

Dec. 1, 1975 **Frying, trying again: The second-season schedule**
Taking them to court: The FCC's new 315 rulings

Broadcasting Dec 1

The newsw Weekly of broadcasting and allied arts Our 45th Year 1975

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SIOUX CITY, IOWA

NEWSPAPER

Something's New in Nashville Today!



WLAC-TV, Nashville's leading television station, becomes WTVF — Television 5.

Harold Crump becomes Executive Vice-President and General Manager. Tom Ervin becomes Vice-President and Station Manager. Jack Harris, President of KPRC-TV, also serves as President of WTVF.

The purchase of WTVF, Television 5 Nashville, by KPRC-TV, Houston,

effective December 1st, unites the number one stations in both markets — Houston, the 14th market, and Nashville, the 30th market. The pooling of these telecasting talents will be directed toward even more in-depth leadership through community interest and service.



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First rating reports establish new “Match Game PM” as Number One or Two program in time period

**Baltimore (2nd)
Buffalo (2nd)
Chicago (2nd)
Cincinnati (1st)
Cleveland (1st)
Columbus (1st)
Dallas-Ft. Worth (2nd)
Detroit (2nd)
Hartford-N. Haven (1st)
Indianapolis (1st)
Kansas City (1st)**

**Miami (1st)
Milwaukee (2nd)
New Orleans (2nd)
Philadelphia (1st)
Pittsburgh (2nd)
Providence (2nd)
Sacramento (2nd)
St. Louis (1st)
San Francisco (2nd)**



ARB surveyed 27 of “Match Game PM’s” 78 markets in October and found this favorite network comedy-game show to be the Number One or Two program in its new access period in 20 of the 27 measured markets.

After just a few short weeks, “Match Game PM” is Number One in 9 markets; Number Two in 11 more! With shares as high as 38% in Cincinnati and Hartford-New Haven, 37% in Miami.

In 17 markets, “Match Game PM” is also Number One in its time period

**...and Number One
with 18-49 women
in time period**

Baltimore
Buffalo
Chicago
Cincinnati
Cleveland
Detroit
Hartford-N. Haven
Indianapolis
Kansas City
Miami
Milwaukee
New Orleans
Philadelphia
Pittsburgh
Providence
St. Louis
San Francisco

**...and Number One
with 18-34 women
in time period.**

Baltimore
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Detroit
Hartford-N. Haven
Indianapolis
Kansas City

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Broadcasting
Dec. 1, 1975



with 18-49 women. And in 18 markets, Number One in its time period with 18-34 women.

On some major market stations, first surveys have established "Match Game PM" as the highest rated among all new or returning access shows.

With this spectacular debut, network television's highest rated daytime game show for 2½ years has launched a new career as an access hit. Book it now. For the long term!

Jim Victory Television Inc.

45 East 45 Street, New York 10017. Tel: (212) 686-8222



WE BUILT THIS ISLAND TO FIND OIL AND GAS THAT MAY NEVER BE USED.

The Beaufort Sea is 200 miles north of the Arctic Circle.

It's among the coldest, most barren, most miserable places on earth.

It also has promising new reserves of gas and oil hidden beneath its icy surface.

Unfortunately, conventional drilling rigs lose their means of support when the ice begins to melt.

And it's much too costly to bring in large floating rigs during the brief summer thaw.

The only reasonable solution is to build islands for our rigs.

So, we build them—the size of city blocks, more than three miles out.

Working 24 hours a day, we dump gravel, build shacks and hoist derricks, getting our island complex together in time to find the oil and gas necessary to help make a pipeline feasible by 1980.

GOODBYE, CHEAP AND EASY.

Building multimillion-dollar islands in the Beaufort Sea isn't our idea of cheap, easy energy.

What's worse is knowing that what gas

and oil we do find may never move a car, never heat a home, never turn on a light.

Because, if we and the other oil companies searching in the area don't find enough gas and oil to make building a pipeline economically practical, it won't be built.

And without a pipeline, there's no sensible way of getting our fuel to market.

IS IT WORTH THE RISK?

Risky business, searching for gas and oil these days.

But we figure it's worth it.

According to Canadian geological surveys, there could be an estimated 2.5 billion barrels of crude and 40 trillion cubic feet of natural gas under the Beaufort Sea and its shores.

At today's prices, that's almost 30 billion dollars!

We'd like our fair share, so we'll take the risk.

We're putting our capital and time into exploration.

That's where the future is.

You'll be hearing from us.

FOLLOW THE SUN

Sun Oil Company, St. Davids, Pennsylvania

Business Briefly

Continental Baking □ Various products will be highlighted in first quarter spot TV spree to cover about 110 markets and continue for 13 weeks through end of March. Target audience of campaign, placed through Vitt Media International, New York, is women, 25 to 64, and children, 6 to 11.

Mrs. Paul's Kitchens □ New network TV and spot radio flight will kick off around Jan. 26. Spot radio campaign will cover more than 70 markets, including New York, Los Angeles and Chicago, and will run from four to six weeks, depending on market. J.M. Korn Advertising, Philadelphia, will look for radio stations with popular local personalities to reach target audience of women, 25 to 49. Some of Mrs. Paul's frozen-food products are focus of 60-second spots.

Mueller □ Macaroni products by C.F. Mueller, Jersey City, N.J., will be advertised in 52 TV markets and 40 radio markets in campaign by Needham, Harper & Steers, New York. New creative copy uses familiar theme line: "Nothing goes with everything like Mueller's." Fringe, access and prime-time 30's will run Jan. 19-March 28 on TV with estimated \$470,000 budget; March 15-April 11 radio spots have about \$325,000 budget. Target audience is women, 18-49, with large families.

Carnation □ Two Carnation Co., Los Angeles, products, Coffee Mate and Mighty Dog, will be subjects of advertising Jan. 12-March 21. Erwin Wasey, Los Angeles, is agency placing fringe, daytime and prime-time 30's in substantial number of markets.

Farrell's □ Holiday-time campaign for Farrell's Ice Cream Parlour Restaurants, Portland, Ore., is being handled by Gerber Advertising Agency, Portland, aimed at women, 18-34, and all children. Fringe and daytime 30's are scheduled for Dec. 21 through Jan. 4 in six markets (Los Angeles, San Francisco, Portland, Seattle, Atlanta and Washington). Radio spots are possibility.

Mrs. Smith's Pies □ Company is readying two separate radio flights, first beginning Jan. 26 for five weeks in 11 markets (among them Philadelphia, Baltimore, Washington and Pittsburgh),

second beginning Feb. 2 for five weeks in eight markets (including Houston, Atlanta and St. Louis). These 60-second spots will urge men and women, 18 to 49, to buy compact pies for luncheon desserts. Agency is J.M. Korn, Philadelphia.

San Giorgio Macaroni Co. □ Various macaroni products will be advertised on company's "Yankee Doodle Bicentennial Sweepstake" spot radio campaign in 18 markets, starting Jan. 12 and continuing for three weeks. Eastern and Southeastern markets will be used in renewal of "Sweepstake" campaign begun this fall in which listener participation is sought in rhyming contest with patriotic theme. W.B. Doner & Co., Baltimore, is focusing on women, 25 to 49, and is seeking early morning and daytime slots.

Vick Chemical □ Clearasil complexion cleanser will be focal point of heavy spot television and radio campaign scheduled to begin in late December. Spot TV will be used in more than 35 markets for 13 weeks, with commercials slanted toward 18-to-34 age group. Spot radio flight will last eight weeks in about 40 markets with BBDO New York aiming for teen-agers on evening and weekend time periods.

Continental Airlines □ Spot TV and radio flights begin mid-January in 20 major markets, including Dallas, El Paso, Kansas City and Oklahoma City. Campaign is set for 10 weeks, with Benton & Bowles, New York, aiming for men, 25 to 54.

Beatrice Foods □ Various products will be included in spot TV campaign to run in more than 25 markets, beginning in early January and continuing for six weeks. Needham, Harper & Steers, Chicago, is buying spots appealing to women, 25 to 49. Company's manufacturing divisions have named J. Walter Thompson Co., New York, as agency of record for \$5 million in billing, heavily in broadcast. Under new arrangement JWT (which handles Samsonite luggage) will perform all buying and payment functions, while 16 other agencies will be responsible for all other services. Beatrice also includes furniture, lamps, sporting goods, mobile homes and recreational vehicles.

Dana Perfumes □ In its first use of TV in three years, company is advertising its Tabu and Ambush fragrances for women and Canoe for men via network TV and spot TV in 12 major markets. Pre-Christmas spree is to begin this week and continue until Dec. 23, with DKG Inc.,

BAR reports television-network sales as of Nov. 9

ABC \$595,292,200 (29.6%) □ CBS \$723,734,600 (35.9%) □ NBC \$695,413,100 (34.5%)

Day parts	Total minutes week ended Nov. 9	Total dollars week ended Nov. 9	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.	148	\$ 755,000	5,245	\$ 29,296,000	\$ 21,649,500	+35.3
Monday-Friday 10 a.m.-6 p.m.	996	12,487,600	43,678	443,422,300	338,385,400	+31.0
Saturday-Sunday Sign-on-6 p.m.	300	7,605,400	12,884	208,752,000	185,682,600	+12.4
Monday-Saturday 6 p.m.-7:30 p.m.	98	3,055,400	4,462	106,802,400	85,505,800	+24.9
Sunday 6 p.m.-7:30 p.m.	18	851,200	721	19,308,300	14,918,100	+29.4
Monday-Sunday 7:30 p.m.-11 p.m.	405	30,026,700	17,882	1,059,453,300	939,662,200	+12.7
Monday-Sunday 11 p.m.-Sign-off	197	4,226,400	8,487	147,405,600	113,927,400	+29.3
Total	2,162	\$59,007,700	93,359	\$2,014,439,900	\$1,699,583,200	+18.5

Source: Broadcast Advertisers Reports

New York, aiming commercials at men and women, 18 to 49.

Lever Bros. □ Company, through J. Walter Thompson, has renewed *Take Kerr*, barter series of five-minute segments featuring Galloping Gourmet, Graham Kerr, for second year. Sixty-one markets are now carrying first year's quota of 195 episodes, among them WOR-TV New York, KABC-TV Los Angeles and KGO-TV San Francisco. Mr. Kerr begins taping new episodes in Ottawa later this month. Stations get series free (with two 30-second holes for local spots), give Lever spot bank rating points in return.

Miller-Morton □ Various lip moisturizing products will be advertised this winter in heavy spot TV campaign, with more than 100 markets to be used, starting in early December in some areas and later in others. Mil-Mor Advertising, Richmond, Va., in-house buying unit, is looking for women, 25 to 49.

Borden's Inc. □ Cheez Kisses will be pushed in daytime network campaign to run through end of December and in spot TV in nine markets from mid-December until New Year's Eve. High protein product urges: "Treat family to Cheez Kisses instead of sweets 'n' stuff." Ross Roy of

New York is directing commercials to women, 18 to 49.

W.T. Grant □ Company has begun month-long pre-Christmas TV and radio flight in 13 East Coast markets, including New York, Philadelphia and Boston. Dancer-Fitzgerald-Sample spots will emphasize stores' Christmas discounts. Industry sources say Grant's decided to get back into radio and TV after special random poll was taken showing that even though they heard about company's filing for bankruptcy, 85% of respondents said they would still shop at Grant's, figuring they'd be able to get better bargains than at other stores. Target audience is men and women, 18 and over.

Armin □ Company's Quasar watches will be accorded special one-week mid-December TV flight in New York and Los Angeles. Vitt Media will be buying prime-access programming, news and sports for 30-second spot aimed at men and women 18 and over. Industry sources say buy is prelude to major first-quarter splurge.

Noxell Corp. □ Various products will be spotlighted in spot TV effort scheduled to begin Jan. 5 for six weeks in substantial list of markets. Through SSC&B Inc., New York, Noxell will attempt to reach women, 18 to 49.

Mitchum Thayer □ Liquiprin cold remedy will be pushed in four-week campaign on spot TV in major markets, starting in mid-December. Marschalk & Co., New York, will beam commercials at women, 18 to 49.

French Market Coffee □ American Coffee Co.'s French Market brand (New Orleans) will be advertised in substantial number of markets beginning Jan. 5 in campaign by Verne Kirby Advertising, New Orleans. Daytime, early fringe 30's are geared to women, 18-49.

Duncan YoYo □ Flambeau Manufacturing Co.'s (Baraboo, Wis.) Duncan YoYo line is set for eight-week campaign aimed at all children, beginning Jan. 1. Day and early fringe 30's are being placed by Ribnick & Associates Inc., Houston.

Rep appointments □ McGavren-Guild, New York, has been appointed national sales representative for WRC(AM) Washington, WIBX(AM)-WIBQ(FM) Utica, N.Y.; WKEE(AM) Huntington, W. Va., and WEZS(FM) Richmond, Va. Katz Radio, New York, has been named by WACO(AM)-KHOO(FM) Waco, Tex.

We've packaged our compact Criterion three different ways.

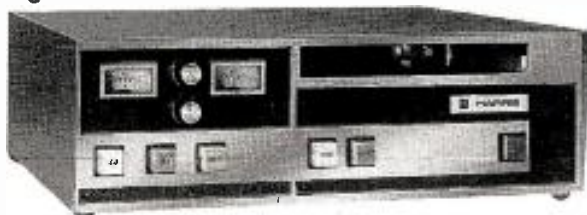
Criterion I ... only 8-1/2" wide. Direct capstan drive comparable to the finest reel-to-reel machines. Speed accuracy of 0.2%. 1, 2 or 3 cue signals available for automatic equipment. Handles A & B cartridges. Mount two units side by side in a standard 19" rack.

Criterion II ... offers both record and playback in a single unit.

Handles A, B and C cartridges. Fits in 7 inches of standard rack space.

Criterion III ... combines three playback decks in a single compact unit. One, two, or three decks may be operated at the same time, each feeding a different program input. Handles A & B cartridges. Mount twin playback units side by side in 12-1/4" rack space.

For more information, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Harris...originators of the tape cartridge machine.

“Walking Tall”



First network telecast:

27.0 rating, 45% share!

Second network telecast:

28.6 rating, 46% share!

“Walking Tall” is one of the Viacom Features II power group still available in some markets.

Viacom

Television's major new source for movies.



DISCRIMINATION IS HIS BIGGEST HANDICAP.

Storer stations are concerned and are doing something about it.

Over 11,000,000 Americans ages 16 to 64 are physically or mentally handicapped. Some are paralyzed. Some physically deformed, retarded, deaf or blind.

320,000 are disabled veterans of the Vietnam War.

Employer trepidation, plus ignorance of their capabilities, frequently keep these handicapped people from being hired for jobs. So some 21% live below the poverty level compared with 14% for the U.S. population as a whole.

Yet experience shows the handicapped make top-notch workers in many fields. For example, the U.S. Postal Service employs deaf workers as distribution clerks where the noise level is high. And in a large chemical concern, a study of 1400 handicapped employees revealed that 91% rated average-or-better in job perfor-

mance compared with other employees.

Storer feels that these people, too, deserve full, productive lives. That's why in programming and editorials, Storer stations regularly devote air time to their problems.

KGBS-Radio, Los Angeles, for instance brought together the chairman of Volunteers with the Committee for the Employment of the Handicapped, a state senator, an employment counselor with Goodwill Industries and a special assistant to a U.S. Senator. Focus of the show: the dual issues of training and employment of the handicapped.

Another KGBS program gathered a pediatrician, the mother of a handicapped child and the heads of two institutions. This special dealt with the problems of handicapped children and the importance of early diagnosis and training so the child can better cope with his problems.

In Atlanta, the General Man-

ager of WAGA-TV recently spent a day in a wheelchair so he could bring to Atlanta viewers an understanding of what it means to be handicapped. To quote from his editorial, "A curb becomes a mountain, a flight of stairs approximates outer space, a narrow door becomes a forbidding wall."

In a recent 4-month period, WGBS-Radio, Miami aired 143 announcements on the handicapped and their employment. And this is typical of Storer stations across the nation.

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

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

Monday Memo

A broadcast advertising commentary from William R. Reder, executive vice president, Garfield-Linn & Co., Chicago

How Lums made its most successful move in the summer of '75

On any given day the average American will not buy a car, nor will he visit a department store or a supermarket. But each and every day the chances are that someone in his family and perhaps everyone in his family will eat out at least once. The food-service industry feeds millions and in the past 10 years its volume has doubled, hitting \$64.6-billion in 1974. This year sales will grow 10-12%.

It is in this enormous marketplace that the Lums Restaurant Corp. found itself. The Lums chain of approximately 350 units is located east of the Mississippi, serving approximately two-thirds of the nation, in competition with 325,000 public-eating places.

The company had grown from a hot dogs-steamed-in-beer "joint" to a full-service family restaurant. Starting in 1971, under the leadership of Peter G. Sampson, the company expanded its menu and embarked upon an expensive facilities-improvement program. Weak units were identified and phased out. Stronger, improved Lums restaurants opened and enjoyed volumes of \$400,000 and more in their first year. (Note: Several Lums will attain a million-dollar level in 1975.)

The problems of Lums were manifold. Research indicated that the facility was viewed as a tavern. Most customers confined their patronage to the lunch hour and their consumption to beer alone.

The evaluation of the benefits and attributes of Lums pointed clearly to the advantages of (1) waitress service, (2) the comfort of dining in a pleasant sit-down restaurant atmosphere, the availability of alcoholic beverages; beer in most units, wine in some.

It was decided that emphasis would have to be placed upon Lums line of eight gourmet hamburgers and dinner entrees such as steaks and seafood platters to bolster 5:30-8 p.m. sales.

The initial campaign, prepared for radio and television use in local situations utilized a music track that emulated the trendy Andrews Sisters sound. It was memorable, easy to understand. Copy claims, such as "No Matter What You're Cravin', Lums Will Leave You Ravin'; Lums, No One Else Will Give You More, More, More," served to register the advantages of eating out in comfort and at Lums.

Specific ad message emphasis was placed on products such as steaks and a unique hamburger called the Ollieburger.

Sales results in 1974 were rewarding.



William R. Reder has been with Garfield-Linn & Co., Chicago, for more than five years ago. His main assignment is in new business development but he is also involved with the agency's international operations and account supervision. Mr. Reder has been in advertising for almost 20 years, including stints for Johns-Mansville and John W. Shaw Advertising.

In early 1975 the Lums chain found itself at the threshold of dramatic growth. Progress had been made. New units opened over the prior year and a half averaged sales volume of \$35,000 to \$50,000 a month.

Up to a quarter of a billion dollars a year was being spent in advertising by the top food-service groups. And the big chains racking up volume increases of 20% and more each year were those who had advertised, with 85% of their media dollars placed in television.

The time was right. The eye and appetite appeal of Lums had to be shown, demonstrated, and sold to customers and prospects. Radio and newspapers could accomplish only a partial job.

National television advertising was viewed as the common characteristic of successful growing restaurant chains. Up to early 1975, Lums had not been able to advertise in television in a broad, impressive, and resultful way. Where television had been used by individual ad co-op groups or local market operations, it had paid off.

Meetings across the country resulted in agreement upon a unified, advertising program with these objectives.

(1) To sell and tell all of Lums customers about the new Lums, the Lums that offers more, more more.

(2) To increase traffic and sales through the proved medium of television.

(3) To unify all Lums advertising and promotional activities.

(4) To get the greatest advertising efficiency for advertising dollars.

Who could we use to sell for Lums?

Who could specifically spell out Lums service, variety, value and atmosphere?

Mr. Television himself, Milton Berle.

The one single familiar face that evoked nice warm feelings from almost everyone. We talked with Mr. Berle, who was a loyal Lums customer and he agreed to represent himself as the Lums chain's spokesman.

An integrated television, radio, newspaper, and point-of-sale campaign was prepared. Three commercials were developed and produced using Berle—(1) as a straightforward spokesman selling the dinner concept, (2) as a customer being introduced to Lums new gourmet hamburger, the Ollieburger, and (3) using several of Berle's television personalities (including a cowboy, Carmen Miranda-type and a Charles Boyer-type) to register the variety of Lums different types of hamburgers.

Our agency made use of recent Federal Trade Commission rulings and technological advances to buy network television on a regional basis, in the areas of the U.S. where 96% of the Lums units and customers were concentrated.

The agency did not negotiate for or buy territory that wasn't required. Working closely with CBS Television, Garfield-Linn negotiated an extremely advantageous regional buy of network television to enable Lums to be in the best prime time and highest viewing time periods at rates that were proven by analysis to average 25% less than comparable local television schedules.

The Lums campaign kicked off in June with commercials that ran within shows like *All In The Family*, *Kojak*, and *Carol Burnett* on the full CBS Television Network. The buy also coincided with the U.S./U.S.S.R. Apollo-Soyuz space mission, and last-minute negotiations with the network allowed Lums to become a co-sponsor of the space mission coverings. The campaign itself, run during June, July, and August, delivered almost three-quarters of a billion targeted viewers at an average cost-per-thousand of well under a dollar.

The results are successful history. Chainwide sales are well above the normal industry growth pattern—up to 25% and 30% in many outlets.

Local market use of the Lums campaign on television and radio and in newspapers is being carried on throughout the fall. Chainwide sales increases continue to be dramatic.

Advertising spelled out Lums benefits and advantages and utilized memorable, provocative, appealing advertising with a well-known personality—Milton Berle. And the total national phase of the program had cost just about \$500,000.

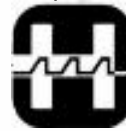
Harris' MW-50 keeps some very fine company.

These pace-setting AM stations are now, or soon will be broadcasting, with Harris' MW-50, 50 kilowatt PDM (Pulse Duration Modulator) transmitters.

And here are a few of the reasons why:

- 125% positive peak modulation capability.
- PA efficiency approaches 90%.
- 60 kW output capability.
- Excellent transient response.
- Only five tubes — three types.
- A cleaner, louder signal.

For more reasons why the MW-50 is at home in so many top stations, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

**CFGO CKLW KCBS WJR
KGBS KING WINZ KMOX
CFCW KOB KDKA KFRE
WWWE WBT WNOE
WHDH WCAW
WGTO WRKO
WKBW WBBM
KQRX KPOL KSTP WINS
WGN KGO WABC WCAU**



... AND IN BRAZIL, ECUADOR, INDONESIA, IRAN, LEBANON, MALAWI, NIGERIA AND VENEZUELA.

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

■ **Antitrust/networks.** Justice Department antitrust suits charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court (BROADCASTING, May 5). Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (see story, this week).

■ **Broadcasting in Congress.** New resolution to permit daily live broadcasts from House floor has emerged from special subcommittee of House Rules Committee, which has been studying problem (BROADCASTING, Nov. 17). Subcommittee Chairman B.F. Sisk (D-Calif.) is optimistic about resolution's chances of passing, has said he thinks broadcast system can be ready for operation by first of year. Hearings on new resolution begin Dec. 3. Activity was sparked by resolution by Jack Brooks (D-Tex.) (H.Res. 269). Resolution (S.Res. 39) similar to Mr. Brooks's, by Senator Lee Metcalf (D-Mont.) is pending in Senate Rules Committee, but has not yet received any attention.

■ **Cable rebuild deadline.** FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13); replies were due Nov. 16.

■ **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 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

■ **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). 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 rulemaking (Docket 19816) for noncommercial stations has also been issued (BROADCASTING, Aug. 4); comments have been filed (BROADCASTING, Oct. 20).

■ **Consumer agency.** Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is term for Senate's agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill has paragraph saying agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Bill will go to conference between houses to resolve differences, but veto by President is expected.

■ **Copyright legislation.** Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee has completed markup on its bill (S. 22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Register of Copyrights Barbara Ringer, final witness, continues lengthy testimony this Thursday (Dec. 4).

■ **Crossownership (newspaper-broadcast).** FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but commission denied them.

■ **Crossownership (television-cable television).** FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29). Affected are eight crossownerships in small markets,

which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. National Citizens Committee for Broadcasting is seeking appeals court review.

■ **EEO guidelines.** FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments have been filed (BROADCASTING, Oct. 27). Commission is also considering EEO policy for cable ("Closed Circuit," Oct. 6).

■ **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, and 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 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 Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (BROADCASTING, Sept. 22); Office of Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (BROADCASTING, Oct. 13). Also, commission's 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.

■ **FCC fees.** Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Cases 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 (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3). 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 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). Commission is also considering action against WXPN(FM) Philadelphia for obscene and indecent broadcasts (BROADCASTING, Nov. 3; "Closed Circuit," Nov. 10).

KRLA(AM). U.S. Court of Appeals in Washington has remanded 11-year-old fight for Pasadena, Calif., frequency to FCC for "clarification" of decision awarding outlet to Western Broadcasting Corp. (Bob Hope and others). Court says commission resolved contest among seven applicants without explicit consideration of comparative factors listed in commission's policy statement on comparative hearings.

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).

License renewal legislation. About 150 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 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. 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 in Washington by CBS, NBC and ABC television affiliates associations. Commission has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (BROADCASTING, Nov. 10). Commission is expected to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 3). 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, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30). Trial of record promoter Fred Rector for alleged failure to file income tax returns has been set to start Dec. 2 before U.S. District Judge Malcolm Lucas in Los Angeles. Group of Brunswick Record officials have been

scheduled for trial Jan. 16, 1976, before District Judge Frederick D. Lacey in Newark, N.J. Trial dates for other defendants remain to be set.

'Pensions' case. FCC decision holding that NBC-TV program, *Pensions: the Broken Promise*, violated fairness doctrine 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, had requested full-court rehearing of panel's order, but was turned down. AIM has asked for Supreme Court review of that decision (BROADCASTING, Nov. 10).

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. 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 (Cases 75-1083 and 75-1084). Briefs have been filed and arguments heard (BROADCASTING, Nov. 24).

■ **Public broadcasting funding.** Bills to

authorize expenditure of federal funds for Corporation for Public Broadcasting have passed Senate (S. 2584) and House (H.R. 6461). House's bill passed with last-minute addition of amendment requiring CPB to abide by minority hiring requirements of Civil Rights Act (BROADCASTING, Nov. 17). Parallel appropriations were stricken from bills in both houses due to objections of House Appropriations Committee. That committee has promised to introduce CPB appropriation as separate measure later, although time frame for appropriation will be three years, instead of five years provided in authorization measures.

■ **Ratings.** Nielsen prime-time averages season-to-date (first 11 weeks): NBC 18.8, CBS 18.4, ABC 18.2. Eleventh week alone: CBS 20.4, NBC 19.7, ABC 18.7.

■ **Section 315.** FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29). Decision is being appealed to U.S. Court of Appeals in Washington (BROADCASTING, Nov. 3). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has obtained all FCC documents involved with commission's order; hearings may result (BROADCASTING, Nov. 3). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17). Also, Senator Pastore has bill (S. 608) that would exempt presidential and vice-presidential candidates from equal-time requirements which has been considered in

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hearings on fairness-doctrine bills (BROADCASTING, May 5). Mr. Macdonald has introduced bill (H.R. 5600) that echoes Mr. Pastore's but it would also provide that programs like *Meet the Press* be exempted from Section 315 and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

Sports antiblackout. Communications subcommittee in both houses of Congress have concluded hearings on measures to extend sports antiblackout law. 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. House bill, H.R. 9566, by Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) would make law permanent. Senate bill, S. 2554 by Communications Subcommittee Chairman John Pastore (D-R.I.) and Senator J. Glenn Beall (R-Md.) would extend law another three years. Both bills would also reduce 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 75-1203). Case is set for oral argument on Dec. 4.

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 Oct. 15 to Dec. 16, replies from Nov. 18 to Jan. 30, 1976.

Washington Star transfer. Texas banker Joe Allbritton has filed as amendment to petition for waiver of FCC's crossownership rules new deal under which he would take control of Washington Star Communications Inc. Agreement requires Mr. Allbritton to comply with crossownership rules within three years, if commission requires that as condition for ap-

proving sale. Hearings on waiver have been suspended pending action on amendment (BROADCASTING, Sept. 29). Mr. Allbritton has also reached deal with some of citizen groups opposing sale of Star's Washington stations. He will help in arranging up to \$10 million in financing for minority or women's acquisition of stations in return for groups' dropping petitions against sale (BROADCASTING, Oct. 27).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22). Commission in August refused to approve agreement under which Forum would withdraw its application.

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■ indicates new or revised listing

This week

Nov. 30-Dec. 3—*Association of National Advertisers* annual meeting. Breakers hotel, Palm Beach, Fla.

Nov. 30-Dec. 4—*North American Broadcast Section. World Association for Christian Communications* sixth annual conference. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

Dec. 1—FCC's new deadline for comments on "warehousing" of movies by networks with regard to

pay cable distribution (Docket 20402). Previous deadline was Nov. 10. Reply deadline was further extended from Dec. 15 to Jan. 12, 1976. FCC, Washington.

■ **Dec. 2**—*Hollywood chapter, National Academy of Television Arts and Sciences* luncheon meeting on TV programming, with guest speakers Michael D. Eisner, ABC; Perry Lafferty, CBS, and John J. McMahon, NBC. Sportsmen's Lodge, Los Angeles.

■ **Dec. 3**—*Public Citizen Forum's* monthly meeting. FCC Chairman Richard Wiley will discuss the fairness doctrine, equal-opportunity guidelines and other topics. International Inn, Washington. Reservations:

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Public Citizens Visitors Center, 1200 15th Street, N.W., Washington 20005; (202) 659-9053.

Dec. 3—*Association of Independent Television Stations* board of directors' reception for FCC. Broadcasters Club, Washington.

Dec. 3—FCC's open en banc meeting scheduled. Contact: Public information officer, 1919 M Street, N.W., Washington, 20554; (202)632-7260.

Dec. 3-5—Special meeting of the board of directors of the *Association of Maximum Service Telecasters* to consider pending proceeding before FCC dealing with short-spaced drop-ins in top-100 markets; reports on work in connection with 1979 World Administrative Radio Conference insofar as TV allocations are concerned, and other subjects. Lyford Cay Club, Nassau, Bahamas.

Dec. 4-5—*Arizona Broadcasters Association* 24th annual winter convention. FCC Commissioner James H. Quello will be luncheon speaker. Sunburst hotel, Scottsdale.

Dec. 4-6—*UNDA-U.S.A.* general assembly. UNDA is a group of Catholic broadcasters and allied communicators. Galt Ocean Mile hotel, Fort Lauderdale, Florida.

Dec. 5—Fixed Satellite Advisory Committee meeting in preparation for 1979 World Administrative Radio Conference. Open to public participation. FCC, Room 8210, 2025 M Street, N.W., Washington.

Dec. 5-6—*Alpha Epsilon Rho* mideastern regional conference (Illinois, Indiana and Kentucky). Southern Illinois University, Carbondale.

Also in December

Dec. 8-9—*Institute of Electrical and Electronics Engineers* Chicago fall conference on consumer electronics (formerly on broadcast and television receivers). O'Hare Inn, Des Plaines, Ill.

Dec. 8-10—*National Cable Television Association* board meeting. Mayflower hotel, Washington.

■ **Dec. 11**—*Hollywood Radio and Television Society* luncheon. Arthur Taylor, CBS president, speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

Dec. 15—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 Nov. 10. Deadline for replies was extended from Nov. 26 to Jan. 12, 1976. FCC, Washington.

Dec. 15—FCC's new deadline for comments on proposed changes in program logging requirements (Docket 20600). Previous deadline was Oct. 30. Deadline for replies was extended from Nov. 12 to Dec. 31. FCC, Washington.

Dec. 16—FCC's new deadline for comments on inquiry into dropping new VHF channels into top-100 markets (Docket 20418). Deadline previously had been extended from July 11 to Oct. 15. Deadline for replies was further extended from Nov. 18 to Jan. 30. FCC, Washington.

January 1976

Jan. 7-9—1976 Winter Consumer Electronics Show, sponsored by *Consumer Electronics Group*, *Electronic Industries Association*. Conrad Hilton, Chicago.

■ **Jan. 9-10**—*Utah Broadcasters Association* winter convention and workshop Tri-Arc Travelodge, Salt Lake City.

■ **Jan. 10**—*Mississippi Broadcasters Association* annual sales conference. Holiday Inn Downtown, Jackson. Contacts: Phil Brady, WAPF(AM) McComb, and Chuck Cooper, WCBI-TV Columbus.

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

Jan. 11-13—*Idaho State Broadcasters Association* midwinter convention. Rodeway Inn, Boise.

Jan. 12—FCC's new deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Dec. 15. FCC, Washington.

■ **Jan. 13**—*Hollywood Radio and Television Society* luncheon. Dinah Shore is speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

■ **Jan. 14**—*New Jersey Broadcasters Association* midwinter managers conference. Livingston College (Rutgers University), New Brunswick. Contact: Arnold L. Zucker, Rutgers University.

Jan. 14—*New England Cable Television Association* winter meeting. Sheraton-Wayfarer Motor Inn, Manchester-Bedford, N.H.

Jan. 17—*Florida Association of Broadcasters* midwinter conference. Daytona Hilton hotel, Daytona.

Jan. 19-23—*National Association of Broadcasters* board meeting. Florida Royal Biscayne Beach hotel, Key Biscayne, Fla.

Jan. 22-23—*Institute of Broadcasting Financial Management-Broadcast Credit Association* quarterly board of directors meeting. Westgate Plaza, San Diego.

Jan. 22-24—*Alabama Broadcasters Association* winter conference. Hyatt House, Birmingham.

■ **Jan. 23-24**—*Society of Motion Picture and Television Engineers* 10th annual winter TV conference. Subjects will be television newsgathering and digital video with exhibits of all significant ENG and digital equipment. Sheraton-Southfield hotel, Detroit.

Jan. 25—deadline for entries for 44th annual *Sigma Delta Chi* Distinguished Service Awards contest. There will be separate radio and television awards for reporting, editorializing and public service. Nomination forms may be obtained by writing to the Society of Professional Journalists, Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

■ **Jan. 27-29**—*Georgia Association of Broadcasters* annual Radio-Television Institute. Speakers will include Fred Silverman, ABC; Elmer Lower, ABC; Frank

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Jan. 30—Deadline for entries for *Janus Awards*, presented annually to commercial radio and TV stations and networks for excellence in financial news programming. Contact: Janus Awards, public relations department, Mortgage Bankers Association of America, 1125 15th Street, N.W., Washington 20005.

February 1976

Feb. 1-3—*California Broadcasters Association* winter convention. San Diego.

Feb. 5-6—*Institute of Electrical and Electronics Engineers* and *Society of Cable Television Engineers* seminar on CATV reliability. Holiday Inn, Philadelphia. Contact: James Herman, (215)674-4800.

Feb. 8-12—*Public Broadcasting Service* annual membership meeting. Century Plaza hotel, Los Angeles.

Feb. 10-11—*Wisconsin Broadcasters Association* midwinter convention. The Concourse, Madison. Terry Shockley, WKOW-TV Madison, is chairman.

Feb. 11—*Ohio Association of Broadcasters* sales workshop. Bowling Green State University Union, Bowling Green.

Feb. 12-14—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

Feb. 12-14—*South Carolina Broadcasters Association* winter convention. Former California Governor Ronald Reagan will be speaker at the Friday banquet. Holiday Inn, Florence.

Feb. 21-25—*National Association of Television Program Executives* 13th annual conference. Lew Klein, Gateway Communications, is convention chairman; Derk Zimmerman, KBHK-TV San Francisco, is

facilities chairman. Fairmont and Mark Hopkins hotels, San Francisco.

Feb. 22-25—Bicentennial combined conventions of the *National Association of Evangelicals* and the *National Religious Broadcasters*. Shoreham Americana hotel, Washington.

Feb. 23—Deadline for entries in 12th annual *Armstrong Awards* program for excellence and originality in FM broadcasting. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

Feb. 27-29—Board of trustees meeting, *Educational Foundation of American Women in Radio and Television*. Watergate hotel, Washington.

Feb. 27-29—*Arkansas Broadcasters Association* winter convention. Mount Aire motel, Eureka Springs.

March 1976

March 1—Entries in broadcast categories of 19th annual *American Bar Association Gavel Award* competition. Material must have been broadcast in 1975 and must have given recognition to contributions to public understanding of the American legal and judicial systems. Information: ABA Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

March 5-7—Board of directors meeting, *American Women in Radio and Television*. Sheraton, Scottsdale, Ariz.

March 7-9—*Ohio Cable Television Association* annual convention. Marriott Inn, Columbus.

March 7-10—*Data Communications Corp.* BIAS seminar. Hyatt Regency hotel, Memphis.

March 17-20—*Alpha Epsilon Rho* 34th annual convention. Site in Chicago to be announced. Information: Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 765-4321, ext 2021.

■ **March 19-20**—*Armed Forces Radio and Televi-*

sion Service annual worldwide conference. Convention Center, Chicago.

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

March 24—*Electronic Industries Association* government-industry dinner. Robert W. Sarnoff, RCA board chairman, will receive EIA's 1976 Medal of Honor. Mayflower hotel, Washington.

March 26-29—Eighth annual international conference of the *International Industrial Television Association*. Sheraton-Anaheim hotel, Anaheim, Calif.

April 1976

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

April 9 or 10—Tentative date for President Ford's keynote address on "Press, Freedom and Public Policy" to region 2 meeting of *Sigma Delta Chi*. CBS correspondent Walter Cronkite is to respond to the President's remarks. University of Maryland Adult Educational Center, College Park.

April 12—Presentation of *Janus Awards*, designed to recognize excellence in financial news programming, at Mortgage Bankers Association of America national conference. Washington.

Major meetings

Nov. 30-Dec. 3—*Association of National Advertisers* annual meeting. Breakers hotel, Palm Beach, Fla.

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, Fontainebleu 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, Staller-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

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

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

Nov. 8-9, 1976—*Television Bureau of Advertising* annual meeting. Shoreham Americana hotel, Washington.

Nov. 14-17, 1976—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

Dec. 11-16, 1976—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

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EDITOR: Concerning the editorial in the Nov. 10 issue entitled "OTP's Nine Lives"—and particularly concerning the statement in the last paragraph: "We still think the OTP ought to be terminated as such because it has no record of accomplishment."

I don't believe that this statement is really correct. The OTP has brought order out of chaos in the assignment of frequencies in the government part of the spectrum. They know on paper what frequencies are overused and what frequencies are underused—and they have started a measurement program to actually measure frequency usage in the government spectrum. They need appropriation for more measurement vans to insure that the various departments of the government that have claimed need for frequencies are actually using the frequencies.

They have also set standards for communications equipment, both transmitting and receiving, so that the spectrum occupied by the government can be most efficiently used. They have developed techniques for multiple use of the same frequency band through the use of new technology.

Most important, the OTP is acting as a type of FCC for all government departments. This activity cannot be carried on by any of the competing departments, but rather has to be handled by an agency independent of all departments, and responsible only to the White House.

