

Politics crowds in on broadcast horizon
Justice Department in cable's corner on pay TV

Broadcasting Feb 9

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

Year Four:

**Highest average
share of any
half-hour access
program.**

**The
Price Is
Right**



Year Five: A better buy now than ever, from

Viacom

Source: Arbitron, Nov. 1975—Top 50 Markets.
Audience estimates subject to qualifications available on request.

36112
A U L I T R A R Y
U S A I R F O R C E
S E R I A L A C C S E C T I O N
M O N T G O M E R Y A L 36112

- 78

Visit us at The Fairmont Suite, 23rd Floor of The Fairmont Hotel, San Francisco.

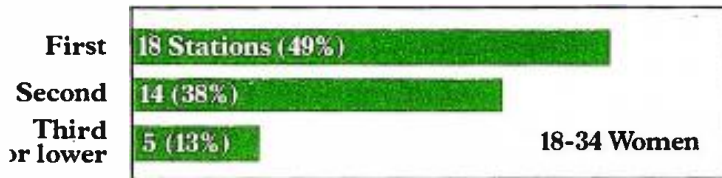
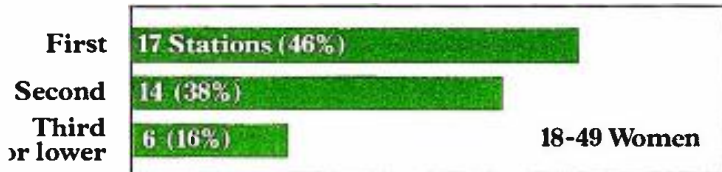
**TV's funniest
game show started
its first year in
37 of the
Top 50 markets.**

**Here's why
it belongs in the
13 others.**

If you know a stronger access program, buy it. If you don't, put Match Game PM on your station now.

This Goodson-Todman production, starring Gene Rayburn and a celebrity panel, has been sold in 37 Top 50 markets and a total of 84 markets for one big reason. It wins the kind of audience that you and national spot buyers want most!

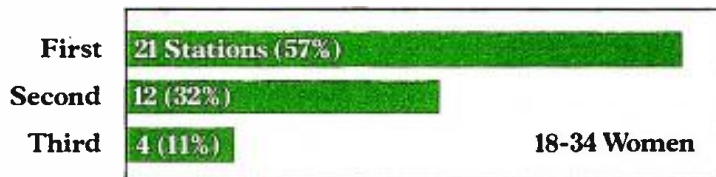
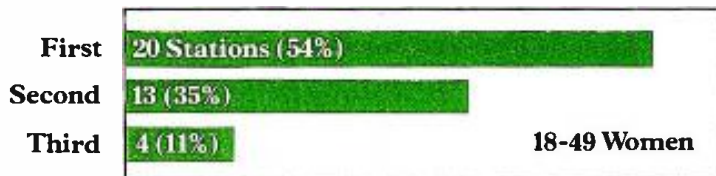
IN 37 TOP 50 MARKET'S:
MATCH GAME PM RANK AMONG ALL
PROGRAMS IN TIME PERIOD.



Match Game PM gives you almost a 50% chance of reaching more young women than any other program in the time period.

And better than an 80% chance of ranking Number One or Two with young women in the time period.

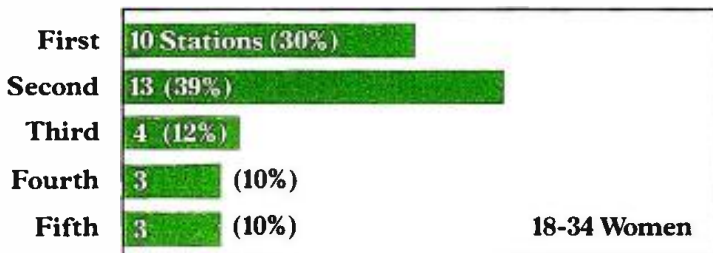
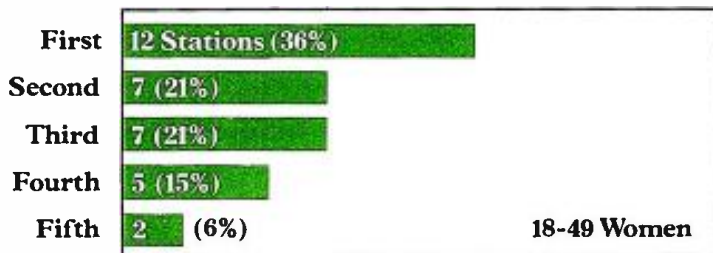
IN 37 TOP 50 MARKET'S:
MATCH GAME PM RANK AMONG ACCESS
PROGRAMS IN TIME PERIOD.



Match Game PM gives you better than a 50% chance of reaching more young women than any other access program in the time period.

And almost a 90% chance of ranking Number One or Two with young women watching access programs in the time period.

IN 33* TOP 50 MARKET'S:
MATCH GAME PM RANK AMONG 5 ACCESS
PROGRAMS ON SAME STATION.



Match Game PM stands a 57% chance among 18-49 women and a 69% chance among 18-34 women of being the 1st or 2nd most popular of 5 weeknight access programs on your station.

*Not scheduled in M-F access time on 4 Top 50 market stations.

Source: ARB, Nov. 1975.
Audience estimates are subject to qualifications of the rating service.

Goodson-Todman's
“Match Game PM”
Jim Victory Television Inc.

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

(Mon.-Fri., 7-7:30)

PROVIDENCE, WJAR-TV

First in time period for 3rd year, with 43% to 300% higher rating than competition. Increases in all categories over Nov. '74.

SACRAMENTO, KXTV

First in time period for 2nd year, with 53% more homes and 130% more 18-49 women than lead-in. 17% more homes and 33% more 18-49 women than year-ago.

FT. WAYNE, WANE-TV

First in time period. 21% higher rating, 145% more homes and 26% more women than year ago. Builds lead-in share by 30%.

LOS ANGELES, KHJ-TV

14% higher rating, 33% more 18-49 women and 38% more 18-34 women than year-ago game show stripped in time period.

TAMPA-ST. PETERSBURG, WFLA-TV

A flying start! Nov. '75 rating 36% higher than Oct. Households up 34% and 18-34 women up 21% in one month.

LOUISVILLE, WLKY-TV

First year on station. Builds sitcom lead-in audience with 43% higher rating, 42% higher share, 95% more 18-49 women and 70% more 18-34 women.

MIAMI, WPLG-TV

Number One in time period with 18-49 and 18-34 women in 1st year. Reaches more 18-49 and 18-34 women than year-ago game show stripped in time period.

(Mon.-Fri., 7:30-8)

ALBANY, N.Y., WTEN-TV

First in time period. 43% higher rating, 50% higher share and 30% more 18-49 women than year-ago game show stripped in time period.

“Concentration”

Goodson-Todman's

The most successful syndicated strip introduced in the last 3 years is now starting its 4th year of new production.

Stations buying “Concentration” appreciate the economy of a strip. And the convenience. And they know that only a strip can fully exploit the pre-primetime habitual viewing patterns of television's audiences.

(Mon.-Fri., 6-6:30)

MILWAUKEE, WISN-TV

100% more 18-49 women, 50% higher rating and 38% higher share than network news lead-in. 30% more 18-49 women, 13% increases in rating and share over year-ago program.

KANSAS CITY, WDAF-TV

20% higher rating, 24% higher share and 15% more women than year-ago game show stripped in time-period.

(Mon.-Fri., 6:30-7)

SALT LAKE CITY, KTVX

31% higher rating, 48% more 18-49 women and 60% more 18-34 women than year-ago game show stripped in time period.

(Mon.-Fri., 1-1:30)

BUFFALO, WBEN-TV

First in time period in 3rd season, with 41% share of audience and 27% more women than 2nd-ranked station. Share up 8% over year ago.

PHILADELPHIA, WCAU-TV

Rating up 33%, share up 57%, homes up 78% and 18-49 women up 89% over year-ago performance in time period.

(Mon.-Fri., 9:30-10 am)

NEW YORK, WNBC-TV

Number One again in new time period after being Number One at 1:00 pm last year. 50% higher rating, 41% higher share and 48% more 18-49 women than last year's 9:30 game show strip.

(Mon.-Fri., 9-9:30 am)

DETROIT, WWJ-TV

33% higher rating, 35% higher share, 53% more 18-49 women and 71% more 18-34 women than year-ago performance in time period.

tration"

Those are 3 good reasons to buy "Concentration." But the best one is illustrated at the top of this ad: "Concentration" works!

With a 3-year record of outstanding performance, stations know this Goodson-Todman hit is the game they can play with confidence. Five times every week!

Jim Victory Television Inc.

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

Your greatest public service achievement in 1975 has a March 1st deadline



ATTENTION: Newspapers, television and radio stations.

The Scripps-Howard Foundation is again sponsoring the Roy W. Howard Public Service Awards for outstanding public service reporting in 1975.

Cash grants, not to exceed \$2500, each accompanied by a bronze plaque, will be awarded one newspaper and one television or radio station. Runnerup prizes of \$1000 and \$500 may also be awarded.

Last year's top winners were the Milwaukee Journal and WABC-TV, New York. Twenty-five other entries received either cash grants or special mention.

Prizes will be given to the editor and station manager for distribution to the individual or among the individuals at the newspaper, television or radio station who contributed most significantly to the winning entry.

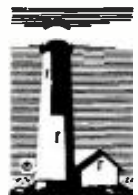
The Howard Awards are named for the longtime editor and president of the New York World-

Telegram & The Sun, and president of Scripps-Howard Newspapers and United Press.

Material must have been published or broadcast in 1975. No entry blank is required, but accompany each entry with a sponsoring letter from the editor or station manager, along with a brief history of the endeavor. Newspaper entries should be mounted in some manner.

Entries must be postmarked no later than March 1, and received within eight days thereafter. Address newspaper entries to Roy W. Howard Awards, The Scripps-Howard Foundation, 200 Park Avenue, New York, NY 10017. Television and radio entries should be sent to Roy W. Howard Awards, The Scripps-Howard Foundation, WMC Building, 1960 Union Avenue, Memphis TN 38104. Newspaper entries become the property of The Foundation, while television and radio entries will be returned only if accompanied by sufficient postage.

**Roy W. Howard
Public Service Awards
The Scripps-Howard Foundation**



Broadcasting Feb 9

ROUND ONE □ *New England broadcasters' get first crack at 1976 political advertising and vice versa. Record spending in hot election year is in prospect.* **PAGE 21.**

NEXT MONTH IN CHICAGO □ *NAB annual convention will look bit different with radio and TV mostly going separate ways. Here's rundown of agenda with some graphic help for delegates.* **PAGE 23.**

STRENGTHENING CABLE'S HAND □ *Justice Department joins attack on FCC's siphoning rule, contends CATV is unfairly restrained.* **PAGE 25.** *Foes of de-regulation find little comfort in Kauper talk in which antitrust division chief charges some industries cozily co-exist with regulators. He also offers some rebuttals to broadcaster allegations about cable.* **PAGE 30.**

LICKS FOR PAY CABLE □ *Broadcasters, testifying on Hart-Kennedy bill to improve competition, complain about CATV inroads.* **PAGE 30.**

CHEER FOR SPEED-UP □ *FCC's proposed revamping to save time in decision-making draws favorable comments. But common-carrier interests fear they may be short-changed in favor of broadcasting.* **PAGE 31.**

WRC-TV EMPLOYMENT DEFENDED □ *NBC files rebuttal to NOW's charges, tells FCC that practices at its Washington outlets compare favorably with others in area.* **PAGE 34.**

CALL LETTER RULINGS □ *FCC says licensee can insert name between call letter and city; reaffirms 1973 rule that group owner cannot retain call letters of station that's sold; refuses to let commonly owned AM-FM-TV's clip suffix that indicates type of service.* **PAGE 34.**

BROADCASTING IN HOUSE □ *Obstacles to live pick-ups surface as Speaker Albert makes maneuver for piece of action, Jack Brooks makes known his opposition to resolution.* **PAGE 36.**

FIRST CHANCE □ *Broadcasters afforded opportunity to cover debate under new Section 315 ground rules as League of Women Voters sets up five candidate debates. Public broadcasting will cover prime-time events, but commercial networks aren't committing themselves on how they will handle coverage.* **PAGE 38.**

THIRD IN A ROW □ *Thanks to four second-season shows, ABC again takes top honors in weekly Nielsen race. CBS still leads season-to-date but now ABC and NBC deadlock for second.* **PAGE 40.**

THE PROSPECT AIN'T SO ROSY □ *The California Association of Broadcasters prepares attack on a proposed Pasadena, Calif., tax on broadcast coverage of the annual Tournament of Roses parade.* **PAGE 40.**

DOMINO THEORY □ *Despite dismissal of request to adjust interim rates received from CBS, BMI takes consolation in court decision that says rates should be adjusted and losses recouped if other litigation ends in music-licensing group's favor.* **PAGE 41.**

ANOTHER FRONT □ *WCKY(AM) Cincinnati listener group confronts FCC with new angle in format-change controversy: Does format involve only one kind of programming or total station mix?* **PAGE 42.**

TIME FOR A CHANGE □ *Grey Advertising which consistently shied away from bartering breaks that tradition.* **PAGE 43.**

TOYOTA'S TV BLITZ □ *Jim Moran's spot campaign is called "most successful total merchandising effort" in automobile industry. Toyotathon in five Southeastern states brought in \$12.9 in sales for less than \$260,000 investment.* **PAGE 46.**

GIVE AND TAKE □ *NCTA board is told there's no chance for congressional approval of distant-signal importation recommendations unless cable industry changes its copyright stance. Election of Burt Harris as chairman and approval of budget also mark Los Angeles meeting.* **PAGE 46.**

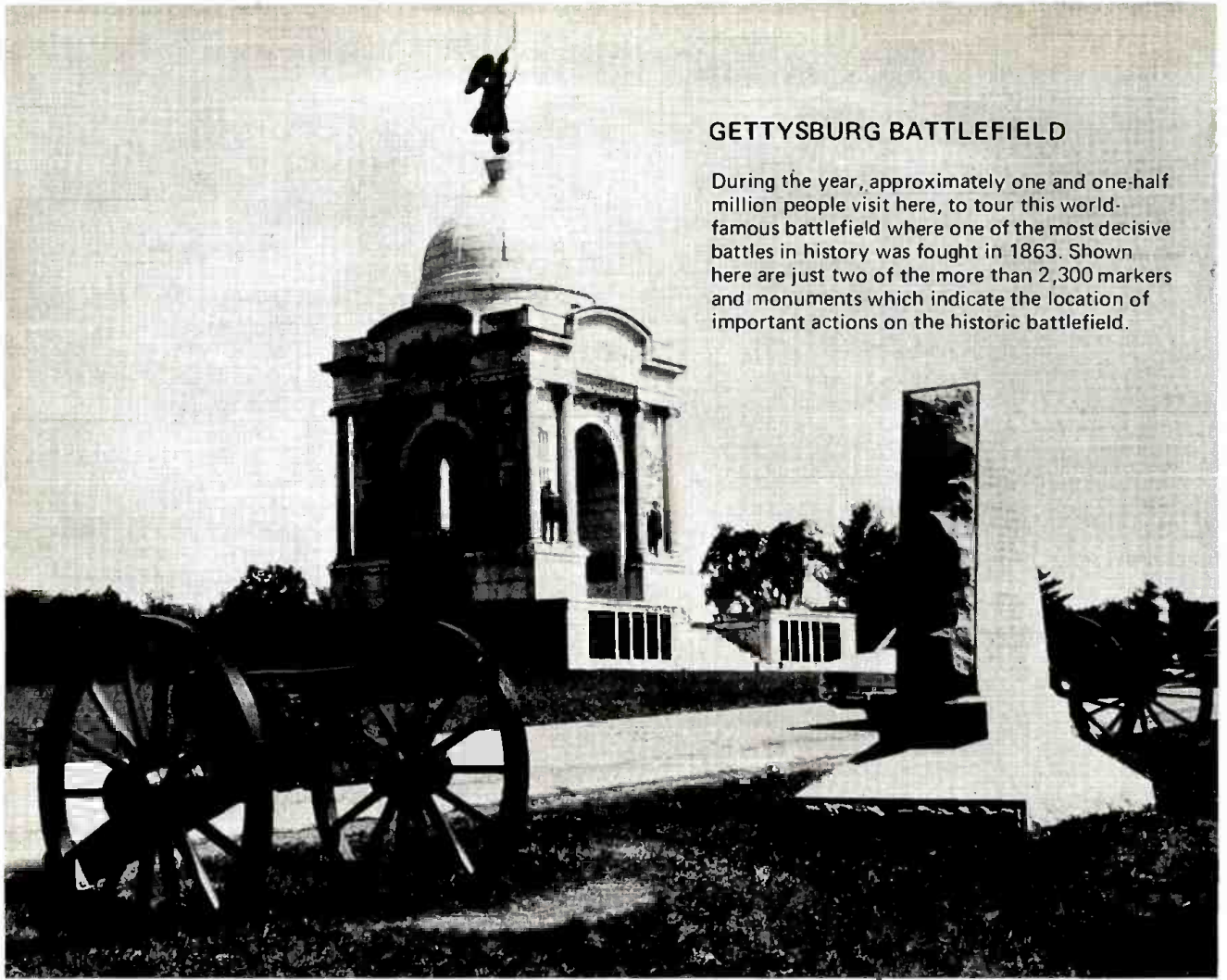
VOLUNTARY COMPLIANCE? □ *FCC asks Arizona cable operator to call it quits on radio signal importation into small market, says it may put prohibition on the books if Mohave Cable doesn't comply.* **PAGE 47.**

ACTION ON AM STEREO □ *Three systems submitted for testing by industry committee; fourth goes straight to FCC.* **PAGE 50.**

PBS LOOKS TO SKIES □ *Membership meeting this week is to vote on plan for satellite network to replace present land lines. Economy, improved picture quality and extra transmission capability are cited as virtues for TV.* **PAGE 50.**

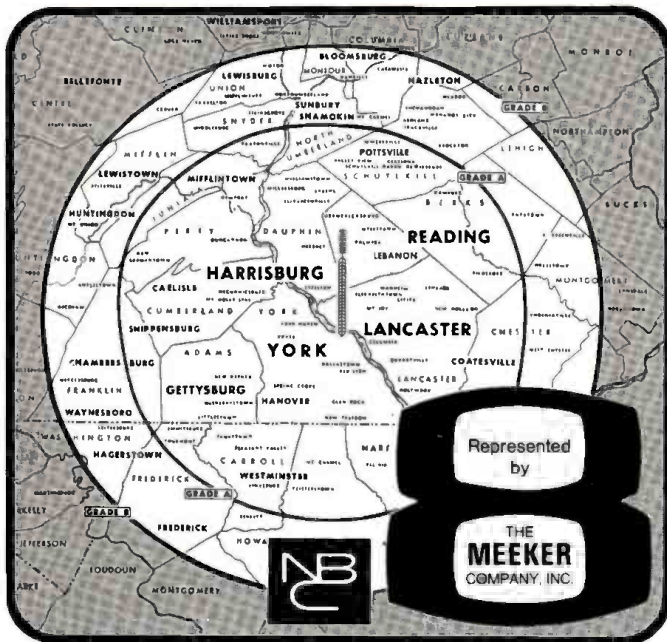
MR. LICENSE RENEWAL □ *That's name broadcasters have given Representative Lou Frey (R-Fla.), ranking minority member of House Communications Subcommittee who leads battle for renewal legislation with his own compromise bill.* **PAGE 73.**

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GETTYSBURG BATTLEFIELD

During the year, approximately one and one-half million people visit here, to tour this world-famous battlefield where one of the most decisive battles in history was fought in 1863. Shown here are just two of the more than 2,300 markers and monuments which indicate the location of important actions on the historic battlefield.



PENNSYLVANIA

Pioneer and still the Leader

WGAL-TV was the first television station in this historic area. Today, after more than twenty-five years, it is still first in that it delivers more audience than all other stations in the Lancaster-Harrisburg-York-Lebanon market combined.* The result of this impact is increased sales results for advertisers.

WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

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

STEINMAN TELEVISION STATIONS

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

Closed Circuit®

Insider report behind the scene before the fact

Chance of action

Word of breakthrough on license-renewal legislation hearings in House got out last week. Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) approached subcommittee's ranking Republican, Lou Frey (R-Fla.), who sponsors principal renewal bill in House, on House floor last week and laid groundwork for start-up of hearings—maybe in March, although no date was agreed on. Mr. Macdonald's chief concern is over legal and paperwork burden small broadcasters, both radio and TV, must shoulder every three years to have licenses renewed. He embraces spirit of Frey bill and reportedly is talking about lengthening license term from three years to five for small radio and TV operations, leaving it at three for big stations. Mr. Macdonald makes clear that one thing broadcasters won't get is license in perpetuity.

Troublesome towers

Hassle between New York TV stations and Port Authority of New York and New Jersey over moving TV antennas to latter's World Trade Center goes on—and on and on. They're still negotiating on implementation of 1967 agreement whereby antennas would be moved there from Empire State Building. One sticking point reportedly is that agreement lacks guarantee for Port Authority beyond 1984—which is now nearly nine years nearer than when agreement was made.

New antennas have been built, but broadcasters who originally expected to be on Trade Center tower in early 1970's now figure best they can hope for is to get there by spring of 1978. Interference to reception from Trade Center meanwhile has not abated.

Service call

Protest against Public Broadcasting Service's decision against gavel-to-gavel coverage of forthcoming political conventions ("Closed Circuit," Jan. 26) has been lodged with Senate Commerce Committee by J. Leonard Reinsch, chairman of Cox Cable Communications and retired president of Cox Broadcasting. Mr. Reinsch, who was broadcast adviser and later over-all manager of Democratic conventions from 1944 through 1968, has written Commerce Committee Chairman Warren G. Magnuson (D-Wash.) and others to note that commercial networks tap their pool only for major events and emphasize specialized coverage. PBS, in his view, should provide full-text

coverage—taken from pool at little expense—"as a true public broadcast television system."

Commerce Committee staffers say they know of little Senate can do in response to Mr. Reinsch's complaint, though PBS has been asked for reaction.

Equal to the end

FCC is considering rulemaking intended to prevent broadcasters from giving favored candidates advantages in waning days of political campaign. Rule, if adopted, would require any broadcaster who gives time to candidate within 72 hours of election to notify all rival candidates promptly so they could exercise equal-time right. Proposed rulemaking grows out of complaint to FCC about broadcaster who made 11th-hour gift of time to one candidate.

Jockeying

Election-year political talk is permeating FCC, with speculation centering on what could happen whichever way presidential election goes. Chairman Richard Wiley, Republican, wants to complete his term which winds up June 30, 1977, six months after new President assumes office. And then he looks to law practice, in native Chicago, Washington or possibly both. Assumption is that no President would replace incumbent when only half-year remains of seven-year term.

If there's Democratic victory, President could name new chairman from incumbent membership or nominate non-Republican successor to Mr. Wiley since balance of power (four to three) would shift to Democrats. Commissioner Ben L. Hooks, who aspires to bigger things, presumably wouldn't be averse to appointment as first black FCC chairman, step toward still bigger things.

Accommodation?

Private interparliamentary conference of members of U.S. Congress and Canadian Parliament in Key Biscayne, Fla., Jan. 29-Feb. 2, left some Americans with feeling Canadians may be softening on controversy over policy of requiring cable systems to delete commercials from American programs they import, according to word in Washington last week. For while some Canadians were hard nosed, others appeared concerned about issue, seeing it as irritant in U.S.-Canadian relations. Some were also said to have seemed worried about constituents' likely reaction if FCC even appeared to be considering Buffalo stations' proposal to

jam their signals north of border.

Canadians reportedly talked of possible compromise, and although specific proposals did not impress Americans, fact that compromise was discussed was taken as encouraging sign. Representatives of U.S. border stations last week were said to be completing complicated task of putting together compromise plan of their own for submission to Canadian and U.S. governmental meeting later this month.

Aftermath

There was concern among broadcasters last week that largely pro-cable report issued by House Communications Subcommittee staff (BROADCASTING, Feb. 2) reflected views of subcommittee chairman, Torbert Macdonald. Not so, said Mr. Macdonald emphatically. On cable legislation his mind is "a blank page." He ordered study but took no hand in its preparation and in fact hadn't finished reading it. Broadcasters will get fair shake in hearing, he insisted.

Death wish?

House Speaker Carl Albert's sudden assertion of authority over proposed radio and TV coverage of House floor proceedings (page 36) is perceived on Capitol Hill as move that might radically change or even kill resolution voted out of Rules subcommittee. There is suspicion that Mr. Albert has it in for networks, all mention of which Mr. Albert wants removed from resolution. Mr. Albert may want other source for broadcast coverage. There's also talk that request is just another tactic to kill measure, though Albert aides say otherwise.

One go, all go

FCC and private attorneys say petition to disqualify Pierson, Ball & Dowd as counsel for RKO General in comparative-renewal hearing involving RKO's WNAC-TV Boston could have explosive impact on entire communications bar if it were granted. Community Broadcasting of Boston, one of competing applicants, requested disqualification because former FCC Chairman Dean Burch is now member of firm and had participated in votes on Boston case while with commission. Fact that he is not on case with firm is irrelevant, according to Community. If that test were held to be valid, firms would have to give up cases on which any member or associate had worked while commission member or staffer—and most Washington law firms employ one or more ex-FCC members or staffers.



Revlon □ James E. Duffy, president of ABC-TV Network (I), and Paul P. Woolard, president of Revlon U.S.A., New York, and senior executive vice president of Revlon Inc., discuss contract totaling more than \$1 million for Revlon purchase into five award specials on ABC-TV this year. Via Grey Advertising, New York, Revlon bought into American Music Awards last month; Academy Awards, March 29; Second Annual Comedy Awards, April 10; The Tony Awards, April 18, and The Emmy Awards, May 17.

RCA Consumer Electronics

□ Awarded \$10 million account of RCA color receivers is Leo Burnett Co., Chicago. RCA Consumer Electronics, Indianapolis, picked Burnett from field said to include Ogilvy & Mather and Young & Rubicam. In change-over, RCA is terminating 18-year association with J. Walter Thompson Co., New York, on its receiver business. Approximately \$8 million of account has been in broadcast. JWT lost black-and-white TV receiver assignment last year to N.W. Ayer ABH International, New York, but still retains RCA corporate advertising and Banquet Foods, wholly owned RCA subsidiary.

Monsieur Henri □ Yago Sangria is subject of five-week campaign by Monsieur Henri, Purchase, N.Y., with new creative theme. April start date in 25 to 30 markets will use fringe TV 30's with selective radio backing. Adults, 18 to 34, are target. Ogilvy & Mather, New York, is agency.

Burlington Hosiery □ Burlington's pantyhose will be pushed in spot-TV effort to get under way in late March for four weeks in substantial number of markets. AC&R Advertising, New York, is buying fringe and daytime spots to reach women, 25 to 54.

Yo Hoo □ Chocolate beverage firm is readying its biggest media expenditure

ever to kick off in mid-April and run through summer. Yoo Hoo's agency, Weiss & Geller, New York, is spending reported \$1 million. Twenty TV markets, including New York, Philadelphia, Boston and Atlanta, are involved (product is distributed only in East and Southeast), in 30-second spot aimed at young mothers and children. Supplementary spot-radio campaign will be geared to teen-agers, with contemporary-music stations as highest priority.

