have a two-way capacity with a minimum of 30 channels and comply with all federal and state regulations for the provision of channeled programs and basic services.

A formal request for proposals is available to prospective applicants from the City Clerk, City Hall, North Tonawanda, New York 14120. Telephone (716) 693-0451.

Applications for the franchise must be submitted in writing in the form and manner specified in the request for proposals no later than December 5, 1975.

All applications will be made available for public inspection during normal business hours at the office of the City Clerk, City Hall, North Tonawanda, New York 14120. All applicants wishing to receive a formal request for proposals must submit with their application a non-refundable fee in the amount of One hundred Dollars (\$100.00).

Adam DeSimone,
 City Clerk.

Placement Service

**RADIO-TELEVISION-CATV
 STATION OWNERS & MANAGERS**

We will recruit your personnel
 at no charge to you. Call the

"PERSONNEL HOTLINE"

305-967-8838

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Miscellaneous

STATIONS/AGENCIES PRODUCTION COSTS A PROBLEM?

Spend less—make much more—improve the quality of your commercial image. We'll voice your spots straight or v.o.m. as low as \$1.00 PER SPOT... 60 or less. You can Make Money on Our Production!!! For complete information and demo write:

OLLAR-A-HOLLER PRODUCTIONS
 P.O. Box 1165 Orlando, Fla.
 32802

OWN A PIECE OF THE ROCK

Top '50 market-established radio station
 8% return on investment plus %
 ownership minimum investment \$25,-
 000. Write: P.O. Box 525, Landing, N.J.
 07850

For Sale Equipment

TV TRANSMITTERS

- 1 - RCA TT50 AH 50kw - Make Offer
- 1 - RCA TT25 BH 25kw - 7,000.00
- 1 - RCA TT10 AH 10kw - 20,000.00
- 2 - RCA TT5 LB 5kw - 5,500.00
- 1 - RCA TTU-12A CH.28 - Make Offer

COLOR CAMERAS

- 2 - GE PE 350s - 26,000.00 ea.
- 4 - RCA TK42s - 7,500.00 ea.
- 1 - RCA TK730 - 6,000.00
- 1 - IVC 300A Complete - 15,000.00
- 1 - RCA TK26A Film Camera - 3,500.00
- 1 - IVC 100 Film Camera - Make Offer
- 2 - Norelco PCF701 Film Camera - Make Offer

RADIO TRANSMITTERS

- 1 - BTA5F 610 khz - Make Offer
- 1 - Standard Electric 5 kw FM with Stereo SCA - Make Offer

TERMINAL EQUIPMENT

- 1 - Grass Valley 1400-1 - 8,500.00
- 2 - Ward 16 input - Make Offer
- 1 - 151 Model 611 11 input - 7,300.00

VTR

- 2 - IVC 960 with Editor - 10,000.00 ea.
- 2 - TR22 high band color - 23,000.00 ea.
- 2 - RCA TR4 low band color - Make Offer
- 2 - Ampex VR7000 - Make Offer
- 2 - Ampex VR1100 low band - Make Offer

MICROWAVE

- 1 - KTR 2 TV STL Dual Link Complete - Make Offer
- 2 - 8X12 Reflectors - Make Offer

- 1 - Dual Raytheon KTR 1000 (1 watt) - 7,000.00
- 1 - RCA TV M1 Transmitter/Receiver - 2,000.00/hop

- 3 - KTR C 1000 Transmitter/Receiver - 2,000.00/hop
- 1 - RCA TV 1 Transmitter/Receiver - 2,000.00/hop

Call for any item of used TV or Radio Equipment -
LBH ENTERPRISES: 800/874-7590 in Florida
 904/373-6783.

For Sale FM Transmitter RCA BTF-10E1
 with BTE-15A exciter, BTS-1B Stereo Generator, BTX-1B SCA Generator. Current model. Good condition. 20KVA voltage regulator for transmitter also available. Call WNIC 313-846-6500.

QUAD VTRs. RB1000 ex NBC completely refurbished \$27,000, VR1100 High Band Record only \$16,000, New RCA High Band head wheel \$3,500, Colortec \$4,000, Solid state MOA to replace Ampex tube type \$500, CBS 5500 Color Corrector \$1,800, IVC 90 Color camera \$2,500, Varian 953A 55KW Klystron Brand new \$6,000. Call or write for details and our new brochure. Merlin Engineering Works, 1880 Embarcadero, Palo Alto, CA 94303. 415 329-0198.