This does not mean that I agree with the OTP incursions into nongovernment frequency management. The OTP VHF drop-in plan was an unfortunate mistake both technically and socially. The OTP also has no business developing a cable plan for cable systems. However, this is a very small fraction of the total OTP operation, and their other operations are very important to the orderly management of the spectrum.—A. James Ebel, president and general manager, KOLN-TV Lincoln, Neb.

Two who dissent

EDITOR: Your thinking regarding the National Geographic special, *The Incredible Machine* ["Editorials," Nov. 17] is the epitome of venality and short-sightedness. . . . Do you really think that a five-second credit at the end of a PBS special is of much advertising benefit to Gulf Oil or other companies who contribute to such programs? I suggest that the benefit to these large corporations is a minor tax advantage and that some people within these corporations simply like programing which

is not usually designed to appeal to game show addicts. . . .

As a commercial broadcaster, I do not think that public broadcasting should be allowed to compete for advertising, although I think that the competition for ideas and audience is healthy. And, I agree that the commercial ground rules for public broadcasting should be reviewed. But you pick the weakest possible case as an excuse to cry "wolf."—Frank E. Wood, president-general manager, WBN(FM) Cincinnati.

EDITOR: With PBS's success on *The Incredible Machine*, you manage not to find fault with Gulf Oil, even though they made a completely calculated move. You found no fault with the networks for letting the program "get away" in a year of dimly bad television programing. Instead, you manage to find fault with PBS for somehow "competing" with commercial broadcasting, and you suggest "the ground rules need revising."

Pray, how would you revise the rules? . . . If the networks are kicking themselves after the fact for the high ratings *The Incredible Machine* got across the nation, then that's probably a good thing. But the evidence cited in your editorial does not support the contention that we must revise the rules for PBS. Rather, it suggests that commercial broadcasting rethink its priorities and criteria. Maybe they will see the evidence of an audience with more critical viewing demands than are now being met.—Donald J. Homuth, state senator, Bismarck, N.D.

VHF, not UHF

EDITOR: I understand that excerpts of my letter addressed to you appeared in the Sept. 29 BROADCASTING.

I would like to bring to your attention that I did not make reference to the lack of commercial UHF stations in New Jersey. New Jersey, in fact, has several fine UHF commercial stations, not to mention an excellent network of four UHF public broadcasting channels.

The subject of my remarks was the lack of a commercial VHF station in New Jersey. Channel 13 WNET(TV) is a public broadcasting affiliate licensed to Newark, and is unquestionably a great resource. Nevertheless it serves the entire tristate metropolitan area. In sum, public affairs programing about New Jersey is shortchanged by the VHF network structure.

I hope these points will clarify for your readers the intent of my remarks.—Governor Brendan T. Byrne, Trenton.

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ADVERTISING

Winfield R. Levi, general sales manager (New York).

John Andre, sales manager—equipment and engineering.

(Washington).

David Berlyn, Eastern sales manager (New York).

Ruth Lindstrom, account supervisor (New York).

Bill Merritt, Western sales manager (Hollywood).

Lynda Dorman, classified advertising manager.

CIRCULATION

Bill Criger, circulation manager.

Kwentin Keenan, subscription manager.

Lucille Paulus, Odell Jackson, Patricia Johnson.

Gregg Karpicky, Joanna Mieso.

PRODUCTION

Harry Stevens, production manager.

ADMINISTRATION

Irving C. Miller, business manager.

Lynda Dorman, secretary to the publisher.

Philippe E. Boucher, Gloria Nelson.

BUREAUS

New York: 75 Rockefeller Plaza, 10019

Phone: 212-757-3260.

Rufus Crater, chief correspondent.

Rocco Famighetti, senior editor.

John M. Dempsey, assistant editor.

Joanne Ostrow, staff writer.

Winfield R. Levi, general sales manager.

David Berlyn, Eastern sales manager.

Ruth Lindstrom, account supervisor.

Harriette Weinberg, Susan Haq, advertising assistants.

Hollywood: 1680 North Vine

Street, 90028. Phone: 213-463-3148.

Earl B. Abrams, senior correspondent.

Bill Merritt, Western sales manager.

Sandra Klausner, assistant.

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Closed Circuit

Insider report: behind the scene, before the fact

Ratings recover

Is that mysterious decline in network TV ratings simply going to disappear? Researchers say figures seem to have been moving in that direction lately, at least where prime time is concerned. They're still trying to find explanation for drop-off but say gap has been narrowing and in latest Nielsen report, for week ended Nov. 23, what was once 5% lag had shrunk to less than 1%. For that week, ratings for family viewing hour (8-9 p.m. NYT) were said to be off 2% from year ago, 9-10 p.m.'s were even with last year's, 10-10:30's were off 1% and 10:30-11 showed no change.

Home town boy

If all goes according to plan, January fight between George Foreman and Ron Lyle will be carried live on ABC-TV, but with twist: There'll be blackout of Denver and Colorado Springs, arranged by closed-circuit interests so bout can be shown in theaters.

ABC sources say blackout was condition they had to accept to get fight rights. Reason: Denver-Colorado Springs area is fighter Lyle's home grounds. Nor is this first such case: For Lyle-Mohammed Ali fight last spring, Denver was similarly blacked out in favor of theater coverage. Upcoming bout is tentatively set for Jan. 3 at Las Vegas.

Power of the press

Some FCC staffers did not know whether to laugh or cry following commission discussion last week on draft notice of rulemaking and inquiry in 30-year-old clear-channel proceeding. Staffers thought they had drafted "neutral" document, one that did not lean toward granting superpower any more than it did toward breaking down remaining 12 pure clears (BROADCASTING, Nov. 3). And document did not even propose rule; staffers felt they were not ready to suggest one. But commissioners were apparently more persuaded by accounts in daily press, even though they were obviously incorrect (one headline talked of imminent grant of superpower to number of clear-channel stations), than they were by presentation of staff. Accordingly, commissioners ordered rewrite, demanded greater balance in treatment of various options.

One official said commissioners wanted it made clear, "in light of publicity," that commissioners are dubious about superpower. Staff is expected to complete rewrite in time for commission to consider matter again this week.

Uppers and downers

Preliminary analysis shows that 1975 is shaping up as banner year for advertising agencies involved in broadcasting, but there are winners and losers. Emerging as leading gainers in broadcast advertising placement are Foote, Cone & Belding, up almost \$28 million; Ogilvy & Mather, up \$26 million, and Leo Burnett, up \$24 million. Winding up as "losers" are Doyle Dane Bernbach, down about \$21 million, and Grey Advertising, down \$18 million.

Hit show

FCC Chairman Richard E. Wiley and those who participated with him in regional meeting that was conducted over facilities of KTVU(TV) Oakland, Calif. (BROADCASTING, Nov. 24) were so pleased with results they would consider that format in future regional meetings, if given opportunity. Commission officials received considerable exposure—call-in type program drew 1,000 calls. And questions received, officials felt, indicated much wider range of interests than they had noticed in meetings with citizen groups.

However, Chairman Wiley is aware of problems. He does not want commission officials to become "performers," and he realizes television time is "expensive." Accordingly, using radio is one possibility being considered. In any case, there seems no intention to abandon face-to-face talks with citizens; these would be combined with on-air sessions. There are no plans yet for next regional meeting, but two areas remaining to be covered are Southwest (perhaps Dallas) and Midwest (anywhere from St. Louis to Minneapolis).

Competition

While on road at regional meetings just concluded, executives of National Association of Broadcasters ran into enough talk of new National Radio Broadcasters Association to be convinced they had problem on their hands. In their judgment it's not that NAB is derelict in its services to and for radio but that extent of that service is underestimated. Accordingly, NAB has mounted campaign to convince radio members they're getting their money's worth.

NAB had already begun cranking up more publicity for radio activities, such as Radio Information Office, and publishing monthly magazine for radio members. It thinks new format for this year's fall meetings, segregating radio and TV, worked well and hopes to continue that collaboration with Radio Advertising

Bureau next year. In new policy, all staff speeches to broadcaster organizations must contain summary of NAB radio activities, no matter what main topic may be.

A matter of markets

Release of new radio audience measurements based on areas of dominant influence (ADI), showing big gains for radio networks in comparison with conventional measurements based on metro areas (BROADCASTING, Nov. 17), has apparently led to some dismay. Some network researchers feel that findings of long-established RADAR studies are being overlooked or obscured.

Actually, researchers on both sides agree that RADAR, conducted for ABC, CBS, NBC and Mutual by Statistical Research Inc., shows bigger network potential audiences than do ADI studies, conducted for ABC, NBC and Katz Radio by Arbitron Radio. Difference is that those based on ADI's can be broken down by individual market and station, while RADAR can't be—though it can be, and is, broken down by ADI groupings including top 10 ADI's, top 25 and so on.

Fall season

More support for opening new network TV seasons in October instead of September reportedly surfaced in closed meeting at American Association of Advertising Agencies' Eastern regional meeting couple of weeks ago (BROADCASTING, Nov. 24). Meeting, on changing face of television, got around to argument of Hollywood production leaders that more time is needed between schedule selection and introduction to improve production quality. Though there was no vote, general reaction among agency executives was said to be—with no stated dissents—that if October starts would improve quality, so be it. Among networks, ABC-TV is only outspoken October advocate.

Timetables

Average cable TV applicant seeking earth-station construction permit can expect three-month or longer wait for FCC to act on application, as processing looks now. That's prospect if there's no substantial increase in FCC's present workload—averaging three or four new earth-station applications per week from various satellite users. Slowdown could come when some 100 Alaskan "bush" earth stations receive FCC attention. Cable applications involving special problems like "joint use" can expect longer delays.

The Week in Brief

NETWORKS RESHUFFLE THEIR HANDS □ *January schedules set as networks regroup for second-season ratings battle. PAGE 23.*

EQUAL-TIME BATTLE GOES ON □ *U.S. Court of Appeals in Washington hears arguments on exemption of "bona fide news events" and whether broadcasters' journalistic discretion can be trusted. PAGE 24.*

PAUL PORTER DIES □ *Former FCC chairman was one of the luminaries in communications law. PAGE 26.*

FBI IN NBC? □ *NBC puzzled over FBI document that says agents were given press credentials by network in 1964. PAGE 26.*

RATINGS IN ON FORD □ *Nielsen figures show President's TV audience down since last year. PAGE 27.*

PHILADELPHIA STORY □ *Renewal hearing for WCAU-TV Philadelphia takes an unusual twist in disclosure of apparently altered documents presented by challenger. PAGE 28.*

LOGGING QUESTION □ *Initial comments at the FCC show broadcasters up in arms over proposal to reclassify certain station promotions as advertisements. PAGE 29.*

PROSPECTIVE CUSTOMERS □ *Joe L. Allbritton's proposed acquisition and spinoff of WMAL-TV Washington already has lured possible buyers. Licensee of WETA-FM-TV there makes no bones about its interest. PAGE 29.*

NONE OF NCCB'S BUSINESS? □ *Meredith and Time-Life ask court to block FOI disclosure of information in FCC's conglomerate ownership inquiry. Cox and Deseret act too late to stop citizen group's request. PAGE 30.*

WHY THE DELAYS? □ *FCC is first target of House subcommittee investigating administrative lags. PAGE 30.*

TAKING CARE OF BUSINESS □ *Elections, union talks and a session on regulation are planned for ANA annual meeting scheduled to begin in Palm Beach, Fla., today. PAGE 36.*

THE OTHER SIDE OF SNOWMOBILES □ *PIRG goes to Supreme Court to challenge FCC policy rejecting fairness-doctrine complaints about ordinary product commercials. PAGE 36.*

AT WHAT COST? □ *Justice Department sues two pharmaceutical associations for banning retail-price advertising of prescription drugs. PAGE 77.*

LESS ACTION □ *Ogilvy & Mather senior VP sees more contemporary drama, comedy and variety in television's future. PAGE 40.*

'WILLY WONKA' FANS □ *Complaints flood NBC switchboard after network decision to begin movie in progress following football game. Decision is reverse of "Heidi" incident which caused furor in 1968. PAGE 41.*

ABC SCORES FOR NCAA RIGHTS □ *New two-year, 20-game contract for \$18 million gives ABC-TV its 12th straight year of college coverage. PAGE 42.*

NETWORKS VERSUS G-MEN □ *Antitrust suits filed by Justice Department, dismissed and re-filed, are subject of two motions by the three networks which want U.S. District Court to make final dismissal. PAGE 42.*

CANADIANS SKEPTICAL OF JAMMING PLANS □ *Michael Hind-Smith, Canadian Cable TV Association president, doesn't think U.S. border stations will block their signals and lose Canadian ad market. PAGE 47.*

CABLE TAX TABLED □ *California cable property tax won't go into effect until March 1977 while assessors work out tax formula. PAGE 47.*

AV'S ANSWERS ON ACCESS □ *ABC's TV documentary chief, Av Westin, defends network editorial control of news against "bias, misinformation" resulting from public access. PAGE 49.*

WASHINGTON-BOUND □ *After 30 years in New York, CBS VP Bill Leonard moves to Washington as network's liaison with government. PAGE 65.*

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WCAU-TV PHILADELPHIA, KMOX, KMOX/FM, KMOX-TV ST. LOUIS; KCBS,
KCBS/FM SAN FRANCISCO; WEEI, WEEI/FM BOSTON

Top of the Week

Second-season line-ups set as big three jockey for ratings prize

ABC, last of networks to decide on January schedule changes, adds seven new series, drops six and moves three others; Norman Lear's influence grows even stronger; competition is tightest ever

After one of the most extensive second-season upheavals in TV history, the three networks are now ready to square off in a battle for prime-time dominance that most industry observers say is up for grabs.

The upheavals have affected every night of the week: ABC's changes—made last week—encompass every night but Sunday, NBC's leave only Saturday untouched, and only Monday and Saturday will emerge unscathed from CBS's maneuvers.

With only six-tenths of a rating point now separating NBC, the lead network in the Nielsen season-to-dates (Sept. 8-Nov. 23; see page 41), and ABC, in third place, more is riding on this winter's second-season schedules than at any time in recent years. CBS is given a slight edge by industry observers only because it has more veteran series with proven track records to shuffle around (*M*A*S*H*, *Hawaii Five-O* and *Barnaby Jones* will all be given new time periods, for example) than do the other networks. But despite that advantage, most insiders refuse to say who they think will be on top when the dust has settled by next April, claiming that as of now the race is too close.

The production house that will benefit the most from the new second-season schedules is Norman Lear's company, which has added three new sitcoms (*Grady* and *The Dumplings* on NBC and *One Day at a Time* on CBS) to the five it already has on the schedules (*All in the Family*, *Maude*, *Good Times* and *The Jeffersons* on CBS and *Sanford and Son* on NBC).

Mr. Lear's company thus easily supplants MTM Enterprises as the No. 1 independent supplier of network programming. (MTM accounts for five sitcoms, all of

them on CBS: *The Mary Tyler Moore Show*, *The Bob Newhart Show*, *Rhoda*, *Phyllis* and *Doc*. The company failed to place any of its pilots on the second-season schedules, and it lost its 60-minute family drama *Three for the Road* to feeble ratings.) Quinn Martin's company programs as many hours as Mr. Lear's, but Mr. Martin's four hours are divided among four 60-minute cop shows: *Streets of San Francisco* and the new *Superstar* on ABC and *Cannon* and *Barnaby Jones* on CBS. MCA-Universal will easily maintain its huge lead among the major studios, with a total of 14 second-season hours on all three networks (although two of those hours—*City of Angels* [NBC, Tuesday, 10-11 p.m.] and *Sarah* [CBS, Friday, 8-9 p.m.] are still not completely firm up).

ABC finally announced its second-season line-up last Wednesday (Nov. 26), adding seven shows, canceling six and shifting time slots of three others. ABC's scheduling of a 90-minute made-for-TV-movie series at 8:30 p.m. on Monday (beginning Jan. 19), which will alternate with sports and entertainment specials, emerged as the biggest surprise because the family-hour placement means the films will have to soft-pedal adult themes.

ABC's six other new shows are: Universal Television's *Rich Man, Poor Man*, which is, in effect, a 12-hour made-for-TV

p.m., beginning Jan. 24), produced by Bob Banner Associates and the Robert O. Stigwood Organization, which ABC describes as "a series of competitions between teams representing different American cities ... taped each week in a different outdoor location of stadium size" and "involving appropriate costumes, gigantic props and obstacle courses of epic proportions." The series got regular 30's shares as a summer-replacement hour last August; and

Superstar (Saturday, 10-11 p.m.), another spinoff, this one from Quinn Martin's *Streets of San Francisco*, with Paul Sorvino as a detective from New York who gets a job on the San Francisco police force.

There were no surprises among the shows ABC decided to cancel: *Barbary Coast*, *Mobile One*, *Saturday Night Live With Howard Cosell*, *Matt Helm*, *When Things Were Rotten* and *That's My Mama* ("Closed Circuit," Nov. 24).

The three time-slot shifts are: *On the Rocks*, from Thursday, 8:30-9 p.m., to Monday at 8; *Welcome Back, Kotter*, from Tuesday, 8:30-9 p.m., to Thursday at 8; and *Barney Miller*, from Thursday, 8-8:30 p.m., to Thursday at 8:30.

In their sizing up of the second-season schedules, industry handicappers were venturing the following tentative predic-

Night-by-night charts of the second season: pages 24-25

movie (based on a generations-spanning novel by Irwin Shaw) that will be spaced out over roughly a two-month period (early February through early April) in (mostly) weekly segments every Monday (10-11 p.m.).

Laverne and Shirley (Tuesday, 8:30-9 p.m., beginning Jan. 20), a Paramount Television spinoff of *Happy Days* (which, going into its third full season, is doing better than ever in the ratings), featuring Richie's and Fonzie's girl friends, two high-school graduates making their way in Milwaukee, circa 1962.

The Bionic Woman (Wednesday, 8-9 p.m., beginning Jan. 14), a Universal Television spinoff of *The Six Million Dollar Man*, with actress Lindsay Wagner dispatching the villains in comic-book fashion.

Donny and Marie (Friday, 8-9 p.m., beginning Jan. 16), under the aegis of Osbro Productions and Krofft Productions, a musical variety hour featuring the Osmond musical family that ABC leaped at when the pilot scored a huge 23.6 Nielsen rating and 38 share on Nov. 16.

Almost Anything Goes (Saturday, 8-9

tions.

On Monday, they say, CBS should maintain its strong lead, particularly with its powerhouse sitcom bloc from 8 to 10: *Rhoda*, *Phyllis*, *All in the Family* and *Maude*. NBC should finish second for the night, these handicappers say, if its new 8 o'clock *Rich Little Show* gets respectable numbers and provides a sound lead-in to the cop shows *Joe Forrester* and *Jigsaw John*. If *Rich Little* fails, ABC's bold move of bridging 9 p.m. with its made-for-TV movies and various specials (8:30-10 p.m.) may result in the leaching away of enough of *All in the Family*'s audience to give ABC second-place.

A close race is shaping up between ABC and CBS on Tuesday, the industry observers say, with ABC given the edge because it will be running, in effect, a full hour of the popular *Happy Days* instead of 30 minutes since the new *Laverne and Shirley* will deal with essentially the same characters in the same settings and period. CBS's improvement will come at 9 p.m., according to these sources, with the scheduling of *M*A*S*H* in post-family hour, followed by a highly touted new Nor-

Monday

	ABC	CBS	NBC
8:00	On the Rocks John Rich Prods.	Rhoda MTM	Rich Little Show NBC
8:30	Special Events/ Movies Various	Phyllis MTM	
9:00		All In the Family Norman Lear	Joe Forrester Columbia Pictures TV
9:30		Maude Norman Lear	
10:00	Rich Man, Poor Man Universal	Medical Center MGM	Jigsaw John MGM
10:30			
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Happy Days Paramount	Good Times Norman Lear	Movin' On D'Antonei- Weitz
8:30	Laverne and Smiley Paramount	Joe and Sons Cramer	
9:00	The Rookies Spelling- Goldberg	M*A*S*H 20th Century	Police Woman Columbia Pictures TV
9:30		One Day at a Time Norman Lear	
10:00			
10:30	Marcus Welby, M.D. Universal	Switch Universal	City of Angels Universal (Tentative)
11:00			

Wednesday

	ABC	CBS	NBC
8:00	The Bionic Woman Universal	Tony Orlando and Dawn CBS	Little House on the Prairie NBC
8:30			
9:00	Baretta Universal	Cannon Quinn Martin	Chico and the Man Komack/Wolper
9:30			The Dumplings Norman Lear
10:00			
10:30	Starsky and Hutch Spelling- Goldberg	The Blue Knight Lorimar	Petrocelli Paramount
11:00			

The Second Season

Sunday

	ABC	CBS	NBC
7:00	Swiss Family Robinson 20th-Allen	60 Minutes CBS News	Wonderful World of Disney Disney
7:30			
8:00	Six Million Dollar Man Universal	Cher CBS-Schlatter	Ellery Queen Universal
8:30			
9:00	ABC Sunday Movies Various	Kojak Universal	NBC Sunday Mystery Movie (Columbo, McCloud, McMillan and Wife, McCoy) Universal
9:30			
10:00		Bronk MGM-Cardan	
10:30			
11:00			

man Lear comedy called *One Day at a Time*.

Wednesday's key show could be *The Bionic Woman*, which leads off ABC's schedule. If this spinoff of *The Six Million Dollar Man*, which is ABC's highest-rated regular series, can duplicate its progenitor's popularity, ABC could walk away with the night. Otherwise, NBC, by moving *Chico and the Man* from Friday at 8:30 to Wednesday at 9 to counter-program cop shows on ABC (*Baretta*) and CBS (*Cannon*), should be able to hold *The Little House on the Prairie's* big lead-in au-

dence and put a lock on Wednesday.

Thursday is considered a mixed bag by these sources, but they tend to give CBS the edge because of its lead-in show, *The Waltons*, one of the few dramatic shows on the air that delivers consistent 40 shares. CBS is hoping that its transfer of *Hawaii Five-O* and *Barnaby Jones* from Friday (9-11 p.m.) to Thursday (also 9-11 p.m.) will give these veteran series a new lease on life, although ABC's 9 o'clock *Streets of San Francisco* chalks up steady Nielsen and regularly wins its time period.

NBC has dominated Fridays over the past two seasons, and the sources say the Friday reshufflings by ABC and CBS probably won't pose a serious threat to that dominance. ABC and CBS are basically relying on packages of two-hour theatrical and made-for-TV movies, whereas NBC's most popular series, *Sanford and Son*, leads off the Friday schedule and its most popular weekly melodrama, *The Rockford Files*, anchors the night at 9.

Saturday is the franchise of CBS because of its bread-and-butter three-hour comedy block, which, although weakened somewhat when the network moved *All in the Family* to Monday last fall, still manages to regularly submerge its competition.

If its movie packages hold up during the first quarter, ABC will win Sunday, these sources say. For the first time in a number of years (except for summer-replacement purposes), CBS, with its scheduling of *60 Minutes*, will be trying a public-affairs show in prime-time, a risk that was necessitated by the mass defection of affiliates from *Three for the Road*. *60 Minutes* is not expected by these sources to provide enough of a lead-in to pull *Cher* out of its ratings doldrums. NBC's Sunday gamble is the slotting of *Ellery Queen* at 8 following Walt Disney. *Queen* is a show that NBC executives favor and that's received fairly good reviewers' notices, but so far it hasn't been able to find the mass audience a series needs to survive in the crucible of prime-time television.

Next move on equal-time exemptions is up to court

Arguments supporting and opposing FCC's liberalized interpretations are heard in silence by the judges

A panel of the U.S. Court of Appeals heard an hour of argument in Washington last week on the legality of one of the most controversial decisions the FCC has rendered in some time—its reinterpretation of the equal-time law to include within its exemptions live, on-the-spot coverage of candidates' news conferences and political debates.

It comes down to a question of how the 1959 exemption applying to coverage of "bona fide news events" and its legislative history are to be read. But at issue, too, is the question of whether broadcasters should be trusted with an additional degree of journalistic discretion.

Marcus Cohn, representing the Democratic National Committee, and Harvey Shulman, counsel for Representative Shirley Chisholm (D-N.Y.) and the National Organization for Woman, argued that the commission had erred in September, in reversing rulings on press conferences and political debates it had issued in the 1960's (BROADCASTING, Sept. 24). And they expressed concern about the additional freedom the commission's ruling affords broadcasters.

"If Congress had intended to exempt presidential press conferences, it would have done so explicitly," said Mr. Cohn, who focused his attack on that section of the commission order dealing with press conferences. In 1959, he said, Congress was aware that presidential press conferences had been a fact of life for four

Thursday

	ABC	CBS	NBC
8:00	Welcome Back, Kotter Komack/Wolper	The Waltons Lorimar	Grady Norman Lear
8:30	Barney Miller Danny Arnold		The Cop and the Kid Playboy- Paramount
9:00			
9:30	Streets of San Francisco Warner Bros.- Quinn Martin	Hawaii Five-O CBS-Freeman	NBC Thursday Night at the Movies Various
10:00			
10:30	Harry O Warner Bros	Barnaby Jones Quinn Martin	
11:00			

Friday

	ABC	CBS	NBC
8:00			Sanford and Son Norman Lear
8:30	Donny and Marie Osbro-Krofft	Sarah Universal (Tentative)	The Practice Thomas-MGM
9:00			
9:30			Rockford Files Universal
10:00	ABC Friday Night Movies Various	CBS Friday Night Movies Various	
10:30			Police Story Columbia Pictures TV
11:00			

Saturday

	ABC	CBS	NBC
8:00		The Jeffersons Norman Lear	Emergency Universal
8:30	Almost Anything Goes Banner-Sligwood	Doc MTM	
9:00			
9:30	S.W.A.T. Spelling- Goldberg	Mary Tyler Moore MTM	NBC Saturday Night at the Movies Various
10:00		Bob Newhart MTM	
10:30	Superstar Quinn Martin	Carol Burnett Show CBS	
11:00			

years and were certain to continue.

Mr. Cohn said there was "good reason" Congress chose not to include press conferences within the exemption: They are under the control of the candidate. Now, he said, the broadcaster has the "ultimate power" to decide how much time a candidate will receive, "to the exclusion of his opponent, so long as he operates in 'good faith.'"

Mr. Shulman, whose focus was on the debates, said that the commission failed to recognize what Commissioner Benjamin L. Hooks, one of the two dissenters to the commission's action, recognized—that there is a distinction between a news event in which a candidate appears and one in which a candidate is the event. The legislative history, he said, makes it clear that exemption requires "a news event, and a good-faith effort to cover it; the FCC looks only at intent, and ignores objective criteria."

What's more, Mr. Shulman expressed concern about the ruling's impact on minority-party and fringe candidates. The commission, he said, "has destroyed the equal-time rights of thousands" of such candidates across the country. The major parties, "middle-of-the-road" parties, he said, are assured of an advantage.

The commission's deputy general counsel, Werner Hartenberger, on the other hand, argued that the FCC had simply corrected a legal error in its reinterpretation of the equal-time law exemptions. He said the commission had followed the intent expressed by a former chairman of the House Commerce Committee, that "bona fide news events be exempt" from the equal-time law and that broadcasters be given wide latitude in the exercise of their "good faith judgment" as to what constitutes a bona fide news event.

As for the potential for abuse, he said Congress was aware of that problem in 1959. But, he said, it felt the increases and news coverage that would result from the exemption made the risk worth taking. Furthermore, Mr. Hartenberger said, the

16 years of experience with the 1959 exemptions afford grounds for belief that broadcasters can be trusted: "There has been no abuse."

Mr. Hartenberger, in defending the commission's action which gives broadcasters more leeway in covering political campaigns, may have hurt FCC Chairman Richard E. Wiley's proposal for a test suspension of the fairness doctrine. A critical question is whether the doctrine is statutorily mandated. If it is, the commission would be unable to suspend it without congressional approval. And Mr. Hartenberger said that Congress had written a fairness-doctrine requirement into the law in 1959 as "a backstop." Despite the exemptions, broadcasters were required to see to it that contrasting views on issues were aired, he noted. "This has worked well over the years," he said. "Different views have been heard."

The court heard also from Timothy Dyk, counsel for CBS, one of six parties supporting the commission's position. Mr. Dyk argued that, outside of the equal-time law, there is no basis to assert that minority-party candidates have a claim on

absolutely equal treatment by broadcasters. He also said that application of the equal-time law has an "inhibitory effect" that raises First Amendment issues. In any event, he said, the legislative history of the 1959 amendments makes it clear that Congress intended "to give broadcasters more than a little bit of breathing space in exercising journalistic discretion."

Counsel for the other parties supporting the commission's position had also wanted to appear, but the court earlier denied a request for additional time for argument, and at the argument on Wednesday, it rejected Mr. Hartenberger's suggestion that it make an additional five minutes available for NBC's counsel.

Judge James Skelly Wright conferred with the other judges on the panel, Edward A. Tamm and Malcolm R. Wilkey, and turned the suggestion down. "The matter has been well covered in several hundred pages of briefs," he said.

Whether it was because they were well briefed or not, the three judges surprised those in the courtroom by letting the entire argument pass without asking a single question. Such reticence is highly unusual.

Out of the ashes. Former CBS president and vice chairman Frank Stanton said last Friday he met with Nixon White House aide Charles Colson in July 1971 to see what might be done to improve relations with the administration. He denied the meeting had any connection with White House support in his battle with Congress over a contempt citation on *The Selling of the Pentagon* (BROADCASTING, July 19, 1971). A story in the Nov. 26 *Variety* reported anonymous former White House aides had said Dr. Stanton "offered in 1971 to cooperate on network news stories in return for White House muscle to quash a congressional contempt citation." Conversations at the meeting, which occurred several days after the CBS president had won his battle over the contempt citation, were said to have been tape recorded by Mr. Colson. Dr. Stanton told BROADCASTING. "I never did anything to compromise the integrity of CBS News... The sense of the meeting was that if the administration had legitimate complaints about our news coverage, I would be glad to look into them." Also at the meeting was Washington attorney Alexander Lankler, who had represented CBS at various times (and who now represents Capital Cities Communications in the border dispute with Canada over cable advertising deletions and tax policies). Dr. Stanton says CBS did seek administration support in knocking down the contempt action, and that he met personally with then House Minority Leader Gerald Ford, among others, prior to the House vote. The Colson meeting was arranged at the suggestion of Mr. Lankler on a day when Dr. Stanton was in Washington for a board meeting of the Klingbeil Co., a housing firm then part of the CBS organization.

Paul Porter dies; headed FCC under Roosevelt, was prestigious member of Washington bar

Founding member of Arnold and Porter law firm succumbs after choking on lobster while dining with friends; had served number of administrations, was noted as raconteur, bon vivant

Paul A. Porter, 71, one-time chairman of the FCC and a founding partner in what has become one of Washington's largest law firms, died in George Washington hospital, last Wednesday (Nov. 26). He had choked on a piece of lobster while dining with his wife and friends at a Washington restaurant the preceding Friday, Nov. 21, lapsed into a coma and never regained consciousness.

Among those with him in The Palm restaurant were John Charles Daly, former broadcast newsman and host of *What's My Line?*, and his wife, Virginia. They and others attempted to revive Mr. Porter, but without success. Death was attributed to the cut-off of the flow of blood to the brain and other vital organs. He is said to have suffered massive brain damage as a result of being denied oxygen for about 15 minutes.

Mr. Porter was born in Joplin, Mo., and began his career with a law firm in Clark County, Ky., after graduating from the University of Kentucky Law School in 1928. Over the next several decades he rose to fill a number of high posts in the administrations of Presidents Roosevelt and Truman and to prominence in the law as a partner in Arnold, Fortas and Porter (now Arnold and Porter).

Mr. Porter, who was a large, amiable man with a gravelly voice that commanded attention, built his career on a sound knowledge of the law, on political connections and savvy and on an extraordinary personality that set him apart from his colleagues in the bar and in government.

His forte was the quip, the anecdote, as often as not turned on himself. He once recalled the advice President Truman gave him after naming him to represent the government at Middle East peace talks in Geneva: "I won't tell you what to do or how to vote, but I will say only this. In all my political experience I don't ever recall the Arab vote swinging a close election."

And there is more than one ex-FCC chairman who recalls his comment, which seemed to indicate where in the order of significance he placed former heads of the commission: "There are more of us than there are buffalo."

His store of anecdotes and the spirit with which he told them made him a popular toastmaster at Washington dinners. It also served him in good stead in impressing clients.

One of the early tributes to Mr. Porter



Porter

after his death was paid by his one-time law partner, Abe Fortas. He said the death of his friend was like "a redwood tree falling." He called Mr. Porter "a wise, kind and generous man, with remarkable charm and a great capacity for friendship." Another old friend, Senator Stuart Symington (D-Mo), said, "It's hard to believe that one so vital in all his thinking and actions has left us. Paul Porter was a close friend, an outstanding lawyer and a truly great American."

Mr. Porter, whose firm has long had close ties with the Democratic party, served as chairman of the FCC from 1944 to 1946. Earlier, he had served as chief of the rent control section of the Office of Price Administration, Associate War Food administrator, and associate director of the Office of Economic Stabilization. After the war, President Truman twice sent him abroad on special missions with the rank of ambassador—to Greece, as head of the American Economic Mission, in 1946, and to Middle East peace talks, in 1948.

Mr. Porter arrived in Washington in 1933 with an appointment as special counsel to the administrator of the Agricultural Adjustment Administration. Four years later he entered the broadcasting industry; CBS named him its Washington counsel.

But by the late 1930's, his interest in politics was becoming manifest. And in 1944, by which time he had already held a number of key government posts, the Democratic National Committee named him its publicity director.

Mr. Porter joined with Thurman Arnold, a former chief of the Justice Department's antitrust division, and Abe Fortas, who had been a Department of Interior official, in establishing Arnold, Fortas & Porter in 1947. The firm, which began with five lawyers in one townhouse, today counts more than 100 lawyers on its rolls, scattered through a complex of buildings in an area near the FCC, in northwest Washington.

Mr. Fortas left the firm in 1965 when President Johnson appointed him to the Supreme Court. He did not return to the

firm when he left the court in 1969.

Mr. Porter was married twice. His first marriage, to Bessie Banton, ended in divorce in 1956. He later married Kathleen Winsor, the novelist, whose "Forever Amber" achieved considerable success and notoriety in 1944.

Besides his wife, Mr. Porter is survived by two daughters, Mrs. John Dinsmoor of Lansdowne, Pa., and Mrs. George Gilman of Long Beach, Calif., and eight grandchildren.

A memorial service will be held at Washington's National Cathedral at 4 p.m. on Thursday, Dec. 11.

NBC draws a blank on charge it gave credentials to FBI at 1964 convention

Agents are said to have posed as newsmen as they sought to prevent disruptions in Atlantic City

NBC says it's mystified by an FBI document saying the network gave press passes to FBI agents posing as reporters at the 1964 Democratic National Convention in Atlantic City. "We have investigated as thoroughly as we know how and we still don't know what it's all about or why NBC has been implicated in this way," according to NBC Chairman Julian Goodman.

The document, one in a group given to newsmen two weeks ago during hearings on the domestic surveillance activities of the FBI before the Senate Select Committee on Intelligence, was a memo by H. N. Bassett of the FBI describing the agency's activities during the 1964 convention. In it, Cartha De Loach, an FBI assistant director who was directing the FBI activity during the convention, is quoted as saying in part that "through cooperation with the management of NBC News our agents were furnished with NBC press credentials."

An NBC spokesman said that as thorough an investigation as NBC could make had revealed nothing to support the FBI claim. "We've investigated as far as we know—everyone we could find who had anything to do with press passes here at that time has been talked to—and we can find nobody who knows anything resembling that," the spokesman said.

"It's always hard to prove a negative," he added, "so we can't say with certainty that it didn't happen. But we can say with certainty that we cannot find any evidence to suggest that it did happen."

Mr. Goodman added that he would have known if the late William R. McAndrew, who was president of the news division in 1964, had made an agreement to cooperate with the FBI. He is sure Mr. McAndrew did not. Mr. Goodman was the number two officer in the news division at the time.

Mr. DeLoach, now an executive with Pepsico Inc. in New York, last week reaffirmed his earlier report that press credentials had been obtained by the FBI, but he

Happy holidays. December promises no let-up in the schedule the FCC has followed during the last three months. The schedule includes: a discussion of AM-FM nonduplication (Dec. 9), a look into broadcaster-citizen group agreements and whether public groups should be reimbursed (Dec. 10), action on the already once postponed review of cable TV "leapfrogging" rules (Dec. 11), meetings on commercial ascertainment practices and radio format changes (Dec. 17) and a discussion of the twin cable TV issues of rate regulation and CATV legislation (Dec. 19). Petition-to-deny day is scheduled for Dec. 16 and an open "en banc" meeting will take place this Wednesday (Dec. 3).

refused comment about the connection he made between the agency and NBC.

The FBI used the press passes, the report indicates, to help collect information that might stem eruptions of violence the FBI thought possible if the Mississippi Freedom Democratic Party were unsuccessful in its attempt to unseat the Mississippi delegation at the convention.

Mr. Goodman said he "can't conceive of anyone at NBC cooperating with the FBI in anything like this." He said NBC has never had a policy of giving press credentials to anyone except those working for the network. Furthermore, none of the networks like the idea of government agents posing as reporters, he said, because it might endanger the lives of legitimate reporters.

Mr. DeLoach is scheduled to testify about FBI activities Wednesday before the Senate Select Committee on Intelligence and, according to a committee staffer, will be asked questions by the committee members about the FBI's use and abuse of the news media.

Ford's audience on TV dwindles

His three-network appearances show signs of ratings fatigue

President Ford's share of audience in his three-network TV appearances has declined with fairly steady regularity since he took office, according to figures compiled by the A.C. Nielsen Co.

The figures, covering the period from his inauguration on Aug. 9, 1974, through his June 25 press conference this year, show that while his first two press conferences both had 81 shares, his last two during this period were a 75 and then a 70.