Ship'n Shore □ Four-week campaign for women's blouses by Ship'n Shore, Aston, Pa., begins March 15 in 19 major markets. TV 30's in daytime and fringe are targeted to women, 25 to 54. AC&R, New York, is agency.

Uniroyal □ Tires by Uniroyal Inc., Oxford, Conn., will be advertised in major TV effort beginning March 1 for 25 weeks in 60 markets. Fringe and sports 30's are targeted to men, 18 to 49, and will carry new theme, not yet confirmed. Ogilvy & Mather, New York, is agency.

Dannon □ Yogurt by Dannon Milk Products, Long Island City, N.Y., will be pitched in TV 30's and 10's for three months beginning March 1. Target audience is adults, 18 to 49, with theme, "Dannon yogurt, the right thing to eat when you don't eat right." Marsteller, New York, is agency.

Union Oil □ Union 76 unleaded gasoline will be accentuated in spot-TV and radio campaign to begin in early March and continue for eight weeks in about 20 markets in West. Leo Burnett, Chicago, is aiming to clear time periods reaching men, 18 to 49.

Tetley □ Month-long campaign for Tetley tea begins March 1 in substantial number of markets. Extensive TV campaign is backed by limited radio spots. Daytime, fringe 30's are geared to women, 25 to 64. Hicks & Griest, New York, is agency.

Bachman Foods □ Various food products will be highlighted in spot-radio campaign to begin in mid-March for two weeks in 20 markets in Northeast, including New York, Boston, Pittsburgh and Providence. R.I. Lewis & Gilman, Philadelphia, is aiming for women, 18 to 49 and 25 to 49.

Bissell □ Carpet-sweeper company

begins four-week spot-TV campaign in 18 markets on Feb. 16. Markets include New York, Chicago, Philadelphia, Detroit, Atlanta, Boston, Buffalo, N.Y., Cincinnati, Cleveland and Miami. Thirty-second animated spot points to convenience of simple, nonelectric appliance. Carpet sweepers, according to sources at Bissell's agency, Norman, Navon, Moore & Biard, Grand Rapids, Mich., are coming back into vogue because of ballooning retail price of portable stick vacuums in recent years (up to \$50, as opposed to \$15 for carpet sweepers). Demographic target is women, 18 to 49. Bissell is based in Grand Rapids.

Frito-Lay □ Cheetos (cheese-flavored snack) will be advertised via spot TV in four-week campaign to begin this month in 68 markets. Young & Rubicam, New York, is aiming to reach women, 25 to 54.

Consolidated Cigar □ On behalf of El Producto brand, company will launch spot-TV campaign next week in seven major markets for three weeks. Target audience is men, 25 to 54, with Compton Advertising, New York, seeking fringe and prime-time periods, particularly within sports programs.

GM Parts □ Company, through D'Arcy MacManus & Masius, Detroit, begins multiweek spot-TV campaign this month in St. Louis, Cincinnati, Kansas City and Memphis. Two 30-second spots focus on GM's "Mr. Goodwrench" and are aimed at men, 18 to 49.

Riviana □ Company's Mahatma rice is ready to kick off multiweek spot-TV campaign in 24 Southeastern markets, among them New Orleans, Charlotte, N.C., Birmingham, Ala., and Raleigh-Durham, N.C. Simultaneous spot-radio campaign will go forward on 43 black and Spanish stations in 35 Southeastern markets. In addition, Riviana's Carolina

Rep appointments □ Adam Young Inc., New York, has been appointed national representative for WILX-TV Onondaga-Lansing, Mich., and WLVA-TV Lynchburg, Va. WDHP(FM) Presque Isle, Me., has named Kadetsky Broadcast Properties, Brookline, Mass., as national and regional representative. WNAB(AM) Bridgeport, Conn., has appointed The Queen Co., Boston, as New England rep.

Hour Hero.

The number-one series
on the entire ABC-TV
schedule!

The largest 18 to 49
audience in all
of network television!

The super hero for
millions of Americans.

Act now!

You know how fast
he can go.

mcatv



The Six Million Dollar Man*

Source, NTI, 1975 season. Averages through 2nd Dec. 1975 report (subject to survey limitations.)
*Or another appropriate title.

(See you at NATPE! Fairmont Hotel, Suite 210.)

Buffalo Bob and Howdy Doody! Clarabell, Bluster, Flubadub, the whole Doodyville gang and the tumultuous Peanut Gallery! They're all back and better than ever in an all-new half-hour strip for Fall '76. And this time: some great new characters and famous real-life guest stars.

Buffalo Bob Smith and Nicholson-Muir Productions who made "The Howdy Doody Show" a national pastime on NBC for 13 wonderful years are back to entertain a new generation of children and a nationwide alumni of grown-up kids who are today's young moms and dads.

Along with the best of the classic first series, the new strip presents a sparkling new set with a contemporary look. And a contemporary all-family format with swinging new music in tune with today's tempo.

In a first fast week of syndication sales, the new "Howdy Doody Show" was snapped up by WNEW-TV New York,

It's Howdy

KTTV Los Angeles, WTTG Washington, KMBC-TV Kansas City, WGN-TV Chicago, KTVU San Francisco and KWGN Denver. And the list has swelled with each successive week.

If ever a new show was launched with a pre-sold audience, stations know it's this one. Over the last 5 years Buffalo Bob and his Howdy Doody show have delighted SRO crowds at more than 350 colleges, at state fairs and clubs in virtually every major market.

Newspaper, national magazine and trade press coverage have been phenomenal. And the 1970's have produced a multi-million dollar Howdy Doody merchandising boom.

The fact is, it always has been Howdy Doody time. It's just Howdy Doody time again on television. At long last!

Call (212) 686-8222 for the all-new half-hour strip today. And don't be surprised if the line is busy.

“The Howdy Doody Show”

Jim Victory Television Inc.
45 East 45 Street, New York 10017. Tel. (212) 686-8222.

Doody time again!

BAR reports television-network sales as of Jan. 18

ABC \$36,261,400 (26.8%) □ CBS \$52,779,300 (39.0%) □ NBC \$46,185,200 (34.2%)

| Day parts | Total minutes week ended Jan. 18 | Total dollars week ended Jan. 18 | 1976 total minutes | 1976 total dollars year to date | 1975 total dollars year to date | % change from 1975 |
|----------------------------------|----------------------------------|----------------------------------|--------------------|---------------------------------|---------------------------------|--------------------|
| Monday-Friday Sign-on 10 a.m. | 118 | \$ 702,600 | 267 | \$ 1,493,100 | \$ 1,364,000 | + 9.5 |
| Monday-Friday 10 a.m.-6 p.m. | 994 | 11,387,600 | 2,352 | 29,463,700 | 25,024,600 | +17.7 |
| Saturday-Sunday Sign-on-6 p.m. | 259 | 8,842,400 | 778 | 20,977,900 | 13,875,700 | +51.2 |
| Monday-Saturday 6 p.m.-7:30 p.m. | 100 | 2,559,100 | 255 | 7,501,200 | 6,953,300 | + 7.9 |
| Sunday 6 p.m.-7:30 p.m. | 21 | 3,632,400 | 55 | 2,990,100 | 1,814,800 | +64.8 |
| Monday-Sunday 7:30 p.m.-11 p.m. | 411 | 25,839,900 | 1,058 | 64,717,100 | 67,895,100 | - 4.7 |
| Monday-Sunday 11 p.m.-Sign-off | 189 | 3,344,800 | 449 | 8,082,800 | 5,353,000 | +51.0 |
| Total | 2,092 | \$53,749,700 | 5,214 | \$135,225,900 | \$121,849,500 | +11.0 |

Source: Broadcast Advertisers Reports

rice gets its first spot-TV campaign in New York in this decade with just-engineered buys on WCBS-TV, WNBC-TV, WABC-TV and WNEW-TV, according to sources at Bloom Advertising, Dallas. TV spots for both Carolina and Mahatma are

aimed at women, 25 to 49. Riviana is based in Houston.

Andrew Jergens □ Shampoo by Andrew Jergens (subdivision of American Brands), Cincinnati, called Gee Your Hair

Smells Terrific, will be advertised nationally in day, fringe and prime-time 30-second network spots. Six-week campaign is scheduled to begin Feb. 16, targeted to teen-age and young women. Cunningham & Walsh, New York, is agency.

Jacobsen Manufacturing Co. □ Spot-TV campaign on behalf of company's power lawn mowers will be carried in 53 markets, with starting dates varying from end of this month to end of March and beginning of April. Flights will last from two to 13 weeks, depending on market. Young & Rubicam, New York and Chicago, is zeroing in on men, 25 and over.

Stella D'Oro Biscuit Co. □ Various cookies and biscuits will be featured in spring advertising campaign to begin on television late this month in 15 markets and on radio in late March in six or seven markets and will continue for approximately eight weeks. Firestone & Associates, New York, is pinpointing total women and women, 25 to 49.

Chesebrough-Pond's □ Q-Tips cotton swabs will be advertised on spot-TV flight to start this month and run for four weeks in long list of markets. Ogilvy & Mather, New York, is searching for women, 18 to 34.

Shulton □ Test campaign for Honcho men's cologne by Shulton, Clifton, N.J., will run four weeks beginning Feb. 23. Fringe and prime-time TV 30's are scheduled in four Midwestern markets, targeted to adults, 18 to 34. Della Femina, Travisano & Partners, New York, is agency.

Sacramento Foods □ Five-and-a-half week campaign begins Feb. 23 for Sacramento Tomato Plus. Sacramento Foods, Sacramento, Calif., is division of Borden Foods, Prime-time 30's in substantial number of markets are targeted to women, 25 to 64. Hicks & Griest, New York, is agency.

Curtiss Candy □ Butterfinger and Baby Ruth candy bars will be pitched in four-week campaign beginning Feb. 23 for Planters-Curtiss Confectionery (division of Standard Brands, Chicago). TV 30's in 28 markets will carry themes, familiar since last May, for Butterfinger: "So good you've gotta earn it;" and for Baby Ruth: "When you've gotta have one, you've gotta have one." Budget is in excess of \$500,000. Agency is Lee King & Partners, Chicago.

Borden □ Company's milk products, breakfast drink and Cremora coffee creamer will be promoted in spot-TV effort in substantial list of markets, with start dates varying and lasting through May. Campbell-Ewald, Detroit, is targeting women, 24 to 54.

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Monday Memo[®]

A broadcast advertising commentary from Lee M. Dubow, vice president, sales promotion, Foley's, Houston

Foley's looks to TV for that certain 'look'

Even by Texas standards, a TV buy of 4,000 GRP's a week, an average of 360 30-second spots weekly for a five-week period preceding Christmas, has a lot of clout.

That was the size of the time buy Foley's department store, a division of Federated, made in the Houston market between Nov. 16 and Dec. 22, 1975, on one UHF and three VHF stations in the Gulf Coast city.

Foley's has had a long-time love affair with television. We claim the second longest continuous sponsorship of a single program—the 10 p.m. news on KPRC-TV, the NBC affiliate in Houston. We've been doing it since 1951.

1975 was different, however, and not just because of the sheer size of the buy.

For the first time ever, Foley's was able to achieve something on TV we'd always taken for granted in our newspaper advertising. The missing link? A look. An identity. Instant recognition that Foley's and stores everywhere rely upon—when they buy newspaper space. But not on TV.

Even though you may not have a Saks Fifth Avenue in your city, or a Bloomingdale's or a Neiman Marcus, you'd probably recognize one of their print ads on sight.

But how about one of their TV spots. Any store's TV spots?

That was the challenge Foley's threw at itself and its agency, Goodwin, Dannenbaum, Littman & Wingfield, a local Houston shop we think is the hottest agency in the country. We've been together for 11 years. They know Foley's, and Foley's knows them. Makes for instant communication.

When Christmas 1975 was over, Foley's knew it had achieved instant recognition from its TV spots, just as it had always come to expect from its newspaper ads. However, it wasn't the simplest thing we'd ever done.

Christmas started for Foley's in early May, when we started making time buys for the spots we'd already planned for November and December.

We met with our key merchants beginning on June 25 and held buyer's meetings through the first week of July. Production meetings began in earnest in early August.

On Aug. 14, Foley's agency people met with Jack Harris and his talented crew at KPRC-TV to outline our "impossible production dream" and book manpower and facilities.

Talent was booked during the first week of August, and work was started on new theme music with a music production



Lee M. Dubow, vice president, sales promotion, for Foley's department stores in Houston, has used TV for the store ever since he joined the Federated division in 1961. Preliminary Television Bureau of Advertising figures show Foley's to be the biggest user of TV of any single store group in the nation during 1975.

house at the same time. We scouted film locations that would lend themselves to multiple looks and sites.

We employed 22 different key models, a half-dozen extras, two dogs and even a few ducks for our 51 film spots.

Two agency producers directed KPRC-TV's four-man film crew, filming four spots each day, often shooting two spots simultaneously.

In total, they had 14 shooting days and seven editing days. They shot 17,000 feet of film that was all "good"—nothing had to be reshot, nothing was ruined in the lab. The weather held during 11 of the 14 days involved with exterior filming. And it was only on the last day that the rains began.

Fortunately, nothing "funny" happened, perhaps because it was all too serious to allow for relaxation. We did have a dog fight between a small Lhasa and an Afghan co-star during one of our fashion spots. And, during one of the best takes, the Afghan lifted his leg. Although all of our models were fitted at Foley's, the clothes that came for one of the girls was two sizes too large. We put her together with gaffer's tape. When we did a spot that called for a Ping-Pong game, neither of our models could play. (We faked it.) But everyone was able to dance the "Hustle"—after two hours of rehearsal.

Our New York star, who became the voice of all Foley's commercials, arrived one Sunday night, spent all Monday morning at the store being fitted, and all Monday afternoon recording voice-overs for the film spots. All day Tuesday through Thursday she was doing on-camera spots, and on Friday, she did some more voice-overs. In the five day period before her plane left for New York, she had done 50 voice-overs and 28 on-camera spots (for which we designed two studio sets).

For the KPRC-TV VTR spots, Foley's had a floor crew of four plus audio, VTR and technical personnel plus a great station director. Following the week with our star, we completed her spots, inserting product shots and super art. The week after that, film spots were transferred and completed. The really remarkable thing is that only one of the 78 spots had to be corrected after completion.

Why the time compression? All the speed? It's the only way we know for a department store to make spots that are competitive with everything else that's on TV—and still look just as professional.

Great planning on the part of Foley's in-store broadcast advertising staff plus unbelievable coordination with the agency and KPRC-TV allowed us to do all the things we always do when we produce newspaper. Have control over what we look like, what we say, how we say it. And, developing a Foley sound-track for TV got us recognition that equalled anything we have ever done in print.

Was it worth the effort? We know it was. Not just because of the TV blitz, but because we mixed our media, using TV and radio and direct mail and newspaper as professionally as any national advertiser could do it. It paid off in the biggest Christmas season in Foley's history.

And it made us wonder. Why do great stores that have built great reputations by developing a "look" for their newspaper ads take anything that comes along from a resource for TV just because it's cheaper than producing their own commercials?

That isn't how the great stores of America became great.

They became great because they knew who they were and they knew how they wanted to look to their customers.

Most stores have lost that edge with TV, but at Foley's we know they don't have to.

Foley's found a look, a sound, a voice, the in-store and agency talent—and KPRC-TV, a station that was willing to tie up its facilities for three weeks to let us prove our point.

And although every week isn't Christmas, we're going to find a way to make it "Christmas" in the TV studio every time Foley's makes a spot.

■ indicates new or revised listing

This week

Feb. 8-11—*National Friends of Public Broadcasting* fifth annual conference, concurrent with *Public Broadcasting Service* annual membership meeting, Century Plaza hotel, Los Angeles.

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

Feb. 9—*Radio Advertising Bureau* co-op sales clinic, Sheraton Jetport, Orlando, Fla.

■ **Feb. 9**—FCC's new deadline for reply comments on VHF drop-ins proposal (Docket 20418). Previous date was Jan. 30, FCC, Washington.

Feb. 10—*Connecticut Broadcasters Association* engineering conference. Meeting will feature Vincent Kajunski, chief field inspector of FCC's Boston office and Donald Aines, emergency communications division, FCC, Washington. Hawthorne Inn on Wilbur Cross Highway, Berlin.

Feb. 10—*Television Bureau of Advertising* regional co-op sales workshop, Royal Sheraton, Kansas City, Mo.

Feb. 10—*Radio Advertising Bureau* co-op sales clinic, Sheraton Airport, Atlanta.

Feb. 10-11—*Wisconsin Broadcasters Association* winter meeting. Featured speakers will be astronaut Donald K. Slayton and Frank Reynolds, ABC News. There also will be a panel discussion on license renewal. The Concourse, Madison. Terry Schockley, WKOW-TV, Madison, is chairman.

Feb. 10-11—*South Carolina Cable Television Association* annual convention, Wade-Hampton hotel, Columbia. Contact: Bud Tibshirany, 2130 Carlisle Street, Columbia 29205; (803) 252-6595.

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

Feb. 12—*Southern Baptists Radio and Television Commission* seventh annual Abe Lincoln Awards. Arthur R. Taylor, president of CBS, will be featured speaker. Distinguished Communications Medal will be conferred on late Edward R. Murrow. Distinguished Communications Recognition Awards will be given Mr. Taylor and Sol Taishoff, editor of BROADCASTING. Tarrant County Convention Center, Fort Worth.

Feb. 12—*Radio Advertising Bureau* co-op sales clinic, Holiday Inn, Airport, New Orleans.

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

Feb. 12-14—*South Carolina Broadcasters Association* winter convention. South Carolina Governor James B. Edwards will be speaker at the Friday banquet. Holiday Inn, Florence.

Feb. 13—*Radio Advertising Bureau* co-op sales clinic, Inn of the Six Flags, Dallas.

Feb. 13-15—*Women in Communications Inc.* career conference and faculty adviser session, Sheraton Chicago, Chicago.

Also in February

Feb. 16—*Idaho Cable Communications Association* annual meeting, Downtowner motel, Boise, Idaho.

Feb. 16-17—*North Central Cable Television Association* annual spring meeting, Madison Hilton, Madison, Wis.

Feb. 16—*Washington State Cable Communications Association* annual meeting, Tyree Motor Inn, Olympia.

Feb. 19—FCC's deadline for comments on commis-

sion's inquiry as to its role in format changes at radio stations (Docket 20682). Reply comments are due March 3, FCC, Washington.

Feb. 20—*North Carolina Farm Press, Radio and TV Institute of N.C. Farm Writers and Broadcasters Association*, Sheraton-Crabtree, Raleigh.

Feb. 20-21—*Georgia Cable Television Association* annual convention. Senator Sam Nunn (D-Ga.) will be featured speaker. Stouffer's Atlanta hotel, Atlanta. Contact: Mary Barnette, P.O. Box 785, Cartersville; (404) 382-4444.

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*. Among speakers: FCC Chairman Richard E. Wiley; Dr. Billy Graham, Representative John B. Conlan (R-Ariz.) and Dr. David McKenna, Seattle Pacific College. 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. 23—*Radio Advertising Bureau* co-op sales clinic, Sheraton LaGuardia, New York.

Feb. 24—*Radio Advertising Bureau* co-op sales clinic, Colonnade, Boston.

Feb. 24-25—*Association of National Advertisers* TV workshop. Program chairmen: Harry Way, Colgate-Palmolive, and Peter Spengler, Bristol-Myers. Plaza hotel, New York.

Feb. 26—*Radio Advertising Bureau* co-op sales clinic, Hilton Inn, Greensboro, N.C.

Feb. 26—*Community Antenna Television Association* board meeting, CATA offices, 4209 N.W. 23rd Street, Oklahoma City.

Feb. 27—*Radio Advertising Bureau* co-op sales clinic, Marriott, Key Bridge, Washington.

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.

Feb. 27-29—Special seminar on the courts and criminal justice for members of the news media, co-sponsored by the American Bar Association's Section of Criminal Justice and the ABA's National College of the State Judiciary, University of Nevada in Reno.

March

March 1—Deadline for entries in *Radio Television News Directors Association* annual competition. Awards will be given in four categories each for radio and television, including on-spot news, investigative reporting, editorials and the Edward R. Murrow awards for outstanding enterprise and social awareness in the reporting of a significant community problem or issue. Awards will be for four U.S. regions and one encompassing Canada. Dave Partridge, WFBC-TV Greenville, S.C., is awards committee chairman.

March 1—Deadline for radio and television entries in 19th annual competition for Gavel Awards of the *American Bar Association* for programming "increasing public understanding of the American system of law and justice." Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form

and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

March 1—*Radio Advertising Bureau* co-op sales clinic, Quality Inns Tower, Cincinnati.

March 2—*New York State Broadcasters Association* annual meeting and legislative reception, Turf Inn, Albany.

March 3—*Radio Advertising Bureau* co-op sales clinic, Hyatt O'Hare-Regency, Chicago.

March 5—*Radio Advertising Bureau* co-op sales clinic, Hyatt Regency, Dearborn, Mich. (Detroit).

■ **March 5**—FCC's deadline for comments on its inquiry on preparations for 1977 World Administrative Radio Conference for planning of broadcast-satellite service in 11.7 to 12.2 ghz band (Docket 20468). Replies are due March 24, FCC, Washington.

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 10**—FCC's deadline for comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20693). Reply comments are due March 24, FCC, Washington.

■ **March 12**—FCC's new deadline for comments on proposed changes of mandatory regulation of cable system rates by local or state franchising authorities (Docket 20681). Replies are now due April 9, FCC, Washington.

March 15—Public Radio Conference for noncommercial public radio professionals, sponsored by the *Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio*, Statler Hilton hotel, Washington.

■ **March 15**—Deadline for entries in annual *Broadcast Promotion Association/Michigan State University* awards competition for excellence in broadcast promotion. Twenty categories established, including new one for community events or attractions. Open to BPA member and nonmember stations. For information and entry forms: BPA, Box 5102, Lancaster, Pa. 17601.

■ **March 15**—Deadline for submission of entries for *Radio and Television News Directors Foundation Scholarship Awards*. Submissions are to be made to department head of applicant's school. Eligible: any sophomore or advanced undergraduate whose objective is broadcast news and who has declared a major in broadcast journalism. Interested students should submit sample 15-minute radio or TV news script prepared by applicant along with statement of interest in the career field.

■ **March 16-17**—*New York State Cable Television Association's* spring meeting; Rowntowner Motor Inn, Albany.

March 17-20—*Alpha Epsilon Rho The National Honorary Broadcasting Society*, 34th annual convention, Sheraton-Blackstone hotel, Chicago. Information: Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 785-4321, ext 2021.

March 18—FCC's deadline for comments on AM clear channel proceedings to allow I-A clears to operate with greater than 50 kw. Replies are due April 19, FCC, Washington.

March 18—*Women in Communications Inc.'s* Jacob Scher Awards dinner, Ritz-Carlton hotel, Chicago.

March 19-20—*American Forces Radio and Television Service* annual worldwide conference, Conrad Hilton, Chicago.

March 21-24—*National Association of Broad-*

casters annual convention. Chicago.

March 24—*Electronic Industries Association* government-industry dinner. Mayflower hotel, Washington.

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

March 29—Kickoff banquet for *The Personal Communications Two-Way Radio Show* (March 30-April 1). FCC Commissioner Robert E. Lee will be keynote speaker. Las Vegas Convention Center, Las Vegas.

March 31—Sixth annual Communications Day of *Graham Junior College*. Boston.

March 31—*Council of Churches of the City of New York* 12th annual broadcast awards luncheon. Americana hotel, New York.

April

April 1—Deadline for applications for fellowships in the humanities for journalists for the 1976-77 academic year, sponsored by the *National Endowment for the Humanities*. Twelve will be at the University of Michigan, 12 at Stanford University. For applications or information: Director, Fellowships in the Humanities for Journalists, 3564 LSA building, University of Michigan, Ann Arbor 48109, or C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305.

April 2-3—Region 7 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in South Dakota, Nebraska, Kansas, Iowa, Missouri and at Southern Illinois University-Edwardsville. Wichita, Kan.

April 2-3—Region 10 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Washington, Oregon, Idaho, Montana and Alaska. Alderbrook, Wash.

April 2-4—Region 11 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in California, Nevada, Arizona and Hawaii. Nugget hotel, Reno.

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

April 4-7—*Association of National Advertisers* sales promotion conference, Hyatt hotel, Winston-Salem, N.C.

■ **April 7-6**—*Kentucky Broadcasters Association's* spring convention. Stouffers Inn, Louisville.

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

April 9-10—Region 2 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Maryland, District of Columbia, North Carolina, Virginia. University of Maryland, College Park.

April 9-10—Region 4 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Michigan, Ohio, western Pennsylvania and West Virginia. Ramada Inn, Morgantown, W. Va.

April 9-10—Region 5 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Illinois, Indiana and Kentucky. Ball State University, Muncie, Ind.

April 9-10—Region 6 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in North Dakota, Minnesota and Wisconsin. University of Wisconsin-Madison.

April 9-10—Region 9 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Wyoming, Utah, Colorado and New Mexico. Little America motel Cheyenne, Wyo.

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

April 12—*Florida Association of Broadcasters and University of Florida College of Journalism & Communications* 18th annual Broadcasting Day. J. Wayne Reitz Union, campus of UF Gainesville.

■ **April 14**—*New England Cable Television Association* annual meeting. Holiday Inn-Downtown, Portland, Me.

April 16-17—Region 12 conference, *The Society of*

Professional Journalists, Sigma Delta Chi, for members in Arkansas, Louisiana, Mississippi and western Tennessee. University of Arkansas, Little Rock.

April 16-17—*Georgia UPI Broadcasters* conference. Royal Coach Inn, Atlanta.

April 21-23—*Indiana Broadcasters Association* spring meeting. Rodeway Inn Airport, Indianapolis.

April 22-23—*Institute of Broadcasting Financial Management-Broadcast Credit Association* quarterly board of directors meeting. Sheraton-Boston hotel, Boston.

April 23-24—SDX Distinguished Service in Journalism Awards and Region 1 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware and all of New England. Rochester, N.Y.

April 23-24—Region 8 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Oklahoma and Texas. Austin, Tex.

April 23-24—*New Mexico Broadcasters Association* annual meeting. Hilton Inn, Albuquerque.

April 23-25—*Women in Communications Inc.* Northeast region meeting. Chatham Center, Pittsburgh.

April 24—*Sigma Delta Chi* annual Distinguished Ser-

Major meetings

Feb. 21-25—*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—*National Association of Broadcasters* annual convention. Chicago. 1977 convention will be March 27-30, Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2.

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

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

May 12-15—Annual meeting, *American Association of Advertising Agencies*. Greenbriar hotel, White Sulphur Springs, W. Va.

June 3-5—*Associated Press Broadcasters* annual meeting. Marquette Inn, Minneapolis.

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

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

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

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

Oct. 13-16—Annual meeting, *Association of National Advertisers*. Broadmoor hotel, Colorado Springs.

Oct. 24-27—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

Nov. 9-11—*Television Bureau of Advertising* annual meeting. Shoreham Americana hotel, Washington.

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

vice Awards banquet. Rochester, N.Y.

April 25-27—*Chamber of Commerce of the United States* 64th annual meeting. Theme will be "200 Years of Prologue." 1615 H Street, N.W., Washington.

April 25-27—*Canadian Association of Broadcasters* annual meeting. Chateau Laurier, Ottawa.

April 29-30—*Minnesota Broadcasters Association* spring meeting. Hotel Sofitel, Minneapolis.