"An ad we placed in BROADCASTING really paid off. We were swamped with applicants and...chase a BROADCASTING applicant."

Wanted To Buy Stations

Up to hundred thousand available for down payment by well experienced and financed group for AM station, preferably southwest. Reply in confidence to:

Box J-201, BROADCASTING.

TRADE

Major market publication grossing \$125,000 (netting \$35,000 for owner-operator) for similar broadcast property or as down payment on larger. Full details to:

MIXED MEDIA INC.
 1460 WALTON BLVD.
 ROCHESTER, MICHIGAN 48063

For Sale Stations

Medium Midwest Market television station. Competitive facility. ABC network. Good history of profitability. Good market growth on a comparative basis. Asking price \$4,500,000 cash.
 Box J-112, BROADCASTING.

Southwest AM Radio Station.
 Single station market.
 Profitable.
 Principals only.

Box J-197, BROADCASTING.

SOUTHERN MICHIGAN METRO MARKET

1 KW daytimer with PSA. Includes real estate at combined studio-transmitter site. \$50,000 down. Present earnings will cover payments.

Box J-230, BROADCASTING.

FOR SALE

**KLPL-AM, 250 WATTS ON 1050
 KHTZ
 KBED-FM, CLASS A ON 92.7 MHTZ
 (901) 968-3500 or 968-2570
 (318) 559-2334**

CALIFORNIA: Top rated coastal AM/FM (Class B) on steady growth curve. Owner's illness forces sale. Buyers must be well qualified to handle \$600,000 asking price with assumptions of \$400,000.

NORTHWEST: 1000 watt daytimer with PSA and excellent real estate. Needs owner-operator. \$200,000 with 29% down.

WEST: Coastal full time AM. Good real estate lease with option to buy. \$295,000 cash.

William A. Estine, Inc.

31 CARROLL COURT, SAN RAFAEL, CA 94903
 (415) 479-0717
 MEDIA BROKERS - CONSULTANTS

**For Sale Stations
Continued**

**Sale of Assets of Tuscaloosa
5,000 WATT AM FULLTIME RADIO
STATION**

WJRD. 1150 on dial. 5,000 WATT day, 1,000 watts night. CBS affiliate. C/W format. Judicial sale by order of U.S. district Court set for 1:00 pm, October 13, 1975 at East Door, Federal Court House, Tuscaloosa, Alabama. Public sale to highest bidder on terms and conditions as approved by the court.

Contact: William K Van Huss, 317-638-1331 (Indianapolis, Indiana) or George S. Wright, Attorney, 205-345-5440 (Tuscaloosa, Alabama)



Read our newsletter on the values of Radio & TV Stations.

PAUL KAGAN ASSOCIATES, INC.
Dept. BRC-100 Merrick Road
Rockville Centre, N.Y. 11570
(516) 764-5516

**Books
for
Broadcasters**

- 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 Robinson. 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 RouH. 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

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**

Texas	small	daytime	\$ 85K	cash
S.E.	medium	fulltime	190K	terms
MidAtl	medium	fulltime	210K	nego
N.E.	metro	fulltime	550K	terms
East	medium	VHF-TV	800K	nego



Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

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RICHARD A.

SHAHEN, INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611
312 • 467 • 0040

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will reach virtually 100% of the industry's decision makers.

**For Sale Stations
Continued**

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553



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



BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 389-8545

**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, 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
—Situations Wanted, 40c per word—\$5.00 weekly minimum.
—All other classifications, 60c per word—\$10.00 weekly minimum.
—Add \$2.00 for Box Number per issue.

Rates, classified display ads:
—Situations Wanted (Personal ads) \$25.00 per inch.
—All other \$45.00 per inch.
—More than 4" billed at run-of-book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

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

Renaissance man: Leo Beranek of BBI

Leo Beranek's job as president of Boston Broadcasters Inc., operator of WCVB-TV Boston, is the latest in an array of careers he has pursued, usually simultaneously. Scientist, educator, businessman and now broadcaster are broad enough to cover most of them. But to these it might be added that he is also qualified to earn a living teaching skiing, having passed the Swiss ski instructor's examination, and that he has in fact earned money, if not quite a living, as a musician, playing drums in a dance band while in high school.