The figures also show that homes-using-television increase above normal levels when the President is on, indicating that his appearance attracts viewers who otherwise would not be watching at those hours. But his generally declining share figures suggest that the number of regular viewers who tune to independent stations when he

In Brief

■ FCC will hear from four groups in second of its series of **open en banc meetings** to be held at its Washington offices Wednesday afternoon, Dec. 3. Present will be Citizens Communications Center, National Black Media Coalition, Association of Independent Television Stations and Electronic Industries Association. ■ Foote, Cone & Belding Communications Inc., New York, and Albert Frank-Guenther Law, New York, have **called off merger** talks, going on since last September. No reason given. ■ **KHUB-AM-FM** Fremont, Neb., **sold by KHUB** Inc. (Harry Snyder and Glen Ilgenfritz) to Interim Inc. for \$600,000, without real estate. Buyer is owned equally by George Allen, principal in KLGA-AM-FM Algona, Iowa, and WZOE(AM) Princeton, Ill.; Richard A. Shaheen, media broker, and his brother, Ray. ■ Time Inc.'s **Home Box Office** subsidiary "should cross over to profitable operations in 1976 and [have its] first full year of profit in '77," Time chairman, Andrew Heiskell told Los Angeles Society of Financial Analysts. Time Inc. president, James R. Shepley, told same audience that Time-Life Films "is having an exceptionally good year." ■ **FCC dismissed** Better Television of Madison's petition to deny renewal of wisc-TV Madison, Wis., license. Petitioner had charged station failed to meet community needs and cover enough local news. ■ **FCC also dismissed** Black United Front's petition for reconsideration of renewal of Metromedia's WTTG-TV Washington. FCC said Front filed one day after 30-day filing period deadline. ■ **Procter & Gamble**, Cincinnati, reports *Andy Williams Show* has been placed in 30 markets in past month, raising total to 62. Series is being offered through Grey Advertising, New York, on barter syndication basis for start on stations in prime access time in fall of 1976. ■ Federal Trade Commission Chairman **Lewis A. Engman** has resigned effective Dec. 31, reportedly to run for Senate from Michigan as had been anticipated (BROADCASTING, Oct. 9). President Ford will have two FTC seats to fill; Commissioner Mayo Thompson resigned earlier. ■ **Aaron Cohen**, vice president, Eastern sales, NBC-TV New York, named vice president, programs, East Coast, NBC-TV. **Dick Ebersol**, director, late-night programming, NBC-TV New York, elected VP, late-night programming (at 28 said to be youngest person elected to NBC vice presidency). ■ **Steven A. Bell**, general manager, Kaiser Broadcasting's WLVI-TV Boston, named VP. ■ **William Thomas Winters Jr.**, 35, personality for WCBM-FM New York, died Thursday, Nov. 25, in Stamford (Conn.) Hospital after heart attack. Survivors: wife, Marcia; son, William T. 3d; daughter, Grahame. ■ National Association of Broadcasters has petitioned U.S. Court of Appeals in Washington for **review of FCC's Oct. 31 order** deleting rules barring use on pay cable of series-type programming.



Engman

Appeals from FCC's March 24 order modifying pay-cable and pay-TV rules were filed earlier by number of broadcast and cable organizations. ■ FCC has ordered **Communications Satellite Corp. to reduce its rates** for international satellite communications service to reflect 10.8% rate of return. In companion order, Commission directed Comsat's customers, which include AT&T, RCA and Western Union International, to either flow through rate reductions to the public or show cause why flow-through could not be done. Comsat, which provides television and voice-grade services over Intelsat to U.S. customers, may increase rate of return to 11.8%, according to FCC order, provided it is achieved through internal operating efficiencies and not rate revisions. Order does not apply to Comsat's subsidiary, Comsat General, which provides domestic, specialized and maritime satellite services. FCC Commissioners Abbott Washburn and Robert E. Lee dissented, claiming return rate was "insufficient to support continued progress." ■ Best Foods Division of CPC International, Englewood Cliffs, N.J., said it had **withdrawn TV commercials** for Golden Griddle pancake syrup from Vermont stations and would discontinue their use everywhere soon. Company took action after wire services reported that Vermont attorney general was filing complaint with FCC requesting corrective commercials be run. Best Foods said commercials were based on research proving that consumers prefer Golden Griddle to pure maple syrup. Vermont official called it attack on maple-syrup industry. ■ **Warner Cable Corp.** got approval of rate increase from \$5 to \$6.80 from Massachusetts Cable TV Commission last week but said it would continue to attack commission's rate authority in court. Warner had wanted increase to \$7.50. ■ **Combined Communications Corp.**, Phoenix-based broadcast group and outdoor advertising firm, has agreed in principle to acquire **Wometco Enterprise's** outdoor advertising division for \$2.4 million in cash and secured notes.



Fading Star?

is on is larger than the number who tune in only to see him.

Nielsen officials declined to interpret or comment on the findings, which are presented in the fall edition of *Nielsen Newscast*, a publication of the company's media research division.

The study shows that Mr. Ford's inauguration reached a 90 share and his address to Congress three days later an 86. His three-network appearances, the only kind covered in the Nielsen study, continued to get shares in the 80's through January 1975, with two exceptions: His Judiciary Committee appearance on Oct. 17, 1974, scored a 73 share, and his next appearance, a news conference on Dec. 2, got a 78.

His three January appearances—a Jan. 13 talk on the economy, the Jan. 15 state of the union address to Congress and a Jan. 21 news conference—attained some of his largest shares, with 86, 84 and 83, respectively. But in eight appearances during the remaining four months of the period studied, six scored in the 70's and two were 81's.

Nielsen's analysis divided 18 appearances (excluding the exceptionally high inauguration coverage) into two equal groups and reported that the first nine averaged an 81 share while the later nine averaged 78. In the same way, Nielsen said, homes using television during his first nine appearances were 6% higher, on average, than normal for the periods involved. For the subsequent nine appearances the average was 1% higher than normal. On two occasions—a foreign policy address in April and a news conference on June 25—homes using television dropped 5% below normal.

Ad review board sets tighter principles in product comparisons

In a decision it called "precedent setting," a National Advertising Review Board panel has found that a Drackett Co. television commercial comparing its furniture polish, Behold, with S.C. Johnson & Son's Lemon Pledge could deceive viewers into thinking the comparison established overall superiority of its product.

The panel recommended that the advertising be discontinued. Drackett agreed but registered a protest.

The unusual feature of the decision was

that it dealt with a product with multiple characteristics that are significant to the consumer. The panel ruled that although Drackett was able to establish Behold's superiority in one area (removal of an oil-based stain), it did not establish the product's over-all superiority.

"It is insufficient," the panel decided, "to establish proof of one characteristic in such a way to conclude over-all superiority."

The panel maintained that such claims do not supply sufficient product data to permit customers to make an informed marketing choice and, therefore, "do not satisfy the information disseminating objective of comparative advertising."

The panel also considered a separate appeal by S. C. Johnson on a price claim that Behold was cheaper than Lemon Pledge. The panel reviewed the evidence, found this statement adequately substantiated and dismissed Johnson's appeal.

Case of doctored documents could alter course of WCAU-TV hearing

For months, the comparative renewal hearing involving CBS's WCAU-TV Philadelphia has been droning on largely unnoticed by anyone but the parties and the lawyers involved. But last week it developed that the mountain of testimony and pleadings include material not only unusual but outside the experience of veteran FCC officials.

There is evidence that First Delaware Valley Citizens Television Inc., the competing applicant, and some of its principals had given incorrect information on the record as to the facts surrounding the decision of its former counsel, Edward P. Morgan, to withdraw as a 5% stockholder.

And in a hearing conference at which that matter was discussed before Administrative Law Judge Thomas Fitzpatrick last week, First Delaware's present counsel, Michael S. Yaroschuk, explained how he had altered documents to eliminate material that contradicted statements First Delaware and its principals had made. The doctored documents were two letters that Mr. Yaroschuk turned over to Judge Fitzpatrick for review in response to a request for information that CBS had made under the commission's discovery procedures. One was from Harold Kohn, a Philadelphia lawyer who is treasurer of First Delaware, to Mr. Morgan; the other from Mr. Morgan to Mr. Kohn. Mr. Yaroschuk said he used a scissors to snip a paragraph from each before rephotocopying the material for submission.

The series of events culminating in the hearing conference last week began in May, with a First Delaware petition to amend its application to reflect Mr. Morgan's withdrawal. The petition said the withdrawal was Mr. Morgan's decision. And Mr. Kohn and Donald G. Barnhouse,

First Delaware's president, took the same position in response to persistent questioning on the subject by Judge Fitzpatrick.

Then, several weeks ago, CBS made its discovery request in connection with an issue that had been added to the hearing at its request, one dealing with the matter of First Delaware's liability for legal fees due Mr. Morgan's firm. Among the documents submitted in response were copies of an April 7 letter from Mr. Morgan to Mr. Kohn and an April 10 letter from Mr. Kohn to Mr. Morgan. The first indication Judge Fitzpatrick had that they might have been doctored came on Nov. 14, during questioning of Mr. Morgan. Shown a copy of the April 7 letter, he said, "The final paragraph [that he had written] does not appear in this letter."

Mr. Morgan also disclosed copies of two other letters that had not been revealed previously in response to the discovery request. The excised paragraphs and the previously undisclosed letters indicated that Mr. Morgan was withdrawing at the urging of First Delaware. And one of Mr. Kohn's letters, dated March 27, indicated that First Delaware had been concerned over CBS's efforts to have a misrepresentation issue added to the hearing as a result of an incident that occurred in connection with Mr. Morgan's representation of an applicant challenging Belo Broadcasting Corp. for its license to operate WFAA-TV Dallas. (The FCC denied CBS's request last week.)

Mr. Yaroschuk, in a Nov. 20 letter detailing his actions to Judge Fitzpatrick and in the hearing last week, said he had acted as he did because he did not believe the material being withheld was material to the inquiry being pursued. And, speaking of the strong and increasingly angry language contained in the letters, he said in his letter that he felt "no useful purpose is served by exposing the grievances, justifications, recriminations, and ad hominem attacks which are contained in the correspondence."

"But by making deletions," Judge Fitzpatrick said in the hearing, "you were making determinations yourself as to what was relevant or irrelevant... What role was I performing then?"

A new development will begin unfolding Dec. 8, when principals of First Delaware will appear in the hearing to testify about their previous representations regarding Mr. Morgan's withdrawal as a stockholder, as well as about their knowledge, if any, regarding the deletions from the two letters.

Judge Fitzpatrick indicated he was thinking of dismissing First Delaware's application. And CBS's counsel, Timothy Dyk, said he planned to file a motion to dismiss with prejudice. But Judge Fitzpatrick, a veteran commission official, and the Broadcast Bureau's Pat Valicenti who is participating in the case, indicated they were not sure how to proceed. Judge Fitzpatrick said he had never been confronted with such a matter. And Mr. Valicenti, said that, in his 30 years with the commission, he hadn't either.

Are promos ads? Broadcasters say nay, oppose FCC requirement that they be logged

It all began with an innocent question, but no one knows now where it will end; comments cite intrusion into programing

The FCC's proposed rule changes regarding the logging of station promotions have drawn heavy criticism. Not only are broadcasters upset over the proposed changes, they are also angry that the rulemaking was initiated in the first place.

The rulemaking, if adopted, would require promotions with no information "of value to the public" (including promotions for "sister stations" and air personalities) to be logged as commercials. Such a change, said the Nebraska Broadcasters Association, is "typical of the over-regulation which the President is attempting to reverse."

According to the National Association of Broadcasters, "It appears the stimulus for the instant proceeding was a single letter directed to the commission by a director of the Broadcasters Promotion Association, asking for an interpretation of whether 'sister station' promotional announcements were to be logged as commercial matter." (The letter had been sent by A. Lee Pocock of KSL-AM-FM Salt Lake City, who says he never intended to start a rulemaking and that he was simply asking for clarification of what he thought was existing policy. He adds that he told a BPA membership meeting in Denver last June that he was planning to query the commission on the matter and "at that time no one said a thing.") NAB went on to say that the FCC never mentioned any "broadcaster abuse or public dissatisfaction with the present use of promotional announcements."

The specific gripes over the changes included charges that the commission would be getting into the area of censorship. Since the proposed determination of what can be called a promotion is whether or not the announcement offers any "value to the public," the North Carolina Association of Broadcasters argued that "The proposal would, if adopted, have a chilling effect on the free expression of station on-the-air personalities and their guests," since any spontaneous comments about future programing or guests might have to be censored to avoid being logged as commercials. The NCAB said this would plunge the FCC "deeper and deeper into line-by-line program decisions—a result clearly inconsistent with the First Amendment."

Financial harm to the stations was cited

as a result of the changes, particularly to small, rural FM's. The Nebraska Broadcasters Association felt that broadcasters need publicity and promotion from their financially stronger AM's to keep the FM's alive. It argued that such promos are a public service and not "clutter," as claimed by the commission. Newspapers, the NBA said, run TV and radio program listings and "If such bitter competitors recognize program listings as a public service, by what logic does the commission propose to treat them as commercials?"

The FCC's announced reason for proposing to log station promotions as commercials is a feeling that their purpose is to build up a station's audience "so that the numbers can be used to persuade advertisers." NAB disagreed, saying that "everything a commercial station programs is presented in the hope of serving and building an audience so as to attract advertisers to the station." The true test of a commercial, the broadcasters said, was whether any financial consideration was involved.

If this action is adopted, commented Haley, Bader & Potts, attorneys for a number of broadcasters, the FCC will in effect have appointed itself "National Program Director . . . a gross intrusion into the programing discretion vested in the licensee."

Other initial comments were still arriving at the FCC last week. Reply comments are due Dec. 19.

Hopefuls begin to queue up for Washington channel 7

Prospect that Allbritton deal to purchase 'Star' will be approved—and stations subsequently sold—has inspired buying interest from number of quarters; noncommercial WETA-TV is making no secret of its interest, which could amount to \$30 million, says Chamberlin

Joe L. Allbritton, publisher of the *Washington Star* and prospective purchaser of the parent Washington Star Communications Inc., will not want for customers for the WSCI broadcasting properties if the FCC approves his acquisition of the company. And one particularly eager prospective customer of WSCI's most prized possession, WMAL-TV (ch. 7), would be the Greater Washington Educational Telecommunications Association, licensee of WETA-FM-TV.

GWETA reportedly would regard acquisition of the VHF station as the most important item on public broadcasting's agenda—important enough to warrant an expenditure of \$30 million, a mighty sum to which commercial broadcasters might be asked to contribute.

Everything at the moment is highly

speculative. Mr. Allbritton's proposal, under which he would acquire 90% of the stock (he already owns 10%) for \$28.5 million and then spin off the broadcast properties as needed to bring himself into compliance with the commission's media crossownership rules, is being opposed by Michigan publisher John McGoff and a local citizen group.

However, Robert Nelson, a spokesman for Mr. Allbritton, said last week "many inquiries" had been received as to plans for disposing of the properties, primarily those in Washington—WMAL-AM-FM-TV. The others involved are WLVA-AM-TV Lynchburg, Va. WSCI's WCIV(TV) Charleston, S.C., need not be sold.

And now, Mr. Nelson said, the inquiries are being followed up. "We are informing those interested who are ready to begin talking in a preliminary way." He said most of the inquiries involved proposed purchases. But "two or three," he said, might include possible trades.

Mr. Nelson declined to identify any of those indicating an interest in WSCI properties. But Ward Chamberlin, president and general manager of WETA-FM-TV, is not making any secret of GWETA's interest.

"I sent a letter expressing our serious interest in making a competitive bid [for WMAL-TV] when and if that becomes appropriate," he said last week. What did he think it might require to purchase the station? "Thirty million," he said. "But I think we can meet it. Nothing would be more important for public broadcasting than to get a VHF station in Washington.

Mr. Chamberlin has not yet mapped out plans for raising such a large sum. But he has some ideas—foundations, the Corporation for Public Broadcasting. Would he consider commercial stations in Washington as potential contributors? New York City stations' contributions made it possible for Educational Broadcasting Corp. to acquire WNET(TV) New York (ch. 13) for \$6.2 million in 1962.

"Yes—we wouldn't turn down" such help, he said. "I think it's proper." He said that commercial stations were among the likely contributors when public broadcasting officials were putting together an \$18 million package in the hope—never materialized—they could acquire a VHF station in Los Angeles, KTLA(TV). "We'll go anywhere we could where people have substantial money for public broadcasting," he said.

GWETA's interest in channel 7 is all the more intense after the commission's rejection last June of the proposal that channel 12 be dropped into the Washington market as a second channel for WETA-TV (BROADCASTING, June 16). Mr. Chamberlin looked forward to an "intermingling" of programing on the two stations—"general" programing originating on the VHF, "more specialized" programing on the UHF. But regardless of whether the dream of acquiring channel 7 is realized, GWETA plans to strengthen WETA-TV. It is seeking FCC authorization for an increase in power from 1,174 kw to 2,500 kw.

Four take steps to keep NCCB out of filings by conglomerates

All ask commission to rescind permission granted last month; Meredith, Cox go to court

Four of the 37 companies that participated in the FCC's inquiry into conglomerate ownership of broadcast properties are protesting the commission's decision to grant in part a request by the National Citizens Committee for Broadcasting that the material collected from the companies be made public. The commission had temporarily withheld release of the information relating to two of the companies that have gone to court to block disclosure—Meredith Corp. and Time-Life Inc.

However, in the two other cases, the companies—Cox Enterprises Inc. and Deseret Management—did not move quickly enough. They filed petitions for reconsideration of the commission's action last week, after the material was made public. However, a commission attorney said the commission was considering the petitions.

The pleadings were directed at the commission decision last month that in part overrode a staff ruling that the material being requested under the Freedom of Information Act fell under an exemption permitting the withholding of trade secrets and commercial financial information. The commission decided that some of the material—involving a vast amount of internal memoranda, minutes of boards of directors meetings and financial reports—was not privileged, after all.

However, the four companies seeking to block disclosure argued that the material was privileged. Meredith and Time-Life, in their pleadings, said that the material was exempt from the FOI Act and that it had been submitted in reliance on a commission promise of confidentiality.

Because of the still small amount of law that has been developed under the FOI Act, there is some uncertainty as to how to proceed in court to block disclosure under it. Meredith filed pleadings in two courts in Washington—the U.S. Court of Appeals, where it sought review of the commission's action and asked for a stay, and in the U.S. District Court, where it sought a declaratory ruling that the commission's action was illegal. Time-Life settled on the district court, where it asked for an injunction.

Signs of life for STV in two major markets

Two San Francisco UHF stations have asked the FCC for permission to offer subscription TV service, the first time two

stations in the same city have filed for STV. Commission rules limit pay service to one station per community.

The FCC noted that both applicants basically were qualified to offer STV, and it ordered a hearing to consider proposed programing, subscriber cost and technical aspects.

In another part of the country, KTMA-TV Minneapolis filed an application to install Teleglobe pay-TV equipment.

Jonesboro case continues to haunt George Herrreich

An FCC administrative judge has proposed denial of a new FM station application of George T. Herrreich, owner of KFPW-TV Fort Smith, Ark., because of Mr. Herrreich activities at another of his stations, KAIT-TV Jonesboro, Ark.

In July 1974, the FCC denied the renewal of KAIT-TV after finding that Mr. Herrreich had paid \$6,000 to an employe of ABC to increase the station's network compensation rate.

While it denied the renewal of KAIT-TV, the commission granted the renewal of his other property, KFPW-TV, on the grounds that the wrongdoing did not involve the operation of the second station. But Administrative Law Judge John H. Conlin said, letting him keep his existing station was not "an endorsement of his good character given to over-all circumstances," and "because of Herrreich's demonstrated propensity for wrongdoing," the application for a new FM in Fort Smith should be denied.

Hill hearing told FCC drags its feet

Geller berates long, costly delays in handling proceedings; citizen groups claim there are deliberate slowdowns; but Pepper has praise for Wiley

Inspired by reports of adjudicatory proceedings at the FCC that have gone unresolved for years, the House Subcommittee on Administrative Law has made the commission the first target of an investigation into the causes and cures for administrative delay. The subcommittee is looking at other agencies as well but it devoted two days of hearings in the last two weeks to the problems at the FCC.

Former FCC General Counsel Henry Geller, one of the witnesses last week, told the subcommittee the commission "takes forever" to finish rulemaking proceedings, in many instances because the commission simply lacks nerve in resolving tough questions. A rulemaking proceeding should not take more than a year and a half, he said, but he listed a half dozen cases where proceedings have dragged on four or five years.

Mr. Geller also said the commission

"takes forever" to complete comparative hearings involving new applicants for a TV license. Those proceedings, he said, take four years on the average and at an average cost of \$500,000 to \$600,000 to the TV applicant.

The failure, Mr. Geller said, lies as much with Congress as with the FCC, Mr. Geller said, for not adequately performing its agency oversight role. He said the Commerce Committees should hold yearly oversight hearings and pressure the FCC on specific proceedings. Subcommittee Chairman Walter Flowers (D-Ala.) said his subcommittee can do nothing about that, but added he hoped the Commerce Committees "will get the message."

Mr. Geller also said he thinks the FCC's review board, the first level of appellate review in all cases except renewal and revocation cases, causes delay and should be abolished. But the next witness, Vincent Pepper of the Federal Communications Bar Association, disagreed with that opinion, saying the commission would be "overburdened" if the review board were disbanded.

Mr. Pepper agreed with Mr. Geller that the Congress should amend the Administrative Procedure Act to establish procedural deadlines for the FCC and other agencies.

Mr. Pepper commended FCC Chairman Richard Wiley's efforts to cut down on delay. "He's done a lot to take the burden off small stations that can't afford delay," he said. And he said the Federal Communications Bar Association supports 90% of the commission's proposals for administrative reform that were issued in the form of a proposed rulemaking two weeks ago (BROADCASTING, Nov. 17).

Mr. Pepper urged passage of a license-renewal bill with provision for extending the broadcast license term from three years to five. Mr. Flowers earlier had advocated the same as a means of spreading out the cost of renewal to the broadcaster and easing the burden on the FCC's renewal and transfer division. "It's not a cop-out in service to the public interest," Mr. Pepper said.

Also testifying last week were Kathy Bonk of the National Organization for Women and Louis J. Sirico Jr. of the Public Interest Research Group, both of whom charged the FCC deliberately drags its feet when dealing with petitions from citizen groups.

Gaffney FM says WISE is reviving a settled issue

Responding to a petition to deny the license renewal of WAGI-FM Gaffney, S.C. (BROADCASTING, Nov. 10), the station licensee, Gaffney Broadcasting Inc., claims the arguments for denial are repetitions of arguments in an issue decided in 1970.

Basic Media, licensee of WISE(AM) Asheville, N.C., wants Gaffney's license denied on the grounds that WAGI-FM is denying Asheville a second commercial

The First Amendment and the Fifth Estate

A double issue to be published Jan. 5, 1976

The broadcasting media were not around in 1776, when it all began for the United States. Nor were they there in 1791, when the First Amendment ordered that "Congress shall make no law . . . abridging the freedom . . . of the press."

But the *idea* was there. The concept of communication that would accompany each step of the American Revolution across two centuries. The basic conviction that the democratic process proceeds from, and depends upon, the people's right to know.

The idea was there then, and the media are here now. In a profusion and magnitude that would surely amaze those whose Constitutional foresight guaranteed not only the right but the possibility. Because they did, broadcasting is.

To the editors of BROADCASTING magazine, that's "the Bicentennial connection."

It is one we will celebrate in the double issue of Jan. 5, 1976, whose contents will be devoted largely to broadcast journalism in all its parts:

A history of radio, television and the First Amendment.

An overview of television news—the anchormen, the news directors, the news services, the news doctors, electronic news gathering, and wherever else that subject leads us.

And an overview of radio news—the mobility and ubiquity of it, all-news radio, the audio news services, and wherever else *that* subject leads us.

A chronology of the news stories remembered best by the way they were told in the broadcast media.

And a portfolio of those who made their journalistic marks on the media: Paul White, Ed Murrow, Lowell Thomas, H.V. Kaltenborn and others in a long line of pioneers that lengthens by the day.

A perspective on broadcast journalism: what's right with it, and what's wrong.

And a special section on how the media will celebrate the nation's Bicentennial in their own programming, both journalistic and entertainment, in 1976.

It's a story the editors have wanted to tell for some time. Now is the time to tell it.

Advertising deadline: December 29.

You belong in Broadcasting ■ Jan 5

FM. Gaffney's transmitter is located in Forest City, N.C., and a new FM on channel 285, which Basic is seeking, would be short-spaced.

Gaffney said this is the same argument Basic put forth when WAGI-FM's city of license was moved in 1970 to Gaffney from Forest City. It added: "When the commission found it was in the public interest to reallocate channel 287 from Forest City to Gaffney, it also found it in the public interest for WAGI-FM to operate from that transmitter location."

Gaffney also pointed out that there are three FM's licensed to Asheville and that the city is served by another in a neighboring community.

FCC steps out of market wrangle

Dispute over satellite count in Salinas-Monterey is rejected as grounds for petitions to deny

A bloodletting between two licensees—Central California Communications Corp. and Gill Industries—has come to at least a temporary end. The FCC has denied petitions each filed to deny the other's renewal applications.

The antagonism centers on Central

California's KSBY-TV San Luis Obispo, Calif., a satellite of its KSBW-TV Salinas. KSBW-TV, which competes with Gill's KMST-TV Monterey and KNTV-TV San Jose, is credited by rating services with the audience of KSBY-TV. That station, in turn, competes for audience with a third Gill station, KCOY-TV Santa Maria.

Four years ago, Gill petitioned the commission to deny the renewal applications of both Central California stations. The commission found no evidence of wrongdoing, and denied the petition. But it did question whether KSBY-TV, in view of its financial condition, met the definition of a satellite station, and three months ago it directed Central California to amend its pending renewal application for KSBY-TV to provide for nonsatellite operation.

Central California has petitioned the U.S. Court of Appeals in Washington to review the commission's order regarding KSBY-TV. But it has also notified the commission that continued authority to operate the station as a satellite would not be sought.

The commission said Gill in its 1974 petition, has provided no reason why renewal of KSBW-TV should not be granted. It said Gill had simply resubmitted previously rejected charges. And it said that KSBY-TV's renewal would be granted when amendments to the application specifying the station's operation as a nonsatellite were filed.

Central California had based its petition to deny the Gill renewal applications principally on a meeting of KMST-TV and KNTV-TV with Nielsen representatives last year to inform them of the commission's ruling on KSBY-TV and to discuss the possibility of ending the reporting of KSBY-TV's audience in the Salinas-Monterey rating book. Central California contended that the effort to end the reporting of the satellite's audience constituted an illegal conspiracy to restrain trade, in violation of the Sherman Antitrust Act. It also charged that KNTV-TV's sales representative, the Katz Agency, had spread false information that the commission had restructured the Salinas-Monterey market as a result of the ruling on KSBY-TV.

The commission said it found no basis for any of the charges of illegal or improper activities.

Pair criticize FCC job form, challenge UCC, Johnson studies

MSU professor and former student make assessment based on study of women in TV management posts

The FCC's annual employment report (form 395) is inadequate because it does not use "those job categories typically and historically utilized in broadcasting."

That was one conclusion of a study of women in television station management in the top-50 markets made by Phyllis L. Rogowski, who recently received a masters degree from Michigan State University and John D. Abel, an assistant professor there.

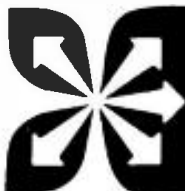
The study challenges 1973 reports which used form 395 data—one by Ralph M. Jennings and David A. Tillyer for the Office of Communication of the United Church of Christ, and another by former FCC Commissioner Nicholas Johnson.

Using job categories from the 1974 BROADCASTING YEARBOOK and subclassifying from there, Ms. Rogowski and Mr. Abel found that "the total percentage of women employed in executive positions in television stations... is substantially lower than the Jennings and Johnson studies have indicated."

The assistant professor and his former student claim that their data reveal that only four women were general or station managers while the Jennings report found 407 women classified "officials and managers" in the top-50 markets.

"It may be possible for a station to honestly report female "administrative assistants as officials and managers" even though they are, in practice, secretaries, Ms. Rogowski and Mr. Abel say.

They recommended that form 395 be revised to "be brought in line" with job categories within the industry and also incorporate salary information.



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How long must UHF wait to get on cables?

That's question raised by San Francisco station

Bahia de San Francisco Television Co., permittee of a new UHF Spanish-language station, KDTV(TV), in San Francisco, has asked the FCC to specify a reasonable time for cable TV systems to commence carriage of "must-carry signals." KDTV, which began operation in August, said carriage requests to 82 cable TV systems within the 35-mile specified zone of the San Francisco-Oakland-San Jose TV market have been honored by only two systems.

Of the remaining systems, 33 have sought special relief to avoid carriage, seven have refused carriage outright, five have not yet responded and 35 have indicated an intention to carry KDTV but are not doing so, the station asserted.

Bahia's attorney, Norman Leventhal, contended that many of the cable systems seeking special relief are currently carrying distant signals from Sacramento or Stockton. However, one system is carrying local signals and has no more channel capacity, he acknowledged.

The problem is that many cable systems have indicated a willingness to carry KDTV but have not taken any action, he said. With the terrain factors of the Bay Area, cable carriage for UHF becomes "crucial," he added.

Changing Hands

Announced

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

■ KRKO(AM) Everett, Wash.: Sold by Everett Broadcasting Co. to Radion Corp. for \$850,000 which includes covenant not to compete. Principal in seller is William R. Taft who has no other broadcast interests. Buyer is principally owned by Jon H. Marple (35%), James F. Hadlock (35%) and Trans Universal Investment Co. of Los Angeles (28%). Mr. Marple, Washington communications attorney, and Mr. Hadlock, former owner of radio stations in Montana, California and Nevada, are principals of Queen Mary Productions, California cable program producer. KRKO is full time on 1380 khz with 5 kw. Broker: Archie Taft.

■ WNB(AM) Newburyport, Mass.: Sold by Tri-City Broadcasting Corp. to Ensign Broadcasting Inc. for \$240,000. Principal in seller, Theodore Feinstein, also is principal of WLYN-AM-FM Lynn, Mass. Principals in buyer are Powell Ensign, his wife, Betty, and Robert L. Dudley. Mr. Dudley is president of Meeker Radio, New York station representative. Mr. Ensign is former radio sales manager for Meeker. WNB is 500 w daytimer on 1470 khz. Brokers: AVPRO Inc. and Ansel Chaney.

■ WTOT-AM-FM Marianna, Fla.: Sold by Chipola Corp. to Marianna Broadcasting Corp. for \$162,500. Principals in seller are seven Marianna businessmen, one of whom, D. Dexter McCaskill, died after sale was negotiated. Only principal with other broadcast interests is C.C. Harrison Jr., who has minority interest in WCWB-TV Macon, Ga. Buyer is wholly owned subsidiary of Brewer Broadcasting Co., licensee of WHON(AM) Centerville, WQLK(FM) Richmond and WTCJ(AM) Tell City, all Indiana. Principals in Brewer are James R. Brewer (51%), his wife, Maytha (24%), and their son, James L. (25%). WTOT(AM) is 1 kw daytimer on 980 khz. WTOT-FM is on 100.9 mhz with 2.5 kw and antenna 330 feet above average terrain. Brokers: Reggie Martin and Richard Shaheen.

■ Other sales reported at the FCC last week include: WBIC(FM) Henderson, Ky.; KTOC-AM-FM Jonesboro, La.; KSMO(AM) Salem, Mo.; KACT(AM) Andrews, Tex.; KBOP-AM-FM Pleasanton, Tex. (See "For the Record").

Approved

■ Sales approved by the FCC last week include: WWCC(AM) Bremen, Ga.; WAIK(AM) Galesburg, Ill.; KCOB-AM-FM Newton, Iowa; KIRK-FM Bronson, Mo.; KETU(FM) Salem, Mo.; KWGA(AM) Enid, Okla. (See "For the Record").

Moore asks Pastore to be 'ombudsman' for small stations competing with cable

Small market broadcast stations have a "very bleak future" because of the "obvious favoritism" the FCC shows to the cable industry, Dale Moore, president of Western Broadcasting Co., has written Senate Communications Subcommittee Chairman John Pastore (D-R.I.).

"Very few of the numerous small market television licensees today plan anything more than minimal expenditures for capital improvement of plant, equipment or facilities," Mr. Moore said. "There is widespread retrenchment."

Mr. Moore, owner of four small market TV and radio stations in Montana and Idaho, credits the National Cable Television Association's "adroit lobbying forces" with "chipping away and achieving consistent modification or elimination of the marginal, laxly enforced cable regulations." Three years after the "consensus agreement" was reached among broadcasters, cable operators and copyright interests, he said, cable operators are successfully avoiding having to pay copyright fees, are gaining the right to import latenight distant signals, "siphoning"

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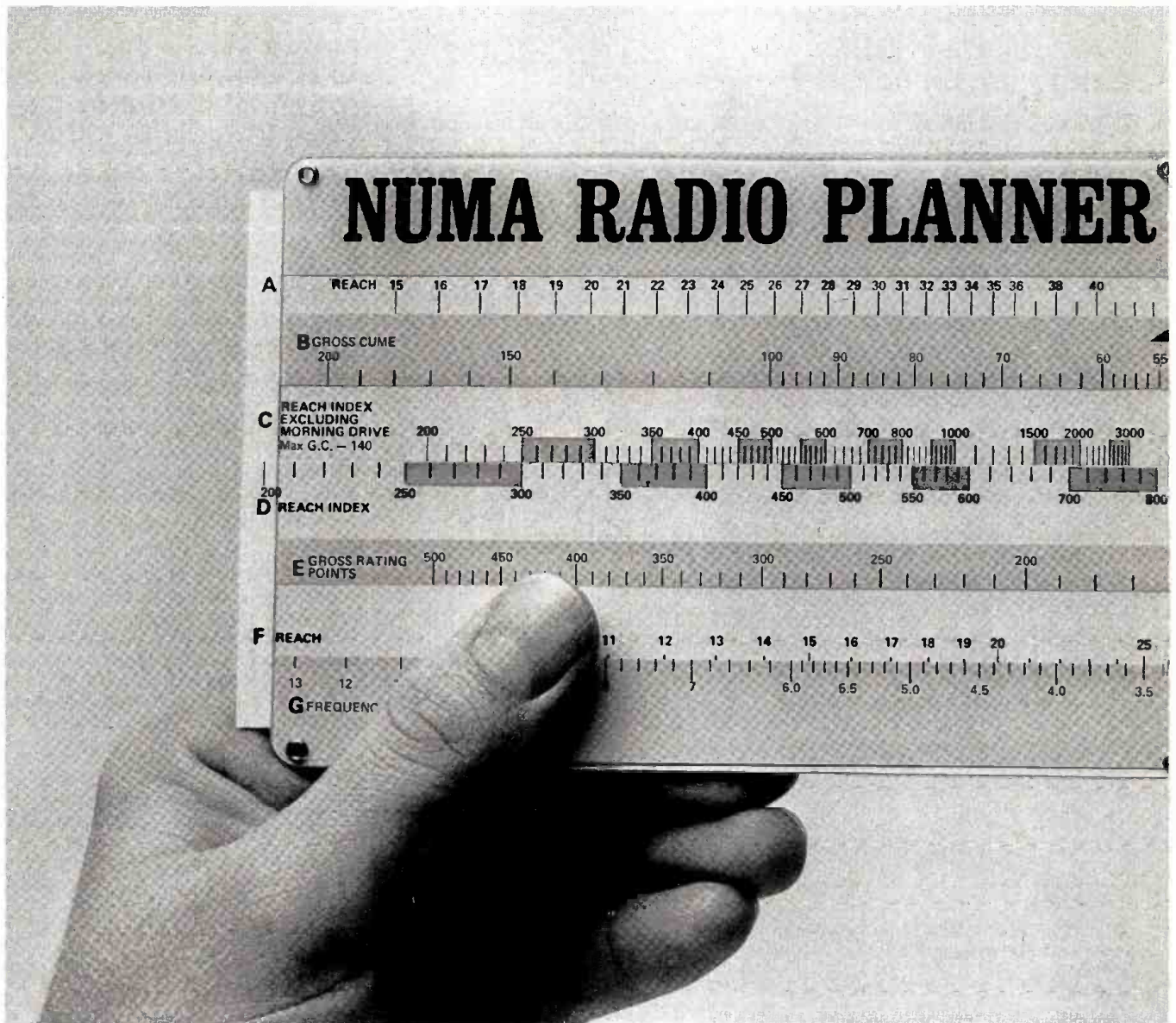
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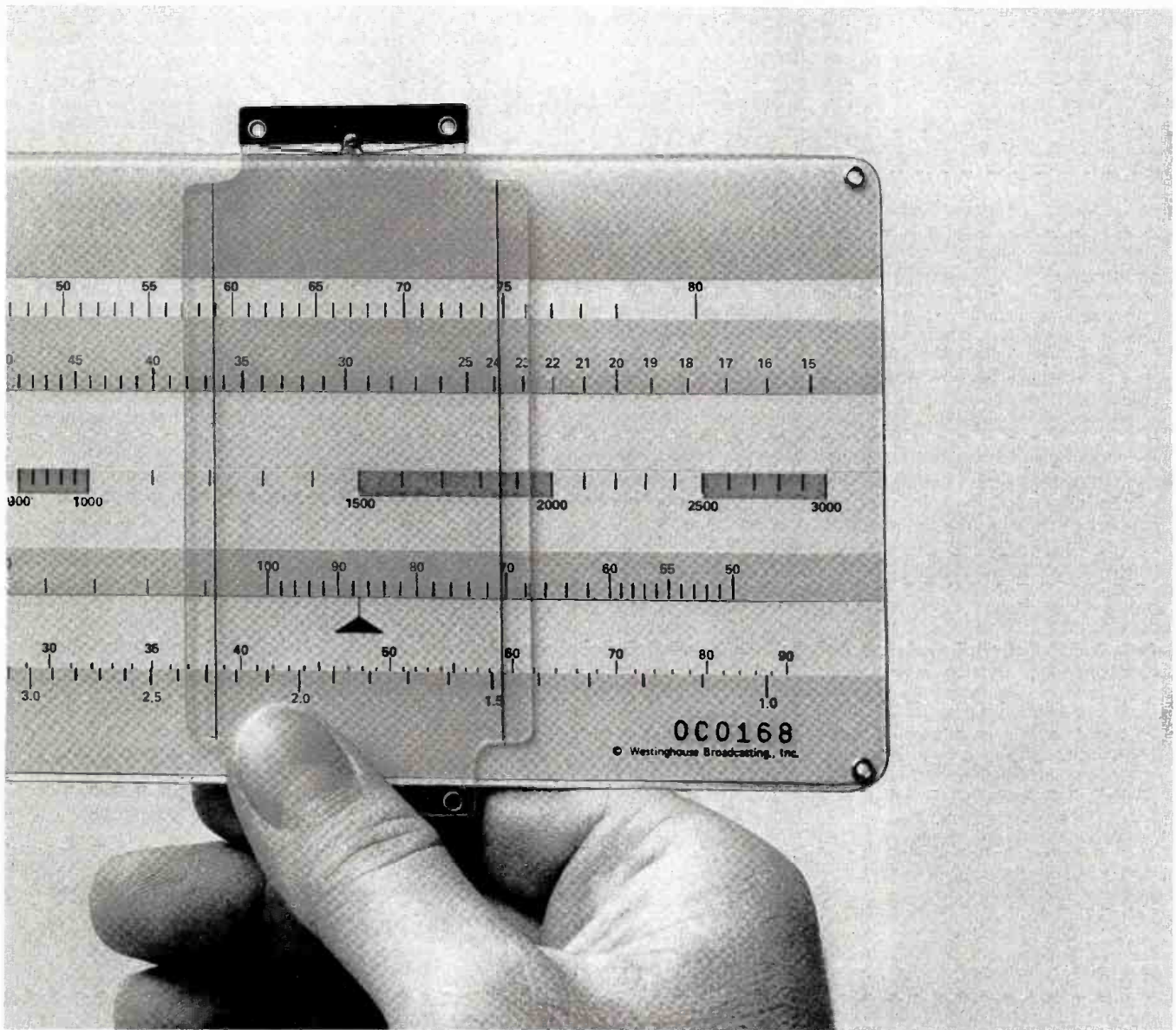
Then Numath 70. The computer program that planned and evaluated radio campaigns in individual markets.