May

May 3-5—*National Association of Broadcasters* annual conference for state broadcast association presidents and executive directors. Mayflower hotel, Washington.

May 5-9—*American Women in Radio and Television* 25th annual national convention. Marriott hotel, Philadelphia.

May 12-14—*Washington State Association of Broadcasters* spring meeting. Red Lyon Motor Inn, Pasco.

May 12-15—Annual meeting, *American Association of Advertising Agencies*. Greenbriar hotel, White Sulphur Springs, W. Va.

May 12-16—*Pennsylvania Association of Broadcasters* annual convention. Britannia Beach hotel, Paradise Island, Nassau.

May 13-14—*Ohio Association of Broadcasters* spring convention. Sawmill Creek, Huron.

■ **May 13-16**—*Western Advertising Conference*, sponsored by *Western States Advertising Agencies Association*. Friday luncheon speaker will be Erwin D. Canham, editor emeritus, *The Christian Science Monitor*, and past president of U.S. Chamber of Commerce. Canyon hotel, Palm Springs, Calif.

■ **May 17-18**—*Kentucky CATV Association* spring convention. Continental Inn, Lexington.

May 20-22—*Iowa Broadcasters Association* management conference. Des Moines.

May 27-30—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Table Rock Lake, Branson.

May 27-June 5—*Prix Jeunesse International*, biannual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich, West Germany.

June

June 3-5—*Associated Press Broadcasters* annual meeting. Marquette Inn, Minneapolis.

June 4-5—*North Dakota Broadcasters Association* spring meeting. Artclaire motel, Devils Lake.

June 10-12—*Florida Cable Television Association* annual convention. Don-Ce-Sar Hotel, St. Petersburg Beach.

■ **June 10-12**—*Montana Broadcasters Association* annual convention. Many Glacier Lodge.

June 10-13—*Mississippi Broadcasters Association* 35th annual convention. Phil Brady, WAPF(AM) McComb, is convention chairman. Sheraton hotel, Biloxi.

June 11-13—*South Dakota Broadcasters Association* annual meeting. Downtown Holiday Inn, Sioux Falls.

June 13-16—1976 Summer Consumer Electronics Show, sponsored by *Consumer Electronics Group, Electronic Industries Association*. McCormick Place, Chicago.

June 13-16—*Video Systems Exposition and Conference*, third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show. McCormick Place, Chicago.

June 13-16—*Florida Association of Broadcasters* 41st annual convention. Breakers hotel, Palm Beach.

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

June 14-18—*Broad/Comm '76*, exhibition of broadcasting and communications equipment. Participation is limited to U.S. manufacturers. U.S. Trade Center, Mexico City. Information: Mary R. Wiening, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.

The hype

EDITOR: In the editorial entitled "The needle" in your issue of Jan. 19, your writer leaves the impression that nothing is wrong with "hypoing." Indeed, he asks "What's wrong with a contest that is honestly presented?"

The answer, of course, is "Nothing, as long as no one is deceived into thinking that the audience levels produced by the contest are typical of some time period longer than the period of the contest." In the same way, there is nothing wrong with special programing. And there is no objection to anyone including lean meat in a package of bacon. But there is an objection to putting all-lean meat in front of the cellophane window to make people think that the whole package consists of lean meat.

Fortunately, there is a way to get at the problem—merely lengthen the periods being measured (i.e., the sweep periods). This is akin to increasing to size of the cellophane window in the package of bacon. We will perhaps still be deceived about the part of the package we can see, but since that part would be so much smaller than it is now, the effectiveness of the deception would be that much less. That is why, for example, the eight-week sweep proposal is appealing. It tends to eliminate effective deception no matter how it is now caused—programing or promotion—and it does it without involving anyone in government having to define the problem, to create regulations, or to police the situation.

It seems to us that continued opposition to eight-week sweeps or other suggested methods of enlarging the cellophane window, allows deception to flourish, and, therefore, invites the very regulation none of us wants.—*D. Thomas Miller, president, CBS Television Stations, New York.*

EDITOR: The BROADCASTING editorial of Jan. 19 says "... hypoing is hard to condemn. By definition it means that viewers are getting more than they might otherwise." In the same week, Erwin Ephron wrote in *Advertising Age*... "My estimate is that hypoing costs the sophisticated spot advertiser at least 10% of his budget in undelivered audience... and obviously the potential for greater loss is always present."

I can in no way claim objectivity, having already filed comments with the FCC which strongly recommend year-round surveys. However, I do believe I can safely point to the statements above as an indication of a need for communicators to communicate... or do we choose up sides and decide whether we want to give more to

the listeners, or more to the advertisers? I have discovered so far in my broadcasting career that unless I try to satisfy the needs of both with equal effort, I'm in "big trouble."

The question I propose is this: Unless we start communicating among ourselves, we stand a very good chance of convincing ourselves of our own "great plan and argument" while someone else decides what's going to be done about hypoing. Are we going to allow this to happen?—*Fred E. Walker, president, Broad Street Communications Corp., New Haven, Conn.*

No thank you, Mr. President

EDITOR: I completely agree with your lead editorial of Jan. 20. However, an interesting public relations phenomenon occurs. A substantial portion of the American people feel, I guess in part because of tradition, that the President has an innate right to command unanimous attention of every broadcasting station in the country.

On several occasions in the last few years, we have deliberately delayed (or not cleared at all) certain presidential news conferences. We did so on two grounds: In some instances we felt the subject discussed was not that earth-shaking that it should be forced upon the people, as would largely be the case if every network affiliate cleared live. In other instances, we felt that the people should be given a choice and thus we delayed the presidential broadcast to a different hour when, perhaps, other people might be able to see it who had not had a chance earlier.

Public reaction to our decisions in these events was largely negative. Only a few people wrote in to commend us for these decisions, but fortunately they were the thoughtful ones and thus inspired us to continue making the very type of evaluation that your editorial calls for. The negative comments we received, though far more numerous, were basically of the abusive, nonthinking type.

In any case, I thought that it might be of interest to you that the suggestion that you have advanced relative to the television networks was one that at least some affiliates would welcome and in fact, so far as affiliate clearances are concerned, has already been tested and found acceptable.—*William L. Putnam, president, WWLP(TV) Springfield, Mass.*

Nothing new

EDITOR: Your editorial, "Nuttier than fruitcake," (Jan. 26) amused me no end.

Foote, Cone & Belding is only doing

what comes naturally to any advertising agency: copying an old campaign promulgated by J. Walter Thompson for client *Readers' Digest* back in the early '60's.

At the time of the *Digest* campaign, I reminded them (both Thompson and *Digest*) of the apparent contradiction, to say nothing of the sniggers of media tyros all up and down Madison Avenue. (Naturally the pros took it with a grand sense of humor).

I took it with the same good humor as I recall socking it to *Digest* for our ARB reports since they were competitive with the TV industry, and I must say, our competitive prices were, as one *Digest* person put it, "inordinately high."

Once more, the folks in adland are getting a kick out of a silly campaign, but as the old PR pros put it. "The names seem to be spelled right."

Wonder who'll unearth it in 1984?—*R.D. Welsh, R.D. Welsh International, Chicago.*

There is a season

EDITOR: Talk about a third season (BROADCASTING, Jan. 26) is nonsense. What would have been our plight if, say, *All in the Family* had been canceled after poor ratings the first few shows? Would we have been exposed to *Sanford and Son*, *Chico and the Man*, *Maude*, *Good Times*, *The Jeffersons*, etc.? To whatever fortune, we have to recognize this.—*Pamela J. O'Neal, WKYC-TV Cleveland.*

Libertarian

EDITOR: BROADCASTING is to be commended for its excellent treatment of "The First Amendment and the Fifth Estate" [Jan. 5]. I found your survey of broadcast journalism fascinating and important reading. I hope this issue will be read by every member of Congress.

Your report demonstrates the outstanding record of journalistic achievement and public service by America's radio and television industry. It illustrates the necessity of maintaining a fully free press unfettered by government regulation and secure from bureaucratic whimsy. It is hoped that, during this Bicentennial year, the Congress will enact legislation to eliminate the fairness doctrine, repeal Section 315, and remove other unreasonable restrictions on electronic press in our country.—*Paul Fannin (R-Ariz.), U.S. Senate.*

EDITOR: ... Truly a remarkable edition and one that is going to get repeated use on my desk.—*Arch L. Madsen, president, Bonneville International Corp., Salt Lake City.*

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The present they bring is an anthology of lively talk. All have something to say—that's crisp and worthwhile, that's never the same, that ranges over ideas, happenings, and opinion. You can listen to anecdotes of a world-travelled reporter... vignettes of small-town America...stories behind the Washington headlines...issues of the environment...pathways through the law...reports of breakthroughs in education...news of women's changing world...temptations in cooking...the fickle ways of the weather...news and views of sports and entertainment...and still more—along with big-time sports events and a regular schedule of national and world news.

The CBS Radio weekend brings a reflective look at the state of the world and the instant excitement of the playing field. Its pace and variety are ideally keyed to moods and times of unwinding. It's a national favorite for collecting one's thoughts for the week ahead.

And it needs no weekend plans. It's there wherever listeners are—through 400 million radios in place and in motion, with 100 million of them in cars.*

It's a national custom—to have a good weekend on CBS Radio.

*RAB estimates, January 1976

SPARKLING WEEKEND GUESTS YOU DON'T NEED TO COOK FOR



TOP ROW: Gordon Barnes, *Barnestorming*; Nelson Benton, *It's Your Earth*; Win Elliot, *Sports World Roundup*, *Sports Central USA*, *Weekend Worldwide Sports*; Fred Graham, *The Law and You*; Lawrence Johnson, *What's New In Learning*; Lee Jordan, *In the Spotlight*; Marvin Kalb, *First Line Report*; Charles Kuralt, *Dateline: America*; Bruce Morton, *Washington Watch*;
BOTTOM ROW: Charles Osgood, *Newsbreak*; Mike Roy, *Mike Roy's Cooking Thing*; Morley Safer, *Morley Safer's Journal*; Stephani Shelton, *What's Happening*; Lesley Stahl, *Reporter At Large*; Neil Strawser, *Washington Week*; Pat Summerall, *Predictions*, *Sports Profile*; Dallas Townsend, *News Profile*; Mike Wallace, *Mike Wallace At Large*.

CBS RADIO NETWORK

Top of the Week

New England broadcasters get first crack at '76 political advertising—and vice versa

Record spending levels are in prospect after Supreme Court lets bars down; contributions running at 'startling' pace; new rules making life difficult for both stations and candidates; 'It's going to be a tough year for everybody,' says media manager

The start of a long hot political year was beginning to heat up last week in Boston, the hub of broadcast campaigning for the nation's first presidential primaries.

Presidential candidates were rolling out the commercials and strategies with which they hoped to knock one another off in campaigning that will be duplicated, multiplied and amplified in state and local races across the country as the year wears on.

All current indications suggest that 1976 political spending will reach record proportions—a not altogether welcome prospect for many broadcasters since they are mandated to sell political time at their lowest commercial rates. This means that when other business is good, as now, the more political time sold, the less the profit.

Reports on file with the Federal Election Commission indicate that fund raising by presidential candidates has already reached \$25 million—a figure described as “startling” by the highly respected Citizens Research Foundation of Princeton, N.J., which monitors political campaigning. It's estimated that Democratic presidential candidates alone, whose spending through all the primaries and Democratic nominating convention four years ago totaled \$33 million, have committed more than \$10 million this year—before the first primary is held.

The current wave of political advertising in New England is by no means the first of

1976, but it has to be the heaviest yet because the primaries are the nation's first: New Hampshire's on Feb. 24 and Massachusetts's on March 2. Earlier and generally smaller campaigns included one in Iowa in advance of that state's caucuses a few weeks ago and drives last week in Oklahoma looking to Saturday's caucus. Coming up is the Florida primary on March 9, for which TV and radio campaigns have already begun to roll.

Six Democratic candidates and Republican Ronald Reagan are the principal broadcast buyers in Massachusetts and New Hampshire thus far, with expenditures in Boston alone ranging up to \$100,000 or more each. President Ford is also expected to rely heavily on the broadcast media but his backers had not actually bought time as of last Thursday.

Some of the candidates were depending primarily on Boston's five TV stations to reach New Hampshire as well as Massachusetts voters, but some were supplementing these buys with campaigns on stations in additional markets such as Springfield, Worcester and New Bedford, Mass., Manchester, N.H., and Portland, Me. Radio was being used extensively, too. Representatives of Jimmy Carter, for

instance, said his radio commercials were “on nearly every station in New Hampshire.”

The New England campaign was also previewing some of the dissatisfactions—among both candidates and broadcasters—that seem likely to recur as the political season progresses.

Among broadcasters there was an occasional complaint that political sales that could have been made at higher rates. More frequently they expressed unhappiness and frustration at the complexities of the FCC's political broadcasting guidelines.

Among representatives of candidates there were complaints about difficulties in gaining access—what they considered too stringent limits on the amount of time some stations were setting aside for political. Among representatives of some of the lesser known candidates there were also complaints about inability to get time (or enough time) in the longer units, such as five-minute and two-minute spots, that they felt they needed to properly introduce their man.

There were also complaints that many stations had taken too long to make up their minds about how much time to set

93 just for starters. The list of candidates for President is more than double in 1976 than in 1972. Last week, number 93 declared for the office. That compares to 36 four years ago. Included on the list this year are President Ford, his main opponent Ronald Reagan and the eleven Democrats considered serious by the political writers. But most of the other 80, although obscure, consider themselves just as serious. There are candidates from the Peace Committee, the Libertarian Party, the Commonwealth Party and the Restoration Party. There is Lar Daly, the persistent candidate from Chicago whose grant of equal time by the FCC in 1958 led to the 1959 amendment to the Communications Act that exempted news programs from the equal time requirements. Many are one-issue candidates, for example the one who wants to float icebergs to California, melt them and use them to irrigate the American deserts. Number 87 walked into the Federal Election Commission barefoot. To run for President a candidate need only be 35 and a natural citizen.

How-to. The people who run political campaigns this year will have at least two new books, based on 1972 political research, to search for new tips and clues.

One, “The Unseeing Eye” by Professors Thomas E. Patterson and Robert D. McClure of the Syracuse University political science department, concludes that the principal effect of political coverage in network TV news is on the viewer's perception of what the campaign is all about, not on his real knowledge of candidates and issues, and that political commercials contribute some but not greatly to viewer knowledge, chiefly to those who read little and watch a lot. Newspaper readers were found to be better informed than TV viewers on 19 of 20 issues, according to co-author Patterson, who also says that the big lesson for politicians, as he sees it, is to pay more attention to substance, less to style.

“The People Choose a President,” by Professors Harold Mendelsohn and Garrett J. O'Keefe of the University of Denver, for the most part examines media generally and concludes that in about 20% of the cases media had considerable influence on voters' political decision-making—not in converting them from one candidate to another, which rarely happened, but in helping the undecided to make up their minds. A special breakout of political TV commercials found viewers using them for similar purposes and to help get some insight into the personalities and characteristics of candidates.

“The People Choose a President” is to be published by Praeger Publishers Inc., New York, in March. “The Unseeing Eye” will be published by G.P. Putnam's Sons, New York, in June.

aside, which periods would be available and what commercial lengths they would or would not accept. On that score Charlene Carl, vice president and media director of Gerald Rafshoon Advertising Inc., the Atlanta-based full-service agency for the Jimmy Carter campaign, called upon broadcasters "in behalf of all candidates" to get their rates and policies set early and avoid delaying campaigns, as she said the Carter campaign had been delayed in Boston.

"It's going to be a tough year for everybody," she said, "and anything anybody can do in the way of advance planning is going to help."

The heaviest TV-radio users in the New England campaign thus far appear to be Ronald Reagan, Senator Henry Jackson, Jimmy Carter, Governor George Wallace, Senator Birch Bayh, Fred Harris and Representative Morris Udall—in approximately that order but with the first three substantially outspending the others and Governor Wallace a strong fourth.

The Reagan campaign, placed by veteran timebuyer Ruth Jones of Ruth Jones Ltd., New York, is concentrated in 30-second and 60-second announcements aimed at New Hampshire voters, although many are placed on Boston's three VHF

and two UHF stations. Sixty-second radio announcements are on some Boston radio stations, and both TV and radio commercials are also in all TV and radio markets in New Hampshire. Miss Jones wouldn't estimate the campaign's cost, but other sources speculated the television total in Boston alone would come to \$110,000 or more. She says commercials are also already running in all TV markets and a limited number of radio markets in Florida.

President Ford's TV-radio campaigns in New Hampshire and Massachusetts are expected to top \$100,000 by the time the primaries roll around. All buys are directed from the offices of the newly formed Campaign '76 Media Communications Inc. in Washington, the advertising agency set up to re-elect Mr. Ford, but actual purchases on the local level are made by SFM Media Services Corp., New York.

George S. Karalekas, special media consultant to Campaign '76 and senior vice president and director of media/marketing of deGarmo Inc., New York, would not reveal specifics of the Ford broadcast campaigns. He said radio spots have been carried on stations in New Hampshire and in Boston and television will begin this week.

Senator Jackson's campaign is using 30-

second TV commercials primarily in the Boston and Springfield markets and radio in both Massachusetts and New Hampshire, according to Hal Pearson, vice president of Lois, Holland, Calloway, New York. He declined to say how much was being spent but did say that like many of the other candidates "we're buying all we're allowed."

The Rafshoon agency's Ms. Carl, representing Jimmy Carter, says it took a long, hard time—and a formal complaint against WBZ-TV Boston—to get anything near what she felt she needed in the way of five-minute and two-minute spots to make her candidate better known to voters. In the end, she said, the complaint was dropped and the station made available enough of the longer units, that she was able to buy two more five-minute spots for the week of Jan. 26, two more for the week of Feb. 2, and some additional two-minute spots.

Carter TV commercials, including some 30's, are running on Boston's five stations, on two in Springfield, Mass., and two in Portland, Me., according to Ms. Carl. She says radio, in addition to blanketing New Hampshire's stations, will probably be added in Massachusetts as the primary approaches.

Ron Nunn of Morgan Advertising Inc., Montgomery, Ala., the agency for Governor Wallace's drive, says the campaign is using "a well-rounded schedule" of 30-second, 10-second and two-minute spots on all Boston TV stations, and that these will be supported by radio spots the last week before the Massachusetts primary (Governor Wallace is not entered in the New Hampshire primary.) Mr. Nunn said Wallace strategists also are planning tentatively to use a 30-minute program—about half devoted to narration about Mr. Wallace, the other half featuring the candidate himself—but that they're having trouble clearing 30 minutes in the Boston market. Accordingly, he said, they hope to schedule it on stations in New Bedford, Worcester and Springfield, Mass., and perhaps in Manchester, N.H. Cost of the Wallace radio-TV campaign in Massachusetts, he said, is "less than \$100,000."

For the past two weeks radio and TV spots have been running in Massachusetts and New Hampshire espousing the candidacy of Morris Udall. John Martilla & Associates of Boston has been retained to run the advertising campaign and costs have been running about \$14,000 a week (\$5,000 on radio and \$9,000 on television).

Marco Trbovich, a freelance political consultant, has been working with Martilla in the production of the spots, while media placement is being handled by Harriet Yellin.

Approximately 60 radio stations are being used. Boston's three VHF TV stations cover Massachusetts and a substantial part of New Hampshire, Mr. Trbovich said, and have been the backbone of the TV effort. Thirty- and 60-second TV spots have been produced and are carried in prime time and in periods next to news programs.

Boston TV's saturated with candidate spots

All five commercial television stations in Boston are getting a good play from most of the candidates.

Thomas G. Maney, vice president and head of sales for WCVB-TV, said his station had commitments totaling \$80,400 as of last Thursday (Feb. 4). President Ford hadn't yet bought, and some who had were indicating plans to buy more.

On WCVB-TV Ronald Reagan had committed \$26,000 in 30's and 60's spread throughout the day and evening; Senator Henry Jackson (D-Wash.) was down for \$19,000, all in 30's, also throughout the day; Jimmy Carter had ordered \$14,000 worth of prime-time 30's and two-minute news adjacencies; Alabama Governor George Wallace was spending \$9,200 for 30's in news adjacencies, prime access and prime; Senator Birch Bayh (D-Ind.) had bought \$4,700 in 30's in prime access, news and late fringe; Fred Harris was committed to \$3,900 for 30's and 60's (but had also canceled another \$1,300 scheduled for this week) and Representative Morris Udall (D-Ariz.) was in for \$3,600 in 30's and one 60 in daytime and prime.

Sy Yanoff, general manager of WBZ-TV Boston, said that because of the long field of candidates the amount of money spent on the station "is up considerably" from four years ago. But he stressed this is not a blessing: "Since we're selling at the lowest possible rate and business generally has been great here, we actually have not been taking in as much money as we could have if we didn't have the political advertising."

Among the candidates who have been placing commercials on WBZ-TV since January 26 are Messrs. Jackson, Carter,

Reagan, Udall, Bayh and Wallace. WBZ-TV has been offering each aspirant 10 30-second commercials a week, two five-minute time periods and three 120-second spots over the period of the primaries.

Stu Tauber, general sales manager of WSBK-TV, placed Jimmy Carter at the forefront of spenders on his station, with \$22,000. Mr. Reagan was second with \$18,000, followed by Mr. Harris with \$17,000, Senator Jackson with \$12,500 and Governor Wallace with \$4,800. Most, he said, were buying into WSBK-TV's coverage of the Bruins hockey games and *Hogan's Heroes*, *Ironsides* and other early-fringe programming.

Steve Bell, vice president and general manager of WLVI-TV, would not divulge dollar figures but said the candidates buying on his station, in descending order of expenditures, were Jimmy Carter, Fred Harris, Ronald Reagan and Henry Jackson. They were buying packages that included some prime-time and early-fringe positions and some in weekend movies.

John Barbera, national sales manager of WNAC-TV Boston, reported that for the period from Feb. 1 through the day before the primary elections about \$150,000 has been placed. Seven candidates have placed orders—Messrs. Harris, Jackson, Reagan, Bayh, Wallace, Udall and Carter. Two are in the process of buying—President Ford and Governor Milton Shapp.

Mr. Barbera said the low rates for political spots are making this year's sales in this sector less profitable than in 1972. He added that "time is getting tight" because of the plethora of candidates in the Massachusetts and New Hampshire primaries.

High court rulings make life tenuous for FEC, make more money available to radio and television

Decision on campaign-spending laws all but invalidates commission; bills quickly introduced to save agency that handles matching funds

The Supreme Court's decision holding that the method of appointment of members of the Federal Election Commission is unconstitutional brought swift introduction of legislation last week to save the commission and preserve the awarding of federal matching funds to presidential candidates who have qualified under the 1974 amendments to the federal election law.

The high court ruled two weeks ago that Congress must make repairs in the FEC structure by Feb. 29 or else the commission would cease to exercise all but a few of its powers. The FEC was created in the 1974 amendments to administer and enforce the campaign financing portions of the election law. Several measures were introduced in both houses last week to re-establish the commission with its six members appointed by the President with the consent of the Senate. At the current commission, four of the members were appointed by the president pro tempore of the Senate and the Speaker of the House, the other two by the President.

President Ford endorsed the concept of presidential appointment of the commis-

The test. The fortunes of both ABC-TV and NBC-TV may be riding on how well the Winter Olympics do in the early February Niensens: ABC, because its ratings momentum of the past three weeks could be damaged if its coverage of the Olympics doesn't catch fire with a mass audience; NBC, because if the Olympics do take off in the ratings, it would probably be mainly at the expense of NBC, which might then end up mired in third place for the rest of the season. (ABC and NBC are tied for second in the season-to-dates, with CBS far out in front [see page 40].) The early Nielsen returns so far show a weak Nielsen performance for the Olympics preview on Tuesday (Feb. 3), a strong performance on Wednesday (Feb. 4) and, if the New York and Los Angeles overnights are any indication, an equally strong performance on Thursday (Feb. 5). After looking at Wednesday's 23.2 national Nielsen rating and 37 share (9-11 p.m., NYT), Marvin Mord, ABC-TV's vice president for research services, said, "Our momentum is still there—I don't think we'll be embarrassed on any night with our Olympics telecasts." (Starting with Feb. 3, ABC has committed itself to 12 straight nights of prime-time coverage of the Olympics.)

sioners last week and went on to suggest that the commission be terminated at the end of 1977 so that Congress could assess its performance in the 1976 elections and decide whether to renew it.

One of the bills in the Senate, by Senators Edward Kennedy (D-Mass.), Hugh Scott (R-Pa.) and Thomas Eagleton (D-Mo.) would transfer to the U.S. comptroller general the power to pass out federal funds to qualified presidential candidates until April 30. The object of that bill is to ensure that the candidates continue to receive government money if the debate on the future of the FEC should drag on past the Supreme Court's Feb. 29 deadline. The FEC to date has certified checks totaling \$6.5 million for the candidates and has pending requests totaling \$1.3 million more for nine candidates.

Another measure introduced in the Senate provides for federal financing of Senate election campaigns. This is the second time around for that provision, which failed during congressional consideration of the 1974 amendments.

Ruling of high court opens door for more spending in radio-TV

The Supreme Court decision invalidating some parts of the federal election law and upholding others appears to have little direct impact on broadcasters. But what impact it does have works to their advantage.

For instance, spending limits generally are off; the court declared them a violation of the First Amendment, except in the case of presidential candidates who accept matching funds from the government. Those limits are \$10 million for spending in primaries, \$20 million in the general election.

There are now no limits on how much candidates for the Senate and the House can spend on their campaigns. Perhaps even more important, although the \$1,000 limit on contributions to candidates remains, there is now no limit on how much "fat cats" can spend promoting a candidate in the media, providing there is no "collusion between the individual or group involved and the candidate."

Ira Glasser, an attorney for the New York Civil Liberties Union, said the Supreme Court's decision means that a union or corporation can set up "a voluntary fund and spend anything so long as it is not doing so explicitly with the adherence of a candidate."

And Stuart Mott, the millionaire political activist and philanthropist, has told reporters he plans to spend between \$50,000 and \$100,000 in various congressional races this year.

Two provisions Congress enacted into law in the federal election campaign act that have a direct bearing on broadcasters were not affected by the court's decision. One requires broadcasters to charge political candidates the lowest unit rate; the other requires broadcasters to grant candidates wishing to advertise "reasonable access" to their facilities.

Kinley counters congressional report on cable

FCC Cable Bureau chief says study has its value, but he also says it's wrong in criticizing agency for problems in federal/state area; Congress was asked for help there years ago, he tells Tsai Forum

The FCC, sharply criticized by the House Communications Subcommittee staff in its report on cable television two weeks ago (BROADCASTING, Feb. 2), last week began turning its guns on the report. The point man in the counterattack was the commission's Cable Television Bureau chief, David Kinley, who called the report "solid" and "worthwhile" but a "major disappointment in one area"—that of federal/state relations.

Mr. Kinley, who was speaking at the Tsai Forum, a financial seminar in New York, noted that the commission has been struggling with the problem of duplicative regulation of cable since 1971 but that it had expressed doubt last year it had the jurisdiction to provide a solution and called on Congress for legislative guidance.

The subcommittee staff report, he added, instead of offering a solution to the problem, "contributes to it." It "ignores the mounting evidence of arbitrary delay, overlap and duplication at the state and local levels," Mr. Kinley said.