In the scientific world Dr. Beranek is best known as an acoustics expert. He is in fact widely regarded as the principal founder of noise-control research. That distinction goes back to 1940 when, at age 26, on the strength of his doctoral thesis on acoustics, he was asked by the renowned scientist Karl Compton to be director of a laboratory set up at Harvard to research noise-control problems. The laboratory was an outgrowth of the Office of Scientific Research and Development that President Roosevelt established when American involvement in World War II appeared imminent. In the ensuing war years the lab's performance in handling a variety of problems—from the fatigue factor encountered by B-17 pilots because of high noise levels in the planes, to the ground-breaking use of noise-control information in the design and construction of planes and tanks—pushed him into national and international prominence in the acoustics field. Recently, it should be added, his papers were added to the Library of Congress's famous scientists collection.

After the war Dr. Beranek switched to the Massachusetts Institute of Technology, where he was technical director of the Acoustics Laboratory for six years and associate professor of communication engineering for 11. During this same period he also joined two other MIT professors to form Bolt, Beranek & Newman, an acoustics consulting firm that in time became one of the leading companies in noise-control, acoustics and computer-application research. Under his presidency, BB&N grew at a compound rate of 26% a year for 16 years. Its expansion has not overlooked broadcasting: Over the years BB&N has designed studios for, among others, the Philippines Broadcasting Co., Danish State Radio, ABC-TV and CBS-TV.

The company Dr. Beranek heads is, of course, the one that took over Boston's channel 5 from the Herald-Traveler Corp. and WHDH-TV in 1972 in one of the most protracted and tenaciously contested cases in FCC history. One measure of the length



Leo Leroy Beranek—president, Boston Broadcasters Inc. (WCVB-TV Boston); b. Sept. 15, 1914, Solon, Iowa; BA, mathematics and physics, Cornell (Iowa) College, 1936; MS and Phd, physics and communication engineering, Harvard University, 1937 and 1940 respectively; assistant professor, physics and communication engineering, Harvard, 1941-43; director, Harvard Electro-Acoustics Lab, 1943-46, and Harvard Systems Research Lab, 1944-46; technical director, Massachusetts Institute of Technology Acoustics Lab, 1947-53, and associate professor, communication engineering, MIT, 1947-58; with Bolt, Beranek & Newman Inc., consultants in acoustics, as partner 1948-53, president and chief executive 1953-69, also chairman 1960-63, chief scientist 1969-71, and director 1953 to present; chairman, Mueller-BBM GmbH, Munich, company engaged in applied physics, acoustics and oceanography, 1962 to present; lecturer, MIT, 1958 to present; author, numerous scientific books and papers; president, BBI, since 1963 and on payroll since Dec. 1, 1970; m. Phyllis Knight, Sept. 6, 1941; children—James Knight, 28, and Thomas Haynes, 19.

of the case is that Dr. Beranek was elected president of BBI in 1963 but did not put himself on the payroll until Dec. 1, 1970, after a federal appeals court had upheld the FCC's decision awarding the channel to BBI.

Dr. Beranek was not one of the original organizers of BBI, but was invited early to join them. At the time four local groups had responded to the FCC's invitation to apply for WHDH-TV's channel, and another group invited a friend of his. With scientific thoroughness, Dr. Beranek interviewed both groups. Then he cast his lot with BBI—as did his friend.

Dr. Beranek says he can hardly recall a time since grammar school when he wasn't "in charge of something." In his

senior year in high school he had a radio repair shop that put him through his first year in college. After that he had an electronic wiring company that paid his way through college and enabled him to put aside enough to cover his first year of graduate study.

He had lived on an Iowa farm until he was 11. Then his mother died and he and his father moved to Mount Vernon, Iowa, the home of Cornell College. After graduation there, he applied for scholarships for graduate study at several mid-western colleges, but was rejected by all. Then a flat tire intervened.

The tire belonged to Glenn H. Browning, inventor of the Browning radio tuner, and it went flat as he was driving through Mount Vernon. Young Leo Beranek helped fix it and, when the stranger introduced himself, told him he had just read—that morning, in fact—an article by Mr. Browning in *Radio News*. The upshot was that Mr. Browning recommended him for graduate study at Harvard. Through a Browning friend who was chairman of the Harvard scholarship committee, young Leo was not only accepted but granted a scholarship, out of which came his master's and doctor's degrees in physics and communication engineering.

His work has won him numerous offices and honors from leading scientific organizations. In 1971 he became the first recipient of the Audio Engineering Society's Gold Medal award for "outstanding contributions to the design of speech communication systems, electro-acoustic instrumentation and acoustical spaces for broadcasting, conventions and musical performances." He has two major awards from the Acoustical Society of America, the more recent being this year's Gold Medal for "leadership in developing, in the U.S. and abroad, the desire and capability for achieving good acoustics in communications, work places, concert halls and communities."