And now the Numa Radio Planner, the best method we've come up with yet.

A fast and flexible system for planning and buying radio. Right at your desk.

With Numa you can combine any of the five primary elements of your campaign: Budget, Reach, Frequency, Markets, and Gross Rating Points.

And Numa goes even further. It also takes into account these additional elements: Number of Weeks, Demographic Characteristics, Day Parts, Length of



radio we've come up with yet. do the working.

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With this input, Numa can provide an almost infinite number of alternatives.

For advertisers, radio—with its flexibility, its effectiveness—is the answer to many of today's marketing problems.

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For further information on how Numa can be made available to you, call the General Sales Manager of any Group W radio station or your RAR representative.



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some sports and movies, duplicating local stations' programming, and have underwritten "a host of other maneuvers which have profited cable at the particular expense of small market stations."

Prominent among Mr. Moore's concerns is the possibility that cable importation of distant signals might cut into the local small market station's audience so deeply that it cannot afford to produce its own local programming. In Montana, Mr. Moore said, "20 Salt Lake Cities, Spokanes and Denvers have been created ... by cable leapfrogging. And, as cable systems, with no commitments to local communities, continue to diminish local station audiences to a point where national advertisers simply bypass local stations in favor of larger adjacent markets, stations must necessarily curtail costly local services."

Mr. Moore guessed that his company spent more than \$11,000 and 100 days of work by company personnel representing its position to the FCC on just one proposed rulemaking. "Quite understandably, a majority of small market stations ... have simply elected not to incur the substantial expenses involved in repetitive filings" at the FCC, he said.

Mr. Moore told Senator Pastore in his letter that he does not seek special favors for broadcasters, "but we sorely need an ombudsman capable of recognizing that the present course of communications regulation is hurting free television service and the public interest at the small market level."

Media Briefs

Park keeps buying. Roy H. Park, group broadcaster and owner of newspapers in New York, Virginia, Georgia, Florida and Nebraska has purchased Northern New York Publishing Co., Ogdensburg, N.Y., from Franklin R. Little family. Northern publishes one daily, one bi-weekly and three weeklies in St. Lawrence county, N.Y. Price was not disclosed. Mr. Park is awaiting FCC approval of his purchase of KEZX(FM) Seattle and is also acquiring WHEN(AM) Syracuse, N.Y., from Meredith Corp. (BROADCASTING, Nov. 24).

On his own. Howard Sherman Public Relations has been formed to specialize in publicity for firms in fields of TV and radio commercials, films, video tape and music production. Mr. Sherman was with Morton Wax & Associates, New York. He will make his headquarters at 310 Madison Avenue, New York 10017; (212) 867-6391.

New address. Wilkin Associates (Eugene Wilkin, president), consultant in broadcast programming and management, has moved headquarters to 25911 Avenida Cabrillo, San Juan Capistrano, Calif. 92675.

On ANA agenda: new and old challenges, union talks, regulation

Maurice Mitchell addresses opening session today

Social and public as well as business challenges facing advertisers will be examined at the Association of National Advertisers' annual meeting this week at The Breakers, Palm Beach, Fla.

Some 600 ANA members and guests were expected to assemble there over the past weekend for two and a half days of business sessions, starting this morning (Dec. 1).

Maurice B. Mitchell, chancellor of the University of Denver and widely known former broadcaster and one-time National Association of Broadcasters executive, will open the sessions with "A Forward Look at Youth and Pluralism in the Marketplace."

He will be followed by Dr. Carolyn Shaw Bell, Wellesley College professor of economics, and Dr. Philip Kotler, professor of marketing at Northwestern University's Graduate School of Management.

A closed meeting for elections will round out the Monday-morning sessions. The afternoon meeting will present a panel consisting of ANA President Peter Allport; R.P. Campbell, senior vice president of the National Advertising Division of the Council of Better Business Bureaus; Samuel Thurm, ANA senior vice president, Washington, and Gilbert H. Weil,

Threat to commercial output. The Screen Actors Guild and the American Federation of Radio and Television Artists have set Dec. 7 as their deadline before calling a strike that could shut down TV commercial production. The unions have been negotiating with a panel representing the Association of National Advertisers and the American Association of Advertising Agencies since October. A key element of the unions' demands is what they call pay-for-play—payment based on frequency of use of a commercial, as well as existing unit weights based on markets. The unions also are seeking limits on the use of non-professionals in commercials, as well as boost in minimum compensation, such as on-camera work from \$158 to \$250 daily; for singers, up from the present \$84-\$115 each to \$133-\$182 each, depending on the number in a singing group. The current three-year contract expired Nov. 15.

ANA general counsel. F. Kent Michael of General Foods, ANA chairman, will preside.

A breakfast meeting is scheduled Tuesday morning to consider current talent negotiations with the Screen Actors Guild and the American Federation of Television and Radio Artists (see this page). Tuesday's formal business session will include addresses by Arthur M. White of Yankelovich, Skelly & White, Alex S. Kroll of Young & Rubicam International, Lester A. Delano Jr. of Tinker, Dodge & Delano and James J. Jordan Jr. of BBDO in the morning and four concurrent productivity clinics in the afternoon.

Themes of the respective clinics are "Improving the Payout of the Advertising/Promotion Mix," "The Best and Worst in Advertiser/Agency Relations," "Effective Use of Advertising in Corporate Communications," and "New Product Planning in the Era of Unpredictability."

The wind-up session Wednesday morning will hear Barton A. Cummings of Compton Advertising on "The Ad Council Campaign on the American Economic System"; Mayo J. Thompson, former member of the Federal Trade Commission, on "Government Regulation of Advertising: Killing the Consumer in Order to 'Save' Him," and Dr. Daniel Bell, Harvard University professor of sociology, on "The Present in the Context of the Future."

Award-winning domestic and international TV commercials will be shown as early-bird features at 8:30 a.m. Monday and 9 a.m. Tuesday and Wednesday.

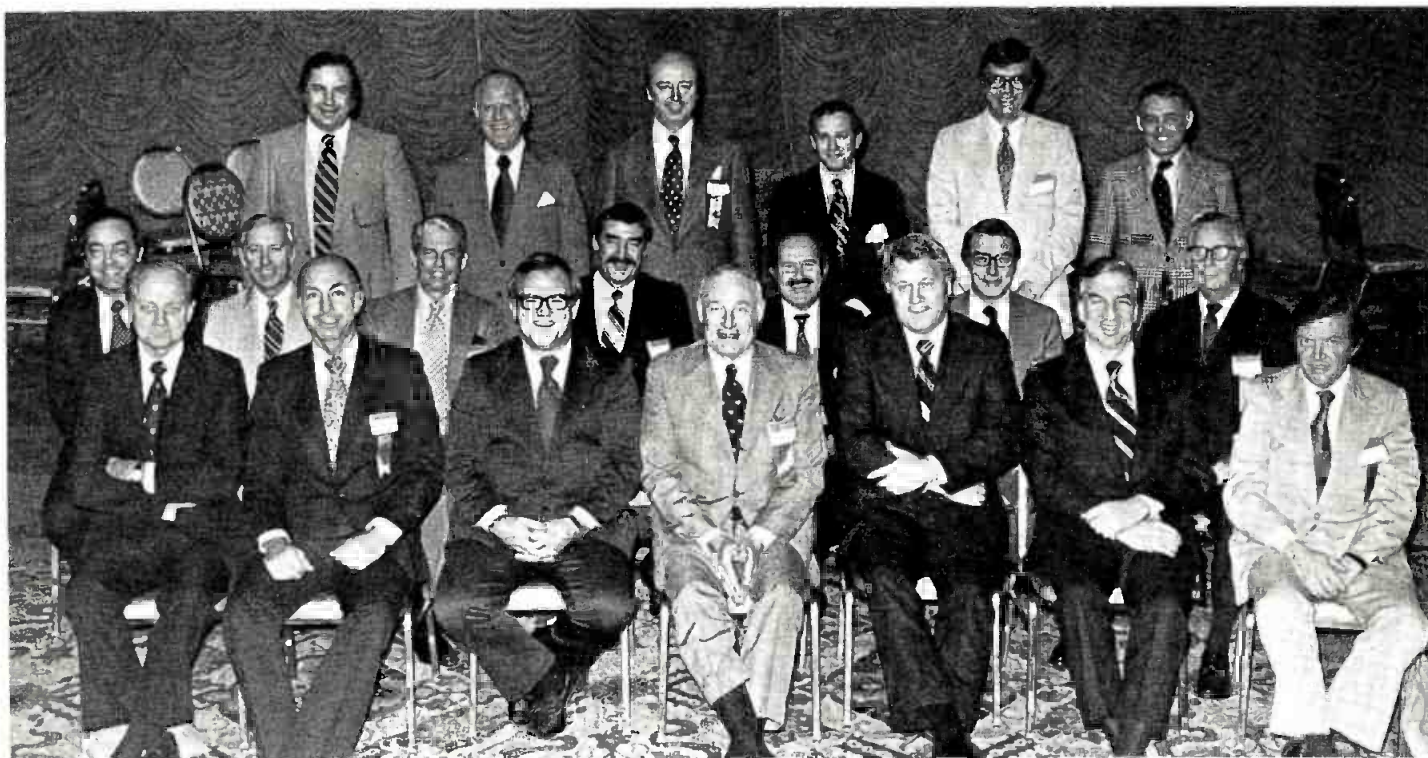
High court ruling sought on fairness and commercials

Citizen group seeks to overturn FCC decision holding that doctrine didn't apply to snowmobile spots

The FCC's determination to reject fairness doctrine complaints involving ordinary product commercials—a determination given formal expression in the commission's 1974 report on the fairness doctrine—is being challenged in the Supreme Court.

Attorneys for the Public Interest Research Group have now petitioned the high court to review an appeals court decision upholding the commission's position that commercials broadcast by WMTW-TV Poland Spring, Maine, promoting snowmobiles did not raise a fairness doctrine issue.

Several Maine residents had argued that the ads, promoting the machines as vehicles for affording the type of family fun and entertainment that makes winter "just one big fun-filled season" advanced one side of a controversial issue of public importance. The other side, they said, was that the machines are noisy, dangerous



On board. Twenty of the 24 members of the new board of directors of Television Bureau of Advertising are shown above, following TVB's annual membership meeting and elections (BROADCASTING, Nov. 24). L to r, front row: Norman E. Cash, vice president; Alfred M. Masini, Telerep Inc.; Walter E. Bartlett, Avco Broadcasting, TVB's new chairman; Roger D. Rice, TVB president; Kenneth M. Johnson, KTRK-TV Houston, TVB chairman ex-officio; Marvin L. Shapiro, Westinghouse Broadcasting Co., elected TVB secretary; Arthur A. Watson, WNBC-TV New York, re-elected TVB treasurer.

Second row: Norman E. Walt, McGraw-Hill Broadcasting; Richard A.

O'Leary, ABC-Owned TV Stations; D. Thomas Miller, CBS Television Stations Division; William G. Walters, Peters, Griffin, Woodward; Wynn Nathan, Time-Life Films; David E. Henderson, the Outlet Co.; C.P. Persons Jr., WKRG-TV Mobile, Ala.

Back row: Bruce McGarrill, WCSH-TV Portland, Me.; Thomas M. Percer, WHNT-TV Huntsville, Ala.; James P. McCann, Top Market Television, James Marino, RKO Television Representatives; Thomas Cookerly, WMAL-TV Washington; Robert E. Rice, WRAU-TV Peoria, Ill. Not shown: Robert Dudley, Meeker Co.; William Faber, WFLA-TV Tampa, Fla.; Albert P. Krivin, Metromedia Inc.; James C. Richdale, KHOU-TV Houston.

and harmful to the environment.

However, the station refused their request that time be made available for presenting that contrasting view. And the commission, in rejecting the complaint, referred to its recently adopted fairness report, in which it held it would "apply the fairness doctrine only to those 'commercials' which are devoted in an obvious and meaningful way to the discussion of public issues." And the snowmobile commercials, the commission added, did not do that.

The U.S. Court of Appeals for the first circuit last August affirmed the commission's decision. And in the process, commission attorneys felt, the court had given legal sanction to the fairness report and its holding that ordinary commercials would not be regarded as raising a fairness issue. The 1967 decision that the airing of cigarette commercials obligated a broadcaster to air antismoking spots was wiped out as precedent, and with it, several court opinions based on that decision—or so the commission had hoped.

PIRG, in its petition to the Supreme Court, says the first circuit court's opinion conflicts with four previous decisions of the appeals court for the District of Columbia. As for the commission's fairness report, PIRG says, it "does not dispel the very real conflict between" the two circuit courts on the question of whether product

commercials are subject to the fairness doctrine.

The first circuit's opinion, PIRG maintains, "represents an enormous setback to informing the public in those situations where there is a controversial issue of public importance over the sale and use of a product."

Justice seeks to end ban on advertising prescription prices

Antitrust suit filed in Michigan against pharmaceutical associations

Rules that prohibit retail price advertising of prescription drugs came under more fire last week—this time from the Justice Department's filing of an antitrust suit against the American Pharmaceutical Association and its Michigan state association.

The suit, filed in federal court in Grand Rapids, Mich., attacks part of the national association's "code of ethics" which prohibits such advertising. It alleges that the associations deprive purchasers of "the benefits of free and open competition ..."

According to Assistant Attorney

General Thomas Kauper, head of the Antitrust Division, this is the first time the government has challenged a national association's advertising restrictions.

The Federal Trade Commission entered this arena six months ago with the proposal of rules to "eliminate restraints, burdens or controls imposed on prescription-drug price advertising by private, state and local government action" (BROADCASTING, June 9). According to an FTC staffer, these rules would reach further than the government's goals and, if enacted, would eliminate the need for the suit.

The FTC's rulemaking procedure has drawn an estimated 3,000 comments with consumers mostly showing support and pharmacists opposition. The sprinkling of newspapers which filed were said to have favored the rules. Hearings on the rules are to begin today (Dec. 1).

The rules also would leave it to the discretion of pharmacists whether or not to disclose price information to prospective customers.

Knauer finds room for improvement at NARB

Virginia H. Knauer, special assistant to President Ford for consumer affairs, told the National Advertising Review Board

Nay sayers. The National Association of Broadcasters radio code board has rejected appeals from the Population Institute and the Planned Parenthood and Pacific School of Religion to permit the advertising of contraceptives on radio. It postponed action on an appeal by National Organization for Women for guidelines to upgrade the image of women in radio programming and commercials. The board also banned fireworks ads, voted that guests on interview shows and people calling on phone-in shows should be treated with "due respect," voted not to permit stations to average out commercial time on programs longer than one hour and reaffirmed the unacceptability of commercials for eggnog containing hard liquor and of sports programs that use the names of liquors or distillers in their titles.

it had done pretty well, but there's more that could be done.

Among things advertising's self-regulatory organization ought to do, she told a luncheon following its Nov. 12 annual meeting in New York, are try harder to involve the public in its work, increase the amount of material it makes public, dispose of cases faster, give more thought to broad issues as well as to specific complaints, consider ways in which advertising may improve hazard notices and product recalls and use its influence to promote

research on the issue of advertising's role as a competitive force.

"You have created a vehicle for self-regulation that has been widely acclaimed," Mrs. Knauer concluded. "Is it a showpiece to point to when Congress or the FTC revs up their own engines? Or will you use it to take your industry, full speed ahead, along the difficult roads where you are most needed by consumers, by government and by your own industry?"

Time-zone code gripe

A Salt Lake City broadcaster has made a formal complaint to the National Association of Broadcasters TV code review board that its recent guideline restricting the broadcast of personal products is not restrictive enough for those in the central and mountain time zones.

At its Washington meeting in October, the code board voted to prohibit airing of ads for personal products such as tampons, sanitary napkins and douches from 4 p.m. to 10 p.m. on weekdays, Eastern time and all day until 10 p.m. Eastern time on weekends (BROADCASTING, Oct. 13). The restricted periods begin and end one hour earlier in the central and mountain zones, however, and that is the root of the complaint of Robert Temple, vice president and general manager of KUTV(TV) Salt Lake City.

In a letter to television code review

board chairman, Wayne Kearl of Harte-Hanks Television Inc., San Antonio, Tex., Mr. Temple noted that personal product scheduling restrictions parallel the application of the family viewing period, which also begins and ends an hour earlier in the central and mountain time zones. But "personal product advertising is a different matter," Mr. Temple wrote. "The costly aspects of programming and programming transmission are not involved; only advertising which represents offensive messages to viewing families and dollars to the broadcaster.

"We believe a television ad which is not acceptable in New York or Boston before 10 p.m. is no more acceptable in the vast midcontinent at an earlier hour," Mr. Temple continued. "Good taste does not change with the time zone."

Mr. Kearl said that Mr. Temple's is the only complaint he has received from a broadcaster in any time zone since the board made its decision.

Energy spots generate heat on the Hill

FEA PSA's draw threats of fairness-doctrine reprisal

Severe criticism by three influential congressmen has caused the Federal Energy Administration to hold back a pair of radio announcements it was hoping to place in 14 states to urge curtailment of the use of natural gas. Representatives John Dingell (D-Mich.), chairman of the House Energy and Power Subcommittee; Torbert Macdonald (D-Mass.) chairman of the Communications Subcommittee, and John Moss (D-Calif.), chairman of the Investigations Subcommittee, disputed an assertion in one of the announcements that there will be a natural gas shortage this winter that can cost thousands of jobs. They charged that the FEA was lobbying Congress to de-regulate natural gas. They also said radio stations carrying the announcements would be forced under the fairness doctrine to make time available for replies to the FEA predictions.

An FEA spokesman last week said FEA disagrees that it has overstated the problem in its announcements but will withhold the spots pending a review by its legal staff of the question posed by the fairness doctrine.

The announcements were to be sent to radio stations in California, Delaware, Iowa, Kentucky, Maryland, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Virginia and West Virginia. Those are the states where FEA determined a natural gas shortage is likely to occur.

TV sidelined by TWA

Trans World Airlines took off in the first half of 1975 with a whirlwind schedule of

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BROADCAST ELECTRONICS, INC.
8810 Brookville Road, Silver Spring, Md. 20910
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off-beat TV commercials featuring Peter Sellers. But TV has been grounded in the second half in favor of a print campaign accenting price and schedules.

TWA spent \$6 million on TV in 1974. In the first seven months of 1975 it poured almost \$7 million into television—and then stopped. (The company has been a consistent radio advertiser, spending \$3-4 million in the medium.) A spokesman noted that TWA and its agency (Wells, Rich, Greene Inc., New York) "decided on a new marketing thrust" emphasizing local markets and concentrating on price, schedule and destination information. He added: "This does not rule out TV for 1976."

Stewardesses campaign to enhance their images

To counter the "sexist airline commercials," of which National Airlines' "fly me" spot is a frequently attacked example, a national organization of some 2,000 airline flight attendants and supporters is gearing up a countercampaign.

Stewardesses for Women's Rights, New York, said it believes the credibility of stewardesses is damaged by such commercials and this, in turn, poses a threat to airline safety. A commentary on the situation has been filmed for presentation on the Public Broadcasting Service programs, *Women Alive*. WNET(TV) New York has scheduled it for Dec. 9 and it will be carried nationally on Dec. 10. In the commentary—with WNET spokesmen carefully avoiding the word "commercial"—an actress dressed as a stewardess explains she is disappointed with the "present representation of me and my job in the media" and that she is actually "neither sex object nor servant." What she is there for is the enforcement of federal safety regulations, as a "highly trained professional with a job to do."

The stewardess group said production of the commentary was handled by PBS and WNET, but that print, radio and television advertisements—intended to run next year—will rely on the organization's own budget.

FCC upholds stations on political spots

Governor Dan Walker of Illinois has been denied an FCC review of a Broadcast Bureau rejection of his complaint against three Chicago television stations. Governor Walker said WBBM-TV, WLS-TV and WMAQ-TV had refused his request to purchase spot announcements explaining his re-election-campaign policies.

The Broadcast Bureau said he had provided no evidence that he was a legally qualified candidate. Even if he had, the bureau added, the station had no obligation to sell him time unless they had sold time to other candidates.

Newswoman in hot water for her Chevrolet spots

A consumer reporter for a Los Angeles radio station, who picked up extra money last year doing Chevrolet commercials, has been charged, along with Chevrolet dealers and their advertising agency, with deceptive advertising. Los Angeles District Attorney John Van de Kamp has accused Treesa Drury, the Southern California Chevrolet Dealers Association and the Davis, Mogul & Colombatto agency with misleading advertising and unfair competition. Ms. Drury has been the consumer reporter for KABC(AM) Los Angeles for several years. On a free-lance basis, she delivered commercials late last year for Chevrolet that were broadcast on KABC and other local radio stations. The format for the spots had Ms. Drury posing as a consumer reporter ostensibly answering questions from listeners and plugging Chevrolet in terms of maintenance costs, fuel economy, etc. She has denied the charges.

Advertising Briefs

New radio sales tool. Creative Communications Group, Dallas-San Antonio, Tex., has produced film-strip titled *Radio: The Theatre of Your Mind* which tells retailers what radio advertising is, how it works, how it stacks up against competing

media, how to use it effectively, where budget comes from. Included with 18-minute film is volume of broadcast advertising manuals which explains to retailer step-by-step method of conducting radio broadcasting advertising campaign. *Creative Communications Group 8383 Stemmons Freeway, Dallas 75247 or 543 Brooklyn, San Antonio 78215.*

NAD clearances. Twelve challenges to national advertising, including five on television, were resolved during October by National Advertising Division of Council of Better Business Bureaus. Modified was TV commercial for Fonas Corp. (Johnny Bench toy) and discontinued were spots for Mego International (toys) and Standard Brands (peanut butter). Reviewed and found acceptable were commercials for Kal Kan Foods Inc. (dog food) and Procter & Gamble (Biz detergent).

WABC-TV New York. ABC-owned television station has named two advertising agencies: Della Femina, Travisano & Partners, New York, responsible for *Eyewitness News*, movies and prime-access advertising, and Helene Mahoney & Associates, New York, responsible for *A.M. New York* series, children's programming and special projects. Billings are estimated at \$1 million, with Della Femina having bulk of expenditures.

Westward. Langley Sann Productions,

There's nothing funny about getting up early in the morning.

Except C.P.

More and more people in Birmingham would as soon miss their morning coffee as miss hearing Curtis Parham, (C.P.). And with good reason. He's got almost as many voices as Rich Little. He's genuinely and spontaneously funny. In short . . . he's entertaining. And he's also backed by Alabama's largest news staff.

CONTEMPORARY M.O.R. ON WAPI . . . BIRMINGHAM'S UNBEATABLE RADIO BUY.

WAPI RADIO 1070
Birmingham, Alabama
NBC 50,000 WATTS

Represented Nationally by
the Christal Company



Curtis Parham
6 a.m.—10 a.m. Mon. thru Sat.

New York, has opened West Coast office at 5576 West First Street, Los Angeles, under the supervision of Robert Sann.

Grey gets prize. Crackerjack Division of Borden Inc., Columbus, Ohio, has named Grey Advertising, New York, as agency, replacing Tinker, Dodge & Delano, New York. Account bills estimated \$2 million, of which about \$1.5 million is in TV-radio.

CBS Broadcast Group. Doyle Dane Bernbach has been named advertising agency for CBS/Broadcast Group, effective Jan. 1. Account bills about \$4 million. Present agency is Carl Ally Inc., New York.

ACT wants stop. Consumer group, Action For Children's Television, has asked the Federal Trade Commission to prohibit TV commercials for Spider Man Vitamins, new children's chewable vitamin from Hudson Pharmaceutical Corp. ACT cited increased cases of vitamin ingestion poisoning and claimed that "children, with special exceptions, do not need vitamin supplements." Use of cartoon characters in ads, ACT said, could mislead children concerning products "medicinal contents."

For retailers. Radio Advertising Bureau has issued its 1976 RAB Radio Planner, 52-week guide for planning of radio advertising by retailers. Copies have been distributed to thousands of retailers and to hundreds of radio stations. National Retail Merchants Association has endorsed RAB planner.

Checking. Advertising Information Services Inc., New York, is now monitoring network-TV programming on 24-hour-per-day basis, seven days weekly, for seven advertising agencies to determine if commercials have been run correctly. Monitoring is done in AIS's New York office.

Two-headed agency. Bob Poller, former commercial manager, WATA(FM) Miami, and Ed Jordan, Miami agencyman, have formed Poller & Jordan Advertising Agency. Mr. Poller is president in even months and Mr. Jordan president in odd months. 1090 N.E. 79th Street, Miami 33138.

Programing

Ogilvy's Eaton sees trend away from action shows

Modern drama, comedy, variety are in prospect, he says, but with chance of trouble in blue material

"Broadcasters gave up some freedom unnecessarily" when they adopted the family-viewing concept.

Howard Eaton, senior vice president and director of broadcasting at Ogilvy & Mather, New York, reaches that conclusion in an article on "The Family Hour" in *Media Message*, an O&M house newsletter.

"Normal competitive pressures would have forced many action-adventure shows off the air," he writes. "But the broadcasters were afraid to wait."

"It is hard to go backward," he adds. "So the family hour may stay with us for a long time."

"Is regulation or self-regulation necessary?" Mr. Eaton's article asks, and answers, "No. The overscheduling of action-adventure programs came about because, several years back, the only program types which consistently reached young adults were action-adventure, general drama and movies. Situation comedies played old, as did variety shows, westerns and games."

But now that's changed, he continues, and there's "virtually no difference" between action-adventure, general drama, situation comedy and variety in their appeal to young adults. This came about, he says, "because as you might expect, show business reacted and created more contemporary versions of existing forms."

For the short haul he expects the family-hour concept to result in "sameness: laughter and heartstrings before 9, cops and robbers after." But for the longer haul he thinks program development will "stress those ideas, other than action, which appeal to youthful audiences." He

suggests three program developments to come:

"1. Contemporary continuing drama. Daytime drama plays strongly young. So did *Peyton Place*. You will see more of *Beacon Hill*, but contemporary.

"2. Situation comedy. The traditional TV comedy was based on family situations, normal characters and traditional values. The Norman Lear comedies of today are still family, but the characters are extreme and values are constantly assaulted. Future comedy will move away from these situations, losing their universality but maintaining their bite.

"3. Variety. The current lack of variety shows is in part due to a lack of variety artists. There is a current redoubling of efforts to find new stars who can carry a whole show. If it fails, it will be followed by efforts to find groups of lesser characters to sustain a program."

But Mr. Eaton sees a trap ahead: "As this effort to develop alternatives to cops and robbers succeeds, more titillation will appear on TV. The reaction to it by the public will be stronger than the current reaction to the overscheduling of action adventure programs."

A recent poll in a series that O&M conducts, according to Mr. Eaton, found the public "about evenly split when asked about more liberalized TV programs: 'half in favor, half against, with women more opposed than men.'" But there was a stronger concern, "particularly by women," about sexual subjects than about violence and crime. "Sex beat violence 33% to 21%," he reports.

With adoption of the family concept, Mr. Eaton continues, "the pressure groups, having tasted blood, are moving in for the kill," and will "renew their attacks on their real enemy, commercials seen by children."

Beyond that, he says, O&M's poll found that four persons in 10 believe that the networks are mainly responsible for TV programming, three in 10 believe sponsors and agencies are responsible and about 25% appear to understand that programs continue only if they reach large audiences.

"As long as three in 10 think that advertisers and agencies are responsible for program content," Mr. Eaton concludes, "we will not be able to sit on the sidelines and watch the dispute continue. It is conceivable that lack of action in this area will contribute to the reputational problems of business as a whole."

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 Polyz Station
RADIO: GRAND RAPIDS, MOTTVILLE, CANTON, W. NEW YORK, GRAND RAPIDS, KALAMAZOO, WILSON, WELLSVILLE, CADILLAC
TELEVISION: GRAND RAPIDS, KALAMAZOO, WILSON, WELLSVILLE, CANTON, W. NEW YORK, GRAND RAPIDS, KALAMAZOO, WILSON, WELLSVILLE, CADILLAC

WJFM

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knodel, Inc., Exclusive National Representatives

Stations plan to cash in on new "Money" series

Time-Life Television, New York, has lined up 25 stations to take its new series of *Money News Inserts*. In a straight cash deal, all 25 have agreed to a firm 52-week commitment to the series. Mobil Oil has bought it for WNEW-TV New York and WTTG(TV) Washington. Other stations picking up the series include KPRC-TV

Houston, WMAR-TV Baltimore and all five Cox-owned stations.

Each insert, geared to helping people stretch their dollars, will run from 90 seconds to two minutes, and Time-Life will tape five a week. Stations will use the inserts in their local newscasts.

The tapes will be sent to stations with either an anonymous voice-over (the series will have no host) or with only a script and no voice-over so a local reporter.

The target air date is early January when the company hopes to have at least 60 stations in the fold. The producer will be David Burke, the former producer of the nightly 60-minute *Ten O'Clock News* on WNEW-TV.

'Heidi' replayed but with a twist

This time NBC-TV sticks with game and is criticized for cutting movie

NBC-TV incurred the wrath of eastern and central time-zone parents and children last Sunday (Nov. 23) when a football overtime forced it to chop off the first 45 minutes of a heavily promoted children's movie.

Over 1,000 complaints poured into NBC's New York switchboards shortly after 7:45 p.m., NYT, when eastern and central viewers realized that the network was picking up "Willy Wonka and the Chocolate Factory," scheduled for 7 p.m., in progress rather than starting it from the beginning. The delay was caused when the Oakland (Calif.) Raiders-Washington Redskins game went into sudden-death overtime.

NBC's official reason for picking up "Willy Wonka" in progress was that it didn't want to keep the affected children up until 9:45 p.m., NYT. That's when the movie would have ended if it had started from scratch at 7:45 p.m. Other industry sources claimed NBC's programmers were afraid that NBC would have been wiped out in the ratings at 9 p.m. if the children's film were still running against ABC's blockbuster made-for-TV movie, "Valentino," and CBS's highly rated cop series, *Kojak*. By cutting off "Wonka" at 9, NBC was able to go to its more competitive *Sunday Mystery Movie*.

In the national Nielsen overnights, "Willy Wonka" scored a respectable 21.9 rating and 32 share over its 75 minutes, beating out CBS's (8-9 p.m.), which managed only 17.2 rating and 25 share, but losing to ABC's *The Six Million Dollar Man* (also 8-9 p.m.), which got a 26.6 rating and 39 share. NBC's telecast of "Willy Wonka" last year (Thursday, Nov. 28, 1974, 8-10 p.m.) wound up with a 17.9 rating and 34 share.

NBC sources said the decision to pick up "Willy Wonka" in progress if the game ran over was made by network programming executives weeks ago to avoid any recurrence of the famous "Heidi" incident. In

The ratings race gets even closer

CBS gains on NBC, still ahead, but all three are nearly tied

CBS-TV parlayed the huge Nielsen numbers collected by its three-hour "That's Entertainment" musical movie into a first-place finish in the 11th week of the 1975-76 prime-time season (Nov. 17-23). CBS had a 20.4 rating, NBC reached second place with a 19.7 and ABC wound up with an 18.7.

CBS's strong showing allowed it to close the gap a little more on NBC in the season-to-dates (Sept. 8-Nov. 23). NBC was still on top, with an 18.8 average rating, but CBS had an 18.4. ABC was a close third with 18.2.

For the 11th week alone, CBS won three nights (Tuesday, Wednesday and Thursday), NBC won three (Monday, Friday and Saturday) and ABC took Sunday.

November 1968, network engineers pulled the plug on a close game between the New York Jets and the Oakland Raiders to run the made-for-TV children's movie, "Heidi." Thousands of furious football fans made a beeline for their phones and blew out NBC's switchboard. Since that time, according to one National Football League source, only an event of magnitude of a presidential assassination would cause the network to interrupt a pro-football game before conclusion.

'It's Academic' local success is on the move

According to Giant Food Inc., high-school teams pitted against each other in academic competition can show that a "good education could be both fun and rewarding." And also, in the case of this Washington, D.C.-based supermarket chain, an apparent key to advertising and public relations success.

Giant Food began sponsoring *It's Academic* in Washington in 1967, expanded

As is customary during a sweep period, four specials (including three movies) made it into the top 10 for the week. "That's Entertainment" tied NBC's *Sanford and Son* for first honors, with a 27.5 rating, although *Sanford* piled up a higher share (46, compared to "Entertainment's" 41). A Charlie Brown cartoon on CBS finished fifth for the week, with a 26.1 rating and 43 share. NBC's three-hour made-for-TV movie, "Guilty or Innocent: The Sam Sheppard Murder Case," came in ninth, with a 24.9 rating and 36 share, and ABC's two-hour made-for-TV movie, "Murder on Flight 402," wound up in 10th place (24.8 rating, 42 share). NBC also came up with its best Saturday movie numbers of the year when it ran part one of "Dr. Zhivago," which rolled to a 24.2 rating and 40 share, good for a 12th-place finish.

to WBAL-TV Baltimore in 1971, and to WWBT(TV)Richmond, Va., this fall coinciding with the supermarket's expansion into that city. The weekly half-hour quiz show has three-member teams from three schools competing to answer rapid-fire questions.

The show is the brainchild of Altman Productions' Sophie Altman, who created it for WRC-TV Washington in 1961 and has carried it into 16 markets since then. The show currently appears in seven markets including Buffalo, Cincinnati, Cleveland and Denver, with sponsors including Iroquois Fuel, Cleveland Illuminating and Ohio Edison and Columbia Savings Bank.

As Mrs. Altman tells it, "the amount of free publicity they [the sponsors] get is gigantic." Mac McGarry, WRC-TV announcer who has hosted the show in Washington since its inception and also handles the job in Richmond, has marveled over the number of high-school yearbooks in which he's appeared.

Aside from buying advertising time, Giant Food provides scholarships to participating schools. It claims to have contributed more than \$350,000 so far in Washington and Baltimore.

**We will guarantee your station
a savings of from \$5,000 to \$15,000
during the next 12 months...**

What we offer you—and at the remarkable savings mentioned above—is a totally new but proven concept in pre-programmed radio formats featuring major air personalities. You get automatic "live" broadcasting at a fraction of your present overhead,

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Six formats are offered exclusively in your area:

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- Contemporary ▪ Easy Listening
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The ProGramme Shoppe

6362 Hollywood Boulevard ▪ Los Angeles, California 90028 ▪ Phone (213) 464-0174

ABC-TV signs new football pact with NCAA at \$2 million more per year

Regional dates increased to seven along with 13 national games; appearance restriction eased

ABC has acquired TV rights to National Collegiate Athletic Association football games for two more years, extending its string to 12 years straight.

The new contract reportedly calls for rights payments by ABC totaling \$18 million a year, up from \$16 million annually in the two-year contract that expires at the end of the current football season.

The new contract, ABC-TV spokesmen said, calls for stations to get a total of 20 games next year, up from 19 this year. There are to be 13 national games, same as this year, and seven regional dates, up from six this year. ABC-TV will cover four games on each of the seven regional dates.

Another change relates to the number of appearances any one team may make on TV games. The present limit is three times over two years in the basic schedule, plus not more than two other times on what are called "exception dates." Under the new contract the limit will be four basic appearances in two years (but not more than two per year), plus one appearance on an "exception date." The exception dates next year will be Labor Day, Veterans Day, Sept. 11, Thanksgiving Day, the Friday after Thanksgiving, Dec. 4 and a "wild card" Saturday to be designated.

The increase in rights fees in the new contract was presumed to stem at least in part from the the increase in audience ratings that this year's games have been enjoying ("Closed Circuit," Nov. 24), although network sources have also attributed part of the ratings gain to more night games this year (three through Nov. 9 as compared with one in the comparable period last year). Officials said last week that no decisions had been made as to the number of night games or other scheduling details for the 1976 season.

NCAA, broadcasters explain rationale behind TV schedule

Filings with FCC are in answer to charges of racial discrimination

It's the quality of football games not racial discrimination that has kept some black colleges off the *Game of the Week*, according to comments filed at the FCC by the National Collegiate Athletic Association,

ABC and six Southern television stations.

A petition for revocation of licenses was filed by the East Feliciana Black Action Organization asserting that black college sports are denied adequate coverage and revenues.

The NCAA replied that, first of all, the FCC has no jurisdiction over it and that there is no discrimination involved in the game choices. The NCAA's TV plan is adopted every two years by the member institutions and merely sets the number of national and regional games. The network makes the final selection.

The NCAA added that the reason black colleges do not appear as often as others (10 times on nationwide broadcasts since 1970) is that most of the schools are in Division II or III, while the stronger schools are in Division I.

ABC seconded the NCAA position and said that "viewer interest" dictates the emphasis on Division I teams. And it argued that the petition repeats charges already dismissed by the commission.

ABC claimed that NCAA football is not "lily white" and added that black colleges are given more coverage than other schools in Division II.

The stations the Black Action Organization filed against were WABG-TV Greenville, Miss.; WAPT(TV) Jackson, Miss.; WVUE(TV) New Orleans; WRBT(TV) Baton Rouge; WHBQ-TV Memphis and KTRK-TV Houston.

Programming service says FCC imperils station contracts

It suggests agency went too far in telling licensees to keep from ceding control to outsiders

Stereo Radio Productions Ltd., New York, a company that provides some 90 radio stations with taped musical programs, has petitioned the FCC to stay the effectiveness of a policy statement affecting it and other music-format service companies that the agency issued last month (BROADCASTING, Nov. 7). SRP wants the effectiveness of the statement stayed until it files a petition for reconsideration and the commission acts on it.

The policy statement warned stations entering into contracts with companies like SRP to avoid commitments that would, in the commission's view, unduly restrict the free exercise of independent judgment in programming.

However, SRP contends that the statement goes beyond the terms of a notice of inquiry that the commission issued on the question of station contracts with music-format companies, on May 23, 1973. SRP noted the inquiry was concerned with "nonmusical programming restrictions." Yet, it says, the statement outlaws a number of conditions in its standard contract that it says it had no reason to believe were of concern to the commission.

These include a ban on the use of

another music-format service, a limit on the number of commercials to be aired and the use of automatic gain control. None of these, SRP contends, "should be of concern to the commission in the exercise of its licensing responsibilities."