Mr. Kinley said that although the proposed reports are to "provide the 'sunlight ... to obtain relief,'" there is little evidence "state and local entities are motivated by the desire to foster a nationwide broadband communications system. Coming after numerous examples of revenue-hungry franchising authorities and state commissions setting up elaborate duplicative review procedures, this recommendation for 'sunlight reports' is ludicrous."

Mr. Kinley was at least as harsh in his criticism of the subcommittee staff's proposal that states be urged to establish cable commissions to license systems and to assure the participation of local governments in cable regulation. Such a proposal, he said, "is hardly a blueprint for the elimination of duplicative and excessive regulation." The development of the regulatory structure for cable would be left "to the trade-offs of local politics," and the commission would have an even more difficult task that it now has."

Despite the criticism and his reference to the "unfortunate rhetoric" of the staff letter transmitting the report—it charged the commission with a lack of cooperation in the preparation of the report and accused the Cable Television and Broadcast Bureaus of acting as "shills" for the industries they regulate—Mr. Kinley said the commission was prepared to work with Congress in developing national cable policy. "The FCC has struggled for 10 years to do this," he said. "It is now time for Congress to do its part."

It's beginning to look a lot like Chicago

Coming soon: March 21 and NAB's annual convention; this one will be a bit different with radio and television mostly going their separate ways; Wiley, Harvey, Macdonald biggest speakers

The National Association of Broadcasters taped the names of more notables to the marquee for the Chicago convention last week, including those of House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), Senator Vance Hartke (D-Ind.) and Representative Lionel Van Deerlin (D-Calif.). They join FCC Chairman Richard Wiley, CBS newsman Mike Wallace and radio commentator Paul Harvey among dignitaries prominently placed in the program.

The basic program blocks for the annual convention, to be held March 21-24 at Chicago's McCormick Place, have been cemented in place. The result is a schedule that in all but three time periods segregates the radio from the TV conventioners. The Radio Advertising Bureau and the Television Bureau of Advertising have made formal arrangements to take part in some sessions and for their participation will be reimbursed by NAB, with RAB to receive \$50,000 and TVB to receive \$20,000.

The convention opens at 9 a.m. Monday with a joint radio and television general assembly. As in the past the Distinguished Service Award will be presented then and NAB President Vincent Wasilewski will speak. In comparison to previous years, however, his opening remarks will appear abbreviated and he will instead give longer talks later to separate radio and TV assemblies.

The only other time the two halves of the industry will be rejoined, aside from the Tuesday luncheon at which Mr. Wiley speaks, will be at 9 a.m. Wednesday morning in joint workshops on themes such as political broadcasting and equal employment opportunity. Later in the morning, both groups will face an FCC panel headed by Chairman Wiley for questions and answers.

Radio's program begins mid-morning Monday with an address by Mr. Wasilewski followed by a session entitled "Audio Odyssey," a look at music, trends in sound technology and engineering and perhaps with a psychologist talking about how sound appeals to the radio audience. After that will follow six radio programing workshops, to be repeated Tuesday morning at 8 a.m. Three of them will explore different music formats, one will be about radio talk, one about radio news and another about automated programing.

Radio evangelist Garner Ted Armstrong will deliver the invocation for the Monday radio luncheon, after which Mr. Harvey will speak. After that, the radio conventioners have the afternoon off, while their



CHICAGO '76

1. Ascot House
2. Avenue Motel
3. Blackstone Hotel
4. The Conrad Hilton Hotel
5. Continental Plaza Hotel
6. The Drake Hotel
7. Essex Inn
8. Hyatt Regency-Chicago
9. McCormick Inn
10. Palmer House Hotel
11. Pick Congress Hotel
12. Sheraton-Chicago Hotel
13. Water Tower Hyatt House

Locator. This is the National Association of Broadcasters' map of the convention area. McCormick Place, the convention center, is signified by the rectangle on the lake shore at the bottom. The numbered circles strung along Michigan Avenue represent the hotels in which NAB has room options. The association has arranged for shuttle bus service to transport conventioners to and from the convention site that will run every 10 minutes during peak traveling times and at half-hour intervals in between, from Sunday, March 21, through Wednesday, March 24. The association staff has clocked the ride from the Conrad Hilton hotel (number four on the map) to McCormick Place at 10 minutes in light traffic, (the jagged black line represents a compression of several blocks' distance). No suites have been reserved for associate members and networks as was done at the 1975 convention in Las Vegas. But the association anticipates no complaints from program sellers, who, it might be recalled, boycotted the NAB Houston convention in 1974 because their suite options were far removed from prospective buyers. It expects most of the film sellers will find housing in or near the Conrad Hilton.

television counterparts go back into more sessions. TV has Tuesday afternoon off.

On Tuesday the radio program begins with a panel of congressional aides and perhaps congressmen offering tips on how to deal properly with Congress. Congressman Macdonald will speak afterward. Following lunch, there will be a "million-dollar management consultant" panel during which sales, engineering and programing experts will dissect problems

raised by specific radio managers and prescribe relief. Later will be six workshops on sales, promotion and co-op advertising, to be repeated Wednesday morning.

The television program calls for a similarly mixed diet of sales, programing and news tips, beginning Monday morning with a panel of prominent individuals from the TV film industry.

Representative Van Deerlin will speak

| MONDAY | TUESDAY | WEDNESDAY |
|---|---|---|
| 9 am Radio-Television General Assembly (With Engineers) | 8 am Radio Workshops Television Workshops | 8 am Radio Workshops Television Workshops |
| 10:15 am Radio Panel Television Panel | 9 am Radio Session Television Session | 9 am Radio-Television Workshops |
| 11:30 am Radio Workshops Television Workshops | 12:30 pm Radio-Television Luncheon | 10:30 am Joint Session with the FCC (With Engineers) |
| 1 pm Radio Luncheon Television Luncheon (With Engineers) | 2 pm Radio Session Free Time to visit exhibits | 12 noon Adjournment |
| 2:30 pm Free Time to visit exhibits Television Session | | |

| MONDAY | TUESDAY | WEDNESDAY |
|---|---|---|
| 9 am General Assembly (With Management) | 8 am Radio-Television Workshop | 8 am Radio-Television Workshop |
| 10:15 am Radio-Television Workshop | 9 am Radio Session Television Session | 9 am Radio-Television Session |
| 1 pm Luncheon (With TV Management) | 12:30 pm Awards Luncheon | 10:30 am Session with FCC (With Management) |
| 3 pm Radio-Television Session | 2:30 pm Free Time to visit exhibits | 12 noon ADJOURNMENT |

Blocked out. A general view of the NAB convention schedule.

Pay cable status report. Industry estimates indicate that pay cable subscribers passed the 500,000 mark in January, with over 300,000 of that number linked to Time Inc.'s Home Box Office Inc. The business became a coast-to-coast proposition on Dec. 11, 1975, when the satellite earth station for Teleprompter's Seattle and Tacoma, Wash., systems became operational. As of last week HBO service was reaching 25 cable systems in 14 states via 19 earth stations: in Florida, Alabama, Mississippi, West Virginia, Kentucky, Pennsylvania, Illinois, Minnesota, Montana, Arkansas, Oklahoma, Texas, Oregon and Washington. Iowa is scheduled to join the list with a Des Moines connection on Feb. 19. Some 30 other earth station applications are in various stages of processing at the FCC. HBO serves five other states by microwave networks: New York, New Jersey, Delaware, Massachusetts and Vermont.

Monday morning, and there also will be a series of workshops for TV, looking at new developments in syndication, at electronic news gathering and its effect on union labor, and at financial management for managers with little or no financial background. These workshops will be repeated at 8 a.m. both Tuesday and Wednesday.

The Monday luncheon for the TV conventioners will be shared with those attending the concurrent NAB engineering conference. At the luncheon will be a presentation celebrating the 20th anniversary of the video-tape recorder. The main performer will be the VTR itself with perhaps some commentary by news personnel.

The Monday afternoon session for television will begin with an hour-long simulated TV talk show, featuring Mr. Wallace, moderating a discussion, "Pay TV: Will it Supplement or Supplant?" Participants selected so far include Everett H. Erlick, senior vice president and general counsel, ABC; William Carlisle, NAB vice president for government relations, and former FCC chairman Frederick Ford, now with the Washington law firm of Pittman, Lovett, Ford & Hennessey.

Then Senator Hartke, a member of the Senate Communications Subcommittee, will speak, followed by a 15-minute debate titled "In the Box," on a controversial topic such as family viewing, news bias, or pay cable de-regulation. There will be four or five of these "In the Box" features interspersed throughout the TV program.

The Tuesday television program calls for a three-part session on short-term television economics, long-term TV economics and local TV sales. Also on Tuesday will be a session on issues that concern TV at the Federal Trade Commission, perhaps with some FTC directors on hand for Q & A.

Justice joins cable attack on FCC's siphoning rules

Antitrust division says pay cable is unfairly restrained by controls that broadcasters call too liberal

The tide of government opposition to the FCC's regulation of cable television continued to rise last week, as the Justice Department's antitrust division entered the court fight over the commission's payable rules on the side of the cable industry.

To the division, the rules limiting the right of pay cable entrepreneurs to carry movies and sports events are not only anti-competitive in effect but they also lack

economic and legal support. Accordingly, it said in a 38-page brief filed with the U.S. Court of Appeals in Washington, the rules should be vacated.

The division's brief makes opposition to the rules virtually unanimous. Not only have cable interests appealed the rules, on First Amendment as well as anti-competitive grounds, but broadcasters have too. The broadcasters contend the rules are not sufficiently restrictive to protect broadcasting.

The division's brief was filed a week after the staff of the House Communications Subcommittee filed its report proposing legislative action to wipe out the regulatory structure the commission has erected for cable television; the staff said the structure was unduly restrictive (BROADCASTING, Feb. 2).

The spirit if not the substance of that report has been endorsed by the chief of the Justice Department's antitrust division, Thomas E. Kauper, in a speech to the antitrust section of the New York State Bar Association (see page 30). Meanwhile, the White House Domestic Council's regulatory reform group is proceeding with the task of drafting an administration bill on cable television, one that would be expected to reflect the administration's call for de-regulation.

Jonathan Rose, a deputy assistant attorney general in the antitrust division—and a member of the regulatory reform group—said in a press briefing that the administration might decide not to include any reference to pay cable in the proposed bill. "If the court were to throw out the rules, there would be no need for legislation," he said.

The FCC contends its pay-cable rules are needed to guard against the siphoning of programs now available to viewers of conventional television at no charge. Movies that will be shown on pay cable are limited as to their age.

Those that are less than three years old

are available for pay cable, while those more than three years old but less than 10 are available only if they are under contract to conventional television. Films more than 10 years old may be shown for pay if they have not been seen on conventional television in the preceding three years. "Specific" sports events, such as the World Series, are denied pay cable if they have been seen on conventional television in any one of the preceding five years. "Nonspecific" events are available on the basis of a complicated formula geared to the number of such events that have been seen on conventional television.

Mr. Rose and the division's lawyers who helped prepare the brief and who appeared with him to answer reporters' questions stressed their belief that the rules are designed to restrict pay cable's ability to compete with conventional television and that they actually deny viewers program choices—assertions made in the brief. They also contended, as the brief does, that the commission had failed to demonstrate that the protection being provided conventional television is necessary.

In that connection, they referred to what they called the puniness of the cable television industry. Kenneth G. Robinson Jr., who heads a new section in the division that deals with regulated industries, said that only some 450,000 to 750,000 cable television subscribers have access to pay channels or programming, and that only some 10 million homes in all are wired for cable television.

An industry of that size, the department officials indicated, was not likely to have the economic strength to outbid television broadcasters, including the networks, for the programs to which viewers have become accustomed.

If such a threat were to develop, they said, as they do in the brief, Congress and the commission could act swiftly enough to protect the public interest.

But the brief regards program siphoning as a legitimate concern only as applied to sports. The "worst" that could happen in connection with movies, the brief says, is that "there might be some delay" in the appearance of some films on conventional television.

As for the commission's expressed concern for the preservation of the "existing conventional television structure," the brief says, that is "not a goal cognizable under the Communications Act. . . . Nothing in the statute makes conventional television as such the chosen instrument of Congress."

And as for the industry's profitability, the brief says, that is not a proper concern of the commission either. The commission would be required by law to be concerned about a decline in broadcaster profits only if the drop could "be expected to lead to an over-all deterioration in public service." And the commission's decision, it adds, "makes no finding that the severe restrictions it imposes upon pay cable are necessary to preserve service for any significant segment of the populace."

In Brief

■ FCC's Feb. 17 en banc open meeting will be **wall-to-wall with broadcasters**. National Association of Broadcasters, which wants to talk about cable regulation, has commitments from 97 members, will mount panel including Chairman Wilson Wearn of Multimedia Broadcasting, Greenville, S.C.; C. Wrede Petersmeyer of Corinthian Broadcasting, New York; Lawrence (Bud) Rogers II, retiring head of Taft Broadcasting, Cincinnati; Bill Bengston of KOAM-TV Pittsburg, Kan.; Samuel Carey of WBOC-TV Salisbury, Md.; Robert Rice of WRAU-TV Peoria, Ill., and, tentatively, Don Curran of Kaiser Broadcasting, San Francisco. Also in room that day: Jack Valenti of Motion Picture Association of America and representative of National Black Media Coalition. ■ Number of Washington communications lawyers are said to be "furious" after FCC sent stations they represent **notices of apparent liability** for broadcasting alleged lottery information in commercials for local pants store. Stations involved are WASH(FM), WEEL(AM), WHFS(FM) and WMAL(FM), each cited for \$3,000, and WEAM(AM) and WPGC-AM-FM, cited for \$2,000. Lawyers contend there is dispute as to facts in case and that staff did not provide commission with their side. ■ Senator John McClellan (D-Ark.), speaking to chamber empty of all but presiding officer, opened **floor debate on copyright bill** (S. 22) last Friday. Senator John Tunney (D-Calif.) entered and announced he will introduce amendment to shorten from 10 to seven years time between copyright rate adjustments (including those for cable TV) by proposed royalty tribunal. Amendment introduced last Thursday by Senators Hubert Humphrey (D-Minn.), James Buckley (R-N.Y.) and Alan Cranston (D-Calif.) would make compulsory license for public broadcasters apply only to musical works. Debate continues next week; Congress is in recess this week. ■ **Representative W. Henson Moore** (R-La.), named three weeks ago to House Commerce Committee, joins Communications Subcommittee. He replaces Edward Madigan (R-Ill.), who moved to another subcommittee. ■ Voice of Charlotte (N.C.) Broadcasting's Co.'s application for **renewal of license of WRPL(AM)** there has been set for hearing by FCC. Issues include questions of licensee's technical qualifications, whether it exercised adequate control and supervision. In another disciplinary action, Administrative Law Judge James F. Tierney recommended **one-year renewal** for White Mountain Broadcasting Co.'s WMOU(AM) and WXLQ(FM) Berlin, N.H., and ordered licensee to pay **\$10,000 fine** and to make full restitution of all revenues he said it unjustly acquired over almost five years of fraudulent billing. ■ CBS Sports will pay reported \$1 million for live-TV rights to **Muhammad Ali-Jean Pierre Coopman** world heavyweight championship fight from San Juan, P.R., on Friday, Feb. 20 (9-11 p.m. NYT). ■ Political tug-of-war between Corporation for Public Broadcasting and Public Broadcasting Service over administrative control of proposed **satellite project** (see page 50) may stall go-ahead decision, scheduled for this week's PBS membership meeting in Los Angeles. CPB has proposed dividing responsibilities for implementation of project; PBS Vice Chairman Hartford Gunn Jr. feels project requires one person in charge. ■ FCC has admonished New Jersey broadcaster for threatening state legislator and governor that his stations would not editorially support state bond issue unless its backers purchased advertising time on New Jersey stations to promote it. Commission last week noted that **Herbert W. Hobler's** WHWH(AM) Princeton and WPST(FM) Trenton said he did not slant news concerning bond issue and did not base decision on whether to editorialize on placement of advertising. But commission said threat "was highly irresponsible and inconsistent with the public interest obligations placed on all licensees." Mr. Hobler told BROADCASTING letter wasn't threat but "cry for help in behalf of New Jersey broadcasters," who, he said, are consistently ignored by state officials in dispensing news and buying advertising time. ■ **National Black Media Coalition** has gone into three arenas to accuse **National Public Radio** of employment discrimination. It filed class-action suit in U.S. District Court in Washington and complaint with U.S. Equal Employment Opportunity, and sent letters to Senator John O. Pastore (D-R.I.) and Representative Torbert Macdonald (D-Mass), chairmen of Senate and House Communication Subcommittees. NPR President Lee C. Frischknecht denies allegations, claims 17.5% minority employment is consistent with proportion in work force. ■ Search for **number two man** at National Cable Television Association continues after second candidate—Joseph S. Jenckes, administrative assistant to Senator Paul J. Fannin (R-Ariz.)—declined offer. Instead, he's joining White House as special assistant for legislative affairs. John W. Hushen, White House deputy news secretary, had also talked with NCTA President Robert Schmidt about position (BROADCASTING, Dec. 22, 1975), but reportedly failed to reach agreement. ■ **Arthur Bernstone**, chief of FCC's Rules and Standards Division, will retire March 1, after 21 years with commission.

While Nancy Spector is learning about finger painting, Mrs. Spector is learning about Nancy.

For Nancy, school is something to look forward to. It means growing up.

At Group W, we're helping to prepare her for this great adventure by giving her a taste of school at home.

That's the idea behind our new program, "Playmates-Schoolmates." An innovative series of 65 half-hour weekday shows directed to pre-school children. And their parents.

Here's how it works. A real class situation is created in the studio. In each program, the "class" is introduced to some new activity. Finger painting, storytelling, even cooking.

As the teacher works with the children in the studio, she also involves the children at home. As if they were all in the same class together. Soon, the pre-schoolers at home are learning and enjoying themselves right along with the kids on television.

Here's another new concept.

Parents get involved, too.

There's a segment in which the parents of the kids on the show discuss their children's behavior with Dr. Louise Bates Ames, co-director of the renowned Gesell Institute of Child Development. So Nancy's mother doesn't just learn *how* children behave in school; she learns *why* they behave that way.

"Playmates-Schoolmates" is another example of Group W's continuing efforts in the field of children's programming.

Starting at the age of 2.



GROUP



BOSTON WBZ-TV
PHILADELPHIA KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA-TV
SAN FRANCISCO KPIX

WESTINGHOUSE BROADCASTING COMPANY

Syndicated nationally by Group W Productions.

Represented by 

"A Pulitzer Prize



might be in order" for ABC's Eleanor and Franklin

"It stars Jane Alexander and Edward Herrmann, two radiant, vibrant performers who have so intelligently interpreted the lead roles that we expect when they walk up to receive their Emmys they'll answer to the names Eleanor and Franklin...A Pulitzer Prize might be in order."

Kay Gardella/New York Daily News

"...inaugurates its own New Deal for television biography. The production is impeccable—with sumptuous sets and authentic locations."

Arthur Unger/Christian Science Monitor

"To my mind, it's a masterpiece brilliant in concept, almost faultless in execution. They've talked of giving Pulitzer Prizes for television; here's the place to start."

Cecil Smith/Los Angeles Times

"Jane Alexander, better known to theatre than to movie audiences, is simply magnificent as Eleanor. I don't see how she can help but win an Emmy award for her performance. Eleanor and Franklin is a labor of love."

John Camper/Chicago Daily News

"...so real, so moving and so beautifully and carefully done. Eleanor and Franklin has every quality one would expect from a major theatrical film."

John Vorhees/Seattle Times

"...powerful and dramatic...lives with you for weeks thereafter. You have got to hold it in a certain amount of awe."

Rex Polier/Philadelphia Bulletin

Critics across the country responded enthusiastically to "Eleanor and Franklin," placing it in the great ABC Theatre tradition of "The Missiles of October," "Ceremonies in Dark Old Men," "Love Among The Ruins" and "I Will Fight No More Forever" as another distinguished television achievement.

Even more important, viewers were equally enthusiastic. On Sunday "Eleanor and Franklin" was seen in 14,000,000 homes. And on Monday in 16,800,000. We at ABC applaud all those who contributed, and express special gratitude to IBM for its thoughtful sponsorship.

ABC TELEVISION NETWORK 

Source: NTI, Average Audience Estimates; January 1, NTI Ratings Report (two weeks ending January 11, 1976)
FWH Report (week ending January 18, 1976). Data subject to qualifications which will be supplied on request.



Kauper offers chilling words to foes of cable de-regulation

Antitrust chief addresses remarks to all industries, but offers some specific rebuttals to broadcasters' allegations

Broadcasters who may have hoped Ford administration talk about de-regulating industries is just that—talk—where cable television is involved, cannot have been reassured by a speech the chief of the Justice Department's antitrust division, Thomas E. Kauper, delivered at the annual meeting of the New York State Bar Association's antitrust section in New York.

Indeed, the speech, "With Friends Like These...The Case Against Regulatory Reform by Free Enterprise Advocates," was an appeal to the antitrust bar for help in protecting the "movement toward regulatory reform." He said it is "in considerable danger because of ... shortsighted opposition."

And although the speech was general in its approach and dealt largely with de-regulatory proposals the administration had already translated into legislation—as in the case of the airline and trucking industries—it did not ignore cable television and broadcasters' concern with its de-regulation.

Mr. Kauper said that a slowdown in the drive toward de-regulation generally that has been noted in the press can be attributed to the opposition of business interests "to any tampering with the cozy regulatory environment in which they and the regulators have co-existed through mutual cooperation for so many years."

He added that industry spokesmen in opposing change deliver the same litany of arguments as to why the existing system is the best possible. And in citing an argument as to the impact on rural America, Mr. Kauper referred to broadcasters' expression of concern about the effect on viewers in sparsely populated areas of conventional television's loss of programming to pay cable, which would not find it economically feasible to serve those areas.

Mr. Kauper acknowledged that, although available data indicates the problem of rural America may have been overstated, such problems do exist. But in any event, he suggested that broadcasting is not the perfect answer to the question of how rural America is to be served.

"Nowhere," he said, "in any documents submitted by the commercial television industry in its battle with the cable television industry can you find a proposal to provide broadcast service to the 1.2-million households that get no television, or the 2.4-million additional households that get one relatively poor signal, or the other 2.2-million households that

receive only two signals."

And in another passage that critics of the broadcasting industry might say could have been written with broadcasting in mind, Mr. Kauper said: "The difficulty with crediting broad claims of imminent disaster, of course, is that they have been made so casually and proved so false in the past. We must be very careful here not to fall into a semantic trap by equating the prosperity of particular firms with the public welfare."

Mr. Kauper's speech was delivered a few days after the cause of cable de-regulation was being advanced on Capitol Hill, in the issuance of a report on cable regulation by the staff of the House Subcommittee on Communications. The report called for sweeping changes in cable regulation and abandoning reliance "on any particular technology as the chosen instrument of national communications policy" (BROADCASTING, Feb. 2).

Broadcasters get in their licks against pay TV in testimony on competition bill

Broadcasters had their turn before the Senate Antitrust Subcommittee last week to voice opposition to the Competition Improvement Act as it would pertain to the pay-cable dispute.

The legislation, co-sponsored by subcommittee members Philip Hart (D-Mich.) and Edward Kennedy (D-Mass.), is broad in scope and is designed to force all federal agencies to foster greater competition in the industries they regulate. But despite Senator Kennedy's statement that the bill was not intended to de-regulate pay cable but to promote competition as an independent policy objective, broadcasters focused on the pay cable issue. Representatives of the cable industry had done the same two months earlier (BROADCASTING, Dec. 15, 1975).

"There are already sufficient antitrust tools in the Department of Justice and the Federal Trade Commission," said John A. Schneider, president of CBS Broadcast Group. He said that additional concentration of antitrust powers in federal agencies would only frustrate a free and competitive economy. Denying independent agencies the ability to make independent decisions would diminish their ability to foster service to the public, he said.

Taking the antitrust issue down to the pay-cable level, Mr. Schneider claimed that without FCC restraints, the ability for CATV to outbid broadcast stations regularly for rights to events such as the Super Bowl and World Series awaits only a sufficient level of pay cable customers—about two to three million homes—a level that some experts predict by 1980.

Dr. Leo L. Beranek, president of WCVB-TV Boston, warned that unconstrained numbers of pay TV outlets, CATV and

MDS will fractionalize the market and take away the revenue broadcasters need to produce good local news and public affairs programs. He pointed to the addition of UHF channels, particularly independent U's, to disprove the notion that by adding more channels viewing fare automatically improves. Continued fractionalization of the market will "surely" cause broadcast television to lose its good quality movies and better sports events to pay TV, he said. Those not able to afford pay cable will be the losers, Dr. Beranek added.

Dr. Beranek also predicted that financial support for public television would "shrivel," since public TV's support comes from the same upper middle class whose subscriptions would support pay TV. Pay TV will soon discover that it will attract premium subscribers by purchasing the best drama, musical programs and science and cultural series now seen on PTV, he said.

Samuel S. Carey, president of WBOC-TV Salisbury, Md., offered his experience as proof that cable television is already having a negative effect on over-the-air broadcasting. As a broadcaster in the 165th TV market, and serving an area that is also served by 18 CATV systems, Mr. Carey said that he had found the budgets for one advertiser had been cut 40% for Salisbury because of a "spill-in" of outside stations on the CATV systems serving the market. "It should be obvious we can't stand a 40% cutback by all advertisers and continue the services we are committed to offer," he said.

Both NBC and ABC, in prepared statements submitted for the record, claimed the present copyright revision bills give cable an unfair advantage in obtaining film product. Unlike broadcasters that must negotiate for each program, CATV operators are promised a blanket compulsory license at a "token fee." That arrangement is "far more anticompetitive than any FCC rule or regulation," claimed NBC.

Businessmen urged to take their case to media and public

NBC's Goodman says television shares problem of public mistrust

Julian Goodman, board chairman of NBC, believes that business leaders who feel television news has not treated them fairly should not remain passive but should make their views known to the medium.

In a speech prepared for delivery tomorrow (Feb. 10) before the annual convention of the International Franchise Association in Palm Springs, Calif., Mr. Goodman contended that "responsible reporters don't make news where none exists." He claimed that some critics of business are "documenting their protest and presenting their case to the public persistently and thoughtfully." He felt the busi-

ness community has not done nearly so much to present its case.

"In the face of criticism, businessmen too often are silent, defensive, segmented and far too inaccessible to journalists," Mr. Goodman asserted. "I hope this situation is changing, and I believe it can through the activities of such organizations as the Business Roundtable, composed of leaders of major corporations who seem determined to get across the positive story of American enterprise. This is an active recognition of some new realities, not merely a passive complaint of unfair news coverage, and there ought to be more of it."

Mr. Goodman said that people today not only mistrust business but other institutions, and "television is no exception." He said TV is highly visible and its policies and practices are "laid on the line in millions of homes," and added:

"In an era of changing values, the task for television is no greater or smaller than for any major institution. We must remain fully aware that there is no end to our responsibility to serve the public and show, again and again, that we mean it. If we pursue this ideal with inspiration and purpose, then I believe broadcasting will stay strong and keep growing."

Little objection to a faster FCC

Agency's ideas for cutting down on amount of time taken in arriving at decisions are greeted with mostly favorable comments

An FCC proposal to speed up its decision-making process has drawn generally favorable comments.

The commission suggestion best received was a proposal to shift responsibility for handling petitions to enlarge, modify or delete from the review board to administrative law judges. In addition, judges would prepare recommended decisions in rate-making cases. These "might well be the most significant of the proposed changes," said the communications law firm of Farrand, Malti, Spillane & Cooper, adding, "The present procedures are a horrendous cause of delay."