Dr. Beranek also serves on a number of government, academic and other committees and on a variety of boards and commissions having to do with the arts, public affairs, civil rights, media and business. In his opinion, his contacts in these diverse fields form the input for some of his most valuable contributions to WCVB-TV's programming. In addition he has written six books related to acoustics and more than 130 technical papers.

Where does he find the time? For one thing, he's up every morning by 5 o'clock and often earlier. That gives him several hours a day for writing and following his special interests. It also, he notes, permits him to "watch the station's sign-on on the only two days [per week] that it isn't on 24 hours a day."

Editorials

New needs and breeds

Now that the "new season" is under way hardly a week passes without a convention involving professionals in broadcasting.

During the week of Sept. 15 there were four. The International Radio and Television Society kicked off the "newsmaker" luncheon season with FCC Chairman Richard E. Wiley. On Sept. 17 three conventions got under way, the Radio-Television News Directors Association in Dallas, the Institute of Broadcasting Financial Management in Los Angeles and the National Association of FM Broadcasters (which changed its name to the National Radio Broadcasters Association) in Atlanta.

About five years ago we reported \$10 million was being spent in trade association work. That figure probably is 50% up today, with the National Association of Broadcasters this fiscal year accounting for nearly \$4.5 million.

Chairman Wiley, in his IRTS keynoter, characterized the broadcaster's most important function as "his role as a journalist." That was reflected in the thoroughly professional actions taken at the RTNDA meetings in Dallas.

The Atlanta meeting—second annual session of what originally was an FM-only effort—was a revelation. Most registrants were station owners and they made no bones about wanting recognition in NAB councils or they will go their own way.

Each separate convention underscores the trade association predicament. There are now more than two dozen organizations that profess to serve broadcasting. They sometimes work at cross purposes, yet derive their wherewithal from the same source.

We have suggested before and we urge anew that the NAB, as the dominant force, initiate a feasibility study for consolidation and strengthening of the broadcast structure on all fronts. We are confident that President Vincent T. Wasilewski and Joint Board Chairman Wilson Wearn recognize the need for swift action to cope with the new needs and demographics of ownerships and managements.

Double jeopardy

Now that the American public has witnessed the second attempt within three weeks to take the life of its President, legislators of both parties and clergymen of all faiths will expound on the shortcomings of our security.

The people know almost as much as the authorities because, through the miracle of television and radio, they were enabled to see or hear what happened almost before the echoes faded.

Is this good or bad?

Did media coverage of the woman in Sacramento inspire the woman in San Francisco? Does advance dissemination of the President's schedule invite cranks and crackpots to attempt their dirty work under the cover of the crowds? Are the crowds themselves a potential danger that should be avoided by minimizing coverage of the President and his travel plans?

We think the answers are negative, but such questions are actually beside the point. President Ford has made it clear that he wants to mingle with the people and will not be silenced or intimidated, but that too is not really the point. The point is that in a democracy, the President's comings and goings are news. Whatever he does in public, the public has a right to know. Limitations on coverage would be an infringement not only on the press but, more important, on the rights of the people.

As Mrs. Ford was quoted last week, danger is part of the President's job. Aside from all other considerations there is nothing to suggest that less thorough news coverage would make it safe, or even safer.

No contest

The congressional record didn't miss much by the curtailing of hearings last week on H.R. 9566, House Commerce Subcommittee Chairman Torbert Macdonald's bill to make permanent the three-year experiment in freeing sold-out professional sports to home-town television. The only two witnesses heard so far—FCC Chairman Richard E. Wiley and CBS/Broadcast Group President John A. Schneider—made the point beyond refutation: professional sports hasn't suffered in any material way from the antiblackout rule, while the public interest has prospered enormously. If one would grieve for Pete Rozelle and the other custodians of sports' antitrust-exempted preserve, it is only for having to face Mr. Macdonald's determination with so thin a case.

Lethal legacy

After nearly a half-century the British last week learned the truth about their BCC monopoly—a noncommercial state corporation formed to own and control radio. Lord Reith, who as Sir John Reith was the first director general of the British Broadcasting Corporation from 1927 to 1938, revealed in his diaries—released four years after his death—that he "loathed people" and wanted to use his control of radio to further his own ambitions to become head of state.