SRP says the statement—which warns stations violating it that they will not be granted a renewal of license—affects its existing contracts. Accordingly, it says, it will "suffer irreparable injury" unless the requested stay is granted. It notes it has received word from a number of clients that they will not comply with those sections of the contract that the statement bars.

Networks make two-ply effort to squelch antitrust suit

One motion contends Saxe had not cleared record on independence of refile; other motion claims recent Supreme Court ruling is now basis for immunity

CBS, ABC and NBC are making another effort to persuade the U.S. District Court in Los Angeles to throw out—for good—the antitrust suits the Department of Justice had filed against them.

The court did dismiss the suits last year, when the networks complained of the government's refusal to grant them access to White House tapes and documents. They said the material would support their charge that the suits, filed in 1972, were designed to retaliate for the allegedly anti-Nixon bias in their news coverage.

However, the dismissal was without prejudice, which enabled the government to refile the suits, which it did. And they are virtually identical to the original batch, accusing the networks of monopolizing prime-time entertainment programming.

Now, the three companies have filed two motions with the court.

One seeks summary judgment on the ground of "unconstitutional prosecutorial purpose." In permitting the government to refile the suits, the court was giving it a chance to start afresh, under a new administration, without suspicion of improper motives. But the networks say that William B. Saxbe, the attorney general under whom the suits were refiled, had failed to demonstrate, in his responses to questions put to him by the networks, that his decision was of the "independent de novo" kind that "could purge the constitutional infirmities of the original actions."

The other motion urges dismissal with prejudice on the basis of a Supreme Court decision that was handed down in June. The networks say the decision, involving the National Association of Securities Dealers, makes it clear that the subject matter of the government's suit is "immunized from antitrust attack" because of the "pervasive regulatory scheme" the FCC exercises over the matters at issue in

the suits. The high court, in the NASD decision, concluded that the potential for conflict between the Securities and Exchange Commission's regulatory authority over NASD and the antitrust action the Justice Department had brought required dismissal of the suit.

Educational TV gets educational

Major noncommercial television program distributors have agreed to permit "off-air convenience recording" of their programs for limited in-school use.

The policy statement was agreed to by the Public Broadcasting Service, Public Television Library, Agency for Instructional Television and Great Plains National Instructional Television Library. It permits schools to record programs for a seven-day use period after the initial local broadcast without payment or consent. All recordings must be erased or destroyed after seven days.

Programs can be used only in the classroom. PBS programs that are not authorized for recording will be listed periodically in advisories to member stations, which will notify educators in their communities.

Gowdy taken off baseball

Curt Gowdy, the sports announcer who has come under fire in recent years for what his critics regard as an uneasy blend of blandness and long-windedness, was quietly relieved of his baseball-announcing duties by NBC-TV.

Under his long-term contract with the network, according to NBC sources, Mr. Gowdy will continue to do play-by-play in three areas: pro football games, post-season college football contests and NCAA basketball championship games.

However, NBC has not assigned him to the new series of regular-season Saturday afternoon NCAA college basketball games. Instead, Dick Engberg will do the honors on those. So far, Joe Garagiola is the only announcer firmed up by NBC for next year's Saturday afternoon and World Series baseball telecasts.

Double honor for BBC

Two BBC programs, *Inside Story: March* and *The Evacuees*, were awarded International Emmy Awards last week by the International Council of the National Academy of Television Arts and Sciences in the nonfiction and fiction categories, respectively. More than 500 international broadcasting executives attended the ceremonies in New York at the Plaza hotel. Mort Werner, senior vice president, program planning, NBC-TV, and president of the International Council of NATAS, introduced the incoming president, NBC-TV President Robert T. Howard.

Programing Briefs

Paramount Sales. Paramount Television has locked up 89 markets for *The Untouchables*, 75 markets for its Marquee I series of 13 made-for-TV movies, and 65 markets for *Love, American Style*. New *Untouchables* stations include KOA-TV Denver, WSM-TV Nashville and KOMO-TV Kansas City. New Marquee I stations include WPVI-TV Philadelphia, KMOV-TV Stockton, Calif., and WGAN-TV Portland, Me. New *Love, American* stations are WBEN-TV Buffalo, N.Y., and KFMB-TV San Diego.

Tunney to trim. In separate views in Senate Judiciary Committee's report on copyright bill (S. 22), Senator John Tunney (D-Calif.) said he will introduce amendment when bill reaches Senate floor to shorten from 10 to seven years the time between copyright rate adjustments by proposed royalty tribunal. Bill, as passed by full committee, provides that tribunal would do initial review of rates three years after bill is made law, then every ten years after that. Rates for cable industry and public broadcasters are among those that would be affected.

Sold to CBC. Canadian Broadcasting Corp., has purchased *The Lost Islands*, half-hour children's TV action series, which is being co-produced by Paramount Television and Channel 10 Network in Australia. It will begin on CBC in early January.

'Wheel' gets bigger. Sixty-minute format continues as major trend in network daytime as NBC-TV expands its *Wheel of Fortune* game show from 30 minutes to one hour as of Dec. 1 (10:30-11:30 a.m., NYT).

TV doesn't disqualify. Board of Motion Picture Academy of Arts and Sciences has changed rules respecting eligibility of foreign language films. Change resulted from ruling last year that Ingmar Bergman's "Scenes from a Marriage" was ineligible for academy consideration because it first had been shown on Swedish television. New rule says films are eligible for Oscar consideration even though shown first in non-theatrical medium (television) provided they are released for commercial showing in theatrical showing in native country.

Live automation. More Music Enterprises, North Hollywood, Calif., announces availability early next year of "The Performers," automated radio library that will feature four disk jockeys in "live"-sound-in-format. They are Dave Hull, KFI(AM), Jay Stevens and John Peters, both KJIS-AM-FM, all Los Angeles, and Don Burns now doing commercial work in Los Angeles. More Music already provides *The Great Hits*, progressive-MOR top hits of today and 1950-60's; economy automation service for markets under top 100, and 24-

hour special, *A Chronology of American Music*.

Swingin' special. American Radio Programs, Glendale, Calif., is offering three-hour New Year's Eve special, *Swingin' New Year's Eve Dance Party*, with Chuck Cecil as host. Mr. Cecil, who is host of ARP's weekly *Music of the Swingin' Years*, is specialist on big-band selections.

Different tangent. NBC-TV, moving to break lockstep of soap operas and game shows in network daytime, will schedule week's worth of *David Steinberg's Noonday*, comedy-variety pilot for possible Monday-through-Friday series. On Dec. 15-16, *Noonday* will run 12-12:55 p.m., NYT. Final three days of that week, show will be aired from 12:30-12:55 p.m. Shows will be taped close to air date to preserve topical flavor.

Times Square or bust. Bruce Cohn Productions has announced acquisition of worldwide television and film rights to "Around the World Auto Race" which is to begin May 28, 1976, in Paris and end July 25 in New York. Event is rerun of 1908 auto race upon which film, "The Great Race," was based. Fifteen cars built before 1915 will run between principal cities in Europe, Asia and North America, with overseas transportation via jumbo jet. 3215 Cahuenga Boulevard West, Hollywood 90068; (213) 851-7766.

Indian sign. WJW-TV Cleveland has reached new two-year contract with Cleveland Indians. Agreement calls for 25 road and 15 home telecasts each season.

Kirshner-Lear project. Don Kirshner Productions, New York, and Norman Lear have gotten go-ahead from NBC-TV to tape pilot for new ethnic sitcom called *Roxy*, about young woman with raucous Armenian family trying to make it in show business in New York. Series is targeted for fall 1976. NBC has also scheduled pilot of Kirshner-Lear's rock-music sitcom, *Hereafter*, taped last year, for showing on Thanksgiving Day (12-12:30 p.m. NYT).

Westward hop. National Black Network has begun to transmit feeds to West Coast by satellite. Black-controlled radio network's 18 daily newscasts and special programs are picked up by Westar I and sent to earth station at Still Valley, Calif., for transmission to West Coast stations.

Right address. Address of Marvin Goodman Associates, New York, representative and distributor of TV programing, was listed incorrectly in BROADCASTING, Nov. 10. Correct address is 40 East 62d Street, New York 10021.

Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Tues. Nov. 25	Closing Wed. Nov. 19	Net change in week	1 change in week	1974-75 High	1974-75 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
Broadcasting												
A8C	N	20 1/2	20 1/2		.00	28 3/8	12 3/8	8	17,187	352,333		
CAPITAL CITIES	CCR	41 1/2	41 1/4	+ 1/4	+	43 1/2	19 1/2	14	7,208	299,132		
CBS	N	46 1/2	43 7/8	+ 2 5/8	+	53 1/8	20 1/8	12	28,313	1,316,554		
CONCERT NETWORK*	O	1/4	1/4		.00	7/8	1/8		2,200	550		
COX	N	26	25	+ 1	+	4.00	26 1/2	9 3/8	13	5,812	151,112	
GROSS TELECASTING	GGG	9 1/2	10	- 1/2	-	5.00	13 5/8	6 3/8	7	800	7,600	
LIN	O	8 1/2	7 5/8	+ 7/8	+	11.47	9 1/8	2	9	2,382	20,247	
MOONEY	O	2 1/4	2 1/4		.00	3 5/8	1	6	385	866		
RAHALL	RAHL	5 1/2	5 1/2		.00	6 1/4	1 3/4	11	1,297	7,133		
SCRIPPS-HOWARD	SCRP	20	20 1/2	- 1/2	-	2.43	13 1/2	7	2,589	51,780		
STARR	SBG	3 1/2	2 7/8	+ 5/8	+	21.73	2	7/8	3	1,091	3,818	
STORER	SBK	16 1/2	16 1/4	+ 1/4	+	1.53	20 5/8	10 7/8	8	4,571	75,421	
TAFI	TFB	22 1/2	20 3/8	+ 2 1/8	+	10.42	27 1/4	10 3/4	8	4,042	90,945	
WOODS COMM.*	O	1/2	1/2		.00	1 1/4	1/4	4	292	146		
TOTAL									78,169	2,377,637		
Broadcasting with other major interests												
ADAMS-RUSSELL	AAR	A	1 5/8	1 5/8		.00	2 1/2	3/4	10	1,248	2,028	
AVCO	AV	N	4 5/8	5 1/2	- 7/8	-	15.90	8 7/8	1 5/8	1	11,481	53,099
BARTELL MEDIA	BMC	A	5/8	5/8		.00	2 3/8	5/8	1	2,257	1,410	
JOHN BLAIR	BJ	N	4 5/8	4 3/4	- 1/8	-	2.63	7 1/2	3 1/2	22	2,403	11,113
CAMPDOWN IND.*	O	1/8	1/8		.00	7/8	1/8	2	1,138	142		
CHRIS-CRAFT	CCN	N	5 1/8	5	+ 1/8	+	2.50	6 1/2	1 1/2	19	4,164	21,340
COMBINED COMM.	CCA	N	10 1/4	9	+ 1 1/4	+	13.88	16 1/8	5 1/8	6	4,673	47,898
COWLES	CWL	N	7	7 1/8	- 1/8	-	1.75	8 7/8	3 7/8	6	3,969	27,783
DUN & BRADSTREET	DNB	N	27 1/2	29 3/4	- 2 1/4	-	7.56	36	14 5/8	18	26,520	729,300
FAIRCHILD IND.	FEN	N	6 1/8	6	+ 1/8	+	2.08	8 3/4	3 3/4	5	4,550	27,868
FUQUA	FOA	N	5 1/8	5	+ 1/8	+	2.50	10 3/4	3 1/8	9	8,086	41,440
GANNETT CO.	GCI	N	34 1/2	36	- 1 1/2	-	4.16	38 1/2	20 1/2	21	21,108	728,226
GENERAL TIRE	GY	N	15 1/2	15 3/4	- 1/4	-	1.58	18 1/4	10 1/4	5	21,523	333,606
GLOBETROTTER	GLBTA	O	1 1/4	1 3/8	- 1/8	-	9.09	4 3/4	7/8	6	2,783	3,478
GRAY COMMUN.	O	6 1/2	6 1/2		.00	8 1/2	5	5	475	3,087		
HARTE-HANKS	HHN	N	18 7/8	19 1/4	- 3/8	-	1.94	20 1/2	6	12	4,369	82,464
JEFFERSON-PILOT	JP	N	31 1/2	31 1/2		.00	38 1/4	20 1/2	13	24,066	758,079	
KAISER INDUSTRIES	KI	A	8 1/4	7 5/8	+ 5/8	+	8.19	11 3/8	4 1/4	5	27,575	227,493
KANSAS STATE NET.	KSN	D	3 3/8	3 1/2	- 1/8	-	3.57	4 1/8	2 3/4	6	1,815	6,125
KINGSTIP	KTP	A	5 1/2	6	- 1/2	-	8.33	7	1 1/2	10	1,154	6,347
KNIGHT-RIDDER	KRN	N	27 5/8	28	- 3/8	-	1.33	32 3/4	9 1/4	18	8,305	229,425
LAMB COMMUN.*	P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593		
LEE ENTERPRISES	LNT	A	20	20 1/8	- 1/8	-	.62	20 1/8	10 3/4	11	3,352	67,040
LIBERTY	LC	N	10 1/8	10 1/4	- 1/8	-	1.21	15 5/8	7 1/8	5	6,762	68,465
MCGRAW-HILL	MHP	N	12 1/2	13	- 1/2	-	3.84	13 1/2	5 1/2	11	24,569	307,112
MEDIA GENERAL	MEG	A	15	14 5/8	+ 3/8	+	2.56	32 3/4	13 1/2	5	3,604	54,060
MEREDITH	MDP	N	11 3/8	11 1/2	- 1/8	-	1.08	13 3/8	8	5	3,041	34,591
METROMEDIA	MET	N	16 1/8	16	+ 1/8	+	.79	16 1/8	4 1/2	12	6,553	105,667
MULTIMEDIA	MMED	O	12	12		.00	14 1/4	8 3/4	8	4,389	52,668	
NEW YORK TIMES CO.	NYKA	A	11 1/4	11 1/4		.00	14 1/2	6 3/4	7	10,938	123,052	
OUTLET CO.	DTU	N	14 1/4	14 1/2	- 1/4	-	1.72	62	7	5	1,387	19,764
POST CORP.	PDST	O	7 3/4	8	- 1/4	-	3.12	16 1/2	4 3/4	31	870	6,742
PSA	PSA	N	5 3/4	6	- 1/4	-	4.16	10	1 1/2	12	3,181	18,290
REEVES TELECOM	RBT	A	1 1/2	1 3/8	+ 1/8	+	9.09	3	5/8	6	2,376	3,564
ROLLINS	RDL	N	22 5/8	22 5/8		.00	23 5/8	6 1/2	16	13,404	303,265	
RUST CRAFT	RUS	A	6 1/8	6	+ 1/8	+	2.08	10 1/4	5 1/8	5	2,328	14,259
SAN JUAN RACING	SJR	N	7 5/8	7 3/4	- 1/8	-	1.61	13 3/8	5 1/2	5	2,509	19,131
SCHERING-PLOUGH	SGP	N	55 7/8	55 5/8	+ 1/4	+	.44	74 3/8	44 3/4	24	53,938	3,013,785
SONDERLING	SDB	A	6 3/8	6 7/8	- 1/2	-	7.27	10	3 1/2	5	727	4,634
TECHNICAL OPERATIONS	TO	A	2 7/8	2 7/8		.00	6 3/4	2 3/8	3	1,344	3,864	
TIMES MIRROR CO.	TMC	N	19 1/4	18 3/4	+ 1/2	+	2.66	19 1/2	9 1/4	11	33,814	650,919
WASHINGTON POST CO.	WPO	A	22 1/8	20 3/4	+ 1 3/8	+	6.62	28 3/4	14 3/4	7	4,751	105,115
WOMETCO	WOM	N	14 3/8	13 3/4	+ 5/8	+	4.54	16 7/8	6 1/4	9	5,775	83,015
TOTAL									373,749	8,401,346		
Cablecasting												
AMECO**	ACO	O	3/4	1/2	+ 1/4	+	50.00	1 7/8	1/8	1,200	900	
AMER. ELECT. LABS	AELBA	O	7/8	3/4	+ 1/8	+	16.66	2 1/8	1/2	7	1,672	1,463
AMERICAN TV & COMM.	AMTV	O	14 3/4	14 1/4	+ 1/2	+	3.50	19 1/4	5 1/2	26	3,304	48,734
ATHENA COMM.**	O	1/4	1/4		.00	3 1/2	1/8		2,125	531		
BURNUP & SIMS	BSIM	O	4 1/8	4 3/8	- 1/4	-	5.71	24 1/8	2 1/2	8	8,390	34,608
CABLECOM-GENERAL	CCG	A	5 1/8	5 1/4	- 1/8	-	2.38	7 1/4	1 1/2	9	2,560	13,120
CABLE FUNDING	CFUN	O	6	5 1/2	+ 1/2	+	9.09	7 3/8	3 7/8	150	1,121	6,726
CABLE INFO.	O	1/4	1/4		.00	1 1/4	1/8	1	663	165		
COMCAST	O	1 7/8	1 7/8		.00	3 1/4	3/4	8	1,708	3,202		
COMMUNICATIONS PROP.	COMU	D	1 5/8	1 3/4	- 1/8	-	7.14	3 1/2	1	10	4,761	7,736
COX CARLE	CXC	A	14 1/8	14	+ 1/8	+	.89	15 7/8	3 3/4	22	3,560	50,285
ENTRON	ENT	O	1 3/8	1 1/2	- 1/8	-	8.33	1 1/2	3/8	10	1,358	1,867
GENERAL INSTRUMENT	GRL	N	8	7 3/4	+ 1/4	+	3.22	17 1/8	5/8	6	7,201	57,608
GENERAL TV	O	1/2	1/2		.00	5	1/4	25	1,000	500		
SCIENTIFIC-ATLANTA	SFA	A	13 7/8	13 3/4	+ 1/8	+	.90	18 7/8	4	12	1,017	14,110
TELE-COMMUNICATION	TCOM	O	2 1/4	2 1/4		.00	6 3/8	7/8	1	5,181	11,657	
TELEPROMPTER	TP	N	5 1/4	4 7/8	+ 3/8	+	7.69	9	1 3/8	11	16,604	87,171
TIME INC.	TL	N	61 1/4	59	+ 2 1/4	+	3.81	61 1/4	24 7/8	13	9,960	610,050
TOCOM	TOCM	O	2 1/4	1 7/8	+ 3/8	+	20.00	4 7/8	1 3/4	5	617	1,388

	Stock symbol	Exch.	Closing	Closing	Net change in week	% change in week	1974-75		P/E ratio	Approx. Shares out (000)	Total market capitalization (000)
			Tues. Nov. 25	Wed. Nov. 19			High	Low			
UA-COLUMBIA CABLE	UACC	D	8 3/4	8 1/4	+ 1/2	+ 6.06	12 3/4	3 3/4	12	1,714	14,997
UNITED CABLE TV	UCTV	D	2	1 7/8	+ 1/8	+ 6.66	4 5/8	1/4	4	1,879	3,758
VIA COM	VIA	N	7 3/4	7 1/4	+ 1/2	+ 6.89	9 1/4	2 5/8	10	3,665	28,403
VIKOA**	VIK	A	1	1		.00	4	1/2	1	2,534	2,534
TOTAL										83,794	1,001,513

Programming

COLUMBIA PICTURES	CPS	N	5 1/8	5 3/8	- 1/4	- 4.65	9 1/2	1 5/8	20	6,748	34,583
DISNEY	DIS	N	52	50 7/8	+ 1 1/8	+ 2.21	54 3/4	18 3/4	28	29,755	1,547,260
FILMWAYS	FWY	A	5 1/4	5	+ 1/4	+ 5.00	6 1/8	2 1/8	7	1,792	9,408
FOUR STAR			1/4	1/4		.00	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	21 5/8	21 3/8	+ 1/4	+ 1.16	42 1/2	18 3/8	3	30,058	650,004
MCA	MCA	N	69 3/8	67 1/2	+ 1 7/8	+ 2.77	86 7/8	19 1/4	9	8,478	588,161
MGM	MGM	N	13 7/8	14 3/8	- 1/2	- 3.47	32 1/2	9 1/4	6	12,180	168,997
TELE-TAPE** *		O	1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.		O	4 3/8	4 5/8	- 1/4	- 5.40	6 3/4	1 1/4	9	943	4,125
TRANSAMERICA	TA	N	8 3/8	8 1/2	- 1/8	- 1.47	12 1/2	5 1/2	13	64,945	543,914
20TH CENTURY-FDX	TF	N	12	12 1/4	- 1/4	- 2.04	14 7/8	4 1/2	12	7,547	90,564
WALTER READE**	WALT	O	3/8	3/8		.00	1/2	1/8		4,296	1,611
WARNER	WCI	N	18	17 7/8	+ 1/8	+ .69	20 7/8	6 7/8	7	16,718	300,924
WRATHER	WCO	A	3 5/8	3 7/8	- 1/4	- 6.45	8 1/8	1 1/4	7	2,229	8,080
TOTAL										188,545	3,948,344

Service

BBDO INC.	BBDO	O	16 1/2	16 1/4	+ 1/4	+ 1.53	17 1/2	9 7/8	7	2,513	41,464
COMSAT	CO	N	34 3/8	31 3/8	+ 3	+ 9.56	46	23 3/4	7	10,000	343,750
DOYLE DANE BERNBACH	DOYL	O	8 3/4	9	- 1/4	- 2.77	11 7/8	5 5/8	5	1,816	15,890
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	11	10	+ 1	+ 10.00	11 1/4	5 3/8	7	2,121	23,331
GREY ADVERTISING	GREY	O	6 7/8	7 1/4	- 3/8	- 5.17	8 3/8	1	4	1,213	8,339
INTERPUBLIC GROUP	IPG	N	17 1/4	17 1/2	- 1/4	- 1.42	19	8 1/8	6	2,249	38,795
MARVIN JOSEPHSON	MRVN	O	7 1/4	7	+ 1/4	+ 3.57	9 3/4	3 1/4	5	2,030	14,717
MCI COMMUNICATIONS	MCIC	O	1 1/2	1 1/4	+ 1/4	+ 20.00	6 1/2	1		13,339	20,008
MOVIELAB	MDV	A	1 1/8	1 1/4	- 1/8	- 10.00	1 3/4	1/2	6	1,407	1,582
MPD VIDEOTECHNICS	MPO	A	3 3/8	3 5/8	- 1/4	- 6.89	4	1	19	537	1,812
NEEDHAM, HARPER	NDHMA	O	6 1/4	5	+ 1 1/4	+ 25.00	7 1/2	3 5/8	9	853	5,331
A. C. NIELSEN	NIELB	O	19 3/4	20 1/2	- 3/4	- 3.65	28	7 3/8	18	10,598	209,310
OGILVY & MATHER	OGIL	O	17 1/2	17 3/4	- 1/4	- 1.40	23 1/2	10	6	1,805	31,587
J. WALTER THOMPSON	JWT	N	7 7/8	7 7/8		.00	12	4 1/4	11	2,649	20,860
UNIVERSAL COMM.*		O	1/4	1/4		.00	3/4	1/8		715	178
TOTAL										55,742	777,191

Electronics/Manufacturing

AMPEX	APX	N	5	5 1/4	- 1/4	- 4.76	8 3/8	2 1/4	5	10,885	54,425
CCA ELECTRONICS*	CCA	O	1/8	1/8		.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 3/8	1 1/2	- 1/8	- 8.33	2 1/8	1	7	2,319	3,188
COHU, INC.	COH	A	2 7/8	2 3/4	+ 1/8	+ 4.54	3 7/8	1 1/4	32	1,617	4,648
CDNRAC	CAX	N	29	29 1/4	- 1/4	- .85	29 1/4	10	13	1,278	37,062
EASTMAN KODAK	EASKD	N	107 3/8	106 1/4	+ 1 1/8	+ 1.05	108 3/4	63	28	161,347	17,324,634
GENERAL ELECTRIC	GE	N	48 5/8	48 1/2	+ 1/8	+ .25	65	30	16	182,885	8,892,783
HARRIS CORP.	HRS	N	32 3/4	31 1/4	+ 1 1/2	+ 4.80	33 1/2	13 1/8	22	6,160	201,740
HARVEL INDUSTRIES*	HARV	O	5	5		.00	9	2 1/2	31	480	2,400
INTERNATIONAL VIDEO	IVCP	O	1 5/8	2 1/2	- 7/8	- 35.00	7 1/2	1 1/4	3	2,730	4,436
MICROWAVE ASSOC. INC	MAI	N	14 1/2	15 1/8	- 5/8	- 4.13	26 7/8	9 3/4	7	1,320	19,140
3M	MMM	N	61 1/4	60 1/4	+ 1	+ 1.65	80 1/2	7 5/8	31	114,240	6,997,200
MOTOROLA	MOT	N	42 1/2	41 5/8	+ 7/8	+ 2.10	61 7/8	34 1/8	19	28,198	1,198,415
N. AMERICAN PHILIPS	NPH	N	21 1/4	20 3/4	+ 1/2	+ 2.40	24 1/4	11 1/4	10	12,033	255,701
DAK INDUSTRIES	OEN	N	6 7/8	7	- 1/8	- 1.78	12 7/8	5 1/4	3	1,639	11,268
RCA	RCA	N	19 5/8	19 1/4	+ 3/8	+ 1.94	21 1/2	9 7/8	16	74,547	1,462,984
ROCKWELL INTL.	ROK	N	23 1/8	22 7/8	+ 1/4	+ 1.09	28 3/8	18 3/8	7	30,913	714,863
RSC INDUSTRIES	RSC	A	1 5/8	1 1/2	+ 1/8	+ 8.33	2 1/4	1/2	6	3,440	5,590
SONY CORP.	SNE	N	10 1/8	10	+ 1/8	+ 1.25	29 7/8	4 3/4	27	172,500	1,746,562
TEKTRONIX	TEK	N	44 1/4	42 5/8	+ 1 5/8	+ 3.81	47 3/4	18 1/2	16	8,671	383,691
TELEMATION	TIMT	O	1	1		.00	2 3/4	3/4	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	12 3/4	12 3/4		.00	17 3/4	6	12	6,838	87,184
WESTINGHOUSE	WX	N	12 1/2	10 7/8	+ 1 5/8	+ 14.94	26	8 1/2	35	87,024	1,087,800
ZENITH	ZE	N	25	23 7/8	+ 1 1/8	+ 4.71	31 5/8	10	104	18,797	469,925
TOTAL										931,792	40,966,799

GRAND TOTAL 1,711,791 57,472,830

Standard & Poor's Industrial Average

101.5 100.7 +.8

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

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

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. Earnings figures are exclusive of extraordinary gains or losses

*Stock did not trade on Wednesday, closing price shown is last traded price
**No P/E ratio is computed, company registered net loss
***Stock split

The Broadcasting Playlist™ Dec 1

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

Contemporary

Over-all-rank	Last This week	This week	Title (length)	Artist-label	Rank by day parts			
					6-10a	10a-3p	3-7p	7-12p
1	1	1	Island Girl (3:48)	Elton John—MCA	1	1	1	2
9	2	2	Fly Robin Fly (3:06)	Silver Convention—Midland Int'l.	2	3	3	1
4	3	3	That's the Way I Like It (3:06)	K.C. & Sunshine Band—TK Records	3	5	2	3
10	4	4	The Way I Want to Touch You (2:35)	Captain & Tennille—A & M	4	2	6	4
3	5	5	Who Loves You (4:04)	Four Seasons—Curb/Warner	5	4	4	5
6	6	6	Feelings (3:27)	Morris Alpert—ABC	7	6	5	6
5	7	7	Miracles (3:25)	Jefferson Starship—Grunt	6	7	10	7
7	8	8	Lyin' Eyes (3:58)	Eagles—Asylum	9	10	7	8
8	9	9	Games People Play (3:29)	Spinners—Atlantic	8	9	8	11
2	10	10	Bad Blood (3:12)	Neil Sedaka—Rocket	10	8	9	9
13	11	11	Nights on Broadway (2:52)	Bee Gees—RSO	11	12	12	10
12	12	12	Heat Wave (2:46)	Linda Ronstadt—Asylum	12	11	13	12
14	13	13	Let's Do It Again (3:28)	Staple Singers—Curtom	17	13	11	13
19	14	14	Sky High (2:53)	Jigsaw—Chelsea	14	14	15	15
15	15	15	My Little Town (3:52)	Simon & Garfunkel—Columbia	13	16	17	17
18	16	16	Low Rider (3:11)	War—United Artists	16	15	18	16
11	17	17	This Will Be (3:10)	Natalie Cole—Capitol	15	18	16	19
21	18	18	Saturday Night (2:56)	Bay City Rollers—Arista	19	19	14	14
36	▲19	19	I Love Music (3:37)	O'Jays—Philadelphia Int'l.	18	17	19	18
16	20	20	S.O.S. (3:22)	Abba—Atlantic	20	20	20	20
25	21	21	#18 with a Bullet (3:30)	Pete Wingfield—Island	22	22	22	22
46	▲22	22	I Write the Songs (3:39)	Barry Manilow—Arista	21	21	23	23
38	▲23	23	Fox on the Run (3:24)	Sweet—Capitol	30	27	21	21
39	▲24	24	Love Roller Coaster (2:52)	Ohio Players—Mercury	27	25	24	24
28	25	25	Theme from 'Mahogany' (3:19)	Diana Ross—Motown	24	23	25	25
3	19	19	24 (2:3)	Diana Ross—Motown	25	25		
30	26	26	Lady Blue (3:28)	Leon Russell—Shelter	29	24	34	27
31	27	27	Walk Away from Love (3:18)	David Ruffin—Motown	32	28	29	26
32	28	28	I Only Have Eyes for You (3:30)	Art Garfunkel—Columbia	26	29	28	32
23	29	29	Calypso (2:38)	John Denver—RCA	23	35	26	37
27	30	30	I'm on Fire (2:47)	5,000 Volts—Phillips	31	34	30	30
34	31	31	Our Day Will Come (3:58)	Frankie Valli—Private Stock	25	32	35	36
40	32	32	Last Game of the Season (Blind Man in the Bleachers) (3:30)	David Geddes—Big Tree	33	38	33	33
37	33	33	Rock Show (3:39)	Paul McCartney & Wings—Capitol	35	37	32	40
26	34	34	Get Down Tonight (3:06)	K.C. & Sunshine Band—TK Records	28	44	27	47
22	35	35	I'm Sorry (3:29)	John Denver—RCA	36	33	38	34
45	36	36	Ballroom Blitz (3:17)	Sweet—Capitol	37	39	31	35
24	37	37	Rocky (3:34)	Austin Roberts—Private Stock	34	36	36	38

Over-all-rank	Last This week	This week	Title (length)	Artist-label	Rank by day parts			
					6-10a	10a-3p	3-7p	7-12p
33	38	38	Fame (3:30)	David Bowie—RCA	48	26	47	29
—	▲39	39	Paloma Blanca (3:27)	George Baker Selection—Warner Bros.	*	30	42	31
17	40	40	Dance with Me (2:59)	Oriens—Asylum	*	31	44	28
—	41	41	Sing a Song (3:26)	Earth, Wind & Fire—Columbia	40	41	39	45
35	42	42	I Want to Do Something Freaky to You (3:35)	Leon Haywood—20th Century	39	46	40	44
43	43	43	Rock & Roll All Night (3:20)	Kiss—Casablanca	*	40	45	39
20	44	44	It Only Takes a Minute (3:13)	Tavares—Capitol	49	47	41	41
29	45	45	Do It Any Way You Wanna (3:15)	Peoples Choice—TSOP	42	45	46	50
42	46	46	Rhinestone Cowboy (3:18)	Glen Campbell—Capitol	38	*	37	*
—	47	47	You Sexy Thing (3:30)	Hot Chocolate—Big Tree	46	50	43	46
—	48	48	Schoolboy Crush (3:40)	Average White Band—Atlantic	*	42	*	43
48	49	49	Country Boy (3:05)	Glen Campbell—Capitol	41	48	49	*
44	50	50	Operator (3:09)	Manhattan Transfer—Atlantic	43	*	50	49

Country

3	1	1	Easy as Pie (2:58)	Billy "Crash" Craddock—ABC/Dot	3	1	1	1
1	2	2	Secret Love (3:35)	Freddy Fender—ABC/Dot	1	2	7	4
2	3	3	Love Put a Song in My Heart (2:45)	Johnny Rodriguez—Mercury	2	4	3	7
9	4	4	Jason's Farm (3:29)	Cal Smith—MCA	5	3	4	3
10	5	5	Where Love Begins (3:00)	Gene Watson—Capitol	4	5	5	8
4	6	6	All in the Movies (3:15)	Merle Haggard—Capitol	9	6	2	5
7	7	7	Last Game of the Season (Blind Man in the Bleachers) (3:30)	Kenny Starr—Big Tree	7	7	8	2
12	8	8	Love Is a Rose (2:44)	Linda Ronstadt—Asylum	6	8	6	6
11	9	9	Are You Sure Hank Done It This Way (2:53)	Waylon Jennings—RCA	8	11	9	9
7	10	10	I Like Beer (2:52)	Tom T. Hall—Mercury	13	9	10	12
6	11	11	Warm Side of You (2:45)	Freddie Hart—Capitol	10	10	11	10
8	12	12	We Used to (3:10)	Dolly Parton—RCA	11	13	12	22
13	13	13	From Woman to Woman (2:17)	Tommy Overstreet—ABC/Dot	12	21	15	19
16	14	14	(Turn Out the Light and) Love Me Tonight (2:18)	Don Williams—Dot	18	17	13	14
5	15	15	All over Me (2:50)	Charlie Rich—Epic	14	14	19	21
—	▲16	16	Country Boy (3:05)	Glen Campbell—Capitol	20	12	17	17
—	▲17	17	Lyin' Eyes (3:58)	Eagles—Asylum	16	20	18	15
14	18	18	San Antonio Stroll (2:45)	Tanya Tucker—MCA	17	15	23	11
18	19	19	I'm Sorry (3:29)	John Denver—RCA	15	22	20	20
20	20	20	What's Happened to Blue Eyes (2:17)	Jessi Colter—Capitol	19	16	*	16
15	21	21	Rocky (3:38)	Dickie Lee—RCA	23	23	14	18
—	22	22	I Still Believe in Fairytales (2:20)	Tammy Wynette—Epic	22	18	22	23
22	23	23	Western Man (2:47)	Lacosta—Capitol	21	*	21	25
—	24	24	Convoy (3:48)	C.W. McCall—MGM	*	19	24	13
25	25	25	You Ring My Bell (2:40)	Ray Griff—Capitol	*	*	16	*

Canadian jamming called unlikely

Visiting cablemen don't believe American TV's will cut off lucrative market over border

The threat by U.S. border TV stations to jam their signals from entering Canada—if the Canadian government insists that advertising on those signals be deleted by Canadian cable systems—is “hollow,” Michael Hind-Smith, president of the Canadian Cable TV Association, has charged. With Buffalo, N.Y., television stations reaching most Toronto area homes, including the 55% wired to cable, Mr. Hind-Smith could not see now broadcasters are going to jam a signal in a community from which they derive advertising revenues.

Mr. Hind-Smith's remarks were made in Washington last week as he and John O. Graham, chairman of the CCTA, met with the National Cable Television Association and with David Kinley, FCC Cable Bureau chief, to talk about the U.S. regulatory process.

CCTA is trying to persuade the Canadian Radio and Television Commission to postpone its ad deletion policy until Parliament concludes discussion of an amendment to the Canadian income tax laws that would disallow the purchase of advertising on an American station as a deductible business expense. The tax-law change is viewed by the CCTA as a better method to accomplish the CRTC goal of protecting the weak Canadian TV production industry against U.S. imports.

While most of the Canada's 400 some cable systems (which serve 40% of the population and account for 2.6 million subscribers) are 12-channel operations, Mr. Hind-Smith said “converters are a lively business” with strong activity in rebuilding systems up to 30-channel capacity.

High on the list of common problems between cable operators in the two countries is regulation. The view of cable as a “handmaiden” to broadcasting is something Mr. Hind-Smith hopes to change. The threat of regulation in both countries is not greatly different, he said, as it focuses on possible damage to broadcasters.

Club helps honesty to be best policy for cable tappers

Knowledge of impending theft-of-service laws that would fine or jail individuals who illegally connect their TV sets to cable drops has brought a rash of new subscribers in some communities. Many are apparently anxious to avoid entanglements with authorities. In California, where a

\$200 fine or 30-day jail sentence penalty becomes effective the first of next year (BROADCASTING, Oct. 27), the impact is already being felt by cable companies.

T-M Cablevision, serving northern San Diego county, centered at Escondido, Calif., is an example. Larry Miles, T-M regional manager, instituted an advertising and publicity campaign that consisted of a \$100 quarter-page advertisement in the *Escondido Times-Advocate*, news stories in that and other newspapers (including pickups in San Diego and Los Angeles newspapers), appearances on radio and TV locally. He also originated a reduced-rate campaign to run concurrently. And he ordered a complete audit of the system that serves almost 2,500 homes.

Within one week of this activity, more than 500 orders for service were received, Mr. Miles said last week. Over-all, he expects perhaps as many as 1,200 more subscribers to be added through these moves. Many, he agreed, are one-time subscribers who ordered disconnects in the past, but who surreptitiously reconnected their homes to the cable drops that remained in place. A substantial number, he agreed, are apartment-house dwellers who connected their TV sets to internal cable lines without notifying the cable company.

Mr. Miles noted that the publicity has also generated orders from households that had been planning to subscribe but had not yet made the move.

Broadcasters eye satellite feed to distant cables

Two independent operators see chance for new market selling their programs for CATV use

Ted Turner, owner of independent TV stations in Atlanta and Charlotte, N.C., is looking at satellites as a means to make his signal available to cable TV systems in outlying areas where terrestrial relay costs are prohibitive. Jack Matranga, president of KTXL(TV) Sacramento, Calif., unveiled similar plans at the Western Cable Show (BROADCASTING, Nov. 17) and says he has received letters of interest from cable systems as far away as Milwaukee and New Jersey.

Both plans are in their early stages. Neither Mr. Turner nor Mr. Matranga has received commitments from any cable operator, and neither has concluded agreements with any satellite carrier. Both are leaning to RCA, which will begin distributing Home Box Office pay programming next year (and earth stations of HBO's cable affiliates will be oriented to that bid). Once an earth station is installed, an extra channel can be added from the same satellite at minimal cost.

Mr. Matranga feels his plans may take substantive form by late 1976, when he expects the member of operating earth

Warner dark in Foxboro. Warner Cable Corp. was to turn off its Foxboro, Mass., cable system today (Dec. 1). The 41-mile plant sewed fewer than 200 subscribers. It had been operational since early 1973.