This greater use of judges was also ap-

plauded by GTE Service Corp., a common carrier. A result of the change, it hoped, would be the delegation to judges of power to adjust issues in cases before them.

Of concern to common carriers was the fact that the proposed changes were suggested mainly for broadcast matters—a separate common-carrier study will be undertaken later. This should be kept in mind, said American Telephone & Telegraph, and the commission should "make due allowances for the complexities of common-carrier hearings." It urged, along with other firms, that the common-carrier study be conducted as soon as possible.

Another common-carrier concern was voiced by Southern Pacific Communications Co. In cases that are very complex, it said, the judge should be given "adequate staff assistance, completely separated from the bureau trial staff, in preparing the initial decision."

Urging the FCC to be more specific, the Federal Communications Bar Association wants it made clear that every alleged violation of FCC rules need not be designated for hearing "before any negotiated resolution is possible." It also suggested that a committee be formed to regularly review proceedings at the commission and to make suggestions to reduce delays.

RCA Global Communications took exception to the proposal to refuse time extensions for filing papers except in extreme circumstances. The present rule, it said, which bases such a decision on the showing of "good cause . . . unless the time for filing is limited by statute" is adequate. RCA also took issue with a change that would require a return of a pleading which exceeds the prescribed page length due to the attachment of a supplement or appendix. It noted that if the commission imposes "tighter requirements on litigants to reduce delay, it must also impose tighter sanctions on itself."

Cottone plea rejected

The FCC has denied a petition by Washington attorney Benedict P. Cottone asking the commission to request a Justice Department investigation into charges of perjury against an FCC official during the renewal hearing of KAYE(AM) Puyallup, Wash., which Mr. Cottone was represent-



When will it all N? First there was the revelation that the Nebraska Educational Television Network had come up with an "N" logo six months before NBC took the wraps off its identical, and far more expensive, corporate symbol (BROADCASTING, Jan. 12). Now there's another claimant to the design. And, ironically, it's another NBC—the National Bank of Cynthiaiana, in Kentucky. Bank President Joseph Blunt says his NBC "certainly is enjoying the publicity"; the other NBC had no comment.

ing (BROADCASTING, Dec. 15, 1975). The FCC said it is not appropriate to consider the matter now since a perjury inquiry should not begin until the end of the proceeding in which it allegedly occurred.

DST plan advances

A bill to lengthen the period of daylight savings time from six months to eight months a year for the next two years—from the first Sunday in March to the second Sunday in November—passed the Senate Commerce Committee last week. The bill gives the FCC the same authority it exercised during experimental daylight savings two years ago to grant presunrise authority to some daytimer radio stations that stand to lose valuable morning operating time. That includes authority to forge agreements with Canada, Mexico and the Bahama Islands for relief of American daytimers that occupy clear channels licensed to those countries. The vote to clear the measure was a voice vote,

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

| Company | Period/Ended | CURRENT AND CHANGE | | | | Per Share | YEAR EARLIER | | |
|------------------------------|----------------|--------------------|--------|--------------|---------|-----------|---------------|-------------|-----------|
| | | Revenues | Change | Net Income | Change | | Revenues | Net Income | Per Share |
| Chris-Craft..... | 3 mo. 11/30/75 | \$ 15,844,000 | + 8.8% | \$ (142,000) | . | (.10) | \$ 14,555,000 | \$ (38,000) | (.08) |
| Fairchild Ind..... | Year 12/28/75 | 299,730,000 | -24.3% | 13,073,000 | -51.7% | 2.41 | 395,552,000 | 27,032,000 | 5.00 |
| Multimedia..... | Year 12/31/75 | 57,629,000 | + 3.5% | 6,945,000 | + 1.8% | 1.58 | 55,654,000 | 6,822,000 | 1.55 |
| Rollins..... | 6 mo. 12/31/75 | 105,772,279 | + .4% | 8,349,415 | +16.8% | .62 | 105,293,918 | 7,145,313 | .53 |
| Teletronics Int'l..... | Year 6/30/75 | 8,581,954 | +16.2% | 583,705 | +19% | .70 | 7,385,087 | 490,214 | .59 |
| Transamerica Corp..... | Year 12/31/75 | 2,404,242,000 | +10% | 73,756,000 | +116.6% | 1.13 | 2,202,161,000 | 34,047,000 | .52 |
| Twentieth Century-Fox..... | Year 12/27/75 | 342,730,000 | +22.3% | 22,680,000 | +107% | 3.00 | 280,136,000 | 10,952,000 | 1.39 |
| UA-Columbia Cablevision..... | 3 mo. 12/31/75 | 4,679,000 | +23.2% | 458,000 | +47.7% | .26 | 3,798,000 | 310,000 | .17 |

*Change too great to be meaningful.

CLEVELAND 7 P.M. (M-F)
NO. 1 in rating, share, homes and young women

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 | WOMEN 18-34 |
|-------------|-------------------|-----------|-----------|----------------------|----------------|----------------|
| | | RATING | SHARE | | | |
| WEWS | TELL TRUTH | 16 | 31 | 229 | 74 | 41 |
| A | Truth-Conseq | 13 | 25 | 187 | 70 | 36 |
| B | NBC Nght Nws | 11 | 21 | 153 | 38 | 18 |

PHILADELPHIA 7 P.M. (M-F)
NO. 1 in rating, share, homes and young women

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 | WOMEN 18-34 |
|-------------|-------------------|-----------|-----------|----------------------|----------------|----------------|
| | | RATING | SHARE | | | |
| WPVI | TELL TRUTH | 15 | 29 | 375 | 103 | 51 |
| A | Various† | 14 | 27 | 344 | 99 | 47 |
| B | Ch 10 News 6 | 10 | 19 | 230 | 83 | 41 |

†M—World At War, T—Wild Animals, W—Wild Kingdom, TH—Trea Hunt, F—Lw Welk

NOV. '75 ARBs REPORT...

Anyway you
 look at it*
 the strongest
 prime access
 stripped game
 show is...

Goodson-Todman's

To Tell T

PORTLAND, ORE. 7 P.M. (M-F)
NO. 1 in rating, share, homes and young women

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 |
|-------------|-------------------|-----------|-----------|----------------------|----------------|
| | | RATING | SHARE | | |
| KATU | TELL TRUTH | 17 | 27 | 110 | 38 |
| A | Various† | 14 | 23 | 97 | 36 |
| B | Evening | 14 | 23 | 92 | 30 |

†M—Trea Hunt, T—Celeb Swpstk, W—Price Right, TH—Hee Haw, F—Funny Peop

BANGOR 7 P.M. (M-F)
NO. 1 in rating, share, homes and young women

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 |
|-------------|-------------------|-----------|-----------|----------------------|----------------|
| | | RATING | SHARE | | |
| WABI | TELL TRUTH | 29 | 42 | 41 | 14 |
| A | Drn Jeannie | 17 | 25 | 20 | 11 |
| B | Ironside | 19 | 29 | 22 | 9 |

BALTIMORE 7:30 P.M. (M-F)
NO. 1 in rating, share and homes

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | †T—Hlywd Sq, W—MSLG, TH—Match Game, F—Wild Kingdom |
|-------------|-------------------|-----------|-----------|----------------------|--|
| | | RATING | SHARE | | |
| WMAR | TELL TRUTH | 16 | 30 | 148 | |
| A | Various† | 12 | 23 | 114 | |
| B | Various†† | 9 | 17 | 82 | |

††M—World At War, T—Courtrm 13, W—Price Right, TH—Nm Tune, F—Lw Welk



Garry Moore stars with Kitty Carlisle, Bill Cullen, Peggy Cass and guest panelists.

Space does not permit us to show the many more winning Nov. '75 ARBs for TRUTH. Complete ratings are available upon request.

PHEONIX 6:30 P.M. (M-F)
NO. 1 in rating, share, homes and young women

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 | WOMEN 18-34 |
|-------------|-------------------|-----------|-----------|----------------------|----------------|----------------|
| | | RATING | SHARE | | | |
| KOOL | TELL TRUTH | 22 | 38 | 113 | 33 | 12 |
| A | Various* | 6 | 10 | 31 | 15 | 9 |
| B | Various** | 9 | 15 | 44 | 21 | 12 |

†M—Trea Hunt, T—Animal Wld, W—Nm Tune, TH—Make Deal, F—Untame Wld
 ††M—Scrn Test, T—Hlywd Sqs, W—Price Right, TH—Hlywd Sqs, F—Camera

BUFFALO 7 P.M. (M-F) NO. 1 in rating,
share, homes and strong NO. 2 in young women

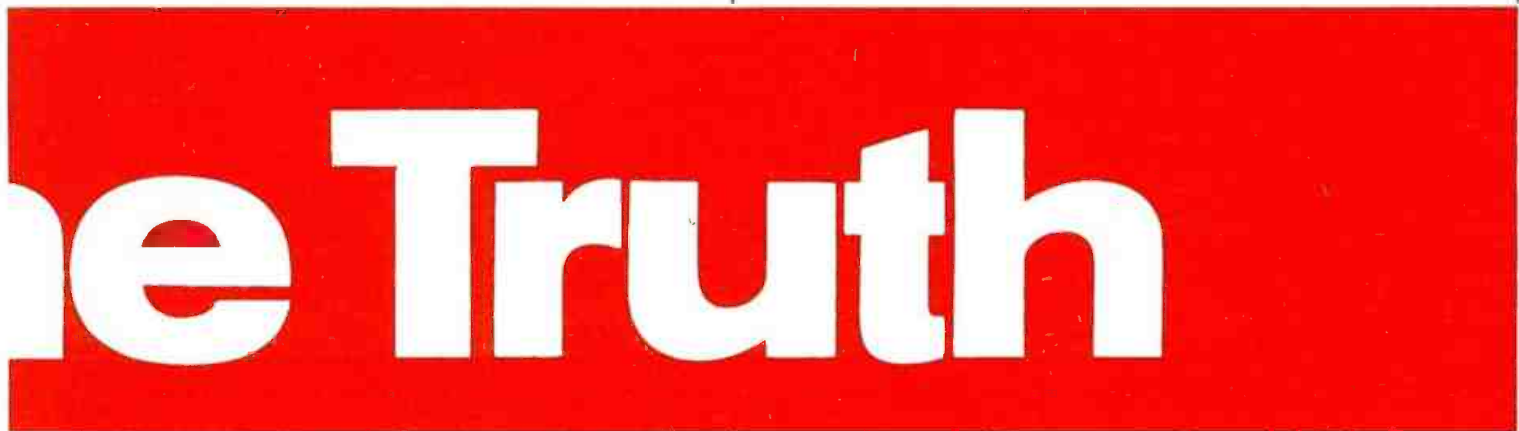
| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 | WOMEN 18-34 |
|-------------|-------------------|-----------|-----------|----------------------|----------------|----------------|
| | | RATING | SHARE | | | |
| WKBW | TELL TRUTH | 17 | 31 | 110 | 30 | 17 |
| A | Bowl for \$ | 15 | 27 | 89 | 31 | 18 |
| B | CBS Eve News | 12 | 22 | 79 | 20 | 11 |

BIRMINGHAM 6 P.M. (M-F)
NO. 1 in rating, share, homes and young women

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 | WOMEN 18-34 |
|-------------|-------------------|-----------|-----------|----------------------|----------------|----------------|
| | | RATING | SHARE | | | |
| WBRC | TELL TRUTH | 30 | 50 | 161 | 67 | 40 |
| A | NewsWatch | 17 | 27 | 74 | 24 | 9 |
| B | Truth-Conseq | 10 | 16 | 42 | 22 | 14 |

ALBANY, N.Y. 7 P.M. (M-F)
NO. 1 in rating, share, homes and young women

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 | WOMEN 18-34 |
|-------------|-------------------|-----------|-----------|----------------------|----------------|----------------|
| | | RATING | SHARE | | | |
| WTEN | TELL TRUTH | 21 | 37 | 105 | 28 | 15 |
| A | NBC Nght Nws | 19 | 34 | 91 | 22 | 12 |
| B | Truth-Conseq | 11 | 19 | 50 | 24 | 15 |



ORLANDO 7 P.M. (M-F) NO. 1 in rating,
share, homes and strong NO. 2 in young women

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 | WOMEN 18-34 |
|-------------|-------------------|-----------|-----------|----------------------|----------------|----------------|
| | | RATING | SHARE | | | |
| WESH | TELL TRUTH | 21 | 33 | 100 | 26 | 13 |
| A | Concentratn | 15 | 24 | 64 | 28 | 14 |
| B | World of Anmls† | 13 | 20 | 59 | 19 | 10 |

†Stripped

SAN DIEGO 7 P.M. (M-F)
NO. 1 (tie) in rating, share and homes

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 | WOMEN 18-34 |
|-------------|-------------------|-----------|-----------|----------------------|----------------|----------------|
| | | RATING | SHARE | | | |
| KFMB | TELL TRUTH | 13 | 23 | 71 | 26 | 12 |
| A | Merv Griffin | 13 | 22 | 71 | 27 | 13 |
| B | Mike Douglas | 10 | 18 | 55 | 21 | 12 |

INDIANAPOLIS 7 P.M. (M-F)
Strong NO. 2 in rating, share and young women

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 | WOMEN 18-34 |
|-------------|--------------------|-----------|-----------|----------------------|----------------|----------------|
| | | RATING | SHARE | | | |
| WLWI | TELL TRUTH† | 12 | 23 | 98 | 46 | 28 |
| A | Mod Squad | 11 | 21 | 104 | 50 | 35 |
| B | CBS Eve Nws | 12 | 22 | 97 | 30 | 14 |
| C | NBC Nght Nws | 13 | 24 | 108 | 27 | 13 |

†Increased lead-in (ABC News) by: 71% 92% 85% 119% 133%

WICHITA 6 P.M. (M-F)
NO. 1 in rating, share, homes and young women

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 | WOMEN 18-34 |
|-------------|-------------------|-----------|-----------|----------------------|----------------|----------------|
| | | RATING | SHARE | | | |
| KAKE | TELL TRUTH | 19 | 35 | 73 | 26 | 17 |
| A | 6 Nw/Wea/Spt | 15 | 27 | 57 | 19 | 8 |
| B | 6 Nw/Wea/Spt | 15 | 28 | 58 | 18 | 7 |

NASHVILLE 6:30 P.M. (M-F)
NO. 1 in rating, share, homes and young women

| STATION | PROGRAM | ADI | | TSA (000's) HOMES | WOMEN 18-49 | WOMEN 18-34 |
|-------------|-------------------|-----------|-----------|----------------------|----------------|----------------|
| | | RATING | SHARE | | | |
| WLAC | TELL TRUTH | 26 | 40 | 164 | 55 | 28 |
| A | Various† | 11 | 16 | 65 | 37 | 22 |
| B | Scene At Six | 23 | 35 | 140 | 47 | 21 |

†M—Hlywd Sqs, T—Trea Hunt, W—Camera, TH—Nm Tune, F—Hlywd Sqs

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All ratings shown are from the ARB TELEVISION MARKET REPORTS of NOV. 1975 (ADI). They are estimates only. Subject to certain effects and limitations described in the report.

but a recorded vote on a motion by Senator Wendell Ford (D-Ky.) showed that five of 18 members favored keeping the present system of six months standard, six months daylight savings time.

NBC defends employment at its WRC-TV

Additional filing at FCC rebuts allegations by NOW, claims station practices compare favorably with other outlets in area

NBC's WRC-TV Washington has been accused of discriminating against women in its employment practices and the Equal Employment Opportunity Commission has found "reasonable cause" to believe the station violated the antidiscrimination section of the Civil Rights Act of 1964. But NBC has filed material with the FCC that NBC says shows its record in Washington and WRC-TV's in hiring and promoting women and minorities "is unsurpassed in the broadcast industry."

The FCC had requested the additional employment information after obtaining a remand from the U.S. Court of Appeals in

Washington of the case brought by the National Organization for Women, which is opposing the commission grant without hearing of NBC's 1972 renewal application. And the remand was sought after EEOC filed a brief in the case saying it would have nothing to add to its findings that NBC was in probable violation of the Civil Rights Act.

In its comments, NBC credited "vigorous implementation of the WRC-TV affirmative action plan filed with the 1972 renewal application" with achieving "striking results." For instance, NBC said the number of women employed at its "Washington location" rose from 87 (or 20.3% of all employees) from the end of 1971 to 161 (or 29.8%), an increase of 85%, at the end of 1975. The increase in the number of minorities employed by NBC in Washington rose from 79 (18.4%) to 137 (25.3%), a 73% increase.

NBC cited data reported by stations to the commission and summarized by the United Church of Christ in its report on television station employment practices in 1975. This showed that WRC-TV had higher numbers and percentages of full-time women employees and minority employees than any other Washington television station and more women and minority employees in the top four jobs than any other station in the city, and a percentage of women employees in the top four job categories "substantially the same as the

unusually high percentages reported by two of the other four Washington stations.

In terms of full-time workers, WRC-TV has 86 women employees (34% of the total) and 76 minority group members (30%); and in the top four categories, the figures are 39 women (21%) and 46 minority group members (25%).

What's more, these figures stand up against all other stations in the top 25 markets. WRC-TV ranks near the top among the 122 stations in those markets in terms of women and minority group employees, both full-time and in top-job categories.

NOW's petition to deny was based on disparities between male and female employees in 1971, when WRC-TV's performance in employment of women and minorities began to improve sharply. But even in that year, NBC said, the station's record "was far ahead of most other stations." And, it added, "no disqualifying finding" based on WRC-TV's employment statistics could be made unless a similar finding were to be made for the entire broadcast industry—and for all other industries and professions as well.

FCC modifies slightly station ID requirement

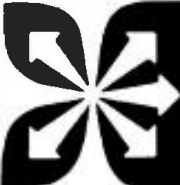
Licensee name can now be inserted between call letters and location; commission disposes of several other petitions regarding calls

The FCC in the past couple of weeks has disposed of a number of proposals concerning call signs. The net result of the actions is a change permitting broadcasters to insert the licensee's name between call letters and location during station identifications, rather than requiring the location to be announced after the call letters.

The proposal, advanced by Straus Broadcasting, was adopted by the commission last week. But at the same time, it rejected a proposal by William E. Loucks of KGMI(AM) Bellingham, Wash., that a promotional line, such as "the voice of," be permitted before the location.

In another matter, the commission rejected Storer Broadcasting Co.'s petition for reconsideration of a rule adopted in 1973 aimed at preventing "trafficking" in call signs. Storer's proposed modification would have permitted multiple owners to retain call letters of a station sold by transferring them to another of its stations.

The commission also rejected a request for a rulemaking that would ban the use of the same call signs for commonly owned AM-FM and TV stations. The petition for rulemaking, by Suffolk Broadcasting Corp., owner of WLPM(AM) Suffolk, Va., and Lincoln Broadcasting Co., licensee of WLDM(FM) Detroit, contended that identical calls on commonly owned stations give them an advantage over other stations in their markets. The commission staff felt the suggestion worth airing in a rulemaking, but the commission did not.



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|--|---|---|--|

76-6
2-9

Changing Hands

Announced

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

■ KROC-TV Rochester, Minn.: Sold by Southern Minnesota Broadcasting Co. to Quincy Newspapers Inc. for \$4,250,000 ("Closed Circuit," Jan. 26). Seller is owned by G. David Gentling who will retain KROC-AM-FM and who owns, with his son, G. David Jr., KTYD-AM-FM Santa Barbara, Calif. Buyer publishes *Quincy* (Ill.) *Herald-Whig* and owns 88% of WGEM-AM-TV Quincy and 100% of WGEM-FM there and WSJV(TV) Elkhart-South Bend, Ind. Ownership is in several family trusts. KROC-TV is NBC affiliate on channel 10 with 315 kw visual, 46.8 kw aural and antenna 1,260 feet above average terrain. Blackburn & Co. was consultant for buyer.

■ KMEQ-AM-FM Phoenix: Sold by Southwestern Horizons Inc. to B&D Broadcasting Inc. for \$900,000 plus \$600,000 non-competition covenant. Seller, subsidiary of Media Horizons Inc., is licensee of KDEF-FM Albuquerque, N.M.; WGNV(AM)-WFMN(FM) Newburgh, N.Y., and has sold, subject to FCC approval, KROD(AM) El Paso, Tex., and KDEF(AM) Albuquerque. Principals in buyer are Bruce M. Dodge and wife, Joan, and Gail Beauchamp. Mr. Dodge is board chairman of Tinker, Dodge & Delano, New York advertising agency, and Mrs. Beauchamp is vice president of same firm. Mrs. Beauchamp's husband, Jack, is vice president, general manager of WBAL-TV Baltimore. KMEQ(AM) is 1 kw daytimer on 740 khz. KMEQ-FM is on 96.9 mhz with 100 kw and antenna 1,560 feet above average terrain. Broker: Blackburn & Co.

■ KWAT-AM-FM Watertown, S.D.: Sold by Midland National Life Insurance Co. to Sorenson Broadcasting Corp. for \$571,000. Principal in seller is C.A. Sammons who has 80% interest in KTRN(AM) Wichita Falls and KIXZ(AM) Amarillo, both Texas; KELI(AM) Tulsa, Okla., and KHOG(AM) Fayetteville, Ark. Buyer is owned by Dean Sorenson and Jerry Simmons who also own KCCR(AM) Pierre and KYNT(AM) Yankton, both South Dakota. KWAT(AM) is 1 kw daytimer on 950 khz. KWAT-FM is on 96.1 mhz with 100 kw and antenna 290 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ WAMG(AM) Gallatin, Tenn.: 66-2/3% of Southern Broadcasters Inc. sold by I.D. Lewis and son, I.D. Lewis Jr., to Lee E. Raines, Jerril C. Joslin and John R. Phillips for \$249,400. Sellers have no other broadcast interests. Mr. Raines already owns 33-1/3% of station. Mr. Joslin owns real estate agency in Gallatin. Mr. Phillips is partner in Gallatin building supply firm and has real estate interests there. WAMG is 250 w daytimer on 1130 khz.

■ Other sales reported at the FCC last week include: KBAI(AM) Morro Bay, Calif.; KEZM(AM)-KSNS(FM) Sulphur and Lake

Charles, La.; KTMF(AM) New Prague, Minn.; WVBS-AM-FM Burgaw, N.C.; WCOK(AM) Sparta, N.C. (see page 58).

Approved

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

■ KGMQ(FM) Honolulu: Sold by Heftel Broadcasting Corp. to Aloha Broadcasting Co. for \$490,000. Principal in seller is Cecil Heftel who controls WHYI(FM) Fort Lauderdale, Fla.; KGMB-AM-TV Honolulu; KMAU-TV Wailuku, Hawaii; KEZK(FM) St. Louis; WKTQ(AM)-WSHH(FM) Pittsburgh, and has also sold, subject to FCC approval, KPAU(AM) Hilo, Hawaii, to Aloha (BROADCASTING, Oct. 20, 1975). Aloha's principals are Dick McKee and Thomas K. Reed. Mr. McKee is general manager of KOB-AM-FM Albuquerque, N.M., and Mr. Reed is Albuquerque investor. KGMQ is on 93.1 mhz with 100 kw and antenna 125 feet above average terrain.

■ Other sales approved by the FCC last week include: KHCS(AM) Phoenix; KLOM-AM-FM Lompoc, Calif.; WHHL(AM) Pine Castle-Sky Lake, Fla.; KAYT(AM) Rupert, Idaho; WCSJ(AM)-WRMI(FM) Morris, Ill.; WFDT(FM) Columbia City, Ind.; WBIC(FM) Henderson, Ky.; KSMO(AM) Salem, Mo.; WASC(AM) Spartanburg, S.C.; WALD-AM-FM Waltherboro, S.C.; WLAR(AM) Athens, Tenn.; KKUB(AM) Brownfield, Tex.; WCCN-AM-FM Neillsville, Wis. (see page 59).

Media Briefs

Stop that sale. KNOK Broadcasting Co., licensee of KNOK-AM-FM Fort Worth, has asked U.S. Court of Appeals in Washington to overturn FCC's approval of assignment of licenses of KKDA(AM) Grand Prairie, Tex., and KEZT(FM) Dallas by Republic Broadcasting to Service Broadcasting Corp. KNOK had asked for denial on grounds that Service was not qualified to be licensee and that KKDA's progressive folk format would not serve public interest.

Noel's hat in ring. Rhode Island Governor Philip Noel has announced he will seek Democratic nomination for Senate seat of retiring Senator John Pastore (D-R.I.), chairman of Communications Subcommittee.

Keeps trying. Rochester, N.Y., citizen group, Action for a Better Community, has appealed FCC order rejecting its petition to deny and granting renewal of license for WOKR-TV Rochester. Action had complained station's programing was not responsive to minority needs and said station discriminated against blacks in its employment.

Westbrook rock. Progressive rock station WRQN(FM) Westbrook (Portland), Me., will go on air Feb. 8. Barry Potter, former manager of WLOB(AM) Portland, Me., is new station's general manager.

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More obstacles pop up as broadcasting in the House takes a step forward

Speaker Albert makes last-minute maneuver for piece of the action, Jack Brooks makes his opposition known to resolution that moves out of subcommittee, up to Rules unit

The House Rules Ad Hoc Subcommittee on Broadcasting last week passed by a 3-to-1 vote a resolution to permit the unprecedented live broadcast of House floor proceedings. The resolution, which had proceeded up to then without obstruction, developed a last-minute hitch. The resolution provides that a special advisory board of the House Rules Committee police the system, but Speaker Carl Albert (D-Okla.) said last week that was his job. Despite the speaker's challenge the subcommittee cleared the measure and made arrangements to place it before the full Rules Committee tomorrow (Feb. 10).

There was some well-cloaked annoyance at Speaker Albert for speaking up so late; he telephoned the ad hoc subcommittee chairman, B.F. Sisk (D-Calif.), last Tuesday (Feb. 3) on the eve of the subcommittee's markup of the resolution to tell him that traditionally the speaker has complete control of the House chamber. The subcommittee wrestled briefly with an amendment during its markup that would have the Rules Committee and the speaker working jointly to oversee the broadcast system, but decided in the end to put off the decision.

It was difficult to determine what effect Speaker Albert's concern would have on the resolution. Representative Sisk said during the markup that although "we're dealing in a sensitive area here I see no insurmountable difficulties with the Rules Committee working in cooperation with the speaker." Referring to negotiations between the subcommittee and the speaker's office last week, Mr. Sisk said, "We're close to reaching an agreement . . ."

The resolution, H.Res. 875, provides for live radio and television coverage of all regular House proceedings from beginning to end. The networks and the Public Broadcasting Service would cooperate in providing, paying for and running the radio and TV equipment needed and would manage the live feed available to any broadcast station that wanted to pick it up live or excerpt from it. No restrictions would be placed on selection of materials for broadcast use. But the resolution would prohibit commercial sponsorship of live broadcasts and would ban the use of any of the material in political campaigns.

In addition the resolution provides for

a closed-circuit broadcast system, with TV monitors in the House leaders' offices and audio receivers in every congressman's office. The House would pay the networks for its use of the feed. Further, the measure provides that the Library of Congress would tape and store the broadcasts for use by congressional staff and the general public.

The networks would work under contract with the House, the contract to be renewed at the end of each year. They submitted a tentative rate card for users of the feed in 1976 to the subcommittee last week. It is detailed below for all but the radio networks and radio news services, the charges for which have not yet been determined.