What the disenchanted British have just acquired through publication of the diaries has been surmised by informed broadcasters in this country almost from the start. Sir John opposed the "American Plan" of free enterprise broadcasting from the day he took office. His "British Plan" of tax-supported subsidy was not only installed in the British Empire's then worldwide possessions and dominions but was also spoon-fed to European and other nations in Sir John's quest to "rule the air waves" as well as the oceans with Britain's then dominant navy.

Sir John's successors and assigns, perhaps for reasons other than personal political gain, defended government-controlled broadcasting until the emergence of television. Just 20 years ago—on Sept. 22, 1955—the Independent Television Authority was inaugurated to license commercial TV in competition with BBC-TV. It broke the BBC monopoly, and since has spread also to limited commercial radio operations to compete with BBC-Radio.

If Lord Reith, who according to his diaries hated Churchill and admired Hitler, had prevailed in the intensive "air war" of the last generation against the "American Plan," all radio and television throughout the world would have been controlled directly by government, as it is now in the dictatorships.



Drawn for BROADCASTING by Jack Schmidt

"This is the glamour side of broadcasting. This is where the money is!"

There are two R's in Xerox.

One is right in the middle.
But the really important one is the
one you probably never notice.

It's the little R in a circle — like the
one you see at the bottom of this ad —
that tells you that Xerox is a registered
trademark.

And it reminds you that our name
— which is also our trademark — should
only be used in connection with the
products and services of our corporation.

Including everything from Xerox
copiers to Xerox textbooks.

So as you can see, our trademark is

a very valuable one.

To us. And to you, too.

Because it ensures that when you
ask for something you can be sure of
what you're going to get.

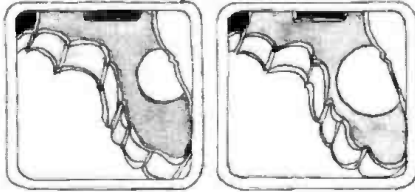
Of course, we don't expect you to
use the second R every time you use
our name.

But we do hope you'll give it a
second thought.

XEROX

STARTING THIS FALL, WFTV-9 ORLANDO (abc) WILL DOUBLE YOUR MARKET COVERAGE WITHOUT DOUBLING YOUR COSTS.

One look at these comparison maps will show you just how dramatically the new, 1608-ft. tower (Florida's tallest structure) will increase the market coverage of WFTV-9. The area covered by the present tower is actually doubled (Grade B land coverage is increased from 5,309 square miles to 10,624 square miles).



Doubling your market area coverage without doubling your costs.

But more importantly, our expanded coverage from this new tower has created a brand new market we call the Florida Metroplex. Now, WFTV-9 opens the way to not one SMSA, not two or three,

but four of Florida's prime growth markets. Orlando, Daytona Beach, Melbourne/Titusville/Cocoa and

Lakeland/Winter Haven. And you get all of the rich inter-urban markets between.

Consider for a moment how impressively the numbers add up.

THE FLORIDA METROPLEX

MARKETPLACE	TV HOUSEHOLDS	RETAIL SALES
ORLANDO*	202,200	1,819,420,000
DAYTONA BEACH*	75,500	562,292,000
MELBOURNE/TITUSVILLE/COCOA*	79,700	601,946,000
LAKELAND/WINTER HAVEN*	86,200	744,173,000
FLAGLER COUNTY**	2,000	9,338,000
SUMTER COUNTY**	6,000	30,252,000
MARION COUNTY**	28,600	251,330,000
LAKE COUNTY**	31,500	221,408,000
THE FLORIDA METROPLEX	511,700	\$4,240,159,000

*SMSA's **ADDITIONAL ADI COUNTIES

WFTV-9 covers a Metroplex that's 65% richer in total retail sales than the Jacksonville ADI...with comparably greater food store sales,

general merchandise sales, automotive sales and more. The Florida Metroplex is Florida's third largest marketplace. But check how the WFTV-9 Florida Metroplex compares today with even larger markets around the country.



**TOWERING OVER THE
HIGH SALES IN THE
FLORIDA METROPLEX.
WE GOT YOU COVERED.**

Towering over Florida at 1,608 feet, the state's tallest structure.

Towering over New Orleans with 29% more retail sales

Towering over Baltimore with 17% more service station sales

Towering over Kansas City food store sales by \$36 million

Towering over Milwaukee by \$63 million in automotive store sales

Towering over Phoenix general merchandise sales by 26%

Towering over Cincinnati with 3% more drug store sales



Represented by Blair Television

Source: ARB May 1975 & SRDS May 15, 1975