The two biggest problems with the Foxboro operation, explained a Warner spokesman, were a lack of demand and low rates. Compounding the problem was good over-the-air reception provided by Boston and Providence, R.I., broadcast stations. Added another Warner employe: “The system should never have been built in the first place.”

stations to reach between 30 and 40 and therefore generate enough cable customers to underwrite the \$83,000-a-month cost of leasing a satellite transponder. Mr. Matranga expects to charge cable systems between \$4,000 and \$5,000 per month to receive his 24-hour signal.

Mr. Turner envisions cable systems paying a part of each subscriber's monthly payment, say 10 cents, to either his WTCG(TV) Atlanta or WRET-TV Charlotte, N.C. At that rate, it would take nearly a million cable subscribers to absorb entirely the cost of leasing a satellite channel. An incentive for cable systems to carry his stations, is their coverage of professional Atlanta hockey, baseball and basketball games, Mr. Turner said.

How feasible these broadcasters' plans are in view of FCC signal carriage rules is difficult to judge. The commission is still scheduled to reconsider its “leapfrogging” rules (BROADCASTING, Aug. 4). Mr. Matranga contends that because his station operates all night, many cable systems will be eligible for his signal. There are no 24-hour stations operating in closer proximity.

A slight reprieve for Californians

Property tax on cable-system income being worked out, but not in time for inclusion in upcoming assessors' manual

The threat of a property tax based on cable income, envisioned by some California system operators (“Closed Circuit,” Aug. 25), isn't likely to materialize until March 1, 1977. The new assessor's manual, which includes an income approach, is not expected to be ready by this year's March 1, 1976, lien date.

Most county assessors in California are currently using a cost-replacement formula to figure taxes owed by CATV systems. Nearly a year and a half ago a number of assessors suggested that the State Board of Equalization write specific guidelines for figuring cable property taxes to point up alternative formulas. An initial draft was circulated to county assessors and state review committees this past summer, which must now be rewritten

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with any refinements before it is presented to the cable industry and assessors a second time. Then a final draft will be made and submitted to the five-man equalization board, which will hold a public hearing before incorporating the draft into a final tax assessor's manual. That process is not expected to be finished before the upcoming lien date.

The initial draft suggests three approaches: a cost-replacement formula, a market approach and an income approach. Discretion would be left to the individual county assessor, but the multi-method taxing scheme was initiated to acquaint assessors with different formulas that might circumvent problems of a single tax plan.

Nevertheless, some cable operators fear the income approach for it could generate higher taxes for established cable systems. Ed Allen, president of Western Communications, estimated that the \$78,000 in taxes paid by his Concord CATV system would increase to \$178,000 if the same numbers were used in an income based formula.

On the other hand, Theta Cable has appealed to Los Angeles and San Bernardino county assessors to use the income approach, with the belief that taxes would be reduced.

Other cable operators are concerned that local assessors might use a combination of methods to realize the highest taxes for a cable system—thus using a cost-replacement method when the system is new and not generating income and then switching to an income approach when the initial outlays have depreciated but income has risen.

Cable Briefs

More awards. National Cable Television Association has added two new award categories for judging local origination programming. Added: access programming awards, to include shows produced by non-cable groups whether or not cable system production facilities are used, and new cable services, which includes data; consumer information and addressable specialized programs. Awards will continue to be given out for traditional local-origination programs, conceived and produced by cable systems. Programs must be produced after Jan. 31, 1975, and be submitted to NCTA by Jan. 31, 1976. Awards will be presented at NCTA convention in Dallas, April 4-7, 1976.

Cable 101. George Washington University's School of Engineering and Applied Science is offering one-week course in Cable Television Techniques and Usage, Feb. 2-6, 1976, at Washington campus. Five-day course costs \$425 and will cover technical aspects of cable industry, introduction to business and regulatory considerations and look at specific hardware components. Joseph L. Stern, president of Stern Telecommunications Corp., and Joseph Garodnick, vice president at Stern, will instruct.

HBO growth. United Cable Television's system at Tulsa, Okla., joined Home Box Office's pay TV satellite network Nov. 15, with UA-Columbia systems at Fort Smith, Ark. and Laredo, Tex. which was to turn-on pay Nov. 17 and Nov. 24, respectively. Three systems account for total of 50,000 subscribers. HBO terrestrial microwave connected network in Northeast is also growing with addition of Teleprompter systems in Iliion and Oswego, Sammons Communications's system at Wellsville, Cablevision Industries system at Canadaigua and Times Mirror Co.'s system at eastern tip of Long Island, all New York. Northeast network totals about 230,000 subscribers at present.

Refranchising aides. With FCC's deadline for renegotiation of many cable franchises (March 1977) approaching, Cable Television Information Center is planning series of workshops to help local officials understand and comply with federal requirements. Initial two-day seminars were held in Burbank, Calif., Nov. 17-18 at The Castaways and in Oakland, Calif., Nov. 20-21 at Oakland Museum

No thanks. Fannetti-Arnold Associates, Syracuse, N.Y., cable-TV consultant, has withdrawn its bid for \$30,000 study to analyze cable TV prospects for Syracuse, calling such study "unnecessary" because information has already been gathered by city's advisory committee on cable TV. Among some 20 companies that have indicated interest in obtaining Syracuse cable franchise are Teleprompter Corp., American Television & Communications, Telecable Inc., and Time-Life Broadcasting Inc.

Cable rehabilitation. Rehabilitation Services Administration of Department of Health, Education and Welfare is funding two-way cable project to serve severely handicapped people in Peoria, Ill. Project will involve G.E. Cablevision's system in Peoria, Cable Television Information Center—for technical and production support—and Illinois division of Vocational Rehabilitation. Instruction, job training and physical therapy techniques will make up programming, which is scheduled to begin in spring and continue for two years.

Making a go of cable news

A cable system in Naples, Fla., is getting a 22 share of audience with its 6 p.m. local news show. In an Arbitron audience survey commissioned by Gulf Coast Television, the system's originated news program tied for first place with the news shows of WPLG-TV Miami and WBBH-TV Fort Myers, Fla. Four other stations available to Gulf Coast subscribers—WINK-TV Fort Myers, WEVU Naples and Miami's WCIX-TV and WTVJ—received shares ranging from 2 to 16. The CATV system devotes 90% of its news show to local items; WBBH-TV has a one-man Naples bureau and WINK-TV also covers some Naples news. Gulf Coast has about 17,000 subscribers, an 85% saturation. Only the cable homes were surveyed.

Westin says access time in television would do more harm than good

ABC's documentary chief explains why networks keep editorial control

"What the public gets to know under some helter-skelter system of access will not, in my view, be worth the cost in bias, misinformation and distribution."

That's the response Av Westin, president of television documentaries, ABC News, New York, has to such challenges. "Who says the network executives can be the only gatekeepers for the public? Who says their ideas, their productions and their editorial controls are the only correct ones?"

His remarks were made to the New York chapter of the National Academy of Television Arts and Sciences where he detailed just how the networks decide "what the public gets to know when they watch television news."

Mr. Westin said he takes "no rigid stand" to questions centering on the networks alleged monopoly on documentary broadcasts. Citing recent filmed interviews by print journalists Jack Anderson and Frank Mankiewicz, whose documentaries were turned down by the networks, Mr. Westin said, "Each individual television station is in the end responsible for what it broadcasts," and would be held responsible for anything libelous or staged within the documentary. The dilemma would be compounded, he said, if the reporter was not "of known credentials like Anderson or Mankiewicz, but someone else who was a self-styled journalist."

"I recognize that I can be accused of being a gatekeeper in search of the status quo. But suppose we did have an access system. There is a limited amount of air available each year—even if you wiped out every single entertainment show—so who would decide which independent producer could have access to the available air time?" he said.

Mr. Westin also warned against attempting to cash in on the success of "so-called docu-dramas" by altering the content of news programming. Locally and at the network level, he said, "the audience-gathering potential of programs based on reality" has been recognized, but "there is no place for creative interpretation in reporting facts."

Concluding with an indictment of the Criminal Justice Reform Act, S. 1, now before the Senate Judiciary Committee, Mr. Westin said its results could be, "taken to an extreme, that the only time a

reporter would be totally free of the threat of federal prosecution when reporting on government activity, would be when he published official government handouts."

The bill would make a reporter who obtains certain government records or documents and who intended to appropriate them for his own use, guilty of a crime. A fine of up to \$100,000 and seven years imprisonment could be ordered for making unclassified national defense information public if the reporter knows that information may be used to the advantage of a foreign power or against the national interest or safety. Communication of unauthorized national defense information to unauthorized persons would likewise be a criminal offense, Mr. Westin related. And he added that anyone who leaked classified information to a reporter could be guilty of a crime, even if the information was incorrectly classified in the first place. According to Mr. Westin, approximately 50,000 federal bureaucrats have the power to classify documents and they classify them at the rate of 200,000 a day. Altogether, he said, a billion government documents are now classified.

William Putnam cleared of city clerk's charges

What could have led to a constitutional challenge of a 1946 Massachusetts law prohibiting false and damaging statements against political candidates was stopped short when an imported judge held William L. Putnam, president of WWLP(TV) Springfield, Mass., not guilty of violating that law.

Mr. Putnam was taken to court by Chicopee, Mass., City Clerk John Whalen Jr. who alleged that Mr. Putnam aired false charges—specifically that it was difficult to get information out of the clerk's office and that Mr. Whalen was lying when he said it wasn't (BROADCASTING, Nov. 3).

According to Mr. Putnam, a judge brought in from Worcester county (Mass.) found no conclusive proof to substantiate the charges.

Mr. Putnam later expressed satisfaction that he was cleared of the charges, but said his attorney was disappointed that the verdict precluded a constitutional test.

Rusk: Hands off the press

It's not that the press and Dean Rusk were ever very close, but the former secretary of state who has been a law professor at the University of Georgia since 1968, now counts himself among the advocates of a free and unharrassed media. At a national colloquium of the Oral History Association in Asheville, N.C., Mr. Rusk said he was "almost fanatical about freedom of the press. I don't believe in fraternization among editors and publishers. I don't believe in a code of ethics in the journalism profession, and I don't believe in equal time and the right of reply imposed

by law," he said. "If there are abuses in the exercise of freedom of the press," said Mr. Rusk, "then let us correct them through free speech ... but don't let the government move in to restrict what should be a boisterous and tumultuous press, as it was in the 19th century."

Philadelphia TV's choose low-key coverage to avoid compounding disturbance

Three Philadelphia TV stations decided not to send film crews to a tense nighttime situation because, in the words of one of the newsmen, "We could possibly aggravate the situation."

The disturbance in Wilmington, Del., between police and Puerto Rican youths took place in the evening, a factor that caused the stations to consider the possible problems in sending a highly conspicuous film crews with bright lights.

"It's folly for TV news not to face up to the problem that when we appear at emotional situations with cameras and lights the situation might escalate," said Robert Morse, WCAU-TV news director. He added, "People do perform for the cameras."

Ken Tivens, news director at KYW-TV said that in his case the station would not have been able to shoot much film before they would have had to leave to make their deadline, so sending a film crew could "just hurt an already bad situation."

The stations emphasized that even though they didn't send out film crews, they still covered the story—one with still

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wirephotos and another, WPVI-TV, with film taken the following day.

This is not the first time this problem has arisen for the stations. Last August's racial disturbances in Wilmington forced the same type of decisions. One of the stations was there on another story and shot their film without lights. Another went down and returned to Philadelphia without shooting anything because of the crowd's violent reaction to their presence.

The problem is a difficult one that the journalists say does not lend itself to blanket solutions.

Journalism Briefs

CIA use of journalists. National News Council, New York, has asked Central Intelligence Agency Director William Colby about employment of journalists to fulfill functions for CIA and, if such practice exists, to end it and "to make the order public." Whether broadcast journalists were or are involved has not been established; Mr. Colby has said he will discuss matter in executive session.

'Bee' verdict stands. California state supreme court has denied request for hearing on lower court decision holding four *Fresno Bee* newsmen in contempt of court for refusing to divulge how newspaper got copy of grand jury proceedings. Attorneys for newspaper, part of the McClatchy newspaper-radio-TV holdings, have begun preparations to seek U.S. Supreme Court review.

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Equipment & Engineering

FCC rejects presunrise hike for class 2-B AM's requested by KYMN

The FCC has turned down a request for increased presunrise power for all class II radio stations that had been proposed by KYMN(AM) Northfield, Minn.

Present commission rules limit a station's power before sunrise to the extent necessary to prevent interference with any class 1-B station to the west. KYMN currently is restricted to 4.2 watts and had requested an increase to 50 watts.

The FCC said that since the present power limits were set in 1967, it has not changed its stance that secondary or skywave service of the 1-B clear channels is of higher priority and must be protected from interference from the primary or groundwave signals of class II stations on clears.

Encoded caption capability sought for TV standards to help handicapped

Pointing out that 13.4 million people in this country have hearing difficulties that prevent them from enjoying television,

the Public Broadcasting System said that it now has found a way to help these handicapped persons.

Following four years of research on the problem, PBS has asked for a rulemaking on a proposal to amend the television-transmission standards to allow the broadcasting of encoded, captions on line 21, field one and the available half of line 21, field two, of the vertical blanking interval. Comments on the rulemaking are due at the FCC by Dec. 17.

The commission authorized PBS to experiment with such a method at WETA-TV Washington in 1972.

Technical Briefs

Hand-held camera. Ampex Corp., Redwood City, Calif., is now producing BCC-2 hand-held color broadcast camera for both studio and on-location coverage. Camera, priced under \$50,000, is smallest broadcast camera in Ampex line, weighing 15 pounds and comes with shoulder support, 19-pound backpack and harness. Camera features 10x zoom lens and tiltable mount.

Philadelphia story. Harris Corp., Quincy, Ill., has received \$450,000 order from Westinghouse Broadcasting Co.'s KYW-TV Philadelphia for BTB-50L1, 50 kw dual IF modulated low-band TV transmitter.

Fates & Fortunes.

Media

Michael P. Mallardi, president, ABC Record/Tape Sales Corp. and former broadcaster, will be proposed for election as VP/chief financial officer and treasurer of ABC Inc. at Dec. 8 meeting of ABC board. Disclosure coincided with announcement that **Robert D. Kreatel**, with ABC since June 1973, had resigned as VP, finance, and treasurer and as board member, effective immediately, to pursue other, unspecified professional interests. Mr. Mallardi was ABC Inc. VP for financial planning and analysis for three years before moving to Record and Tape Sales in 1974.

Garth Lindsay, business manager, KTVX-TV (formerly KCPX-TV) Salt Lake City, named controller/business affairs manager, United Group Stations, Minneapolis, subsidiary of 20th Century-Fox Film Corp. and new owner of station.

Elaine Chin, programing supervisor, Young & Rubicam, New York, named pricing manager, business analysis and financial planning, ABC Television, New York.

William H. Schuyler, VP/general manager, KSMT(TV) Monterey, Calif., becomes part owner/president, chief executive officer.

John C. Butler, executive VP, KRLD Corp.,

Dallas, named president/chief operating officer. Corporation owns and operates KRLD(AM)-KAFM(FM) Dallas.



Butler



Branson

Todd Branson, general manager, WGIV(AM) Charlotte, N.C., named to same position, WLOK(AM) Memphis.

William F. Sherry, general sales manager, WFTL(AM) Fort Lauderdale, Fla., named VP.

Kathy Milone, community relations director, KOLO-TV Reno, named public affairs director, KORK-TV Las Vegas.

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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. 8½ x 11", illustrated. \$12.95
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406. **THE BUSINESS OF RADIO BROADCASTING** by Edd Rautt. 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
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
417. **GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING** by Robert C. Siller. A practical, self study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. \$9.95
418. **HANDBOOK OF RADIO PUBLICITY & PROMOTION** by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8½ x 11" bound in long-life 3-ring binder. \$29.95
419. **HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. \$7.95
420. **HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE** by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs.

Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. \$12.95

421. **HOW TO SELL RADIO ADVERTISING** by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment", and how to convert a "No" to a "Yes". 320 pages. \$12.95
434. **RADIO PRODUCTION TECHNIQUES** by Jay Hoffer. Here's an all-round book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio...with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 204 pages, illustrated. \$12.95
437. **RADIO STATION SALES PROMOTIONS** by Jack Macdonald. 300 merchandise-moving ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories, from air conditioners to washing machines. 72 pages, 8½" x 11" \$10.00

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Wayne Olson, business manager, Fuqua Communications Inc., Evansville, Ind., named to same position, WLWI(TV) Indianapolis.

Jack Parris, program manager, KMEG-TV Sioux City, Iowa, named station manager.

Lee G. Stevens, acting general manager, WUHQ-TV Battle Creek, Mich., named general manager.

Pauline A. Mitchell, producer/program director, noncommercial WCVE-TV Richmond, Va., named corporate director, public relations, Central Virginia Educational Television.

Ruth L. Leon, producer/director, noncommercial WETA-TV Washington, appointed to newly created post, special projects director.

Jim Blair, former assistant advertising manager, Atlantic Richfield Co., Los Angeles, named station manager, WRYZ-AM-FM Jupiter, Fla.

Earle H. (Bud) Gillis Jr., development manager, Ohio Department of Education, named development director, noncommercial WCET(TV) Cincinnati.

Lamar Canup, technical director, 6 p.m. news at WSB-TV Atlanta, named general manager, WPPI(AM) Carrollton, Ga. **Larry O'Neal**, air personality, WMAZ-AM-FM-TV Macon, Ga., named operations manager/program director, WPPI.

James H. Hill, merchandising supervisor, Non-Corrosive Products Division, Owens-Corning Fiberglas, Toledo, Ohio, named public information director, noncommercial WGTE-TV Toledo.

David M. Barrett, news director, KMMK(FM) McKinney, Tex., named community affairs producer, noncommercial WNIT-TV South Bend, Ind.

Newly elected officers, Texas Association of Broadcasters: **Rush Evans**, KTBC-TV Austin, president; **Bill Watkins**, WTAW(AM) Bryan, VP/president-elect; **Mel Gilbert**, KSNY(AM) Snyder, secretary-treasurer.

Broadcast Advertising

Charles E. Overholser, partner, Haley, Overholser & Associates, New York advertising agency, named senior VP/director, research services, Kenyon & Eckhardt Advertising Inc., New York.



Overholser

Girard

Joseph H. Girard Jr., general sales manager, WDCA-TV Washington, named to same position, WFLD-TV Chicago.

Edward M. Scandrett, sales manager, WMAL(AM) Washington, named general sales manager.

Charles A. McFadden, general manager, WJRT-TV Flint, Mich., named sales director, WPHL-TV Philadelphia.

Charles Gelman, Joan Krga, management supervisors, J. Walter Thompson, Chicago, named VP's.

Ellen S. Levy, senior associate research director, BBDO, New York, named VP.

Harry Durando, president, Metro Radio Sales, New York, named account executive, RKO Television Representatives Inc. there.

Ed Keane, office manager, RKO Radio Representatives, Atlanta, named local sales manager, RKO's WRKO(AM) Boston.

Gill Gilreath, account executive KIQI(AM)-KIOI(FM) San Francisco, named national sales manager.

Robert L. Rierson, owner of TV management consulting firm, New York, appointed associate director, radio-TV programming, Grey Advertising, there.

Barbara Pierson, consultant-media director, Pan American World Airways, New York, named VP, media director, Advertising to Women Inc., New York.

Ron Nahoum, media planner, Wells, Rich, Greene, New York, named to same post, Dillon, Gordon, Hawkey, Shortt, there.

Marion Bock, manager, Metro TV Sales, St. Louis, named VP.

William D. Engelbrecht, James L. Hilmer, Daniel Reid, account executives, Leo Burnett Co., Chicago, named account supervisors.

Mike Davison, research/sales development director, KMPC(AM) Los Angeles, named retail sales manager.

Harry Melkerson, account executive, KFMB-TV San Diego, named local sales manager.

Jim Haisell, cameraman, WFAA-TV Dallas, named advertising director, KATV(TV) Little Rock, Ark.

Vince Pauchuk, account executive, Glen Warren Broadcast Sales Division, Toronto, Canadian national sales representative, named VP-sales, CKLW-AM-FM Windsor, Ont. **David Forier**, account executive, CKLW-AM-FM, named national sales manager.

A. Richard Marks, account executive, WIP(AM) Philadelphia, named general sales manager, WMMR(FM), same city. Both are Metromedia stations.

Frank Iorio Jr., account executive, WEEP-AM-FM Pittsburgh, named local sales manager.

Phil Schlaeger, Syracuse (N.Y.) University graduate, named assistant media planner, Tracy-Locke Advertising and Public Relations, Dallas.

Dick Stucker, freelance producer/director, joins Television Production Center Inc., TV commercial producer, Pittsburgh.

Jack Scroggs, general manager, WJGA-AM-FM Jackson, Ga., named sales manager, WPPI(AM) Carrollton, Ga.

Programing

Raymond D. Weisbond, attorney, Los Angeles, elected VP/general counsel, Avco Embassy Pictures Corp., Los Angeles.

Dick Enders, production manager, noncom-

mercial KAKM(TV) Anchorage, named program/production manager.

Broadcast Journalism

John Martin, general assignment reporter specializing in legal affairs, KCRA-TV Sacramento, Calif., named correspondent, ABC News, New York.

Charles P. Arnot, news manager, ABC's American FM Radio Network, New York, and formerly bureau chief, ABC News bureaus in Saigon, Rome and Nairobi, Kenya, named to newly created position of news cable manager for four ABC Radio network services—American Contemporary, Information, Entertainment and FM—based in New York.

Brad Messer, San Diego correspondent, KMET(FM) Los Angeles, named news director.

Bud Gillett, news producer, WXYZ-TV Detroit, named to same position, KMOX-TV St. Louis.

Wes Sarginson, anchor, WMAL-TV Washington, named co-anchor, WWJ-TV Detroit. **Judy Womack**, reporter/anchor, WNYN-TV Syracuse, N.Y., named reporter, WWJ-TV.

Don Mahn, reporter/anchor, WSAU-TV Wausau, Wis., named to same position, KCAU-TV Sioux City, Iowa. Both are Forward Communications stations.

Michael Carpenter, reporter, KOMA(AM) Oklahoma City, named producer/reporter.

Kathy Linwood, reporter, *Miami Herald*, named regional reporter, WFMV-TV Greensboro, N.C.

Steve Williams, reporter, WMBD-AM-FM-TV Peoria, Ill., named to additional duties as correspondent, WCIA(TV) Champaign, Ill. Both are Midwest TV stations.

Terry Forrest, production assistant, WOR(AM) New York, named afternoon news editor/reporter, WCFR-FM Springfield, Vt.

Cable

Allen W. Fritz, VP, National Bank of North America, New York, named treasurer, Vikoa Inc., multiple cable-system operator, Acton, Mass.

Stanfill, Prelock picked. Dennis C. Stanfill, president-chairman of 20th Century-Fox Film Corp., was elected chairman of the Association of Motion Picture and Television Producers, and Ed Prelock, industrial relations manager, Walt Disney Productions, was named interim executive vice president of the association. Mr. Stanfill, whose firm is in TV program production as well as TV station ownership, succeeds Sidney Sheinberg, president of MCA Inc., who resigned last summer during AMPTP negotiations with the International Alliance of Theatrical Stage Employees. MCA resigned from the association and came to terms with IATSE, a step subsequently taken by other members. Mr. Prelock takes over from Billy H. Hunt, paid executive since 1972, who resigned last month (BROADCASTING, Nov. 24). The action was taken at an AMPTP board meeting last Wednesday (Nov. 25).

Irwin Polinski, chief executive officer, Garret Wire & Cable Co., Farmingdale, N.Y., named assistant general manager, Long Island Cable Communications Development Co., system operator, Hicksville, N.Y.

Equipment & Engineering

Leonard W. Eden, development engineer, WWJ-AM-FM-TV Detroit, named to newly created position of engineering maintenance director, Broadcast Division, Evening News Association, owner of WWJ stations; KOLD-TV Tucson, Ariz., and WALA-TV Mobile, Ala.

John E. Hidle, allocations radio-frequency engineer, ABC Inc., New York, appointed manager, allocations and radio-frequency systems.

Ken Giorgi, post-production coordinator, *Barney Miller* TV series, named operations manager, Vidtronics Co., New York facilities firm, replacing **Sterling Davis**, now with Metrotape West, Los Angeles (BROADCASTING, Oct. 27).

Jay F. Shapson, Northeast regional sales manager, Blonder-Tongue Laboratories, Old Bridge, N.J., named sales manager.

Mike Snyder, audio specialist, noncommercial WNJT(TV) Trenton, N.J., named engineer, New Jersey Public Television there.

Allied Fields

Charles C. Joyce, associate director, government communications, Office of Telecommunications Policy, Washington, named special

assistant for national security, emergency communications, OTP.



Superbroadcaster. Elmo Ellis, WSB-AM-FM general manager, receives the hero treatment in a cover story in the November *Atlanta* magazine. The Cox Broadcasting Co. veteran of some 30 years and Georgia Association of Broadcasters' president is described as "wsb Radio's creative torchbearer, its all-purpose philosopher whose 'Pro and Con' vignettes draw comment from across the nation. He's the dean of Atlanta's radio managers..."

Allan Page president/general manager, KGWA(AM) Enid, Okla., elected president, Oklahoma State Chamber of Commerce, Oklahoma City.

Deaths

Woodrow W. Ott, 61, president/general manager, WWPA(AM) Williamsport, Pa., died Nov. 13 at Divine Providence hospital, Williamsport, after long illness. Mr. Ott has been station's general manager since 1949 and in 1961 became part owner. He is survived by his wife, Dorothy; son, William; daughter, Mrs. Thomas McGlynn, and two grandchildren.

Robert S. Taplinger, 66, president, Rogers, Cowan & Taplinger, public relations, New York, died of cancer there Nov. 24. He worked at CBS in special events and publicity positions from 1929 until he left in 1935 to form his own company which specialized in entertainment fields. The firm merged with Rogers & Cowan last year (BROADCASTING, Aug. 5, 1974).

Frank Provo, 62, radio-TV writer, died Nov. 20 of cancer at his Great Barrington, Mass., home. In collaboration with writer John Pickard, Mr. Provo wrote such TV serials as *From These Roots* and *Concerning Miss Marlowe* and radio serials that included *Young Dr. Malone* and *My Son and I*.

Jules Hoffman, 44, promotion director, *TV Guide*, died Nov. 24 of smoke inhalation after saving his family from fire that destroyed their Philadelphia home. He is survived by his wife, Lillian, and three sons.

For the Record[®]

As compiled by BROADCASTING, Nov. 17 through Nov. 21 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 application

■ **Sheridan, Wyo.**—Duhamel Broadcasting Enterprises seeks ch. 12 (204-210 mhz); ERP 316 kw vis., 63.2 kw. aur., HAAT 1216.3 ft. P.O. address: Box 1760, Rapid City, S.D. 55701. Estimated construction cost \$567,873; first-year operating cost \$57,000; revenue \$35,000. Legal counsel Fisher, Wayland, Southmayd and Cooper, Washington; consulting engineer Vir James. Principals: Helen S. (53.3%) and William F. Sr. (26.7%) Duhamel, et al. Duhamels each own 25% of Rapid City, S.D. cable system. Duhamel Broadcasting Enterprises owns KOTA-AM-TV Rapid City, KDUH-TV Hay Springs, Neb., and KHSD-TV Lead, S.D. Ann. Nov. 17.

AM applications

■ **Cicero, Ill.**—Board of Trustees of University of Illinois seeks 1450 khz, 250 w-N, 1 kw-D. P.O. address: 1010 S. Wright St., Urbana, Ill. 61801. Estimated construction cost \$142,052; first-year operating cost \$100,000-218,000. Ann. Nov. 11.

■ **Cicero, Ill.**—Midway Broadcasting Corp. seeks 1450 khz, 250 w, 1 kw-U. P.O. address: 5523 S. State St., Chicago 60621. Estimated construction cost \$124,000; first-year operating cost \$177,600; revenue \$340,000. Format: rhythm and blues. Principals: Wesley W. South and Pervis Spann (each 34.2%) are employees of broadcasting and entertainment company; Rev. Clay Evans (13.2%) is pastor; Caesar Collins (15.8%) owns drive-in restaurant; et al. Ann. Nov. 14.

AM actions

■ **Morgantown, Ky.**—Lincoln Broadcasting Co. Broadcast Bureau granted 1570 khz, 250 w-D. P.O. address: 100 N. Lincoln Blvd., Hodgenville, Ky. 42748. Estimated construction cost \$2,064; first-year operating cost \$36,905; revenue \$48,000. Format: MOR/C&W. Principals: Joseph W. Myers, Joseph R. Jones, James L. Jones (33-1/3% each). Mr. Myers is manager of WLCB-FM Hodgenville. Messrs. Jones, brothers, are supermarket owners. Lincoln Broadcasting owns WLCB-FM (BP-19762). Action Nov. 13.

■ **Green River, Wyo.**—Wycom Corp. Broadcast Bureau granted 1490 khz; 250 w, 1 kw-U. P.O. address: c/o William R. Sims, Box 818, Laramie, Wyo. 82070. Estimated construction cost \$24,000; first-year operating cost \$36,000; revenue \$40,000. Principals: Wycom is licensee of KODI(AM) Cody and KOJO(AM) Laramie, both Wyoming. Principals: William R. Sims, president, et al (BP-19949). Action Nov. 12.

FM applications

■ **Dublin, Ga.**—Dublin Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 807 Bellevue Ave., Dublin 31021. Estimated construction cost \$73,521; first-year operating cost \$10,000; revenue \$24,000. Format: standard pop. Principal: Dublin Broadcasting owns WMLT(AM) Dublin. Ann. Nov. 17.

■ **Leesville, La.**—Stannard Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 1573, Leesville 71446. Estimated construction cost \$47,053; first-year operating cost \$31,628; revenue \$95,000.

Format: beautiful music. Principals: John S. and Eileen H. Stannard (50% each) have no other broadcast interests. Ann. Nov. 17.

■ **Brainerd, Minn.**—Greater Minnesota Broadcasting Corp. seeks 106.7 mhz, 50 kw, HAAT 461 ft. P.O. address: c/o Charles B. Persons, KVBR Building, 411 Laurel Ave., Brainerd 56401. Estimated construction cost \$60,660; first-year operating cost \$4,367; revenue \$20,000. Format: easy listening. Principals: Charles B. Persons (52%) and his two sons (24% each) own KVBR(AM) Brainerd. Ann. Nov. 19.

■ **Liberty, Mo.**—S & M Investments seeks 106.5 mhz, 100 kw, HAAT 620 ft. P.O. address: Box 256, Liberty 64068. Estimated construction cost \$175,390; first-year operating cost \$21,700; revenue \$80,000. Format: C&W. Principal: S & M Investments owns KBIL(AM) Liberty. Ann. Nov. 17.

■ **Bozeman, Mont.**—Burt H. Oliphant seeks 93.7 mhz, 60 kw, HAAT 432 ft. P.O. address: Box 950, Dillon, Mont. 59725. Estimated construction cost \$44,250; first-year operating cost \$47,990; revenue \$24,000. Format: rock. Principal: Burt Oliphant is 45% owner of KBRJ-AM and KBBK-FM Boise, Idaho. Ann. Nov. 5.

■ **Lubbock, Tex.**—Radio Lubbock seeks 102.5 mhz, 100 kw, HAAT 228 ft. P.O. address: Box 178, Abilene, Tex. 79412. Estimated construction cost \$80,624; first-year operating cost \$40,000; revenue \$100,000. Format: easy listening. Principals: Larry Ackers (50%) is 11.66% owner of KRBC(AM) Abilene, Tex., Bill Fox (50%) owns 20.31% of KRBC. Ann. Nov. 17.

■ **Oak Hill, W. Va.**—Bradwin Broadcasting seeks 105.9 mhz, 20.4 kw, HAAT 717 ft. P.O. address: 421 Virginia St. W., Charleston, W. Va. 25302. Estimated construction cost \$172,000; first-year operating cost \$117,000; revenue \$125,000. Format: C&W. Principals: B.S. Jones, employe at WCHS(AM) Charleston; P. T. Bucy, accountant; M. I. Taber, attorney; and Edwin Associates, land sales firm (each 25%). Ann. Nov. 17.

Summary of broadcasting

FCC tabulations as of Oct. 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,426	3	26	4,455	49	4,504
Commercial FM	2,698	0	41	2,739	137	2,876
Educational FM	760	0	27	787	69	856
Total Radio	7,884	3	94	7,981	255	8,236
Commercial TV	699	1	8	708	50	758
VHF	508	1	3	512	8	520
UHF	191	0	5	196	42	238
Educational TV	225	9	17	251	16	267
VHF	89	3	4	96	8	104
UHF	136	6	13	155	8	163
Total TV	924	10	25	959	66	1,025

*Special temporary authorization

**Includes off-air licenses

FM starts

- **KITA** Modesto, Calif.—Authorized program operation on 102.3 mhz, ERP 3 kw, HAAT 300 ft. Action Nov. 10.
- **WIMI** Ironwood, Mich.—Authorized program operation on 99.7 mhz, ERP 50 kw, HAAT 450 ft. Action Nov. 10.
- **WPNH-FM** Plymouth, N.H.—Authorized program operation on 100.1 mhz, ERP 1.55 kw, HAAT 380 ft. Action Nov. 7.
- ***WUEC** Eau Claire, Wis.—Authorized program operation on 89.7 mhz, TPO 10 w. Action Oct. 10.

Ownership changes

Applications

- **WPUL**(AM) Bartow, Fla. (1130 khz, 1 kw-D)—Seeks transfer of control of Trans-Florida Radio from Robert D. Morris (100% before; none after) to David R. Hill and Gene N. Stuart (none before; 100% after). Consideration: \$240,000 plus \$50,000 covenant not to compete. Principals: Robert Morris has no other broadcast interests. Buyers own **WKKX**(AM) Deland, Fla. Ann. Nov. 19.
- **WHEL**(AM) New Albany, Ind. (1570 khz, 1 kw-D)—Seeks assignment of license from **WHEL** Inc. to S.S. of Kentucky for \$200,000. Seller: Principals are James J. Nathan and Richard L. Hitchcock who have no other broadcast interests. Buyer: Principals are Carmen (Jim) Macri who has interest in **WBIX**(AM) Jacksonville Beach, Fla., and Lawrence R. Picus who has interest in **WPDQ**(AM) Jacksonville, Fla. Ann. Nov. 19.
- **WBIC**(FM) Henderson, Ky. (103.1 mhz, 3 kw)—Seeks assignment of license from Professional Broadcasters to Adams Broadcasting Co. for \$85,000. Seller: Principals are Herbert E. Baggett, Walton N. Smith Jr. and Richard Albright. Buyer: Jerry A. Adams (100%) is former general manager of **WMAK**(AM) Nashville. Ann. Nov. 19.
- **KTOC-AM-FM** Jonesboro, La. (AM: 920 khz, 1 kw-D; FM: 104.9 mhz, 3 kw)—Seeks assignment of license from A.H. Jr. and T.L. Sr. Colvin to Tracy H. Sr. and E. Catherine Rushing for \$167,500. Seller: The Colvins wish to retire from the broadcasting business. Buyer: The Rushings own a retail home and auto store, and a cattle farm. Ann. Nov. 17.
- **KSMO**(AM) Salem, Mo. (1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Em Erl Ann Broadcasting Co. from W. Earl and Sarah E. Dougherty, and Karen Mossman (100% before; none after) to Ultra-Sonic Broadcast Stations (none before; 100% after). Consideration: \$150,000. Principals: Seller is acquiring **KXEO**(AM) Mexico, Mo. Buyer is applicant for **KETU**(AM) Salem, Mo. Ann. Nov. 17.
- **WFLN-AM-FM** Philadelphia (AM: 900 khz; FM: 95.7 mhz)—Seeks transfer of control of Franklin Broadcasting Co. from Eleanor Houston Smith, Executrix of Estate of Lawrence M.C. Smith to Eleanor Houston Smith and Samuel Frederic Houston Smith, Trustees. Ann. Nov. 19.
- **WPAM**(AM) Pottsville, Pa. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Miners Broadcasting Service to Curran Communications for \$550,000. Seller: Executors of Kenneth F. Maguire

- estate (63.2%), and John W. Angst (36.8%), own **WLSH**(AM) Lansford, Pa. Buyer: John J. (50%) and James J. (50%) Curran, both attorneys. Ann. Nov. 19.
 - **KACT**(AM) Andrews, Tex. (1360 khz, 1 kw-D)—Seeks assignment of license from PAM Stations to Zia Broadcasting Co. for \$115,000. Seller: PAM Stations wishes to liquidate assets to pay creditors, and start new business. Buyer: Zia Broadcasting is owned by Allsup's Convenience Stores, owned by Lonnie D. Allsup. Zia also owns **KCLV**(AM) Clovis, N.M. Ann. Nov. 17.
 - **KBMT**(TV) Beaumont, Tex. (ch. 12)—Seeks transfer of control of Harbour Television Systems from A.O. Banning, William G. Hill, N.D. Williams Jr., Sam E. Drake, and Devon Corp. (100% before; none after) to Liberty National Corp. (none before; 100% after). Consideration: release of debt obligation. Liberty National Corp. is a public corporation with over 1,000 stockholders. Ann. Nov. 18.
 - **KBOP-AM-FM** Pleasanton, Tex. (AM: 1380 khz, 1 kw-D; FM: 98.3 mhz, 3 kw)—Seeks assignment of license from Ben and Mona Parker to Atascosa Broadcasting Co. for \$172,177. Buyer: Richard F. Brown (60%) is newspaper editor. John Bonner McLane (40%) owns advertising agency. Ann. Nov. 17.
- ### Actions
- **WINY**(AM) Putnam (1350 khz, 1 k-D), **WNTY**(AM) Southington (990 khz, 500 w DA-D) and **WILI**(AM) Willimantic (1400 khz, 1 kw-D, 250 w-N), all Connecticut—Broadcast Bureau granted transfer of control of Nutmeg Broadcasting Co. from Herbert C. and Ethel A. Rice (60% before; none after) to Michael C. Rice, trustee, Herbert C. Rice family trust (40% before; 100% after). No consideration. Principals: Trust beneficiaries consist of children of Herbert and Ethel Rice (BTC-7710). Action Nov. 14.
 - **WWCC**(AM) Bremen, Ga. (1440 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from M.L. Lamar to Carroll-Haralson Radio for \$25,000. Mr. Lamar, who owns **WACX**(AM) Austell, Ga., will own 80% in new arrangement. Ms. Anne Leathers, station manager at **WWCC**, will now own 20%. Action Nov. 14.
 - **WAIK**(AM) Galesburg, Ill. (1590 khz, 5 kw-DA)—Broadcast Bureau granted 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. (BAL-8505). Action Nov. 14.
 - **KCOB-AM-FM** Newton, Iowa (AM: 1280 khz, 1 kw-D; FM: 95.9 mhz, 3 kw)—Broadcast Bureau granted transfer of control of **KCOB** Communications from Richard C. and Edna W. Brandt (85% before; 36% after) to John E. Carl (15% before; 64% after). Consideration: \$105,000. Principals: Mr. Brandt is president and Mr. Carl is general manager of **KCOB-AM-FM** (BTC-7839). Action Nov. 14.
 - **WJMS-AM-WIMI-FM** Ironwood, Mich., **WJMT-AM-FM** Merrill, Wis. (Mich. AM: 590 khz, 5 kw-D, 1 kw-N; FM: 99.7 mhz, 51 kw; Wis. AM: 730 khz, 1 kw-D; FM: 93.5 mhz, 3 kw)—Broadcast Bureau granted acquisition of positive control of Heath Communications from Charles K. Heath (50% before, none after) to W. Donald Roberts (50% before, 100% after). Consideration: \$250,000. Mr. Heath wishes to withdraw from the business, while Mr. Roberts is very active in the stations. Action Nov. 14.