These are tentative pool rates (daily, weekly, monthly, yearly). *Commercial VHF stations:* New York—\$25, \$150, \$300, \$3,000; Chicago, Los Angeles—\$20, \$75, \$150, \$1,500; next 10 markets—\$15, \$40, \$75, \$750; all other markets—\$10, \$20, \$30, \$300. *Commercial UHF stations:* all markets—\$10, \$20, \$30, \$300. *Commercial radio stations:* New York—\$5, \$22, \$45, \$450; Chicago, Los Angeles—\$5, \$12, \$23, \$225; next 10 markets—\$5, \$8, \$11, \$112; all other markets—\$5, \$5, \$5, \$45. *Public broadcasters:* television—\$10, \$20, \$30, \$300; radio—\$5, \$5, \$5, \$45. *CATV (per franchise system, per community):* over 50,000 subscribers—\$20, \$75, \$150, \$1,500; 3,500 to 50,000 subscribers—\$15, \$40, \$75, \$750; under 3,500 subscribers—\$10, \$20, \$30, \$300. *Other users:* audio monitoring (nonbroadcast)—\$5, \$5, \$5, \$45; audio and video monitoring (nonbroadcast)—\$10, \$20, \$30, \$300; United States Information Agency—\$20, \$75, \$150, \$1,500; Voice of America—\$5, \$12, \$23, \$225.

The resolution cleared the subcommittee with ease last week, but the one member who opposed it, Representative Del Clawson (R-Calif.), predicted that from now on "it isn't going to be that smooth sailing." A straw vote of the full committee had not been taken last week, but among those who oppose the bill is Rules Committee Chairman Ray Madden (D-Ind.). Despite the chairman's opposition, however, Mr. Sisk said last week that Mr. Madden has agreed at least to cooperate in bringing the resolution to a vote.

Further down the line lies another formidable opponent of H.Res. 875, Representative Jack Brooks (D-Tex.). Mr. Brooks, chairman of the Joint Congressional Operations Committee that first recommended House floor broadcasts, and author of a resolution to implement that recommendation, opposes this version primarily because it would have the networks in charge of the technical and financial operation of the system instead of the House (BROADCASTING, Dec. 8, 1975). He also opposes oversight of the system by the Rules Committee and favors instead creation of a new committee to do that. Too, Mr. Brooks wants the resolution to provide for a period of several months to test the new system.

An aide to Mr. Brooks said last week

that the congressman has several alternatives for pressuring for the changes he wants. He can, for example, ask that the bill be referred to another House committee with jurisdiction, such as the House Administration Committee. Or he can try to amend it when it reaches the floor. Or he can introduce a whole new resolution. The aide would not say if Mr. Brooks has any of the moves already in the works, only that "I don't think we've heard the last from him."

League of Women Voters takes advantage of new ruling on Section 315

It sets up five candidate debates and invites radio and television to cover; public broadcasting will carry prime-time events

Broadcasters are being offered their first opportunity under the FCC's revised administration of the equal-time law to cover debates among the major presidential candidates. The League of Women Voters Educational Fund is sponsoring a series of five debates to which it has invited candidates to argue political issues and radio and television to cover them live. The Public Broadcasting Service and National Public Radio have announced their intentions to broadcast the debates, titled *The '76 Presidential Forum*, gavel to gavel. The commercial networks are making no such commitment.

Last fall, the FCC reversed its long-standing opinion (since 1962) that candidate debates are subject to equal-time requests. In its new ruling, the commission gave the OK to coverage of candidate debates and news conferences if the events were covered live and in their entirety and if they were not under the control of either broadcasters or candidates. That decision is being contested in court by the Democratic National Committee, Representative Shirley Chisholm (D-N.Y.), the National Organization for Women and the United Church of Christ (BROADCASTING, Dec. 22, 1975).

The Public Broadcasting Service plans complete live coverage of the forums, each of which is scheduled to run about 90 minutes in prime time. PBS's coverage is predicated on a production commitment from the local PTV outlets in the cities where the debates are to be held. Such commitments were not firmed up last week, but most of the stations involved were planning coverage, funding being the question. Most hoped to obtain part or all of the money necessary from outside sources such as foundations.

National Public Radio is set up to cover all the debates.

An ABC News spokesman said the net-

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work has no intention of covering the forums live and in their entirety, but newsworthy developments in the forums would be covered in its evening newscasts. He also mentioned the possibility of requesting a waiver from the FCC to show tape delays of the entire debates at 11:30 p.m. Lawyers for CBS are studying the applicability of the new FCC ruling to the forums, and meanwhile are going to the first of them, in Boston Feb. 23, to "see if it's a viable event for coverage," said a CBS News spokesman. An NBC News spokesman said there had been "no formal approach" for coverage, and no decisions had been made.

All the major Democratic candidates, except for Alabama Governor George Wallace, have committed themselves to at least one forum appearance, said Ruth Clusen, president of the league. Neither President Ford nor Republican contender Ronald Reagan have signed up, however, she said. The White House has expressed interest in the second forum, in Miami March 1, she added.

The forums are scheduled to precede primaries in regions of the country. Boston starts off the series Feb. 23, followed by Miami March 1, New York March 29, Chicago April 26 and Los Angeles May 24. The forums will be held in halls that will hold up to 1,000 people. Mrs. Clusen said the public will have an opportunity to question the candidates.

The primary considerations: TV networks gear up for election coverage

ABC steers away from predictions toward analysis; CBS wants to deal with issues; NBC approaches it as a day-to-day news story; PBS goes for a weekly magazine-format show

The three commercial networks and the Public Broadcasting Service are planning different approaches to cover the upcoming primary campaigns.

Walter Pfister Jr., ABC News vice president in charge of special television news programs, foresees "issue and candidate-oriented coverage" for ABC. "The days of the terrible race to get primary election results on the air first," are no more, he said. The trend at ABC will be toward analysis and away from predictions, he said. "Accuracy is emphasized," he added.

CBS News's Sylvia Westerman, deputy director of news and political coordinator for news in daily campaign coverage, says, "Of course we're always concerned about being first; that race will never end. But our concern is to put [the results] in the proper perspective." For instance, she said, the Feb. 24 New Hampshire primary

will not be portrayed as a "microcosm of the country," but rather as an early primary with possible bandwagon effects. "It's a different world since 1972," said Ms. Westerman, who has been involved in election coverage since 1964 for CBS. The orientation is "heavily into issue coverage," not to the exclusion of candidate profiles but with less emphasis on "charisma factors." A good deal more economic coverage is planned since "it's become obvious we can do it well on television and the public does care," contrary to earlier doubts. Public interests in complex domestic and economic issues "translates in a political year to how the candidates will solve these problems," she said. The four-minute evening news interviews with candidates by Walter Cronkite (BROADCASTING, Nov. 10) will continue with efforts to keep them "hard news, not features."

Plans for NBC News are described by Richard Fischer, vice president, news operations, as fluid. "Politics is a news story," Mr. Fischer says, "We will cover it as such. We will be neither issue-oriented nor event-oriented nor candidate-oriented. We will cover the story as the news dictates and try to explain a very complicated story simply and clearly." Preceding a half-hour report on the New Hampshire results (11:30-midnight), NBC News will project election winners "shortly after polls close," with help from a survey to be conducted among voters leaving polling places throughout the state.

NBC News will conduct polls in six to eight primaries and 10 to 12 telephone polls, expected to run a tab "easily in six figures." Irwin Lewis is director of the election unit and NBC News poll, and Dr. Robert Riley is manager of the poll.

ABC News does not plan pre-primary surveys—Mr. Pfister thinks pre-primary polling is being "overdone" and says it will be more important at ABC to "report how the public *did* react and why." ABC does subscribe to the Gallup and Harris polls, but Mr. Pfister likes to quote the axiom: "Beware of polls bearing polls."

CBS News and *The New York Times* will collaborate on a series of polls beginning next month and continuing through the primaries and general election. In-person interviews at polling places and national telephone surveys will use a sample of about 1,500 people. Interpretation of results will be handled separately by CBS News and the *Times* (the two have collaborated on polls before, most recently on attitudes about New York City's fiscal crisis, conducted last fall). Warren Mitofsky, director of CBS News's election and survey unit, and Robert Chandler, vice president in charge of political coverage for 1976, will supervise the surveys for CBS News, with the stated purpose "to report the changing views of the electorate rather than to forecast the winners in specific elections."

Primary-hopping anchormen for each network will supply live reports from the field. John Chancellor and David Brinkley will co-anchor for NBC News on location in 10 primary states; Walter Cronkite will

travel to at least four primary states for CBS News; Harry Reasoner will go to New Hampshire for ABC News and anchor the rest of the primary coverage from New York.

Public television's major effort in primary and election coverage is *USA: People and Politics*, a joint effort of WETA-TV Washington and WNET-TV New York. *USA* is a magazine-style series that will begin on the eve of the New Hampshire primary and continue in 37 weekly half-hours through election eve. The series is budgeted at \$2.3 million, drawn from the two stations, the Corporation for Public Broadcasting, the Ford Foundation and reallocations from *Bill Moyers's Journal*, which has been cut from 26 to 31 episodes.

Wallace Westfeldt, executive producer of *USA* (formerly a producer with NBC News), outlined the main features: Foremost is Bill Moyers's report and commentary each week; regular contributions from correspondents Paul Duke, Lee Clark, Robert Sam Anson, Lisa Feiner and Charles Rose; a weekly photo essay by Magnum Photos; an unnamed humorist delivering "two minutes of irreverence;" weekly exploration of campaign rhetoric and news features and a "department of nonobjectivism," in which political statements from citizens will be heard. Broadcast live from Washington, the series will be supervised by Jerome Toobin, director of news and public affairs for WNET-TV, and Gerald Slater, executive vice president for WETA-TV.

Mr. Toobin says public television's coverage of election developments should offer a "challenging supplement" to the commercial networks' fare, concerned "almost entirely with analysis." The editorial thrust will be different from the networks—telling, for example "not how Reagan's doing, but what the representative voter is getting from the candidate on the issues," with some concern for the methodology behind the electioneering.

Press credentials for political conventions: deadline next month

The House Radio-TV Correspondents Gallery has set a March 19 filing deadline for applications for press accreditation for the Democratic and Republican national conventions. All broadcasters planning to attend must submit the following information: number of persons to be accredited, number of television crews, power and phone requirements, intention to do live broadcast or use radio frequency, citizen band or similar equipment, and parking or unloading permits in Kansas City. Applications should be sent to the Conventions Committee, House Radio-TV Correspondents Gallery, room H-320, U.S. Capitol, Washington, 20515.

The gallery will not accredit college stations and foreign broadcasters. Foreign broadcasters not participating in the net-

work pool are asked to file directly with Vince Clephas, Democratic National Conventions Committee, 1625 Massachusetts Ave. N.W., Washington, 20036, or Michael V. Miller, Republican National Conventions Committee, 310 First St., S.E., Washington, 20003.

Housing requests should be made under separate cover and should specify choice of candidate, delegate, or headquarters hotels or other preference. These choices should be sent to Mr. Miller, Media Housing, 1976 Republican Convention at the First Street address, or to Convention Press Housing, 1976 Democratic National Convention, Democratic National Committee, at the Massachusetts Avenue address. All media representatives attending the Republican convention should include all housing needs. Those news organizations without Washington bureaus are asked to apply directly to Republican local or state housing committees.

The deadline for requesting floor space at either convention was last Nov. 14 (BROADCASTING, Oct 27, 1975). According to the gallery, all space has been reserved.

First ratings for NIS are gratifying to NBC

Fall Arbitron shows dramatic boosts in some markets, says network

An analysis of last fall's Arbitron Radio rating books shows significant increases in audience and market rank for many stations since they subscribed to the NBC News and Information Service (NIS), NBC reported last week.

The increases ranged up to 700% or more in some demographics, according to NBC's summary, while market rank improvement took some stations from 12th and even 28th position to second or third among certain target audiences.

Stations singled out in the NBC release were its own WRC(AM) Washington, and WINZ(AM) Miami; KFBK(AM) Sacramento, Calif.; WBAL-FM Baltimore; KTSM(AM) El Paso, Tex.; WRR(AM) Dallas; KWBB(AM) Wichita, Kan.; WRNL(AM) Richmond, Va., and KARM(AM) Fresno, Calif.

For many stations Arbitron Radio's fall ratings were the first available since the NIS all-news service was launched last June. Thus far some 65 stations have subscribed to NIS. NBC officials say they expect that the ratings will accelerate the trend.

Anderson: spread the blame

Representative John Anderson (R-Ill.) said in a speech on the House floor that if Congress is truly concerned about getting as much network exposure as the President, it should open its chambers to live television broadcasts. Mr. Anderson is a member of the House Rules subcommittee that has readied a resolution that would

do just that, and he said he is hopeful that the full Rules Committee will pass the resolution early this month.

In reply to a recent congressional study that condemns the networks for allowing the President too easy access to air time (BROADCASTING, Jan. 26), he said, "I only regret that a more comprehensive and comparative study was not requested to indicate the extent to which networks have endeavored to present opposing points of view to those expressed by the President. ... It is certainly not fair to blame this all on the media."

Journalism Briefs

Primary network. Dartmouth College's WDCR(AM) Hanover, N.H., has enlisted 29 stations for its Dartmouth Election Network to cover state's presidential primary Feb. 24. Coverage, lasting four hours, is offered free of cost to participants, provided stations air commercial spots within news segments. Five one-minute spots per hour are going for \$280-360 per minute, bought so far by national advertisers. Feeds will be monitored by CBS's WEEI(AM) Boston and AP Radio, according to Richard Mark, network producer. Election coverage simulcast will be first major event on WDCR-FM, targeted to go on-air this month. FM, like its sister station, will be student run and commercial.

Honoring Considine. Former colleagues and associates of Bob Considine are setting up Bob Considine Journalism Scholarship Fund in memory of late newscaster, columnist and author. One or more scholarships will cover senior-year study at Ohio University College of Communications at Athens. Tax-deductible contributions may be sent to Bob Considine Scholarship, Ohio University Fund Inc., P.O. Drawer 869, Athens, Ohio 45701.

WMAQ-TV broadcasts draw \$56-million defamation suit

The Chicago police's deputy superintendent, Mitchell Ware, has filed a \$56-million defamation suit against NBC, its owned-and-operated WMAQ-TV there and three station employees. According to Mr. Ware, the suit—filed in Cook County Circuit Court—results from "repeated malicious false broadcasts which accuse" him "of criminal misconduct such as authorizing and operating an illegal prostitution operation and of attempting to frame Cook county's state's attorney, C. Bernard Carey."

The charges are specifically directed at WMAQ-TV reporter Russell Ewing but his anchorman, Floyd Kalber, and NBC Vice President and WMAQ-TV General Manager Lee Shulman were also named as defendants. As of last Wednesday, the defendants had not been served in the suit. Mr. Ewing chose to withhold comment until reading the charges. Ed Planer, WMAQ-TV news director, however, said he was "not too worried."

More news groups argue against Neb. gag order

As in previous filings, they say that there are other ways to protect right to fair trial and not step on First Amendment

The Supreme Court is being besieged by scores of news organizations requesting a ruling barring courts from imposing prior restraint on the media that cover judicial proceedings. Their concern stems from a Nebraska court's order that barred reporting of testimony taken in open court regarding a confession given by Earl C. Simants, accused—and later convicted—of the murders of six members of a Sutherland, Neb., family.

Judge Hugh Stuart of the district court of Lincoln county, Neb., who issued the order, said it was necessary to preserve the defendant's right to a fair trial. But the news organizations seeking reversal of Judge Stuart's order contend that the First Amendment prohibits one branch of government from dictating to the press what information will reach the public.

Petitioners in the case are a group of Nebraska news organizations, including the Nebraska Broadcasters Association, the Associated Press and the United Press. They have been joined in friend-of-the-court briefs by scores of parties, including the publishers of more than 50 daily newspapers, the American Civil Liberties Union, the three television networks, the Tribune Co. and the American Newspaper Publishers Association.

CBS and NBC were parties to one brief that included a number of major newspapers last month (BROADCASTING, Jan. 26). ABC joined 24 print organizations a week later in a brief which said that unless courts were barred from imposing prior restraint, judges and "perhaps magistrates" would have the power to censor reporting and comment on their own conduct.

Many of the pleadings make the argument that the kind of issue Judge Stuart issued is not necessary to preserve a defendant's right to a fair trial—that a judge has a full panoply of measures to preserve that right. Juries can be sequestered, for instance, trials moved, or jurors brought in from other areas, they say.

But the major argument involved the alleged danger the judicial gag order poses for the First Amendment. The Nebraska state supreme court, in upholding Judge Stuart's order, said the Nebraska organizations in their brief, have made "the publication of news depend upon what any given court may decide would be detrimental to a defendant at some future point in time. Not only this court's rulings but events over the last half century in other parts of the world, teach us that this can be the fatal first step in the censorship, subjugation or destruction of a free press."

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Programing

ABC pulls even with NBC in season Niensens

Third weekly win in a row makes for two-way second-place tie

ABC-TV, piling up points on the strength of four potential hit second-season shows (*Laverne and Shirley*, *The Bionic Woman*, *Rich Man, Poor Man* and *Donnie and Marie*), has finished on top in the national Niensens for the third week in a row. ABC's rating for the 21st week of the prime-time season (Jan. 26-Feb. 1) was 20.8, compared to CBS's 20.4 and NBC's 17.4.

Even more important to ABC, the winning week propelled it into a season-to-date tie with NBC (identical 18.1 ratings) for the runner-up spot to CBS, which has chalked up a 19.7 rating.

Spinoffs of existing hits have transformed Tuesday and Wednesday for ABC to the point where the network may end up putting a lock on both nights. *Laverne and Shirley's* (Tuesday, 8:30-9 p.m., NYT) 35.1 rating and 49 share on Jan. 27 represented the biggest numbers racked up by a premiering show in 10 years. *Happy Days* (Tuesday, 8-8:30 p.m.), *Laverne and Shirley's* parent, was lifted by the latter's debut into its highest rating (32.0) and share (46) of the year.

On Wednesday, ABC's *The Bionic Woman* (8-9 p.m.), a spinoff of *The Six Million Dollar Man*, continued to make hay, winning its time period with a 26.9 rating and 41 share on Jan. 28. These lead-in numbers nudged *Baretta* (Wednesday, 9-10 p.m.) into its best performance of the year, a 25.8 rating and 39 share.

ABC also won Friday for the second week in a row, with the *Donnie and Marie* variety show (8-9 p.m.) holding its own against NBC's sitcom, *Sanford and Son*, and the theatrical movie, "Deliverance," (9-11 p.m.) winning each of the half-hours of its time period and further solidifying ABC's status as the network with the hottest movie packages.

And not only theatrical movies. *Rich Man, Poor Man*, the 12-hour made-for-TV movie, registered a 22.1 rating and 35 share on Sunday, Feb. 1 (9-11 p.m.), and an even better 26.2 rating and 39 share on Monday, Feb. 2 (also 9-11 p.m.), making it a strong candidate for a regular series berth on ABC next September. (The final eight hours will be dealt out over the next two months—ABC has scheduled it on Mondays, from 10 to 11 p.m.)

It's not all good news for ABC, though. Two of that network's shows appear to be headed for cancellation: the prophetically titled *On the Rocks* sitcom (Monday, 8-8:30 p.m.) and *Almost Anything Goes* (Saturday, 8-9 p.m.). Both of them fell below a 25 share on their last times out. And the holdover *Swiss Family*

Robinson (Sunday, 7-8 p.m.) has suffered a steady decline over the last month or so; it, too, has fallen below the 25-share mark.

CBS programmers were cheered by the huge audience that tuned in to see Sonny and Cher in their first appearance together since their divorce. *The Sonny and Cher Show* (Sunday, 8-9 p.m.) harvest a 28.2 rating and 40 share. *M*A*S*H* (Tuesday, 9-9:30 p.m.), *One Day at a Time* (Tuesday, 9:30-10 p.m.) and *60 Minutes* (Sunday, 7-8 p.m.) continued to perform well for CBS, whereas *Popi* (Tuesday, 8:30-9 p.m.) looks like a definite loser (12.0 rating and 17 share on Jan. 27) and *Blue Knight* (Wednesday, 10-11 p.m.) and *Tony Orlando and Dawn* (Wednesday, 8-9 p.m.) are falling into the borderline area of mid- to high-20's shares that makes them uncertain bets to return for another season.

NBC came up with two second-season rays of hope last week: the debut of the Danny Thomas sitcom, *The Practice* (Friday, 8:30-9 p.m.), which delivered a healthy 21.7 rating and 34 share on Jan. 30, and *Chico and the Man* (Wednesday, 9-9:30 p.m.), which came up with a respectable 20.9 rating and 31 share in its new time period on Jan. 28.

On the negative side for NBC, Norman Lear's new sitcom, *The Dumplings* (Wednesday, 9:30-10 p.m.), got a poor sampling when it kicked off on Jan. 28 (16.2 rating and 24 share). On Monday, Feb. 2, *The Rich Little Show* (8-9 p.m.) got a less-than-adequate 19.4 rating and 27 share for NBC, the shifted *Joe Forrester* (9-10 p.m.) was squeezed by CBS's *All in The Family* and *Maude* and ABC's *Rich Man, Poor Man*, and managed only a 15.5 rating and 22 share, and the premiering *Jigsaw John* cop show (10-11 p.m.) came away with a sub-par 16.1 rating and 26 share.

Pasadena wants to turn the roses into greenbacks

Proposal to tax radio and TV coverage of New Year's Day parade draws promise of suit from CBA

A proposed Pasadena (Calif.) city tax on radio and television stations and networks covering the annual Tournament of Roses Parade there has drawn the ire of broadcasters and proved an inflammatory subject at last week's meeting of the California Association of Broadcasters in Newport Beach. The CBA said it will fight the proposed charge on coverage of the New Year's Day event, which the Pasadena officials have suggested as a way to earn additional revenue.

The event was covered last month by CBS, NBC and several local outlets.

The proposed ordinance would require a special business license for broadcasters, costing the equivalent of the highest amount charged for one-and-one-half minutes of advertising time during the parade. That was estimated to range any-

where from about \$50,000 to \$100,000 for the networks. Broadcasters covering 30 minutes or less of the parade would not be subject to the charge.

Harry Warner, CBA counsel, said he is preparing a brief for the city manager which will claim that such a tax on coverage of a news event is unconstitutional and that it would be prejudicial to broadcasters since print media would not be charged. He added that the networks too would fight to prevent the establishment of the tax because of the effect it could have on other special-event coverage.

BMI interprets victory in defeat

Judge rules music-licensing group cannot have interim rate adjustment, but says way is clear for recovery of losses if current suit against CBS is successful

A federal district judge in New York has ruled that Broadcast Music Inc. must wait a while longer—until litigation currently involved in an appeal is finally decided—before the court can consider adjusting the approximately \$1.7-million-a-year fee that BMI receives from CBS.

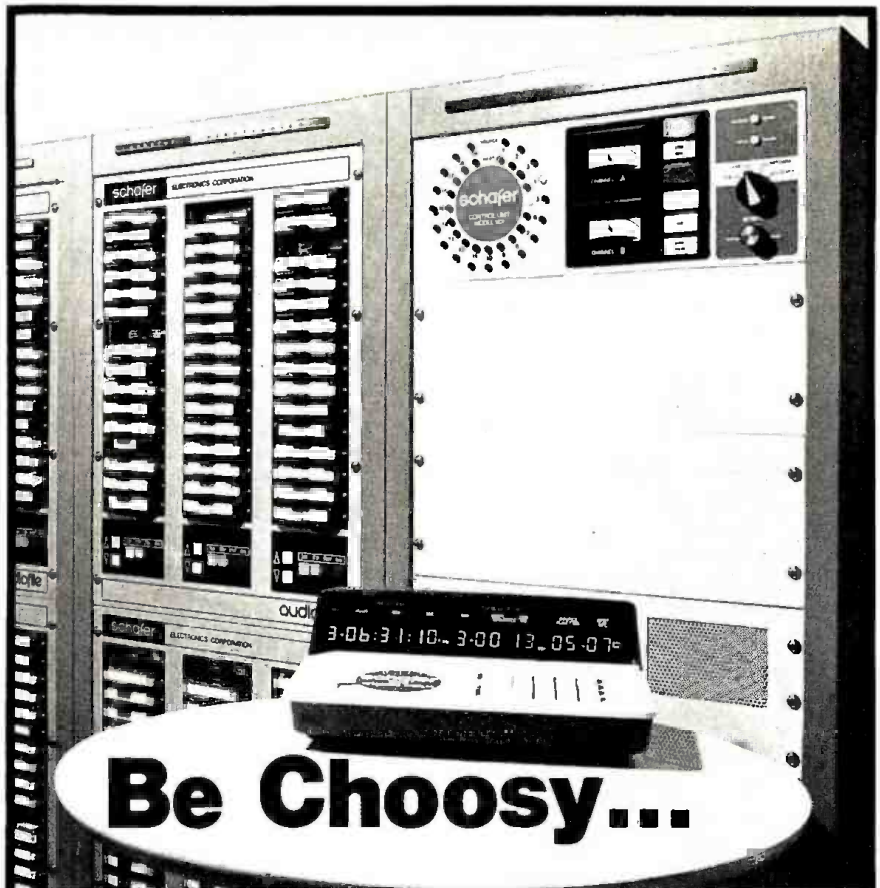
Although Judge Morris E. Lasker turned down BMI's request for an early adjustment, BMI officials drew some comfort from the language he used in doing so: Since the litigation has kept BMI "frozen in position" for five years and will keep it frozen "for some further period," he said, BMI should be free to recover losses as well as seek a rate adjustment if the litigation ends in its favor.

BMI won the first round last fall when Judge Lasker dismissed the suit in which CBS was seeking to compel BMI and the American Society of Composers, Authors and Publishers to issue so-called "per-use" music licenses (BROADCASTING, Sept. 29, 1975). BMI, whose payments from CBS had been set by the court on an interim basis pending outcome of the litigation, then asked Judge Lasker to enter a final judgment and adjust CBS's "interim" rate, which BMI contended was too low and did not reflect "the double-digit inflation" that had occurred since the rate was set in 1970 (BROADCASTING, Dec. 8, 1975).

CBS subsequently appealed the dismissal of its suit, and it is in this connection that Judge Lasker has ruled it would be "inappropriate" to consider adjusting the CBS rate now.

BMI felt it had accomplished "one major result," even so.

"Judge Lasker recognized and clearly states our efforts on behalf of BMI writers and publishers to affect a proper fee for their music used by CBS-TV," a BMI spokesman said. "The judge points to the fact that BMI has taken all steps within its power 'to free itself to negotiate with CBS.' He underlined CBS's refusal to negotiate



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and then properly compensate BMI writers and publishers for the great contribution they make to CBS programming and, consequently, to CBS income."

BMI is confident, he said, that the final determination "will result in the vindication of our position and financial recognition of CBS's constantly increasing use of the BMI repertoire."

WCKY protest adds new twist to issue of format changes

Listener group contends proposed sale of station and reduction by new owner in amounts of news and public affairs programming is contrary to public interest

The format-change issue troubling the FCC and broadcasters seems ever-present.

Even as members of the public and the broadcasting industry ponder questions the FCC posed in its inquiry aimed at determining the kind of role, if any, it should play in format-change cases (BROADCASTING, Jan. 5), the commission is confronted with a case—involving



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WCKY(AM) Cincinnati—that raises a new question: Does a station's format involve only a specific kind of entertainment programming, or does it include the total mix of programming?

And as the question was added to the commission's agenda, the staff was approving in a routine fashion a station sale that brings to mind the case that gave birth to the format-change issues—that of WKGA(AM) Atlanta, from GCC Communications to Ethel Holley, owner of WNEA(AM) Newnan, Ga., for \$250,000.

There was no serious opposition to the sale, as there was in 1968 when Glenkaren Associates Inc. proposed selling WKGA-AM-FM to Strauss Broadcasting Co. But then, Mr. Holley plans to retain the 1 kw daytime-only station's classical-music format. Strauss didn't.

It was the decision of the U.S. Court of Appeals five years ago overturning the commission approval of that sale without a hearing that jarred the industry, shook the commission and established the principle that listeners have a right in a station's format that cannot be trifled with—not, at least, if the format is the only one of its kind in town.

The court's decision calling for a hearing also chilled Strauss's interest in the stations. It accepted GCC's offer to buy the stations for \$675,000 and to retain the AM's classical music format, an offer that the citizen group that had opposed the sale to Strauss supported. (Strauss and GCC each sweetened the deal even more for the local residents by agreeing to provide non-commercial WABE(FM) Atlanta with \$40,000 to improve its facilities and program stereo classical music.)

GCC made news of a minor sort in connection with another format-change case last week. The record was closed in the FCC hearing the U.S. Court of Appeals in October 1974 had ordered in GCC's effort to acquire Zenith Corp.'s WEFM(FM) Chicago. The court, acting on an appeal by a group determined to preserve the station's classical-music format, overturned the commission's approval of the sale because it had not held a hearing on GCC's plans to abandon classical music for rock.)

The new question regarding formats was raised by a Cincinnati group, the Committee to Save Beautiful Music, in petitioning the commission to reconsider its approval without hearing of Post-Newsweek Stations' \$3.6 million sale of WCKY(AM) to Truth Publishing Co. (BROADCASTING, Jan. 5).

Although the committee was formed in response to Truth's announced intention to change the station's format from beautiful music to country and western, it filed its petition after Truth declared that the station would continue to play the same type of music it does now.

John F. Dille III, vice president of Truth, in informing the commission on Jan. 26 of the change in plans, cited two reasons. One was a wish to avoid a "conflict" with the station's listeners; Truth was aware of the "substantial" number of letters opposing the sale the commission had received. The other was ratings; WCKY

ranked second in the market in two Arbitron surveys of Monday-to-Sunday, 6 a.m.-to-midnight.

But the letter said nothing of Truth's plans to reduce the amount of nonentertainment programming the station would broadcast: News would be reduced from 13% of total programming to 8%, public affairs from 7.1% to 3% and other nonentertainment material, from 7.9% to 5.5%.

As a result, the committee filed its petition, although it was designed to attack an application that included a switch in entertainment formats. For the committee contends that the proposed changes in news and public affairs programming would represent a change in format; not only that, but a change in a "unique" format that should not be permitted without a hearing to determine if it would be in the public interest.

"Uniqueness does not lie in [WCKY's] beautiful music alone," the petition says, "nor exclusively in its excellent news or public service programming. Rather, it lies in WCKY's particular combination and emphasis on these three categories of programming."

To some observers, GCC's experience with WKGA and WEFM represents the kind of real-life problem broadcasters fear as a result of court decisions that tend to freeze formats desired by vocal members of a community, even if they are not in the majority.

GCC is a substantial company. It has controlling interests in four FM's—WIFI Philadelphia and WGCL Cleveland, as well as WGZC (formerly WKGA-FM) Atlanta and WEFM—and WCIX-TV Miami. It also operates some 300 motion picture theaters, most of them in shopping centers, 21 bottling and canning plants, and other enterprises.

Yet it felt compelled to give up on WKGA because of its "substantial operating losses," as it said in its assignment application, "in order to concentrate on the other broadcast interests." The station lost \$352,858 in 1954 and \$314,388 in 1973. (WGZC, which is being retained, is profitable as a rock station.)

As for WEFM, the story is similar. GCC took control of the station before the court stayed the effectiveness of the commission's order approving the sale. However, the court permitted GCC to continue operating the station provided it maintained the classical music format. GCC did, and, according to material introduced into the WEFM hearing record last week, the station experienced a loss of \$1,450,000 between January 1973 and October 1975.

Program Briefs

Reverts to O'Connor. O'Connor Creative Services, Hollywood, has resumed marketing responsibility for *Viewpoint*, commentary program with Senator Barry Goldwater (R-Ariz.) as host. Harry O'Connor, president, said that Mutual Broadcasting, which assumed marketing

activities for show when it started on that radio network last October, will carry program until Feb. 17. Former host of *Viewpoint* was presidential candidate Ronald Reagan.

Sports adviser. Consolidated Cigar Corp., New York, has retained Jack Dolph Associates Inc., New York, as counsel in area of sports on TV and to create, develop and implement sports programming concepts. Mr. Dolph formerly was director of sports for CBS-TV and commissioner of American Basketball Association.

Man for all seasons. WAGA-TV Atlanta has recruited from four local professional teams for rotating weekend sportscasters and for regular reports during week. Joined channel 5 this month are Curt Bennett of Flames (hockey), Lou Hudson of Hawks (basketball), Phil Niekro of Braves (baseball) and Alfred Jenkins of Falcons (football).

From handyman to marriage. Sands Radio Productions, New York, is offering radio stations two new series: *Your Handyman*, 260 one-minute segments on do-it-yourself home repairs for both apartment dwellers and home owners, and *Marriage, Before and After*, one-minute features on family and marital-relations problems. Sample programs are available.

Taxpayer help. Changes in personal income tax forms, such as new \$30 personal exemption credit, are explained in radio and TV spots being distributed by Internal Revenue Service, Washington.

Grey has done a turnabout on barter programs

Agency used to avoid them, now it's involved with six trade-deal shows

Grey Advertising Inc., New York, which had held barter syndication at arm's length in the past, has now embraced the approach wholeheartedly and is involved with six such program properties during 1976.

Henry Siegel, senior vice president and manager of media for Grey, said last week that the agency and particularly two of its top clients—Procter & Gamble and General Foods—feel the timing is appropriate for the program barter concept. He explained that many TV stations need but cannot afford to buy quality programs while at the same time there are advertisers willing to finance such shows if certain advertising requirements can be fulfilled.

Over the past three months Grey has announced these projects: *The Andy Williams Show*, 26 barter-syndicated half hours of music-variety-comedy for prime-access in the fall, cleared in 80 markets and sponsored by P&G; *The Spirit of '76*, 104 four-and-one-half minute animated episodes for children, already in 93

markets for various Grey clients for time-credit purposes, and *The Spirit of Independence*, 104 four-and-one-half minute animated segments, dramatizing for children the history of the U.S., now carried in more than 70 markets and financed by GF, also for time-credit purposes.

Last week Grey announced three new barter ventures: *The Hot Fudge Show*, 17 half hours of children's shows with puppets, live action, animation and "high social values"; *Hollywood Palace*, 26 half-hours to be produced by Yongestreet, which produced the network version several years ago, and *Coral Jungle*, eight one-hour specials about marine life among Australia's Great Barrier Reef.

Hot Fudge has been on WXYZ-TV Detroit for some months and new episodes will be produced for the syndicated show by a young, independent production group in Detroit, according to Mr. Siegel. It will be available for an April 1 start on a barter basis via General Foods, with distribution handled by MG Films Inc., New York, in association with Grey.

Mr. Siegel said *Hollywood Palace* is an attempt to bring a quality entertainment series into price access. It will be sponsored by a number of Grey clients ("we already have more than enough," he said). Mr. Siegel said Grey is now negotiating with two network-owned station groups and an announcement on stations and advertisers will be made shortly. The series is scheduled for a fall 1976 start.

The final project, *Coral Jungle*, is

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Moran did it before and does it again

One-time biggest Ford dealer revives TV blitz to sell Toyotas in Southeast states

A two-day, 33-market TV campaign that cost less than \$250,000 produced \$12.9 million in car sales for Southeast Toyota Distributors last month.

"This spot TV campaign is the most successful total merchandising effort in the history of the automobile business," said Al Hendrickson, Southeast Toyota's merchandising and marketing manager.

The campaign and its results were described by the Television Bureau of Advertising, which saw the 50-to-1 sales-to-advertising ratio as a highly promotable testimonial to spot TV.

The campaign, which covered 46 stations in Southeast Toyota's five-state area, was conceived by an old hand: Jim Moran, president of the Toyota group, who used TV to spectacular advantage in Chicago back in the early 1950's when he was head of Courtesy Motors, the number-one Ford dealer in the country.

To amass the funds for last month's campaign, billed as a Toyotathon, the 141 Toyota dealers in the group took a month's advertising budget and concentrated virtually all of it in TV on Thursday and Friday, Jan. 22 and 23. Approximately 40 commercials, all 30 seconds in length, ran from early evening to sign-off. In large markets two stations were used, in smaller markets, one station. The messages carried the names of all local Toyota dealers and emphasized big savings without mentioning specific prices.

Jess Duboy, president of Jess Duboy Agency, Richmond, Va., agency for Southeast Toyota, was on-camera spokesman, standing in front of a map of the

five-state marketing area while cars were shown rolling off ships and onto carriers for movement to the dealers.

Afterward Mr. Duboy had a tribute for spot TV. "Our target audience was adults 18 and over," he said. "With this concentrated saturation television campaign we reached not only our key buying group, but everyone—innumerable times. The payoff was the speed and the size of the response—3,000 cars sold at an average price slightly over \$4,000."

And that isn't all, said Southeast Toyota's Al Hendrickson: "The initial sales were phenomenal but this is not the end. We expect more sales over the next three to four weeks based on the campaign's momentum. Additionally, the total exposure of our fine quality product on television will assist us even further in coming months."

The states in Southeast Toyota's marketing area are North Carolina, South Carolina, Georgia, Florida and Alabama.

Advertising briefs

Legal minds changed. American Bar Association committee on ethics and professional responsibility has dropped plans to recommend easing of ban on lawyer advertising—at least temporarily. Committee decided to suggest only expanded directory and publication listings at Philadelphia ABA meeting which begins Thursday (Feb. 12), said it will make broader recommendations by August meeting in Atlanta.

X marks spot. Viacom Cablevision of San Francisco, Mission Cable Two of San Diego and Theater Cable of Beverly Hills, Calif., will air series of two-minute spots for Paramount Pictures' X-rated movie "Emmanuelle, The Joys of a Woman," which opens in those three areas on Feb. 11. Dick Ingber, director of field advertising for Paramount, said company was in effect forced to go cable route because most TV stations rejected Paramount's ad out of hand on grounds that X-rated movie was being hyped. Two-minute ad, Mr. Ingber said, is actual trailer which is shown as coming attraction in theaters, and that trailer has GP rating.

NCTA told hopes for distant-signal hinge on cable concessions in copyright area

Election of Harris to head new slate of officers and approval of '76 budget also highlight board meeting

The House Communications Subcommittee staff's report on cable, election of officers, the 1976 budget and copyright were the main items on the agenda at the National Cable Television Association's board meeting in Los Angeles last week.

As expected (BROADCASTING, Jan. 26), the new slate of NCTA officers will be Burt Harris, Harris Cable Corp., chairman; Daniel Aaron, Comcast Corp., vice chairman; Henry Harris, Cox Cable Communications, treasurer, and Ralph Baruch, Viacom International Inc., secretary. There were no contests for any of the four positions. The new slate takes office at the end of NCTA's convention in Dallas, April 4-7.

The board approved a balanced budget for 1976 of \$1.3 million—a slight increase over the 1975 budget of \$1.2 million. NCTA's pay-cable committee was budgeted for \$25,000—a sum which reportedly was not all Mr. Baruch, the committee's chairman, had hoped for. Concern had been expressed at the last executive committee meeting that pay-cable efforts should be beefed up to withstand the broadcasters' antipay-cable campaign (BROADCASTING, Jan. 26). Of course, many pay-cable functions are undertaken by the legal and government relations department as well as the public-affairs office and are part of their budgets.

The government-relations department which has seen the most reorganization and staff changeover is budgeted at \$45,000 less than its 1975 allocation of \$246,000. However, the 1975 budget was not entirely spent; the department used only \$179,000 last year. The budget provides for three professionals and two administrative personnel, excluding the salary of Chuck Lipsen, who is being retained as a congressional-affairs liaison on a consultancy basis until the end of this session of Congress.

The resignation of Chuck Walsh, general counsel, effective April 1 will add to the two holes on the government-relations team resulting in Mr. Lipsen and Carole Seeger's dismissal (BROADCASTING, Dec. 8, 1975). Sources say that Stuart Feldstein, vice president of legal affairs, may add the general counsel's title to his name. Kathy Hilton, research and information coordinator, reportedly will

assume Don Andersson's duties in statistical services when he leaves for Turner Communications (BROADCASTING, Feb. 2).

Harry M. (Chip) Shooshan, chief counsel, and Andrew Margeson, staff economist, of the House Communications Subcommittee, appeared before the board to elaborate on the staff's cable report (BROADCASTING, Feb. 2). Their message to the board was that the subcommittee's recommendations on distant-signal importation won't stand a chance on Capitol Hill if the cable industry refuses to accept copyright liability.

The main purpose of the report, according to Mr. Shooshan, was not to promote cable, but raise the cable regulatory issue. He told the board that hearings on cable legislation before the subcommittee should begin in March. Mr. Shooshan reportedly assured the board that Representative Torbert Macdonald (D-Mass.), chairman of the subcommittee, was seriously interested in legislation and this was not another report that will sit on the shelf. Messrs. Shooshan and Margeson viewed pay cable as the most significant new service cable can bring to the public and suggested the pay issue will be a rallying point for those opposed to the cable industry growth.

The board passed a resolution praising the staff study on CATV as "a major contribution to the debate on the proper role of cable television" in national telecommunications.

With the election of new officers, Barry Zorthian, Time Inc.; Nathan A. Levine, Sammons Communications; George Nichols, Clinton Cable TV; Bruce Lovett, American TV and Communications, and Alfred Stern, Warner Cable Corp., are due to go off the board. New at-large directors will be elected at the April convention, and reports of those in the running so far include: Richard Munro, Time Inc.; Bill Bresnan, Teleprompter Corp.; Marty Rifkin, American Television and Communications; Gustave Hauser, Warner Cable Corp., and Amos (Bud) Hostetter, Continental Cablevision Inc.

N.Y. pares public access

The New York City government has cut the amount of time available to any one producer on a public-access cable channel to one hour a week.

This move, according to Leonard Cohen, the coordinator of the New York City Office of Telecommunications, will open up the four mandated public-access channels (two each on Manhattan Cable, serving roughly the lower half of the borough, and Teleprompter, serving the upper half), to more users. Present rules allow producers to appropriate as much as seven hours a week.

In addition, the new rules say that public-access producers must change their programming at least once every two weeks to "prevent the endless repeats that some producers insist on showing," in Mr. Cohen's words.

An offer it can't refuse?

FCC suggests that cable system stop importation of radio signals into small market, even though there is no actual rule against it; commission says if CATV doesn't comply, it will come up with a rule

The Mohave Cable Co. in Lake Havasu City, Ariz., is pondering a request from the FCC that it voluntarily quit carrying four Phoenix FM signals about which a local broadcaster has complained. Mohave's

failure to grant the request could result in the commission's adoption of rules affecting not only Mohave, but all cable systems, or so the commission's Cable Television Bureau has warned the company.

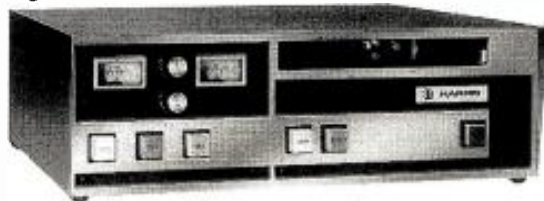
The broadcaster involved is Shoblom Broadcasting Inc., licensee of KFWJ(AM) and KBAS(FM) Lake Havasu. It contends that Mohave Cable is in violation of "interim processing procedures" the commission adopted in February 1972 pending the adoption of rules governing cable systems' carriage of radio signals. Under the procedures, the commission will not process applications for certificates of compliance which propose the importation of radio

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Mohave, however, contends that violation of interim procedures is not among the actions against which the commission may bring a cease-and-desist order. Furthermore, it says that there is nothing in the interim procedures to prevent a cable system from adding distant or local radio signals to its list of services after receiving a certificate of compliance from the commission—which is what Mohave did.

The FCC, in a letter signed by Cable Television Bureau Chief David Kinley but written at the direction of the commission, agreed that nothing in the Communications Act or the agency's rules "explicitly prohibits" Mohave's carriage of the four Phoenix FM stations. But, it added, "the commission believes that the public interest is disserved by this type of radio signal carriage. Accordingly, the commission believes that a voluntary discontinuance of Mohave Cable's carriage of the Phoenix FM radio stations would be appropriate."

If the system decides to continue its carriage of the Phoenix stations, Mr. Kinley added, the commission will consider another approach—"the adoption of rules to prohibit this type of radio signal carriage." Mohave's response is due next month.

The situation in Havasu City is not the first one to prompt the commission to request a voluntary cessation of service by a cable television system. Last June, the commission asked a system in St. Thomas, Virgin Islands, to stop carrying programs of the Armed Forces Television station at Roosevelt Naval Station in Puerto Rico. The commission noted that there was no law or rule prohibiting such carriage, but said that if the system did not comply with the request for voluntary termination, "the commission will consider the commencement of appropriate formal proceedings." The system complied.

Cable agrees with FCC: Do away with required local rate regulation

The abolition of mandatory cable rate regulation by local authorities (BROADCASTING, Jan. 5) was well received by cable groups in comments that were filed in advance of the FCC's extended deadline of March 12.

The FCC proposal suggested rewording the rules to allow the franchisor to regulate cable rates only if it wants to do so. An alternate suggestion was to delete the section altogether.

The Florida CATV Association, supported in joint comments filed by Cox Cable, Sammons Communications and other cable operators, said the change would "solve numerous problems" since "it is quite clear that most local franchising authorities do not have the expertise to

engage in what can be a complicated rate process."

While favoring the change, the New York State Commission on Cable Television was worried that it might be the "first step by the commission" toward "a prohibition" of local regulation. It agreed though that rate regulation is "properly a matter of state and local concern" and it "would be administratively clearer to leave these matters to the discretion of nonfederal officials."

FBI said to be looking into Shapp cable sale

The FBI reportedly is investigating the sale in 1971 of a Williamsport, Pa., cable system by Pennsylvania Governor and presidential candidate Milton Shapp.

The FBI would not confirm or deny whether it is conducting such a probe, and Governor Shapp refused comment on newspaper accounts of the investigation.

Mr. Shapp, a CATV pioneer and one-time head of Jerrold Electronics, had sold the system for a \$2 million profit after becoming governor, reported the *Philadelphia Evening Bulletin*. Two months before the sale was finalized, Mr. Shapp received a 25-year franchise for the system at a 1% franchise fee, said the *Bulletin*. Two of the Williamsport councilmen involved in the franchise grant later wound up on state payrolls at higher salaries, it was reported.

Involved are possible improprieties under the Hobbs Act, which concerns public officials and money received while in office.

NATO works to prevent theater-pay TV clashes in scheduling movies

Association will publish pay-TV availability dates in newsletter

The National Association of Theatre Owners has gained the cooperation of some major film distributors to furnish the availability dates of motion pictures on pay cable television. The information will be published in NATO's newsletter.

NATO is concerned that many theater owners, especially those in the smaller markets, are booking films only to find them appearing on local pay television near the same dates as the box office run. NATO hopes that by publishing availability dates, its members will be able to book movies at a time when the potential audience would not be affected by pay cable telecast.

United Artists, Columbia and American International Pictures, NATO also reported, will now require that pictures not be advertised earlier than 30 days before their exhibition on pay cable or other forms of pay television. Theater owners are concerned that pay cable advertisements running too close to box office showings have lessened the theater-goer's appetite.

Is FCC barking up wrong pole?

Utility says agency lacks power to regulate cable attachment fees as NCTA and Ohio system want

The cable television industry's effort to involve the FCC in the regulation of pole-attachment rates charged by utility companies is "frivolous" and constitutes "harassment" and coercion. It is also an attempt to insinuate the commission into regulation it has avoided.

Those are some of the reasons the Toledo Edison Co. gave the FCC last week to dismiss a petition filed by Continental Cablevision of Ohio Inc. and the National Cable Television Association to order Toledo to show cause why its industrial radio licenses should not be revoked (BROADCASTING, Jan. 19).

The basis of the petition was a dispute over the rates Toledo wanted Continental to pay for using the utility's poles. The petitioners said that Toledo had used its "total monopoly" of poles in attempting to force an agreement that Continental felt was unreasonable. They said the commission's licensing power is an "appropriate and flexible" means for assuring that Toledo Edison's conduct does not adversely affect the commission's regulation of cable television.

Toledo Edison, however, said the commission lacks the jurisdiction to regulate the terms and conditions of pole attachment contracts between electric utilities and cable television systems. It said the commission in September "refused to regulate" in that area and that Chairman Richard E. Wiley said in a speech that if it had voted on the question, the commission probably would have declined to assert jurisdiction (BROADCASTING, Oct. 6, 1975).

The commission cannot do indirectly what it lacks the jurisdiction to do directly, simply because it has a "grip" on a particular company, Toledo Edison said.

The company also rejected the petitioners' argument that the anticompetitive issues involved justify the commission's entering the dispute. Any antitrust considerations entertained by the commission must be in areas in which it has jurisdiction, Toledo Edison said. And the regulation sought by the petitioners, it added, would result in FCC regulation of the nation's 3,000 electric utilities—which would be beyond the scope of the Communications Act.

Toledo Edison also said the relief sought—revocation of its industrial radio licenses—would not be in the public interest. That would mean the denial of "electric, gas and steam utility service to residences, businesses and farms in Northwest Ohio," the utility said. The request for the show cause order, it added, "simply highlights the specious and frivolous nature of the petition."

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AM stereo group gets down to work on proposals

Three systems are submitted for test by industry committee; fourth will go straight to FCC

RCA, Sansui Electric Co. and Comm Associates Inc. of Hicksville, N.Y., have proposed AM stereo broadcast systems to a newly organized National AM Stereophonic Radio Committee, which will analyze and begin testing the systems for a report eventually to be submitted to the FCC. The committee expects other manufacturers or inventors to come forward.

The committee, formed as a joint venture of the National Association of Broadcasters, the Electronic Industries Association, the Institute of Electronic and Electrical Engineers and the National Radio Broadcasters Association, hopes to assess all AM stereo projects before writing its report on the feasibility of stereo AM broadcasting. The report is not expected for at least a year, but it could initiate an FCC rulemaking.

The RCA proposal is basically a modernized version of an AM-FM system proposed to the FCC some 15 years ago. When RCA took its AM stereo proposal to the commission in 1963, the FCC declined to undertake a rulemaking because it wanted to give FM stereo a chance to get off the ground before allowing AM to broadcast in stereo.

The original RCA system had been field tested at WRCA(AM) New York (now WNBC). The updated system is still in the blueprint stages and no prototype has been constructed. The system is based on frequency modulation of the carrier to allow complete compatibility with present AM receivers.

The Sansui system is a double-sideband operation using various phase shifts on the sidebands and input audio. In normal AM broadcasting, the lower and upper sidebands are in phase with each other and are created as a byproduct of the carrier. Sansui creates the sidebands independently and therefore can control the information that each carries, making a stereo signal. When the two channels are mixed, there is no center buildup. AM listeners with monaural sets will receive all levels in balance. Parts of the system have been built and tested, according to a spokesman, but, like RCA, Sansui has completed no prototype.

The third proposal came from William Hayes of Comm Associates Inc. in Hicksville, N.Y. Mr. Hayes's system involves separately generated upper and lower sidebands which are then filtered to give a total transmitted signal. The "frequency aperture modulation" system, devised in Mr. Hayes's basement, produces a suppressed carrier signal.

Kahn Research Laboratories, Freeport, N.Y., which has tested its asymmetrical sideband stereo system over WFBR(AM) Baltimore (BROADCASTING, Nov. 10, 1975) made no proposal to the AM stereo committee. The company's president, Leonard Kahn, favors going straight to the FCC to avoid delays that he says are "built into" committees such as the AM stereo group. He plans to present a stereo AM broadcast proposal to the FCC within six months. "There is no question that we are going ahead with stereo AM," said Mr. Kahn, "after spending 15 years of difficult research to get where we are today."

Chairman of the AM stereo committee is Harold Kassens, of the Washington consulting engineering firm of A.D. Ring & Associates.

The National Quadraphonic Radio Committee, charged with a task not too different from the one facing the AM stereo group, spent four and half years preparing its recommendations to the commission.

PBS to look to skies in Los Angeles

Member stations will vote on proposal to replace present land lines with satellite network; better picture quality, extra transmissions, economy are cited as virtues for TV

When the annual membership meeting of the Public Broadcasting Service convenes in Los Angeles this week, the chief item of business will be whether the present terrestrial land-line interconnection should be replaced by a satellite network. If voted by the stations, it will be subject to ratification by the PBS and Corporation for Public Broadcasting boards, meeting separately a day later.

Lead applications for ground stations would be filed shortly thereafter with the hope that construction could begin in the fall of 1976 and the completion of a nationwide satellite network by the summer of 1978.

Contracts with Western Union to furnish the space segment and the Collins Radio Group of Rockwell International Corp. for ground equipment are 90% complete and could be finalized once the stations and respective governing boards approve the change.

Each station would be required to come up with \$25,000 as its share of the total satellite cost. It is acknowledged that some smaller market stations may find such an expenditure difficult and, accordingly, PBS would guarantee local loans or provide a loan itself from a fund set up by taking \$5,000 off each station's contribution.

As envisioned in the satellite proposal, each licensee would own and operate its

own receive-only earth terminal. Any station that would not go along with the satellite plan, if approved, would of necessity be cut off from PBS feeds since the system could not provide both satellite and terrestrial service. Taped programming available from the PBS library would continue to be available.

Financing for the \$38 million plus capital equipment costs for the proposed system is expected to be provided by Prudential Life Insurance and Equitable Life Assurance companies. Approximately \$6 million will be put up front to insure the \$32.5 million loan by PBS (\$600,000), CPB (\$600,000), the Ford Foundation (\$1.2 million plus) and \$3.3 million will be provided by each station's contribution of \$20,000.

CPB voted several weeks ago (BROADCASTING, Jan. 19) to commit \$9.3 million annually over the next 10 years to provide for servicing the debt, satellite operating costs and transponder rental. That cost was agreed to because it represents no increase to the amount of money CPB annually commits to AT&T for maintaining the terrestrial long line interconnection system.

The advantages to public broadcasting in satellite distribution are several. For the first time it would enable more than one simultaneous program transmission, allow member stations to choose between three time slots and decide when to run a nationally fed program. (The PBS satellite plan calls for leasing three transponders on the Westar satellite to compensate for time zone differences. A fourth transponder is anticipated a year and half after the entire system is operational.)

From a technical standpoint, a satellite system promises better signal quality since it does not have to rely on a series of "hops" along the transmission route that ordinarily degrades signal quality.

Simultaneous programing could lead to the creation of a "second channel" for afternoon programing in cities served by more than one public TV station. One station could provide the regular children's and in-school instructional type programs, while another could provide live gavel-to-gavel coverage of congressional activities or develop a "university of the air" program.