- **KIRK-FM** Bronson, Mo. (106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Taneycomo Broadcasting Co. to Robert F. Neathery for \$68,000. Sellers: Charles W. and Dolores L. Hesington. Buyer: Mr. Neathery owns **KWPM-AM-FM** West Plains, Mo., has 95% interest in **KALM**(AM) Thayer, Mo., **KANS**(FM) Mammouth Springs, Ark., and **KUKU**(AM) Willow Springs, Mo.; and has 50% interest in **KBHM**(AM) Branson, **KFTW**(AM) Fredericktown, Mo. and cable system in West Plains (BALH-2141). Action Nov. 13.
 - **KETU**(FM) Salem, Mo. (95.9 mhz, 3 kw)—Broadcast Bureau granted 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 (BALH-2183). Action Nov. 14.
 - **KWGA**(AM) Enid, Okla. (960 khz, 1 kw-DA-1)—Broadcast Bureau granted transfer of control of Public Broadcasting Service from R.H. Drewry et al (80% before; none after) to Allan P. Page (20% before; 100% after). Consideration: \$250,000. Principals: R.H. Drewry, James T. Warkentin, Jack E. Warkentin and Judith Warkentin Bryan wish to acquire money for other investments. Mr. Page is general manager of **KWGA** and has 1/3 interest in **KRPT**(AM) Anadarko, Okla. (BTC-7835). Action Nov. 14.
 - **KYKR-AM-FM** Port Arthur, Tex. (AM: 1510 khz, 1 kw-D; FM: 93.3 mhz, 3.2 kw)—Broadcast Bureau granted assignment of license from Felix Joynt and James Joynt (Kwen Broadcasting Co.) to **KYKR** Radio (James Joynt). Consideration: relinquishment of partnership interest of James Joynt in appliance company (BAL-8538). Action Nov. 14.
- ## Facilities changes
- ### TV applications
- **KTMA-TV** Minneapolis—Requests authority to install Subscription Television equipment. Ann. Nov. 17.
 - ***WHWC-TV** Colfax, Wis.—Seeks mod. of license to change station location. Ann. Nov. 17.
- ### TV action
- **WLS-TV** Chicago—Broadcast Bureau granted CP to change ERP to vis. 81.3 kw (max.), 34.7 kw (RMS), aur. 6.94 kw (RMS); type trans.; type ant.; and ant. height 1500 ft. (BPCT-4895). Action Nov. 11.
- ### AM applications
- **WHIY** Moulton, Ala.—Seeks CP to change frequency to 1190 khz, and increase ant. height. Ann. Nov. 20.
 - **KBJT** Fordyce, Ark.—Seeks CP to change ant. trans. location, and operate trans. by remote control from studio. Ann. Nov. 20.
 - **WLQH** Chiefland, Fla.—Seeks CP to increase daytime power to 1 kw. Ann. Nov. 17.
 - **KLFD** Litchfield, Minn.—Seeks CP to change ant. system, install new type trans. Ann. Nov. 19.
 - **KWRL** Sparks, Nev.—Seeks CP to change studio location. Ann. Nov. 19.
 - **WACK** Newark, N.Y.—Seeks CP to change ant. trans. and studio location, delete remote control. Ann. Nov. 20.
 - **WBLF** Bellefonte, Pa.—Seeks CP to increase daytime power to 1 kw, change type trans. Ann. Nov. 17.
 - **WVJP** Caguas, Puerto Rico—Seeks CP to increase nighttime power to 500 w, increase daytime power to 1 kw. Ann. Nov. 20.
 - **WABH** Deerfield, Va.—Seeks CP to change station and trans. location. Ann. Nov. 17.
 - **WLRV** Lebanon, Va.—Seeks CP to increase daytime power to 1 kw, increase tower height. Ann. Nov. 17.
- ### AM actions
- **WDBO** Orlando, Fla.—Broadcast Bureau granted CP to install new alt. main trans. (BP-20081). Action Nov. 14.

- WTCR Ashland, Ky.—FCC granted application to relocate trans. and studio facilities. WCAK(AM) Catlettsburg, Ky. opposed application. Action Nov. 17.
- KRDR Gresham, Ore.—Broadcast Bureau granted permit to install new alt. main trans. (BP-20075). Action Nov. 14.
- WJET Erie, Pa.—Broadcast Bureau granted permit to install new alt. main trans. (BP-20080). Action Nov. 14.

Presunrise service authority. Broadcast Bureau granted following stations on indicated date PSA for operation between 6 a.m. and sunrise times with power shown: KCGS Marshall, Ark. (Aug. 11) 500 w; WRGM Richmond, Va. (Aug. 12) 7 w; WEQO Whitley City, Ky. and WIVE Ashland, Va. (Aug. 21) 500 w; WDAX McRae, Ga. (Aug. 25) 500 w; WQIN Lykens, Pa. (Sept. 11) 500 w; KBAL San Saba, Tex. and KNAL Victoria, Tex. (Sept. 15) 394 w and 291 w; KFLO Shreveport, La., WLSB Big Stone Gap, Va. and WPAG Ann Arbor, Mich. (Oct. 8) 500 w; WJRL Calhoun City, Miss., WNAK Nanticoke, Pa. and WTLK Taylorsville, N.C. (Oct. 9) 250 w, 115 w and 271 w; KXL Portland, Ore. (Oct. 14) 500 w; KICK Forsyth, Mont. and WVAL Sauk Rapids, Minn. (Oct. 15) 500 w and 239 w; KZIQ Ridgecrest, Calif. (Oct. 21) 500 w; and WKVE Cave City, Ky. (Oct. 23) 250 w.

Following stations granted PSA for operation starting at 6 a.m. or sunrise at protected station shown, whichever is later:

- WAKE Valparaiso, Ind. (Aug. 25) 2.5 w, WTOP; WLKM Three Rivers, Mich. (Oct. 9) 279 w, WLAC; and WYAZ Yazoo City, Miss. (Oct. 15) 250 w, WCKY.

AM starts

- Following stations were authorized program operating authority for changed facilities on date shown: KACI Dalles, Ore. (BP-20,004), Nov. 5; WCIS Moss Point, Miss. (BP-19,671); Nov. 7.

FM applications

- KVVN St. Helena, Calif.—Seeks to change frequency to 99.3 mhz, change trans. location, trans.-ant., TPO, ERP: 3 kw, HAAT: 250 ft. Ann. Nov. 21.
- KLFD-FM Litchfield, Minn.—Seeks CP to change TPO, increase ant. height, HAAT: 300 ft. Ann. Nov. 17.
- WIXV Front Royal, Va.—Seeks mod. of permit to change studio and trans. location, delete remote control, HAAT: —105 ft. Ann. Nov. 21.

FM actions

- WVOH-FM Hazlehurst, Ga.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change TPO; ERP 3 kw (H&V), ant. height 230 ft. (H&V); conditions (BMPH-14667). Action Nov. 13.
- WKQQ Lexington, Ky.—Broadcast Bureau granted permit to change trans. and studio location, delete remote control, make changes in ant. system, change ant. height to 551 ft. (H&V); ERP 50 kw (H&V) (BPH-9630). Action Nov. 17.
- WHNE Birmingham, Mich.—Broadcast Bureau granted CP and mod. of license covering change in studio location, and operate by remote control from proposed studio site (BMPH-14,663, BMLH-520). Action Nov. 17.
- KUVR-FM Holdrege, Neb.—Broadcast Bureau granted permit to change trans. location; change studio location and remote control, install new trans.; make changes in ant. system; ERP 2.85 kw (H&V); ant. height 240 ft. (BPH-9600). Action Nov. 17.
- WAVA-FM Arlington, Va.—Broadcast Bureau granted CP to make changes in ant. system (increase height); remote control permitted (BPH-9646). Action Nov. 17.
- WXIL Parkersburg, W. Va.—Broadcast Bureau granted mod. of CP to change studio location and remote control; change trans.; change ant. (BMPH-14,643). Action Nov. 14.

In contest

Designated for hearing

- KTSF-TV and KEMO(TV) San Francisco (Docs. 20633-4)—FCC designated for hearing mutually exclusive applications for subscription over-the-air television. Action Nov. 17.

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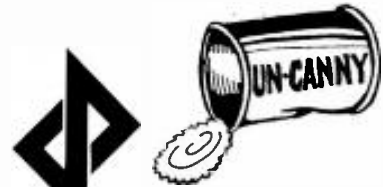
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Dismissed

■ Morio Bay and Atascadero, Calif., **FM proceeding**: R & L Broadcasters, Gateway Broadcasters and West Coast Wireless Co., competing for 104.5 mhz (Docs. 20514-6)—ALJ Lenore G. Ehrig granted request by West Coast Wireless and dismissed its application with prejudice. Action Nov. 18.

■ Decatur, Ill., **FM proceeding**: Mumbles Corp. and Superior Media, competing for 95.1 mhz (Docs. 20055-7)—ALJ Thomas B. Fitzpatrick granted petition by Superior and dismissed its application with prejudice; retained application of Mumbles in hearing status. Action Nov. 19.

Initial decisions

■ Fort Smith, Ark. (Doc. 18241) **FM proceeding**: ALJ John H. Conlin denied application of George T. Hemreich (KFPW Broadcasting Co.) for new FM on 100.9 mhz. Ann. Nov. 18.

■ Bayou Vista and Berwick, La., **AM proceeding**: Teche Broadcasting Corp. (Bayou Vista) and Phillips Radio (Berwick), competing for 1170 khz (Docs. 20300-1)—ALJ Byron E. Harrison granted joint petition by applicants for approval of agreement; granted joint request by applicants for approval of partial reimbursement of expenses (not to exceed \$10,000); dismissed with prejudice application of Phillips Radio; granted application of Teche Broadcasting; and terminated proceeding. Action Nov. 17.

Fines

■ KAVA (AM) Burney, Calif.—Broadcast Bureau ordered licensee to forfeit \$600 for failing to make equipment performance measurements, failing to maintain operating power, and failing to make entries in operating logs. Action Nov. 13.

■ KILJ (FM) Mount Pleasant, Iowa—Broadcast Bureau ordered to forfeit \$900 for operating with power in excess of that authorized on numerous occasions in October 1974. Action Nov. 17.

■ KWPC (AM) Muscatine, Iowa—Broadcast Bureau ordered licensee to forfeit \$100 for failing to enter into maintenance logs results of quarterly tower inspection. Action Nov. 12.

■ WTVL-AM-FM Waterville, Me.—Broadcast Bureau ordered licensee to forfeit \$700 for failing to log results of daily tower light observations and operating in excess of authorized power. Action Nov. 12.

■ WMFD (AM) Wilmington, N.C.—Broadcast Bureau ordered to forfeit \$1,000 for operating without regard to times specified in station authorization, not calibrating instruments at remote control point against regular meters, and failing to log certain required readings. Action Nov. 17.

■ WFHC (AM) Bristol, Va.—Broadcast Bureau ordered to forfeit \$1,300 after inspection of station revealed station was not in compliance with its authorization by numerous violations including failing to have proper switching equipment. Action Nov. 17.

Other actions

■ KSBW-TV Salinas, Calif.—FCC renewed license of KSBW-TV, owned by Central California Communications Corp. and deferred renewal of its satellite station KSBY-TV San Luis Obispo until amendments due December 15 can be considered. Action Nov. 17.

■ FCC renewed licenses of KNTV-TV San Jose, KMST-TV Monterey, and KCOY-TV Santa Maria, all Calif., and has denied a petition filed by KSBW-TV Salinas and KSBY-TV San Luis Obispo, both Calif. Action Nov. 17.

■ KSEN-FM Shelby, Mont.—By Broadcast Bureau, due to failure to pay grant fee, grant is declared null and void, permit BPH-9198 is canceled and call letters KSEN-FM deleted. Action Nov. 17.

Allocations

Petition

■ Fort Dodge, Iowa (Doc. 20632)—Broadcast Bureau proposed changing educational television assignment at Fort Dodge from ch. *46 to ch. *21 and substituting

Call letters

Applications

Call	Sought by
New AM's	
KWMB	Obed S. Borgen, Wabasha, Minn.
KOKK	Dakota Communications Ltd. Huron S.D.
New FM's	
KRHS	HolidayBroadcastingCo.,BullheadCity,Ariz.
KDEL-FM	Arkadelphia Broadcasting Co., Arkadelphia, Ark.
WUFF-FM	Farnell O'Quinn, Eastman, Ga.
WXKE	Templar Broadcasting Co., Ft. Wayne, Ind.
KPLL	Tulip City Broadcasting Co., Pella, Iowa
WPBC	Penobscot Broadcasting Corp., Bangor, Me.
WRCI	Wolverine Radio Co., Midland, Mich.
WSIF	WilkesCommunityCollege,Wilkesboro,N.C.
WRFB	RFD Broadcasting, Stowe, Vt.
KOLL-FM	Midland Broadcasting Co. of Wyoming, Gillette, Wyo.
Existing AM's	
KWYT	KKEE Salinas, Calif.
WPLW	WZUM Carnegie, Pa.
KEWS	KCFH Cuero, Tex.
KLRK	KLAT Centerville, Utah
Existing FM's	
WQXO	WMFJ-FM Daytona Beach, Fla.
WMET	WDHF Chicago
KITR	KSIB-FM Creston, Iowa
WHWL	WDMJ-FM Marquette, Mich.
KQWB-FM	KWIM Moorhead, Minn.
KNBO	KTNT-FM Tacoma, Wash.

Grants

Call	Assigned to
New TV's	
*KIXV	Minnesota Independent School District No.742, St. Cloud, Minn.
KIVV-TV	Dakota Broadcasting Co. Lead, S.D.
KEVN-TV	Dakota Broadcasting Co., Rapid City, S.D.
New AM's	
WPTB	Rosemor Broadcasting Co., Statesboro, Ga.
WVFC	Town Radio, McConnellsburg, Pa.
KMTI	Sanpete County Broadcasting Co., Mantu, Utah
New FM	
KOAA	Dakota-North Plains Corp., Aberdeen, S.D.
Existing AM's	
WJFL	WVIM Vicksburg, Miss.
WBZQ	WGNL Greenville, N.C.
Existing FM's	
KWYT-FM	KWYT Salinas, Calif.
KSPZ	KVOR-FM Colorado Springs, Colo.
WLTA	WLTA-FM Atlanta
WGUO	WPEN Pascagoula, Miss.
WYSH-FM	WCFA Clinton, Tenn.

ch. 50 for present ch. *46 assignment. Proposal is in response to petition filed jointly by *KTIN (TV) Fort Dodge and KVPD-TV Fort Dodge. Action Nov. 12.

Actions

■ Kernville, Calif.—Broadcast Bureau deleted FM ch. 272A (102.3 mhz) from Kernville, Calif. Bureau pointed out that channel was unused and unapplied for since it was assigned to Kernville May 1973. Action Nov. 17.

■ Richard E. King, Orangeburg, S.C.—FCC denied request to assign FM ch. 259 to Walterboro, S.C. (RM-2480). Action Nov. 3.

Translators

Applications

■ Alaska Public Television, Bird Point, Interfacing with Girdwood, Alaska—Seeks ch. 67 rebroadcasting KAKM Anchorage (BPTT-2936). Ann. Nov. 19.

■ Alaska Public Television, Girdwood, Alaska—Seeks ch. 5 rebroadcasting KAKM Anchorage (BPTV-5439). Ann. Nov. 19.

■ Mineral Television District No. 1, Babbitt, Nev.—Seeks ch. 55 rebroadcasting KRON-TV Reno (BPTT-2937). Ann. Nov. 20.

Actions

■ K13GU Aromas, Calif.—FCC canceled license and deleted call letters per request of licensee. Ann. Nov. 17.

■ Translator TV, Denver, Colo.—Applications dismissed per request of applicant (BPTTV-5422-3). Ann. Nov. 21.

■ Jerome, Idaho—FCC granted application of Boise Valley Broadcasters to rebroadcast KBCI-TV Boise, Idaho. Action Nov. 17.

■ Twin Falls, Idaho—FCC granted application of KTVB Inc. to rebroadcast KTVB-TV Boise, Idaho. Action Nov. 17.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 18 (stations listed are TV signals proposed for carriage):

■ Warner Cable of Ft. Walton Beach for Shalimar, Fla. (CAC-05794): Requests certification of existing operations.

■ Quaker CATV for Lisbon, Ohio (CAC-05795): Add WUAB Lorain, Ohio and delete WKBF-TV Cleveland.

■ Community Tele-Communications for Thermopolis, Wyo. (CAC-05796): Requests certification of existing operations.

■ Greater Humboldt-Dakota City Cable TV, Box 55, Humboldt, Iowa 50548 for Pocahontas, Iowa (CAC-05797): KGLO Mason City, Iowa; KTV, KCAU-TV, KMEG, Sioux City, Iowa; WOI-TV Ames, Iowa; KAAL Austin, Minn.; KCCI-TV, KDIN-TV, WHO-TV, Des Moines, Iowa; KECC-TV Mankato, Minn.; KVPD-TV Ft. Dodge, Iowa.

■ T-V Transmission for Nebraska City, Neb. (CAC-05798): Add WTCN-TV Minneapolis; and for Lincoln, Neb. (CAC-05799): Add WTCN-TV Minneapolis, and delete KWGN-TV Denver.

■ Community Television of Utah for Weber County, Utah (CAC-05800): Add KTLA Los Angeles.

■ Metropolitan Cablevision Corp., 1253 Diamond Ave., Evansville, Ind. 47727 for Perry township, Wayne township, Franklin township, and Washington township, Ind. (CAC-05801-4): WRTV, WISH-TV, WLWI, WHMB-TV, WFYI, Indianapolis; WTIU, WTTU, Bloomington, Ind.; WGN-TV, WSNS-TV, Chicago.

■ Newton Cable TV, Box 776, Chanute, Kan. 66720 for Newton, Kan. (CAC-05805): KWGN-TV Denver; KARD-TV, KAKE-TV, Wichita, Kan.; KTVH, KPTS, Hutchinson, Kan.; KBMA-TV Kansas City, Mo.

■ Lindsborg Cable Television, Box 18383, Wichita, Kan. 67207 for Lindsborg, Kan. (CAC-05806): KCKT Great Bend, Kan.; KARD-TV, KAKE-TV Wichita, Kan.; KBMA-TV Kansas City, Mo.; KPTS, KTVH, Hutchinson, Kan.

■ Clear Vision TV Company for Milan, Tenn. (CAC-05807): Add WKMU Murray, Ky.

■ Warner Cable of Ft. Walton Beach for Cinco Bayou, and Mary Esther, Fla. (CAC-05808,9): Requests certification of existing operations.

Certification action

■ Lynn Haven, Fla., Clearview Cable TV—FCC granted certificate of compliance. Application was opposed by WDTB (TV) Panama City, Fla. Action Nov. 12.

In contest

■ Sausalito, Calif., South Sausalito Cable TV, **cease and desist proceeding**: Petition to show cause regarding request of KDTV San Francisco for carriage, filed by KDTV. Ann. Nov. 18.

■ Micco, Fla., Indian River Cablevision—FCC denied certificate of compliance, and directed Indian River Cablevision to show cause why it should not be ordered to **cease and desist** for rule violations (Doc. 20671). Action Nov. 12.

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Outstanding Texas AM-FM desires General Manager. Blockbuster ratings, good billing. We need the person to make them even better. \$20-25K first year. Call or write Rick Davenport, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, 312-693-6171.

General Manager, Indiana's second market, group owner needs experienced sales pro, knowledge FCC requirements, excellent salary and bonus arrangement. Equal Opportunity Employer. Send resume and salary requirements to 2644 St. Clair Ave., Cleveland, OH 44114.

Management trainees for expanding small market group, sales experience necessary. Lee Buck Broadcasting, Box 494, Greencastle, IN 46135.

Help Wanted Management Continued

Vice President for Public Affairs, CPB policies, press and public information, public interest groups, publications, etc. Deadline December 31, 1975. Contact: Director of Personnel, Corporation for Public Broadcasting, 1111-16th St., NW., Washington, DC 20036.

Help Wanted Sales

Top Ten Market station needs hard-working, creative salesperson. Major account list available. Send resume. Box N-20, BROADCASTING.

Outstanding sales opportunity with top rated large group owned radio station in top 50 Southeast market. Must be experienced, hard hitting, professional broadcast salesperson. Draw against commission. Excellent potential for the right person. Full company benefits. Equal Opportunity Employer. Send short resume to Box N-11, BROADCASTING.

Media sales person. Perfect position for individual with three to five years magazine or broadcast sales experience to major national advertisers. Ability to deliver group and one on one presentations, and understanding of media research with ability to match with advertisers marketing needs a must. Box N-23, BROADCASTING.

Salesperson wanted by growing N.E. chain for Worcester & Springfield, Mass. sales. Contact Mr. Roberts or Mr. Vaughan, WARE, Ware, MA.

2 fulltime salespersons for growing Mississippi chain. Send resume and salary requirements to WKYV-FM, PO Box 1357, Vicksburg, MS or call 601-638-5111. No collect calls. An Equal Opportunity Emp.

Beautiful music (FM) station in Tampa/St. Petersburg, Florida is expanding sales force to include several self-motivated, promotion minded individuals who can sell in a competitive situation. Only those with experience and a proven track record need apply. Send resume with income requirements and references in complete confidence to Jim Johnson, WQXM, PO 4809, Clearwater, FL 33518. An Equal Opportunity Employer.

Waukegan, Illinois FM station seeks salesperson. Must be a self-starter with telephone and on the street experience. Draw against very high commission. Possibility to become sales manager. Call Roger Kaplan, 312-662-0540.

Expanding 5 station group has immediate need in million plus area. Promotions caused openings. Small markets welcomed. Mr. Davis, Box 9001, Wichita 67212.

Carolina seven station group has openings in management, sales and programing. Send resume to: Mark Group, Box 607, Burnsville, N.C. 28714.

Help Wanted Announcers

Announcer with proven sales. Third class required. Philadelphia suburban AM MOR. E.O.E. Send resume Box M-115, BROADCASTING.

Talk host wanted with strong news interest. \$10,000-12,000. Send resume. Northeast. Box M-185, BROADCASTING.

50,000 watt adult rock FM in Northeast looking for bright, enthusiastic announcer who wants to grow with aggressive station. Copy skills and good production, a must. No loud, rock jocks please. We are looking for mature, intelligent announcer to execute our plan. An Equal Opportunity Employer. Resume and particulars to Box N-27, BROADCASTING.

Help Wanted Announcers Continued

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Exceptional announcer. Dedicated. No mediocre talent. Knowledge of beautiful music. Northern vacationland. Send resume and tape to: Dick Conder, WITW, 116 N. Mitchell, Cadillac, MI.

Sports Announcers Dream, PBP, sports talk, commentary. Must do DJ show. Rush tape to Dave Weinfeld, WKST, 219 Savannah-Gardner Rd., New Castle, PA 16101. EOE.

WOBM, Toms River, New Jersey is always looking for experienced people for our MOR format. Please send tape and resume to Paul Most, WOBM, PO Box 927, Toms River, NJ 08753. An Equal Opportunity Employer.

Young and beautiful FM looking for air persons. Ability, not experience, counts. Also qualified 1st. With chief potential. Contact Bob Scott, P.D., WXLX, PO 98, Willimantic, CT 06226. E.O.E.

Production and air person, adult rock format. Experienced only. Women and minorities encouraged to apply. Call Bud Andrews, pd, WXQR, Jacksonville, NC 28540. 919-455-2507.

Wanted Mid-morning announcer for personality oriented MOR. Two years minimum experience. An Equal Opportunity Employer. Send tape and resume to Allen Strike, Box 699, Elkhart, IN 46514.

Experienced Country Western announcer. Good salary. Fringe benefits, chance to advance in growing chain. Contact Jack Parry, Box 1991, Hobbs, NM 88240.

Help Wanted Technical

Chief Engineer for N.Y. state directional AM. Experience a must. Reply Box N-38, BROADCASTING.

Chief Engineer Class IV AM combo with class C FM. Strong on maintenance desired. Contact Sam Burk, KIRX, Kirksville, MO.

We are an FM/AM facility that prides itself on technical excellence. We are looking for an aggressive chief engineer with extensive experience in audio and FM/AM transmitter maintenance. Call KRAV Radio, Tulsa, 918-585-5555.

Radio and power plant engineers, antenna riggers. Supervisory openings are available overseas with Voice of America. Transmitter technicians, openings in California, North Carolina and Ohio. Salaries \$12,285 to \$17,556. Civil Service Application (Form SF-171), available at post offices and federal buildings, should be sent to: VOA Personnel Office, HEW-South Building, 330 C Street S.W., Washington, DC 20547. An Equal Opportunity Employer.

Unchallenged as a chief engineer? I'm looking for a bright, aggressive man or woman to do sales and engineering. The ideal candidate will have background in: operational broadcasting, audio systems, digital, computers, prototyping, and professional product sales. Salary 15-18K. Resumes and references to Eric Small, 271 Columbus Avenue, San Francisco, CA 94133.

Help Wanted News

Sports nut who can write commentary wanted by NE major. No PBP. E.O.E. Teii all to Box M-140, BROADCASTING.

Help Wanted News Continued

Wanted, total newperson for major Eastern station. Must have strong narrative and mature judgment. Equal Opp. Employer. Send resume and what you think a newperson is to Box N-22. BROADCASTING.

Aggressive expanding news department needs someone to gather and air. Reply Box N-37. BROADCASTING.

Help Wanted Programing, Production, Others

KFDI, No. 1 rated 10,000 watt, modern country station in Wichita, Kan. looking for young, aggressive, sharp, program director. Requirements: Previous P.D. experience, or desire to move up from announcing. Must be family person, interested in permanently locating, willing to adapt to station's current success before making changes. Salary range depends on qualifications. Equal Opportunity Employer. Send complete resume to: Box M-196, BROADCASTING.

Exciting opportunity with contemporary leader for copywriter, man or woman, who can create quality commercials in quantity, with confidence & authority enough to direct the production of these professional gems into sales & award winners. Resumes, samples, details in confidence to Box M-219, BROADCASTING.

Mature, steady PD experienced in non-rock Contemporary sound. Need a public affairs-minded image-maker. Western States applicants only. Give complete references, salary, first letter. Box N-5, BROADCASTING.

Copy writer with flair for the original, capability for high volume, good work. Western station has good job for you. Send samples, salary requirements first letter. Box N-6, BROADCASTING.

Wanted assistant to the president of radio corporation, your duties will include programing for a contemporary soul station. Must know all FCC regulations. You will be in complete charge of another building and all announcers. You must know black contemporary programing and how to get ratings and above all be of executive calibre. Send salary requirements and complete resume. Box N-45, BROADCASTING.

Creative production director needed at one of Midwest's most respected stations. Must have good voice, sense of humor, ability to work with announcers and sales people in developing ideas. Tape & resume to: Bill Vancil, Program Manager, WISM, Box 2058, Madison, WI 53701.

1 Program Director and 1 fulltime announcer. A chance to move into sales. No. 1 fulltime modern country music station. Send track record to WKYV FM, PO Box 1357, Vicksburg, MS or call 601-638-5111. No collect calls. Equal Opportunity Emp.

Situations Wanted Management

Looking for GM position in Missouri. Any size market. Currently director for large top 30 news department. Good administrator. Box N-12, BROADCASTING.

Bottom line oriented, selling General Manager desires change of climate. Heavy community involvement with solid background in administration, sales development, programing, promotion, public relations, FCC and sports. Currently President/General Manager and in no hurry to find the right opportunity. Require solid future, ownership and an excellent community in which to raise our two children. All details first letter please in strict confidence. Box N-18, BROADCASTING.

Put my knowledge to work for you as manager of your small market station. Family man in early thirties familiar with all formats. Know importance of strong sales effort and professional sounding station. Box N-25, BROADCASTING.

GM Top 20 market (suburban). Increase listenership and profits. Good track record. Box N-36, BROADCASTING.

Situations Wanted Management Continued

Five years Gen. Mgr., one year Stn. Mgr., Seven years Ch. Eng. (FCC First), effective production, board, and more. Stable, reliable. Excellent references. 316-835-2418 weekdays.

22 years of hard, honest work, in all phases of broadcasting. Excellent track record. Seeking GM. Prefer Northeast small to medium market. Evenings 804-288-2529.

Situations Wanted Sales

Seek promotion oriented station for combo DJ, production, sales, or any combination thereof. B.S., 3rd endorsed. College radio plus Top 10 market sales and production experience. References. Working. Box M-211, BROADCASTING.

Hard working, aggressive young salesman. Familiar with RAB and method selling. Ready and able. Bntt Hassan, 618-532-0526. 21 Mitchell, Central, IL 62801.

Sports Sell. Looking for that one station seriously interested in sports. Quality PBP, talk shows, specials and I can sell. Call Dick 317-474-2006. Let's talk.

Situations Wanted Announcers

DJ, 3rd phone, light board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Available in Dec. College grad with 1½ yrs. exp. Rock, Top 40. Good production. Tape available on request. Will relocate. 3rd. Box M-95, BROADCASTING.

First phone. 4 yrs. exper. in med market. Wants full-time at Top 40. Prefer West Coast but, I'm mobile. Single, very dependable, light board and knows production. Box M-107, BROADCASTING.

Announcer with 4 years previous experience. Looking for a gig. Been away from radio for too long. If you've got an opening, I can fill it! Box M-181, BROADCASTING.

DJ 3rd phone, light board, good news and commercials, willing to travel & sell. Ready immediately. Box N-3, BROADCASTING.

Experienced jock, 3rd phone, tight board, looking for position in middle Atlantic or Southern states. I have experience in Top 40, MOR, and country formats. Box N-13, BROADCASTING.

Experienced sportscaster/announcer/production, excellent play-by-play plus exceptional salesman, all rolled into one. Stable, hard-working family man, 3rd endorsed. Seeks immediate opening on sports-minded station. Willing to relocate anywhere. If you have an immediate openings, contact Box N-15, BROADCASTING.

Female, experienced black announcer DJ newscaster. Writing skills. 3rd endorsed. Small market OK. Tape and resume. Box N-19, BROADCASTING.

Young, energetic, success minded man looking for growth opportunity. 6 years experience 3 years in sales. News experience & play by play. Experience in C&W, rock & MOR. Formats with both AM & FM. Prefer small or medium market. Box N-29, BROADCASTING.

14 years experience in MOR. Attention stations in Ohio, Michigan, Indiana and Kentucky. Morning or afternoon drive time. Deep voice. Box N-30, BROADCASTING.

College grad with 1st phone seeking full time employment in radio or TV. Experience in radio & TV news, and sports writing also. PBP. Box N-31, BROADCASTING.

1st phone announcer seeks position with good MOR station. Can double in maintenance. Heavy automation programing experience. 8 years with current employer. Box N-44, BROADCASTING.

Personality-oriented small market, single morning man, seeks advancement, 1½ years experience, currently employed. 3rd endorsed, relocate anywhere. 417-667-7992.

Situations Wanted Announcers Continued

Eager, ambitious young man, tight board, endorsed third. Pete Mayer, 723A Spring, Sheboygan, WI 53081.

D.J. seeks rock and rap. 25, college grad, 3rd, smooth and polished. S. Chessin, 1371 E. 23 St. B'klyn, NY.

Combo-man 1st phone some performing experience. Mature, responsible person, business administration graduate Bob Newell Home 212-759-0840. Work 212-922-4283.

Broadcast Grad, 3rd phone endorsed, reporting background. George Muzyka, 3825 N. Newcastle Ave., Chgo. IL 60634. Tel. 312-685-7984.

Have 5 years experience in Top 50 market country and contemporary and I'm looking for something stable. Specialized production and creative writing skills. 3rd. family. Call Mike: 419-833-5007.

Smooth, polished, friendly style, rock, oldies, adult contemporary. Dalder, 3 Discovery Boulevard, Walkersville, MD. Phone 301-845-8389.

Single college grad wants job in Top 40. Some experience but needing break. Prefers Southeast. Bruce, 512-443-5677.

Personality will relocate anywhere. Currently MD in Phoenix market. Larry, 602-962-6476.

Attention small markets. Young, third endorsed beginner seeks first full-time job. Graduate of resident professional training program. Good personality and able to take direction. Mike Redmond, 4211 "H" Street, Philadelphia, PA 19124. 215-CU9-6632.

Bright, informative, experienced country personality seeks stable position at Midwest C&W station. 3rd endorsed. Contact J. Michaels, 4620 McGregor, Cleveland, OH 44105. 216-271-4470.

One Phone call could help us both. I am a 25 year old married broadcaster with a year and a half of commercial experience in top 40, country and talk. If you are a GM or PD seeking someone who can be more than just a conduit for music without being obnoxious, please call 904-591-2482. I'm available now!

Communciations plus, with news and talk emphasis. Midwest major results. John Jeffries, 1-913-432-6681, mornings.

Young energetic announcer-production man-copywriter seeks employment with medium or major market station. Experienced. Hard worker with imagination. 3rd endorsed. Excellent references. Richard, Box 562, Woodburn, OR 97071.

Announcer: 2½ yrs. experience. 72/75, San Francisco/first phone. Want contemporary MOR, Top 40. Big resonant voice. Medium/large market Colorado, Midwest. Mature, single, ready now. Write: Lee J. Thompson, 222 Industrial St., Sand Springs, OK 74063. 918-245-0377.

Attention smaller markets, if you're looking for a talented, mature, experienced DJ with quality production, news and copywriting, call Phil. Excellent contemporary aircheck available. 3rd endorsed. 212-238-2849, weekdays 7-10 AM or after 6 PM. Saturday 9 AM-2 PM. Northeast or Florida preferred.

I like work! 3 years experience MOR Oldies. C&W, Broadway, classical. Great copy, production. 3rd, college degree. Ready to move. Bill Cater, 78 Sagamore Rd., Milburn, NJ 07041.

Situations Wanted Technical

Experienced 1st phone, good maintenance and repair. Age, 23. Excellent education. Box M-212, BROADCASTING.

Minnesota area Engineer, 1st, college. Navy trained. Experienced directional 50,000 AM, 100,000 FM. Box N-26, BROADCASTING.

Engineer/Announcer. Experienced in directionals, proofs, etc. Country and Western specialist. Some CATV Engineering experience. Box N-42, BROADCASTING.

Situations Wanted Technical Continued

Engineer 1st phone. Over five years experience in communications and electronic repair. Desire position with radio or TV station. Box N-43, BROADCASTING.

Experienced engineer/announcer combo for small market AM or FM. East or Southeast. 216-688-2395.

Engineer 26, 4 years TV, AM FM. Wants Calif. San Joaquin Valley. Feb-March '76. E. Davis, 7711 N. 60th, Apt. 102, Milw., WI 53223.

Chief Engineer seeks position position. Primary interest FM subcarrier. Background music systems service calls. 305-428-3101.

Chief Eng. or Eng/mgr. Reliable, budget minded, 25 years, all phases including stereo, auto, proofs, directionals. Available now, desires mid. states. Call 1-502-426-5736.

Situations Wanted News

Five years experience, former news and music director looking for work in Midwest. College graduate, good voice. Box N-14, BROADCASTING

Available after January 1st. Take charge, highly experienced, broadcasting professional. Seeking major-medium market news director position. 1st phone. Consider telephone talk, programing, television. Box N-33, BROADCASTING.

Sports Director, five years experience seeks minor league baseball play by play position. College, good delivery, airchecks available all sports. Box N-39, BROADCASTING.

Situations Wanted Programing, Production, Others

Versatile: 18 mo. experience in production, news, board, 6 mo. school experience, 3rd, prefer Michigan. Box M-33, BROADCASTING.

Budget minded professional with experience and degree. Ready to program your medium market Top 40 station. Box M-216, BROADCASTING.

One of America's leading AM personalities now seeking program director situation. 9 year professional that has done it all! Call 312-256-1514.

TELEVISION

Help Wanted Management

Television Sales Manager. Top 50 markets, group ownership, net affiliate in Northeast. Excellent opportunity for right person who must have strong local and national experience. All replies confidential. An Equal Opportunity Employer. Send resume to Box M-199, BROADCASTING.

Assistant Business Manager, AM/TV operation Top 10 market. Seeking candidates with prior experience in broadcasting in the financial area. Capable of supervising large accounting staff and complete take charge of operation through statement preparation. Send resume stating prior experience including salary history. All replies kept confidential. An Equal Opportunity Employer. Reply to Box N-10, BROADCASTING.

Director, Telecommunications Center, Ohio State University. Extensive administrative experience in broadcasting and related forms of electronic communication required. Administers WOSU-AM-FM-TV, WPOB-TV and closed circuit instructional television. Coordinates production, distribution and broadcasting of instructional and public service programs. Salary: \$27,000-\$29,000. Send resume to Dr. Robert W. McCormick, Search Committee, 2400 Otentangy River Road, Columbus, OH 43210, before January 15, 1976. Equal Opportunity/Affirmative Action Employer.

Help Wanted Sales

Here is an opportunity for a successful television salesperson to work with a network affiliated station located in one of the fastest growing areas of the U.S., south Florida. Individual must be able to work well with retail accounts in the areas of creativity and scheduling. An established account list is available but individual must be constantly developing new accounts. Applicants must have a minimum of three years' experience in successful television sales. An Equal Opportunity Employer Reply to: Box M-172, BROADCASTING.

TV Salesperson, New York based buying service has an unusual opportunity for a person familiar with local sales. Send brief history. All replies will be answered. Box M-191, BROADCASTING.

TV Sales. Top 60 market. Midwest CBS affiliate needs professional local sales person. Group ownership offers right person excellent management opportunities. An Equal Opportunity Employer. Send resume to Box N-9, BROADCASTING.

TV Film sales executive. Motion Picture production company has package of feature films to sell to TV stations. State previous experience. Reply to Box N-40, BROADCASTING.

Help Wanted Technical

Technician with second class license. Maintenance skill desired. Will train for TV operations. Box M-173, BROADCASTING.

MCR Switcher, VTR Operator, and light maintenance engineer for top ten market. FCC 1st class and 2 years minimum experience required. Send complete resume with salary desired. EOE. M/F. Box M-194, BROADCASTING.

Excellent opportunity for you to become our Chief Engineer. Must have solid studio and transmitter technical background and administrative ability. We are a 20 year old VHF, network affiliated, Southeast facility. Profit sharing plan and car among fringe benefits. If you like hunting, fishing or boating, you will like our area. Include current salary and resume in reply. Box M-202, BROADCASTING.

WNET-TV in New York City has an opening for an Engineer in charge of remotes, studios and post production. Please send resume and salary requirements to Mal Albaum, Director of Engineering, WNET-TV, Channel 13, 304 West 58th Street, New York, NY 10019. WNET is an Equal Opportunity Employer.

Senior Video Engineer/Technician. Excellent opportunity for individual who will be responsible for the maintenance and operation of all production facilities in a fully equipped modern industrial television studio. Must have extensive production and editing experience, and be thoroughly familiar with 1" helical format. Extensive benefits and career development. An Equal Opportunity Employer. Send resume to: Sun Oil Company, Sun Studio, 1600 Walnut Street, Philadelphia, PA 19103. Attn: Mr. Richard W. Brown 28/3GP.

Video tape maintenance engineer for VR-2000 & AVR-1. Must be experienced. Contact Frank Baker, Trans-American Video, 213-466-2141. Send resume to 1541 North Vine Street, Hollywood, CA 90028.

Help Wanted News

E.O.E. Major Southeastern number one. Producer/writer/editor for 10PM half hour. Management your objective not air. Three years experience. Copy stylist. Graphics oriented. Quick reflexes. Great coordinator doesn't need supervision. Box M-110, BROADCASTING.

TV News Director, medium sized market network affiliate looking for experienced news director with strong leadership qualities and proven successful track record capable of taking good news organization and making it an outstanding one! Professionals only need respond. All replies in confidence to Box M-205, BROADCASTING.

Help Wanted News Continued

News Director for 14-person department. Have great staff and all the tools including ENG. Need leadership and direction. Must have management experience. Bill Patton, KATC, Lafayette, LA. 318-232-6111. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Midwest Network Affiliate needs creative writer/producer. Work in market's newest and busiest studios. Experienced only! An Equal Opportunity Employer. Send resume and salary requirements in first letter. Box M-121, BROADCASTING.

Producer-Director wanted for progressive group owned number one affiliate in southeast. Responsibilities might include hour talk show, news, children's and community affairs pgms and commercial production. Degree and at least one year experience as P.D. An Equal Opportunity Employer. Box M-206, BROADCASTING.

Writer, producer, director for Midwest market. Must know all phases of television production. Will be responsible for creating, writing, and producing commercials. An Equal Opportunity Employer. Send resume, copy samples, and salary requirements. Box N-8, BROADCASTING.

The following position is available in Independent School District 564, Thief River Falls, Minnesota: Position: Area Vocational-Technical Institute television instructor. Qualifications: 1. 6000 hours of commercial TV and radio broadcast experience. (2000 hours within the last five years.) 2. Completion of a minimum of two years of related post-secondary technical education. 3. Holds a third class FCC license with broadcasting endorsement. Starting date: January 5, 1976. Salary: Open. Applications are to be in writing to Dr. Corliss, Superintendent of Schools, and are to be received prior to 4 PM, December 19, 1975. Mark envelope in lower left hand corner "Television Instructor." Upon receipt of written application the formal application blank and other related material will be forwarded to you.

Situations Wanted Management

12 years experience all phases, currently managing small market TV station. Successful sales manager and salesman in prior years. Experience includes radio and television. First phone. Seek management and/or sales. 31 years old. Box M-198, BROADCASTING.

Young aggressive business manager, well qualified in all aspects of financial management, seeking new challenge at corporate level. Box M-217, BROADCASTING.

General Manager, sales manager-program director, etc. Thoroughly experienced all phases, including station-ownership. Special expertise in: management, sales management-sales (local, regional; national), programing, film-buying, production, promotion; community-involvement. Outstanding credentials! Television - 22 years; prior radio. Mid-forties. Degreed. Programing and sales specialist! Management-troubleshooter; achiever of rapid turn-arounds. Accustomed to formidable challenges and much responsibility. Aggressive, quality competitor. Can increase, substantially, profits and prestige. Arranging confidential, weekend interviews. Box N-17, BROADCASTING.

Political shake-up in top 10 market requires my seeking manager/sales manager position. Young, knowledgeable, hard working, sales-profit minded. 15 years experience, local and national. Affiliate and independent. Rush Box N-41, BROADCASTING.

Situations Wanted Sales

Aggressive, young sales professional wants move. Not an order-taker. Presently employed. Seeking minimal security with successful operation. Box N-53, BROADCASTING.

Situations Wanted Announcers

Weathercaster working in Evansville, IN. seeking major mkt., or station using A.M.S. seal. A.M. call Allen Everhart 812-479-6589. Or, Box M-170, BROADCASTING.

Situations Wanted Technical

First phone: maintenance eng. AM TV. Box M-174, BROADCASTING.

First phone 35 yrs electronics, 10 yrs trans. super. TV, FM Stereo, AM direct. Proofs rules, studio maint. Desire TV CE or assist. No operations. Non drinker. Prefer West. Will answer all. Box N-32, BROADCASTING.

Situations Wanted News

Currently employed female reporter/producer, 3 year veteran. Want new challenge. Outgrown current small market. Box M-124, BROADCASTING.

Energetic young woman with TV-copywriting experience, B.S., journalism, Syracuse, desires entry-level employment in news reporting. Box N-7, BROADCASTING.

Alert, aggressive informed. Newsman, two years radio anchor/editor, seeking TV anchor/reporter, or same radio. B.S. 408-354-9469.

Reporter/Anchor. Four years major market. Awards, ratings. Box 81041, San Diego, CA 92138.

Relocate anywhere and bring experience, versatility, new degree. Portable VTR, 16mm. Ten-cent stamp will buy my resume. Dan Cummins, TV10 News, ISU, Normal, IL 61761.

TV news anchor/general reporter for medium market station. Female, 25, wants similar with major market TV. 2 1/2 yrs TV, 3 yrs radio. B.A. Political Science. PO Box 1663, South Bend, IN 46624.

Situations Wanted Programing, Production, Others

Production or studio engineering. First phone, associate degree broadcast engineering, one year plus toward production degree. One year experience with cable TV station. Anywhere. Box N-16, BROADCASTING.

Writer/Producer. Young (25) woman with masters degree and professional experience including 1 1/2 years reporting in major market and one year currently as production assistant for nationally syndicated talk show from top-5 market. Need new challenge, opportunity, chance to move up. Box N-47, BROADCASTING.

Budget-minded producer-director, news-commercials, experience in radio and television news, film and studio production. ENG background. B.A., successful, stable, capable. Presently employed. Box N-52, BROADCASTING.

Recent college graduate desires position in television production. Reliable, responsible and willing to locate anywhere. Contact Bill Welker, 4053 Forest Ridge Blvd., Dayton, OH 45424.

Director-Producer, college degree and TV awards, has been growing with industry since late '50's. Experienced in all phases of production with emphasis on news, PA, promotional and commercial work. Worked in commercial and ETV in small, medium and major markets. In SE, but willing to relocate. Immediate availability. Call 404-427-2078.

Finally, BA in Mass. Comm. 3 yrs. commercial radio. How about chance to prove self in any aspect of prod. or news. Bruce Markman, 21841 Church, Oak Park, MI. 313-545-5459.

CABLE

Help Wanted Management

System Manager, Northeast. Salary: \$15,000-\$20,000. Box M-146, BROADCASTING.

Help Wanted Management Continued

CATV Manager and chief technician wanted. Prefer dual-skilled individual. Will consider applications for either position. Available Spring 1976 for construction; Wisconsin countywide CATV. Send resume: WWCC Cable, c/o Ralph Evans, 3500 N. Sherman Blvd., Milwaukee, WI 53216.

BUY-SELL-TRADE

WANTED TO BUY EQUIPMENT

Wanted: Used RCA TTU-30 UHF transmitter tunable to Ch. 50 preferred. R. Moffett, KOCE-TV, 15744 Golden West St., Huntington Beach, CA 92647.

FOR SALE EQUIPMENT

Gates BC-1F, 1 KW AM transmitter. Good \$2200.00. Box M-184, BROADCASTING.

G.R. 916AL R.F. Bridge. Like new, calib'd, \$525. Box M-210, BROADCASTING.

Schafer Automation, Model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hitparade format, \$14,500.00 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

Wanted eight bay Collins horizontal antenna: 10 or 20 KW transmitter, 1965 or newer; 350' self-supporting tower. 608-244-2847 days, 608-244-2882 nights.

IVC Two studio Plumicon color cameras, model 300 with color encoders, CBS enhancers, Gibraltar tripods: one IVC Film Chain with Multiplexer, Model 210 color camera and remote control. All \$30,000. Will separate. 312-738-4114.

Mobile unit, ready to televise. 2 CEI Hi-sensitivity cameras, over 1,000 ft cable, 15 kw generator. All monitors, scopes, encoders, switcher and audio. 1969 C600 Ford with 21 foot van. Power lift tailgate. Extremely versatile unit for any size market. Used for NFL pre-season, statewide pageants and sports events. For complete inventory and price contact Ron Erickson, WLUK-TV, 787 Lombardi, Green Bay, WI 54303. 414-494-8711.

Two RCA TK-42 color cameras including Houston Fearless deluxe pedestals, controls, cable, monitor, waveform at \$10,000 each. Contact Luster King, 618-253-7921.

Ampex, Ampex, Ampex. Fully refurbished hi-band color VTR's, like new; VR-2000's & VR-1200's. Call or write A.F. Associates, Inc., 415 Stevens Ave., Ridgewood, NJ 07450. 201-447-0096.

TEK 529 Waveform monitor, s/n 007060. Excellent condition, just calibrated. Accepting offers over \$750. AN/Aircraft & Electronics, Route 1, Box 269A, Faison, NC 28341. Telephone 919-594-7528.

Channel 24 TV antenna full hearing element, excellent condition, call J. Hroblak 301-652-5129.

New CBS model 4500 dynamic presence equalizer \$710. Model 710 automatic loudness controller \$720. 219-874-3333

FM transmitter: RCA BTF-10E-10KW, solid state exciter/stereo generator. Convertible to 20-KW. Communication Systems, 314-334-6097.

Stereo cartridge record play (SMC) KFMP 314-334-5644.

Stereo console (QRK) 975.00. KFMP 314-334-5644.

Video truck 1969 Ford 700 Cab over, 24 ft. van body with Tandem rear. Insulated with paneled interior. 9 ton air conditioner, 35 kilowatt generator, Lift gate. Call EUE Video Production 212-867-4030.

For Sale: Nagra 4.2 (OPSE 200 XOYO preamp, ATN 117 power supply, OHP leather case & pocket, OPM 3-5 preamp.) \$2,000. Fouke, 2368 Jonathan, Ann Arbor, MI. 313-971-3175.

For Sale Equipment Continued

Complete Gates automation system, 3 Scully decks, 2 carousels with random select, time announce, 3 cartridge machines and digital logger. All sources stereo. System is now on the air and in mint condition. Call KRAV, Tulsa 918-585-5555.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10, Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Capitol Comedy zaps the politicians. Over 40 hep one-liners every 10 days. 3 month trial \$15. Sample \$2. Jack Posner, 220 Madison Ave., N.Y., NY 10016.

MISCELLANEOUS

"We are buying." Albums, tapes, new, used for good music station. Small lots or libraries. Box M-156, BROADCASTING.

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom Program concepts. Image I.D.'s, features, DJ intros, promos, commercial jingles. Free demo. Krishane Enterprises, Inc., 4601 Willis Avenue, Sherman Oaks, CA 91403.

German News Service. Weekly taped reports, actualities and live feeds. American Press Service, 4 Dusseldorf, Fortuna Str. 23, West Germany.

Bumper Strips, 1000 for \$86.00, black on yellow, green or orange background. 3 3/4 x 7 1/2 up to 6 lines. Ruleform, 2517 Route 35, Manasquan, NJ 08736.

Guaranteed profitable. Many stations beginning seventh year! "Test" your market "on us." Prior sales unnecessary. Start immediately. After four weeks on air, decide from market response to keep at pennies-a-program or cancel, pay nothing! We research, document, write timely, "Common Sense" editorials and/or Bicentennial Minutes. You edit, produce for less cost than current in-house expense! "Test" on us. Phone Cessna, 904-255-1154, Daytona Beach, FL today!

Placement Service

Many Top-40, MOR, and country & western openings available! Rush tapes and resumes to: Air Talent Placement, Suite 505, 1516 Hinman, Evanston, IL 60201.

INSTRUCTION

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: 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.

For 38 years, Industry leader, Don Martin School of Communications trains for 1st phone license, in just five weeks. 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.

Grantham's FCC License Study Guide. New. Covers third, second, and first class radiotelephone exams. 377 pages. \$8.95 postpaid. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-dj. 1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

Instruction Continued

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.

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: 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, 11488 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

San Francisco Bay area. First Class license. Guaranteed results. Lowest price. Dave Ware School of Broadcasting, 408-377-6000.

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.

Television News, engineering, production, taught by outstanding professionals utilizing superb facilities within a college degree program. Write Columbia College, Department B, 925 North La Brea Avenue, Hollywood, CA 90038.

Poor man? Think you have the ability to become an announcer? Find out! Free booklet. Don Hiles (formerly WCKY), Box 267, Maysville, KY 41056.

RADIO

Help Wanted Sales

V-P SALES (TEXAS) \$35K

27 years in business has made us the largest Radio Station, Sales Promotional Co. in North America. Sales Group to start first of year needs an effective leader, who can hire, train, manage and out-sell his people. \$35K per year is minimum and the sky is the limit. You will be trained in our successful sales operation. Send resume and references to: Marvin Nudelman, Exec. V.P., Universal Publicizers, Inc., 16th Floor, 919 N. Michigan Ave., Chicago, IL. 60611.

Help Wanted Announcers

ANNOUNCER—CHICAGO

Nationally known Chicago broadcast advertising agency needs experienced full-time announcer, heavy on commercials and commercial production. Mature voice and style required. This is a permanent, career opportunity with an 18-year-old steadily growing company. Excellent starting salary, plus many incentives and company benefits. Preference given to those now living in the Midwest, but we have an open mind. Please send tape of commercials (not d.j. work) and a brief resume. If your tape shows off your ability as a production person, as well as announcer, so much the better.

REPLY TO LAWRENCE J. GUTTER, PRESIDENT, CHICAGOLAND BROADCASTERS, INC., 2622 W PETERSON AVE., CHICAGO, IL. 60659.

Help Wanted Announcers Continued

MAJOR MKT. 50 KW AM. Needs Bright, Warm Midday Personality—A real personality. Send tape and resume to: Bill Moyes Frank Magid Assoc., 1 Research Ctr. Marion, IA. 52302.

Miscellaneous

TV SLIDES: \$6^{EA}

- * HAPPY THANKSGIVING
- * SEASONS GREETINGS
- * CHRISTMAS GREETINGS
- * MERRY CHRISTMAS
- * HAPPY NEW YEAR

SEND FOR COMPLETE LIST
BOB LEBAR FILMS 240 E. 55 ST. NYC 10022



Help Wanted Programing, Production, Others

DIRECTOR OF PRODUCTIONS

Major Midwest recreational facility seeks an experienced entertainment professional to head its Productions Department. Must have several years experience in developing show concepts, music backgrounds, staging, scripts, lighting, sound & backing of live entertainment. The position requires the combination of creative flair & business acumen. An excellent salary and benefits package will be provided to the selected candidate. Please send your resume, including salary history in complete confidence to:

BOX N-48, BROADCASTING.
An Equal Opportunity Employer.

Situations Wanted Management

Over 20 years experience in all phases seeks GM or GSM position in top 100 mkt. Excellent references.

Box N-49, BROADCASTING.
or call 602-934-8639.

Situations Wanted Announcers Continued

TIRED of the jock who still thinks playing the William Tell Overture at the end of the show is funny? How about an audio entertainer instead? Currently doing PR for a large firm and want to come home. Still young enough ... 32. Qualified ... MA plus (B.O) credentials. Married plus family. Happy to do air shift plus PD or piece of the action. MARK FORTUNE 303-373-5682.

Situations Wanted Announcers

NETWORK NEWS PERSONALITY

Promoted up from WLS and WABC wants to return to freedom of local radio. Looking for talk/interview show or adult MOR format.

Box N-2, BROADCASTING.

PERSONALITY PLUS PROFESSIONALISM. TALENTED, CREATIVE ENTERTAINER. STRONG PRODUCTION. ADDY AWARD WINNER. SEEKING CHANCE TO STABLE ORGANIZATION WITH OPPORTUNITY. LATEST HOOPER INDICATES WE CAN DELIVER 18-35s. JONATHAN DOLL (305) 965-4445.

Situations Wanted News

Experienced, award winning network correspondent seeks documentary or production-oriented news work. At 30, have 16 years experience in all facets of daily news. BA and MS, highest credentials.

Reply Box M-179, BROADCASTING.

Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:



Box 61, Lincolndale, N.Y. 10540
Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, DJ's, PD's, Announcers, News, Sales and Engineers

\$12.00 3 months (12 issues)
 \$25.00 12 months (50 issues)
(Check Appropriate Box)

NAME
ADDRESS

Enclose Check or Money Order

TELEVISION
Help Wanted Sales

**International Sales
Administrator**

T.V. & Radio Broadcast Equipment

For South American Market

We are a leading producer of T.V. and radio broadcast equipment with an unusually interesting and rewarding career opportunity to offer. This position is responsible for the coordination and preparation of bids and proposals.

A.B.S. or M.S.E.E. is preferred; but we'll accept equivalent work experience involving radio and T.V. station engineering plus marketing and product development with a broadcast equipment manufacturer or associated field. You must be fluent in Spanish both written and oral.

You'll enjoy an excellent benefits program including profit sharing, hospitalization, stable employment, ideal conditions, plus relocation expenses. Salary will be fully commensurate with your experience and contribution.

Send resume in confidence to: Lawrence E. Carlstone, Professional Employment Supervisor.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Harris Corporation,
Broadcast Products Division
Quincy, Illinois 62301

An Equal Opportunity Employer M F

Volunteers Wanted

Disgusted with the clever lie, deceptive, misleading, false and even unfair advertising? Interested in reasserting your position that advertising can be clean, wholesome, even in highly competitive markets? We need men/women like you with expertise in the honorable side of the ad industry. No pay, No credit, just a chance to volunteer yourself with others to clean out the rotten apples in the ad industry. Call or write.

Hugh B. Exnicios, Nat'l Dir.
Truth in Advertising
4600 Kawanee Avenue
Metairie, Louisiana 70002
1-800-535-7094

Public Notice

**MIDWEST
CABLE SYSTEM FOR SALE**

Assets of an operating C.A.T.V. will be sold at public sale on December 12, 1975, 10:00 a.m. at Commercial Loan Offices of Industrial State Bank & Trust Company, 151 South Rose Street, Kalamazoo, Michigan. Keith Balcom (616) 381-5171.

Financing

**IMMEDIATE
CASH AVAILABLE
WE WILL PURCHASE
YOUR
ACCOUNTS RECEIVABLE**

Money is provided to you on a nonrecourse basis—therefore, your Financial Statement is not needed. Our funding does not require a long term commitment or contract that will tie you down.

Justin-Bradley Asso., Inc.
999 South Bayshore Drive
Miami, Florida 33131
305-374-3222
305-672-5522

Help Wanted Technical

ENGINEERS

The Grass Valley Group, Inc is seeking engineers in the following categories

Circuit Development. Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required

Television Systems. Applicants should be thoroughly familiar with television systems. Minimum of 5 years experience required

Send resume and salary requirements to Robert L. Cobler, Grass Valley Group, Inc. PO Box 1114, Grass Valley, Calif 95945. The company is located in the foothills of the Sierra Nevada, approximately 50 miles northeast of Sacramento.

**Help Wanted Programing,
Production, Others Continued**

PROMOTION DIRECTOR WANTED

Experience required. Position open January 1. CBS VHF affiliate in 25th market. Should be strong on ideas, graphics, organization and be able to plan and write air promos. 3 person Department. Six Figure Budget. An Equal Opportunity Employer. Send complete resume with print ad samples and tape of on-air promos if possible, indicating desired salary to General Manager, KXTV, P.O. Box 10, Sacramento, California 95825.

Situations Wanted News

There's no more "up" for me in this top market. Need a new challenge in sports, talk or both, and room to rise.

Box M-66. BROADCASTING.

**Help Wanted Programing,
Production, Others**

ON-AIR PROMOTION WRITER. No 1 station in top 25 market is seeking creative on-air promotion writer who can help maintain that position. Applicant must have thorough understanding of film and tape production techniques. Promotion experience required. Company offers excellent salary, commensurate with experience, plus attractive fringe benefit program. Submit complete resume, including salary history, and sample scripts (no tapes) to Box M-177, BROADCASTING. An Equal Opportunity Employer M F

STRONG ANCHORMAN: Early thirties. Experienced, attractive, believable. Warm, casual presentation backed by solid writing. Currently in Top 75 Market, looking for Top 30. Box N-24. BROADCASTING.

For Fast Action Use
BROADCASTING'S
Classified Advertising

Consultants

**David
Boylan**



**Air
Talent
Recruiter**

I can recruit exceptional air talent for your television or radio station. All size markets, but the salary level must be \$20K minimum.

Call me today at (312) 693-6171 for a confidential discussion of our services.

Ron Curtis & Company,
O'Hare Plaza, 5725 East River Rd,
Chicago, Illinois 60631

Miscellaneous

RADIO AUDIENCE SURVEYS from \$269

- INCREASE SALES REVENUE
- ACHIEVE GREATER RESPECT AT THE AGENCY LEVEL
- INCREASE STATION PRESTIGE AMONG EMPLOYEES

Professional Research Services



8806 S. TERRACE RD. TEMPE, ARIZ. 85283 (602) 839-4003 Collect

Wanted To Buy Stations

\$10,000 - \$15,000 to Invest

Experienced Broadcaster ready to become active participating partner in radio station. Possibly New England area, but will consider any good situation. Married. Age 28, M.A. in Radio Communications. Box N-1, BROADCASTING.

Established Midwest radio station holding company intends to go public. We desire to communicate with owners in the region interested in affiliation via merger or purchase of your property. Write Box N-35, BROADCASTING.

For Sale Stations

**NUMBER ONE FREQUENCY
NUMBER ONE RATINGS
LESS THAN TWO TIMES GROSS**

Here's an unusual opportunity to purchase a station that has it all—excellent low frequency, 5,000 watts fulltime, top ratings, excellent profitability, and an outstanding reputation. Valuable real estate is included in the sale price of this midwest powerhouse in an important medium size market. Write to OWNER, Box M-15, BROADCASTING.

AM/FM COMBINATION

Class B Stereo FM (fulltime) and daytime AM with PSA in solid, rapidly expanding Michigan market. Excellent technical, studio and office facilities. Price \$275,000 cash, firm, includes all real estate.

BOX N-50, BROADCASTING.

West	small	AM/FM	\$550K	terms
S.E.	medium	fulltime	190K	55K
Gulf	metro	profitable	385K	112K
N.E.	metro	fulltime	550K	180K
S.W.	major	FM	1.8KK	cash



Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

WISCONSIN

Class C FM, 100,000 Watts Vertical and 100,000 Watts Horizontal in America's No. 1 Small City of 50,000 population. On the air in 1966. New equipment 2 years ago. Excellent growth potential. Contemporary format. 24 hours a day. ABC Network. Attractive terms can be arranged for qualified buyer. WWLA, Route 1, Granddad Bluff, La Crosse, Wis 54601

**For Sale Stations
Continued**

**MEDIA BROKERS
APPRAISERS**

RICHARD A. 

Shaheen INC

435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040

MIDWEST PROPERTIES

10 KW AM Multi-Mkt	\$525,000
AM-FM Small Mkt	200,000
AM Adj. Multi-Mkt (Daytimer)	200,000

Ralph E. Meador, Media Broker
P.O. Box 36, 816-259-2544
Lexington (Kansas City) Mo.

**PROFITABLE AM/FM
\$750,000 - 29% DOWN
MID-AMERICA LOCATION**

Both are full time. FM is Class "C". Write today

NORMAN W. SMITH, MEDIA BROKER
738 S.E. 9th Ave., Deerfield Beach, Fla. 33441

**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. 20039
202-223-1593

 **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

 **SOVRAN
ASSOCIATES, INC.**
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY.
DALLAS, TEXAS 75231 (214) 369-8545

WESTERN CENTRAL PENNSYLVANIA

Class A FM Station, Rock Format. Absentee Owners wish to divest. Medium Market. Rare opportunity for Owner-Operator. Call Mr. Carter (202) 362-5894.

**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.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

New beat for old pro

"Every decade or so, to be replanted and asked to grow again is a great challenge," says CBS Vice President Bill Leonard, at the start of a new role after 30 years with the company. Senior vice president-director of public affairs broadcasts for CBS News since 1971, he reports to work today (Dec. 1) as vice president-Washington, the chief liaison between CBS corporate thinking and the FCC, Capitol Hill and other bureaucratic policy arenas. He expresses uncertainty about what it will be like to be a step removed from the news business, but says "I feel like a kid with his first job." Say his CBS colleagues: "It must be an important job if they're asking Bill Leonard to do it."

The Washington move is only the latest in his evolving broadcast career. "I hope," says the 59-year-old executive, that "it's not the springtime of my senility."

Mr. Leonard recounts his early years in a good-humored monologue; beginning Dec. 31, 1945, hired by then WABC(AM)'s (it's now WCBS) Arthur Hull Hayes to broadcast *This Is New York*, he put into practice "the preposterous notion that a man could cover New York at night, broadcast his experiences at 6 a.m., return home and sleep a bit before getting up to cover daytime New York for broadcast at 3 p.m." His \$273 a week was the largest sum of money he had run into at the time and having just returned from six and a half years at war, he was "relieved they could no longer shoot me, they could only fire me."

The television [WCBS-TV] version of his radio broadcast allowed him maximum freedom of expression to do "anything we wanted within the limits of money." But it was not a towering success. "nobody gave a damn" about the retitled *Eye on New York*. His favorite ego-deflating story from the period concerns a [Frank] Stanton-[Paul] Lazarsfeld test applied to the program after three months on the air. A graph of like/dislike/neutral viewer reactions for the 45-minute show revealed only one point when the favorable curve registered above zero. Determining to repeat whatever it was that made the curve jump upward, he was advised by Mr. Hayes that, unfortunately, "the only time you were in the black was during the Chiquita banana commercial."

After learning most of the ropes of radio during 15 years on the air, he joined CBS News in 1959 as correspondent-producer. His major assignment in that rather unique capacity (only one other CBS newsmen has bridged both skills), was *CBS Reports*, which he produced, wrote and narrated until 1962.



William Augustus Leonard II—vice president, CBS Inc., Washington; b. April 9, 1916, New York; BA in sociology, Dartmouth College, 1937; reporter, Bridgeport, Conn., *Post-Telegram*, 1937-40; U.S. Navy officer, 1941-45; roving reporter, CBS-owned WCBSt(AM) (then WABC) New York, 1945, *This Is New York* series, which became *Eye on New York* television series, WCBS-TV, 1948; floor reporter for CBS News, 1952, 1956 and 1960 political conventions; CBS News correspondent-producer, 1959-62; CBS News Election Unit, 1962-75; CBS News senior vice president-director of public affairs broadcasts, 1971-75; named to present post effective Nov. 17; m. Norma Kaphan Wallace, May 11, 1957; children—five by his previous marriage and one by hers (to CBS Correspondent Mike Wallace): Will, 29; Andrew, 28; Nicholas, 26; James, 25; Oliver, 23, and Chris Wallace, 28.

Mr. Leonard—who had been a floor reporter at the national political conventions of 1952, 1956 and 1960—formed the CBS News Election Unit in 1962. The technical improvements of that year's election coverage, including "voter profile analysis," revolutionized the process, he says. In his view, that function is among television's most significant contributions. "Broadcasters used to report what the print media reported—now the process is reversed. Elections are a pure broadcast journalists' show and it's a development I'm quite proud to have had a part in."

It's been a large part, especially since 1964 when then CBS News President Fred Friendly asked him to be an executive, giving him responsibility for editorial policies, production plans and on-air performance of CBS News election, convention and special events coverage. At the time, he recalls, "like any proper and innocent newsmen, I assumed executives do nothing" and didn't want the post. Mr. Friendly says Bill Leonard set the stan-

dards for broadcast journalism "in the early days," remembering that Edward Murrow thought he was one of the best radio reporters around. CBS owes its return to a leadership position "more to Bill Leonard than any single person," according to Mr. Friendly, who ranks him simply as "the best broadcast journalism executive."

Since 1968, when he became head of special and documentary production, the list of broadcasts produced under his supervision has been impressive. A favorite and "most notorious" documentary was one he did before assuming management responsibilities, as correspondent-producer of *CBS Reports*: "Trujillo—Portrait of a Dictator," for which he interviewed the elusive "El Benefactor" in the Dominican Republic. Also notable in that period were "Our Election Day Illusions: The Beat Majority," "The Beat Majority and the Supreme Court" and "Thunder on the Right."

From "The Selling of the Pentagon" (1971) to this season's "The Guns of Autumn," Mr. Leonard has been involved in hotly debated journalistic efforts. "I don't believe in advocacy journalism," he says, "if you mean using precious airwaves under the guise of journalism to support your own point of view. But any good reporter can't help at times being in a position which cries for action. Happily," he says of CBS News's critics, "half the people accuse us of being too liberal and half of being too conservative."

Mr. Leonard will be well served in his new corporate role by his practice at speechmaking, and is at ease as an industry spokesman amid public controversy. He is still on the defensive, he says, which he views as "not unhealthy." "If we are going to be free, nobody but the court of public opinion should watch over us," he says. And although it is "difficult to convince people we don't have an ax to grind . . . we should be able to take criticism, and to explain what we do and why." Broadcasters' only card, he suggests, is their long-range credibility, which must be earned.

At a farewell gathering in CBS Broadcast Center's Studio 41, the setting for election night coverage for which Mr. Leonard was overseer in years past, the staff of *60 Minutes* presented him with two gifts: a picture of a fine English race horse (reminiscent of his own love of the sport—he owns half of two horses—a second hobby with his shortwave radio station, W2SKE), and a gold-framed copy of the *60 Minutes* "cover" with his picture and the inscription, "The years we worked for you will always be for us the golden age of television."

Editorials

The sure-fire subject

In calling for an advertisers' boycott of TV shows that contain violence, Archa Knowlton of General Foods scored a point that perhaps was not exactly what he had in mind. The point is this: If, after all these years, a leading TV client feels obliged to speak out against violence on TV, what has been accomplished by all the time, money and effort that so many people have devoted to this problem?

Think back. We do not know who first speculated that violence on TV might lead to violence in real life, but the notion was well established by the early 1960's. When the assassinations of those years occurred and riots broke out in the streets, the idea of television as the villain leaped quickly to many minds. Out of that came the million-dollar, two-and-a-half-year surgeon general's study of violence and TV that was initiated by Senator John O. Pastore, who has been holding further hearings with great regularity ever since. Charges of "sex and violence" on TV have been drummed at broadcasters from every forum imaginable.

And broadcasters have of course responded. Most recently they adopted "family viewing." That was supposed to get sex and violence out of the hours before 9 p.m. NYT, and it has succeeded admirably if you judge by the critics' complaints about how bland that period has become. But a corollary effect, in Mr. Knowlton's opinion, has been to overload the post-9 p.m. periods with action/adventure.

Mr. Knowlton says General Foods avoids as much as it can "what we believe to be violent programs," and he urges other advertisers to take a similar approach, so that "it would not make business sense for the networks to put such programs—or as many such programs—on their schedules."

This is a perfectly rational suggestion. The only trouble, in our opinion, is that it won't work. All advertisers want ratings, and not many have shown any inclination to buy fewer if more could be had. If an action program has its sting removed and the ratings drop off, most of its buyers can be counted on to drop out.

There is the additional problem that, as Mr. Knowlton recognizes, violence in this context requires subjective judgment. Violence to one viewer—or advertiser—is something else to another. Indeed, many people think the networks took too much kick out of action shows a long time ago. It just may be that after all this time and no matter what happens next we'll never be rid of this issue.

Down but not out

With time running out for the first session of the 94th Congress and larger issues demanding attention, the chance of final action on a bill to create an Agency for Consumer Protection is slight. That is good news to anyone with an interest in orderly government. It only means, however, that the issue must be faced again next year. The Ralph Naders have no intention of giving up.

Early this month the House adopted a design for an agency with almost unlimited powers to meddle in other agencies' business. The new agency would initiate action at other agencies, appear as a party in other agencies' proceedings, take other agencies to court on rulings with which it disagreed, conduct research and testing of products and services and publicize its findings, to name only some of its assignments.

The House bill was similar in many respects to a bill adopted earlier by the Senate. For broadcasters, however, it lacked one important restriction that the Senate had imposed, keeping the new agency out of licensing procedures at the FCC. A House committee report suggested that the agency ought not to spend its time

on FCC license cases, but that, of course, falls far short of a directive in the bill.

With or without an explicit reference to the FCC and licensing, neither House nor Senate bill promises anything but trouble for broadcasting and all other businesses that are regulated by the federal government. The basic design of the legislation guarantees a new element of regulation and litigation that will pile up more paper in a city already sinking beneath existing reams and introduce obstructions to administrative channels that are already clogged.

It would all be done, of course, in "the interests of consumers," a phrase the agency's administrator would be free to interpret for himself. For all the legislation says, one disgruntled housewife with a bad can of beans could set the Agency for Consumer Protection rolling over the Food and Drug Administration, the Federal Trade Commission and who knows what other pieces of a federal apparatus that has itself been constructed to serve the same public interests that the new agency is supposedly needed to protect.

The House passed the bill by a vote of 208 to 199, much too close a margin to override the presidential veto that has been promised if House and Senate can agree on a compromise bill. Broadcasters, working with others who would be victimized by this pointless legislation, must do what they can to see that the ayes don't proliferate in the next session.

No-win policy

"Willie Wonka and the Chocolate Factory" has joined "Heidi" on the list of names that television broadcasters would as soon forget. As everyone in the civilized world must know by now, "Wonka," a movie that had been scheduled for a rerun at 7-9 p.m., Sunday, Nov. 23, on NBC-TV, lost its first 45 minutes to the live coverage of a football game that went into overtime.

NBC-TV got several thousand protests. No one can be more outraged than parents defeated in their plans to transfix the kiddies at the television set during the cocktail-dinner hours. Those protests were in similar magnitude to others of seven years ago when the same network cut away from the closing minutes of another closely contested football game to start a movie, "Heidi," on schedule. That time the fans were up in arms.

An NBC-TV spokesman explained last week that officials had decided against starting "Wonka" late and running it in its entirety. That would have meant playing it 45 minutes past 9 p.m., when the National Association of Broadcasters code has decreed that the children of the nation go to bed in a body. Under the circumstances, no other decision could have been made.



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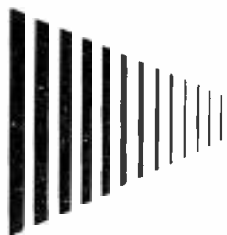
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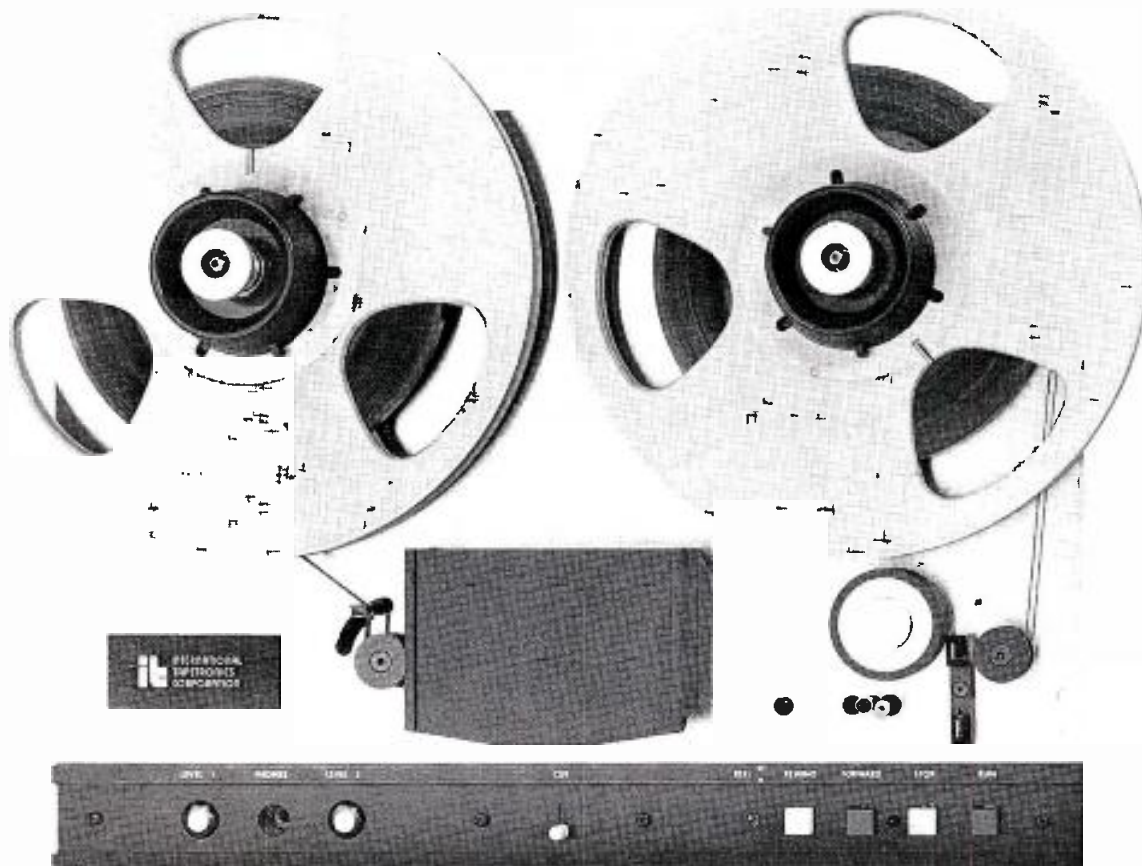
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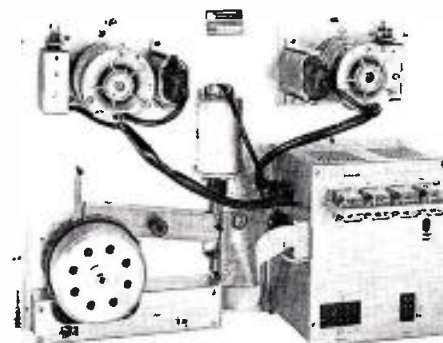
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