Economy is another key element in the satellite picture. PBS estimates that approximately \$11.5 million would be saved over the cost of using the present terrestrial system at the end of 10 years. (If PBS estimates are wrong and there should be cost-overruns, PBS will bear those costs.)

That last advantage does not apply to radio, however, and therefore has held up plans as to how National Public Radio could be served by the public satellite system. NPR now relies on a single, non-stereo, non-high fidelity terrestrial channel for interconnection at a cost of \$700,000-\$800,000 annually. Putting NPR on satellite would multiply those costs and what must be decided in the next several months is which plan would be

most cost-effective.

An idea to implant radio signals on the same transponder that provides video and audio TV transmissions was rejected because of interference that could result. Currently, NPR, along with the Satellite Working Group (PBS, CPB, NPK and Ford Foundation consortium) is looking into other possibilities.

One clear option—and the most expensive—would be to have a separate transponder for radio. According to Henry Loomis, CPB president, NPR would go that route if no other option is feasible. The technical advantages for radio, such as stereo capability, are too great to leave radio on the ground.

In the PBS satellite scheme each TV licensee would own its own receive-only earth station. In cities where both public television and public radio outlets exist, the TV station would own the terminal and guarantee access to radio. Each entity would own its own receiver equipment.

In about one-third of the cities served by NPR there is no public television outlet and radio would own its own terminal. Such a terminal intended for radio use only is much cheaper than the approximate \$100,000 required to build each TV receive-only terminal.

The proposed PBS satellite system envisions 165 PTV licensees with their own receive-only terminals linking over 260 stations with a master origination terminal to be located in the Washington

metropolitan area. (The vendor for that terminal, estimated to cost about \$5 million, has not yet been selected.) New public TV stations will be added to the system as they begin service. The 165 base figure already includes 10 more licensees than are presently operating in estimating for 1978 when the satellite system is completed.

In addition, the PBS proposal calls for five regional transmit stations to be located in each of five regional areas as the stations in that area decide. The total cost for such two-way capacity is estimated at \$250,000 per region. Complementing those regional uplinks would be one transportable transmitter that could be used by any station wishing to originate programming. Additionally, PBS's tentative agreement with Western Union—to the extent permitted by the FCC—would allow public television to use WU's five ground transmitters located throughout the country on a scheduled basis.

(Western Union also hopes to be able to use PBS's ground facilities to extend its capabilities as part of the tentative agreement. That provision is secondary, however, and not part of the proposal for a PBS satellite network that is to be submitted to the FCC. Once the public broadcasting system is in place, Western Union will request FCC approval for its plan to use PBS facilities, and PBS has agreed to support that request with the provision that individual stations that own the ground

facilities can refuse if they choose.)

Under the proposed Western Union agreement, PBS would pay \$800,000 per transponder per year. The additional fourth transponder would be leased for \$750,000 annually. The initial seven-year contract being negotiated would allow PBS to renew for another four years at a transponder cost not to exceed \$900,000. Should the commercial tariff rate of \$1.2 million per transponder be reduced or increased above \$2.2 million, then PBS's contract would reflect those changes.

Ground stations would be co-located with station studios in as many cases as possible to realize increased savings. For about 45% of PTV outlets (75 stations), that will not be possible and microwave connecting facilities would be provided by Western Union.

Public broadcasting's move towards a satellite network has been two years in the making. If the member stations give the green light next week, it will be two more years—1978—until a complete nationwide satellite system becomes a reality for PBS.

Technical Briefs

Captioning proposal. FCC announced rulemaking (Docket 20693) based on Public Broadcasting Service's proposal to allow captioning of TV programs for deaf. Vertical blanking interval would be



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used (BROADCASTING, Dec. 1, 1975). Comments are due March 10.

Microwave transmitters. Tepeco Corp., Rapid City, S.D., is making available solid state microwave transmitters—TEM-7 (7 ghz) and TEM-13 (13 ghz)—for portable electronic news gathering, remote pickups and intercity relay broadcast applications. Both feature digital frequency control, continuously variable frequency adjustment and micrometer frequency dials.

Hand-held camera. Philips Audio Video Systems Corp., Mahwah, N.J., is marketing hand-held lightweight camera, LDK-11, for on-site television assignments. Camera head with lens weighs 15 pounds and comes with 19-pound backpack. Camera may be battery run or AC-powered for use as portable unit or cable-connected remote-controlled camera.

European sales. Airpax Electronics Corp.'s American Data Division, Huntsville, Ala., has been awarded two European contracts, totaling \$570,000, for audio/video switching equipment. Customers are Radio Television Belgrade (Yugoslavia) and Hospital Geneva (Switzerland). Airpax has reached agreement to merge into North American Phillips, subject to approval of both boards and Airpax stockholders.

Cairo purchase. Ampex Corp., Redwood City, Calif., has signed \$3.5-million contract with Egyptian Federation of Broad-

casting and Television in Cairo to provide video-tape equipment. Order includes two custom-built mobile video vehicles, 13 AVR-2 video-tape recorders, new switching and routing system and test equipment. Shipment is scheduled for mid-1976.

RCA splits domsat from Globcom

Domestic service set up as separate operation; Schneider is president of RCA Americom

RCA has formed RCA American Communications Inc. as a wholly owned subsidiary to own and operate its domestic communications satellite system.

Philip Schneider, executive vice president of RCA Global Communications, where he was responsible for development, construction and marketing of the RCA Satcom system, will be president of the new subsidiary, reporting to Howard R. Hawkins, president of the RCA Communications group. Harold W. Rice, responsible for RCA Satcom services and special projects at RCA Globcom, will be vice president, operations, of RCA American Communications, which will also be known as RCA Americom.

RCA sources said the subsidiary was



Schneider



Rice

formed as a result of a ruling by the FCC, which held that RCA Globcom, an international operation, should not operate a strictly domestic service.

The RCA Satcom I spacecraft was launched last December (BROADCASTING, Dec. 15, 1975). Officials said it is currently undergoing in-orbit testing and is expected to be ready for commercial operation in late February. RCA has been providing domestic satellite communications service since December 1973, using leased facilities on Canada's Anik II satellite and later on the Westar II spacecraft.

More DA latitude endorsed by engineers

Citing the greater flexibility afforded designers, comments to the FCC from consulting engineers are in favor of the commission's proposed change in directional antenna limitations.

The revisions, suggested by the Association of Federal Communications Consulting Engineers in an FCC rulemaking petition, would permit that "in the initial design of the radiation pattern of a proposed directional antenna for a standard broadcast station, the effective field (RMS value) of the pattern may be set at some desired value" by reducing the power levels as long as the RMS of the pattern will not be lower than the 1-kw level for that class of station.

AFCCE said the change will give design engineers more flexibility in adjusting the initial pattern size than the present rules which require that the radiation patterns be constructed in a prescribed "standard" pattern format.

The present method, said Robert A. Jones, consulting engineer, sometimes requires the use of "towers of limited electrical length in order to meet certain radiation restraints. The result is that the driving point resistances are unattractive and the problems for suppression of undesired skywaves at night are multiplied."

The changes will allow the RMS to vary between certain upper and lower limits with no required showing of the level of the power input to the array to produce a pattern less than the maximum size. "We feel," said the engineering firm of Hatfield & Dawson, "these proposals would allow a more realistic and practical method of adjusting pattern size than has heretofore been available."



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Media

George Reeves, VP, business affairs, West Coast, ABC Television, named VP, business affairs, with responsibilities for both East and West Coast offices. He will continue to make his headquarters in Los Angeles.

J. Grandel Jones, VP, acquisitions, CBS Inc., named VP, CBS/Columbia Group. He is succeeded by **Nathan Snyder**, executive VP, Ban-Cal Tri-State Corp. of Bank of California, San Francisco. Both Mr. Jones and Mr. Snyder will report to **John J. Manion Jr.**, development VP (BROADCASTING, Feb. 2).

Steven Berger, general manager, WPEZ(FM) Pittsburgh, named VP/general manager.

Steve Jacobs, general sales manager, KTAR(AM)-KBBC(FM) Phoenix, named president, KEZL(FM) San Diego.

Jack C. Clifford, president/general manager, WXIA-TV Atlanta, has resigned due to differences of opinion with management of licensee, Combined Communications Corp. Successor has not yet been named, nor has Mr. Clifford announced his immediate plans.

C.R. Gilreath II, assistant manager, WEOO(AM) Smithfield, Va., promoted to manager.

Rick Weinkauf, sales manager, WDAE(AM) Tampa, Fla., named VP/general manager of co-owned WAIV(FM) (formerly WPDQ-FM) Jacksonville, Fla.

Larry Pickard, news/public affairs director, WCVB-TV Boston, promoted to public affairs VP.

V. Richard Good, VP, Broadcast Training Inc. (Columbia School of Broadcasting), San Francisco, named general manager, KEOS(AM) Flagstaff, Ariz.

National Association of State Radio Networks elected officers: **Gene Craft**, Texas State Network, Fort Worth, president; **Don Kennedy**, Georgia Network, Atlanta, first VP; **Kenny Belford**, Oklahoma News Network, Oklahoma City, second VP; **Tom Longfellow**, Arkansas Radio Network, Little Rock, secretary-treasurer.

John E. Franks, president-general manager, WHIM-AM-FM Providence, named president, Rhode Island Broadcasters Association.

A.A. Heckman, president, Jerome Foundation Inc. and representing KTCA-TV Minneapolis, and **George T. Piercy**, senior VP, Standard Oil Inc. and representing WNET(TV) New York, elected to Public Broadcasting Service board of governors for three-year terms. **Mrs. Edward N. Cole**, WTVS(TV) Detroit; **Alfred C. Galloway**, WDCN-TV Nashville; **Ralph B. Rogers**, KERA-TV Dallas; **Barbara Roper**, WMFE-TV Orlando, Fla.; **John W. Ryan**, WTIU-TV Bloomington, Ind., and **Ann Stranahan**, WGTE-TV Toledo, Ohio, re-elected to 25-member board.

William E.C. Hennessey, development director, Connecticut Public Television network, Hartford, named development VP.

Broadcast Advertising



Vedder



Isham

B. Blair Vedder, chairman of Needham, Harper & Steers Advertising Inc., Chicago, elected president of parent Needham, Harper & Steers Inc., succeeding **James L. Isham**, who becomes vice chairman of NH&S Inc. **Paul C. Harper** continues as chairman and chief executive of NH&S Inc. **Frederick D. Sulcer**, president of NH&S Advertising, becomes chairman of NH&S International. **Marshall Clark** moves from executive VP to president of NH&S International, and **Peter A. Nelson**, senior VP of NH&S Advertising, becomes executive VP of NH&S Inc. and member of NH&S Inc. board.

Walter Bowe, broadcast supervisor, Foote, Cone & Belding, New York, named VP/associate director of broadcast.

George Sproul, retail/developmental sales manager, CBS-owned KNXT(TV) Los Angeles, named director, marketing and development, CBS Television Stations Division retail sales staff, New York.



Loughrane

Barry Loughrane, executive VP/managing director, Gardner Advertising, St. Louis, named president. He succeeds **Warren Kratky**, retired. Mr. Loughrane joined Gardner in 1973, and previously was with Doyle Dane Bernbach and Ogilvy & Mather.

James E. Baloyianis, assistant sales manager, Atlantic team of Katz Television Inc., New York, named sales manager.

Warren P. Aldoretta, TV art director/producer, J. Walter Thompson, New York, named VP.

Shel Stuart, broadcast programing manager, Compton Advertising, Los Angeles, named VP.

Heather Beach Regan, broadcast buyer at Dancer-Fitzgerald-Sample, New York, named manager of operations/sales of Program Syndication Services, subsidiary of agency dealing with sale or bartering of programs to TV stations.

Jim Meitzer, sales manager, WKRQ(FM) Cincinnati, named to same position, WCIN(AM) there.

David F. Strubbe, assistant sales manager, WDAE(AM) Tampa, Fla., promoted to sales manager.

Jane Cleaveland, account executive, WMBR(AM) Jacksonville, Fla., named local sales manager.



Retired. Meg Marsh, executive secretary, WIND(AM) Chicago, has retired after 26 years with the Group W station. At a dinner held in her honor Jan. 21 in Chicago, Mrs. Marsh is surrounded by six of the seven general managers with whom she worked (l-r): G. Edward Wallis, general manager 1960-1966, currently Group W Midwest area vice president; Ralph Atlas, station founder and general manager from 1930 to 1966; Philip Nolan, current general manager; Wallace Dunlap, general manager, 1967-1968, currently Group W Washington vice president; Jack Williams, general manager, 1968-1969, presently professor at Medill School of Journalism, Northwestern University, Evanston, Ill., and Dick Harris, general manager 1966-1967, now president, Group W Radio Group.

Hal Shaw, account executive, WTOP-TV Washington, named retail sales manager, WTOP(AM) there.

Don D. Watters, copywriter, Bozell & Jacobs, Omaha, named creative director, Haines, Wilson, Lukens & Grady, Muncie, Ind.

Irving M. Sloan, VP/account group head, Wells, Rich, Greene, New York, named VP, member relations, American Advertising Federation, Washington.

Programing

Arthur Zeiger, VP, development and business affairs, Viacom Enterprises, New York, named senior VP, administration and business affairs.

Alan R. Fields, program administration director, Paramount Television, Hollywood, named director of motion pictures for TV.

Milton Strasser, sales manager, media syndication division, BBDO, New York, named Eastern sales manager, Four Star Entertainment Corp., Beverly Hills, Calif.

Art Astor, VP/general manager, KDAY(AM) Los Angeles, named executive VP/general manager, Drake-Chenault, Canoga Park, Calif. **Bert Kleinman**, program director, WPLJ(FM) New York, named executive VP, programing, Drake-Chenault.

Don Azars, executive producer, KGO-TV San Francisco, named assistant program director, WLS-TV Chicago. Both stations are ABC-owned.

Wilbert Roth, operations manager, Teletronics, New York, named general manager/corporate VP.

Broadcast Journalism

Ron Tindiglia, director of news and public affairs, WPVI-TV Philadelphia, appointed director of news and public affairs, WABC-TV New York, succeeding **Phil Nye**, who is expected to receive new assignment shortly with ABC Television Stations Division. **John W. Coleman**, staff director, WPIX-TV New York, named to same position, WABC-TV there, responsible for *Eyewitness News* program.

Glenn Withiam, reporter, WABY(AM) Albany, N.Y., named news director.

Kathi McDonald, reporter/co-anchor, KTVB(TV) Boise, Idaho, named reporter, KMOX-TV St. Louis.

Ron Grillo, reporter/writer, KYW(AM) Philadelphia, named news producer/sportscaster, WOWK-TV Huntington, W. Va.

Nancy Shipley, Associated Press regional membership executive, Alabama and Tennessee area, named AP's RME of the Year.

Terry Murphy, reporter/co-anchor, WJBK-TV Detroit, named co-anchor, WLS-TV Chicago.

Allied Fields

James M. Ritter, executive producer, WCBS-TV New York, named senior news analyst, TelCom Associates there.

Aaron Fleischman, senior VP, general counsel and member of board of Warner Cable Corp., New York, and **Charles Walsh**, general

counsel of National Cable Television Association, Washington, have resigned to form new Washington law firm, Fleischman & Walsh, which will open offices April 1.

B. Michael Klein, VP, Ralmar Production, New York, appointed sales director, Telemation Program Services, New York, film-buying organization for CATV, pay-TV and MDS operators.

Barbara G. Hering, senior counsel, NBC, New York, named winner of Baruch College International Women's Year Award as outstanding alumna.

Deaths

Milton H. Biow, 83, pioneer advertising agency executive and founder-chairman of former Biow Co., New York, died on Feb. 1 in Mount Sinai hospital in New York. He built his agency from one-man operation in 1917 to one that billed more than \$50 million in 1950's and ranked among top 10 in billings. He was credited with creating such catch-phrases as "Bulova Watch Time" and "Call for Philip Morris". His agency was said to be first to saturate airwaves with time-signal advertising message, for Bulova watches. He disbanded Biow Co. in 1956 after agency lost several large accounts and some of top executives had left. Survivors include his wife, Eleanor; son, Richard, and daughter, Patricia Broderick.



Biow



McConnell

C. Bruce McConnell, 73, founder of WISH-AM-TV Indianapolis, died Jan. 31 at his Indianapolis home of stroke. Mr. McConnell, who retired from broadcasting with sale of his Indianapolis properties and WANE-AM-TV Fort Wayne, Ind., to Corinthian Broadcasting Corp. for \$10 million in 1956, was chairman of tobacco distributing firm at time of his death. Mr. McConnell was co-founder of Indiana Broadcasters Association, was at one time member of board of National Association of Broadcasters. Survivors include wife, Marian L. McConnell; two sons, Robert B. McConnell, VP and general manager of WISH-TV, and C. Bruce McConnell Jr., of Indianapolis; and two daughters, Mrs. Robert A. Nelson of Los Angeles, and Mrs. Robert P. Dellen, of Indianapolis.

Hilmer Robert Baukhage, 87, former network news commentator, died Jan. 31 at Washington (D.C.) Home for Incurables after long illness. Mr. Baukhage's career in journalism started in 1913 at Paris bureau of AP. From 1919 to 1932, he worked at old Consolidated Press Service with late David Lawrence. While with Mr. Lawrence's *United States News* (forerunner of *U.S. News and World Report*), he began daily newscasts as part of NBC's *National Farm and Home Hour* in 1934. With advent of World War II, he expanded his assignments for NBC's Red

and Blue networks, broadcasting outbreak of war while in Berlin in 1939. When networks were split, Mr. Baukhage went with Blue, later ABC, until 1951. He was with Mutual Broadcasting System for three years. He subsequently was with *U.S. News and World Report* for short period. Mr. Baukhage is survived by his wife, former Marjorie Collins, who was co-worker at Consolidated Press.



Baukhage



Firman

William W. Firman, 54, VP, marketing, ABC Television, died Jan. 31 in Stamford (Conn.) hospital after long illness. He began his broadcast career with CBS Radio in Chicago and was assistant general sales manager there until he joined ABC-TV as director of news and special sales in 1963. He was named VP, marketing in 1969, responsible for developing new business. Mr. Firman is survived by his wife, Helen; son, William W. Jr., and daughter, Mrs. Joseph Kelly.

Linton Wells, 82, who retired in 1969 as chief of Storer Broadcasting's Washington news bureau, died at his home there after long illness. Journalist since 1919, Mr. Wells is credited with first two-day broadcast from Latin America in 1935 for NBC. Prior to start of full commercial television, he pioneered in TV with half-hour newscast. He established Storer's Washington bureau in 1962. He is survived by his wife, Fay Gillis Wells, Storer White House correspondent, one son and two daughters.

Stewart V. Taylor, 57, account manager, Ketchum, MacLeod & Grove, Pittsburgh, died Jan. 25. He had been with KM&G since 1969. He is survived by his wife, Karen, and two children.

Alan N. Cormack, 76, pioneer San Francisco radio engineer, died of cancer Jan. 27 in San Anselmo, Calif. Mr. Cormack engineered, constructed and operated 6XG, later KDN San Francisco, which operated from Fairmont Hotel. He was engineer at several California stations including KCBS(AM) San Francisco until his retirement in 1966. He is survived by his wife and two daughters.

Andrew F. Lane, 53, former announcer/engineer, KDB-AM-FM and KGUD-AM-FM (now KTYD-AM-FM) Santa Barbara, Calif., died Jan. 27 at Pinecrest hospital there after brief illness. He left broadcasting in late 1960's. He is survived by his wife, Mary, and three sons.

Robin Bryant, 50, radio, stage and motion-picture actress, died Jan. 18 in Arlington, Tex. She played in *First Nighter*, *Little Orphan Annie* and *Jack Armstrong* network radio series. She is survived by her husband and two daughters.

William Addams Welch, 61, radio-television writer, died at his Hollywood home Feb. 2. He wrote more than 500 television scripts and at his death was story editor of ABC-TV *Swiss Family Robinson*. He is survived by his wife and two daughters.

The Broadcasting Playlist™ Feb 9

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 week | This week | Title (length) Artist—label | Rank by day parts | | | |
|----------------------------|-----------|--|-------------------|--------|------|-------|
| | | | 6-10a | 10a-3p | 3-7p | 7-12p |
| 1 | 1 | I Write the Songs (3:39) Barry Manilow—Arista | 1 | 1 | 1 | 1 |
| 4 | 2 | 50 Ways to Leave Your Lover (3:29) Paul Simon—Columbia | 2 | 2 | 2 | 2 |
| 2 | 3 | Love Roller Coaster (2:52) Ohio Players—Mercury | 3 | 5 | 3 | 3 |
| 6 | 4 | Convoy (3:48) C.W. McCall—MGM | 5 | 4 | 4 | 5 |
| 5 | 5 | Love to Love You Baby (3:12) Donna Summer—Oasis | 4 | 3 | 6 | 7 |
| 10 | 6 | Sing a Song (3:26) Earth, Wind & Fire—Columbia | 7 | 6 | 5 | 4 |
| 7 | 7 | Theme from 'Mahogany' (3:19) Diana Ross—Motown | 9 | 7 | 7 | 6 |
| 11 | 8 | Breaking Up Is Hard to Do (2:53) Neil Sedaka—Rocket | 6 | 9 | 10 | 10 |
| 9 | 9 | I Love Music (3:37) O'Jays—Philadelphia Int'l. | 11 | 10 | 8 | 9 |
| 3 | 10 | Fox on the Run (3:24) Sweet—Capitol | 12 | 8 | 11 | 8 |
| 8 | 11 | Saturday Night (2:56) Bay City Rollers—Arista | 10 | 11 | 13 | 11 |
| — | ▲12 | Theme From S.W.A.T. (4:07) Rhythm Heritage—ABC | 8 | 13 | 9 | 12 |
| 16 | 13 | Walk Away from Love (3:18) David Ruffin—Motown | 15 | 14 | 12 | 14 |
| 12 | 14 | Evil Woman (3:15) Electric Light Orchestra—United Artists | 16 | 12 | 16 | 13 |
| 17 | 15 | You Sexy Thing (3:30) Hot Chocolate—Big Tree | 13 | 15 | 15 | 15 |
| 15 | 16 | Love Machine, Part 1 (2:55) Miracles—Tamla | 14 | 16 | 14 | 16 |
| — | ▲17 | Take It to the Limit (3:48) Eagles—Asylum | 17 | 18 | 19 | 21 |
| 42 | ▲18 | Wake Up Everybody (3:39) Harold Melvin & the Blue Notes—Phil. Int'l. | 18 | 19 | 20 | 20 |
| 32 | ▲19 | December 1963 (3:21) Four Seasons—Warner Bros. | 20 | 17 | 22 | 17 |
| 28 | 20 | Lonely Night (Angel Face) (3:17) Captain & Tennille—A&M | 23 | 23 | 17 | 18 |
| 20 | 21 | All By Myself (4:22) Eric Carmen—Arista | 19 | 20 | 21 | 24 |
| 23 | 22 | Fanny (Be Tender With My Love) (3:26) Bee Gees—RSO | 22 | 30 | 18 | 19 |
| 21 | 23 | Love Hurts (3:03) Nazareth—A&M | 24 | 21 | 24 | 26 |
| 29 | 24 | Squeeze Box (2:39) Who—MCA | 21 | 28 | 23 | 28 |
| 27 | 25 | I Feel Like a Bullet (5:30) Elton John—MCA | 27 | 24 | 26 | 23 |
| 24 | 26 | Dream Weaver (3:15) Gary Wright—Warner Bros. | 26 | 22 | 25 | 27 |
| 33 | 27 | Dream On (3:25) Aerosmith—Columbia | 28 | 27 | 27 | 29 |
| 26 | 28 | Times of Your Life (3:19) Paul Anka—United Artists | 25 | 31 | 28 | 31 |
| 30 | 29 | Over My Head (3:17) Fleetwood Mac—Reprise | 34 | 26 | 30 | 25 |
| 14 | 30 | Rock & Roll All Night (3:20) Kiss—Casablanca | 44 | 25 | 29 | 22 |
| 19 | 31 | That's the Way I Like It (3:06) K.C. & Sunshine Band—TK Records | 29 | 29 | 32 | 30 |
| 37 | 32 | Slow Ride (3:45) Foghat—Bearsville | 35 | 38 | 31 | 33 |
| 41 | 33 | Tracks of My Tears (3:12) Linda Ronstadt—Asylum | 30 | 34 | 34 | 35 |
| 18 | 34 | Fly Away (2:59) Olivia Newton-John & John Denver—RCA | 31 | 33 | 33 | 37 |
| 40 | 35 | Grow Some Funk of Your Own (4:45) Elton John—MCA | 36 | 35 | 36 | 36 |
| 34 | 36 | Sky High (2:53) Jigsaw—Chelsea | 37 | 36 | 37 | 32 |

| Over-all-rank Last week | This week | Title (length) Artist—label | Rank by day parts | | | |
|----------------------------|-----------|--|-------------------|--------|------|-------|
| | | | 6-10a | 10a-3p | 3-7p | 7-12p |
| 25 | 37 | Fly Robin Fly (3:06) Silver Convention—Midland Int'l. | 32 | 40 | 35 | 41 |
| 38 | 38 | Paloma Blanca (3:27) George Baker Selection—Warner Bros. | 33 | 37 | 38 | 40 |
| 36 | 39 | Junk Food Junkie (3:03) Larry Groce—Warner Bros. | 39 | 32 | 39 | 34 |
| 39 | 40 | Sweet Thing (3:18) Rulus featuring Chaka Khan—ABC | 45 | 41 | 45 | 38 |
| 31 | 41 | Winners & Losers (3:13) Hamilton, Joe Frank & Reynolds—Playboy | 38 | 46 | 44 | 44 |
| 44 | 42 | White Knight (3:57) Cledus Maggard & the Citizens Band—Mercury | 40 | 44 | 41 | 46 |
| 43 | 43 | Somewhere in the Night (3:31) Helen Reddy—Capitol | 41 | 45 | 43 | 53 |
| 45 | 44 | Island Girl (3:48) Elton John—MCA | 42 | * | 40 | 49 |
| — | 45 | Love Is the Drug (3:00) Roxy Music—ATCO | 49 | 43 | 48 | 42 |
| — | 46 | Money Honey (3:17) Bay City Rollers—Arista | 46 | 50 | 42 | 43 |
| — | 47 | Only 16 (2:44) Dr. Hook—Capitol | 43 | 48 | 46 | * |
| 46 | 48 | Nights on Broadway (2:52) Bee Gees—RSO | * | 39 | * | 39 |
| 35 | 49 | My Little Town (3:52) Simon & Garfunkel—Columbia | * | 47 | * | * |
| — | 50 | Till It's Time to Say Goodbye (3:33) Jonathan Cain—October Records | 50 | * | 47 | 50 |

Country

| | | | | | | |
|----|-----|---|----|----|----|----|
| 3 | 1 | This Time I've Hurt Her More Than She Loves Me (2:27) Conway Twitty—MCA | 4 | 2 | 1 | 1 |
| 2 | 2 | Good Hearted Woman (2:57) Waylon & Willie—RCA | 7 | 1 | 2 | 2 |
| 4 | 3 | The White Knight (3:57) Cledus Maggard & the Citizens Band—Mercury | 5 | 7 | 6 | 3 |
| 12 | 4 | Hank Williams You Wrote My Life (3:06) Moe Bandy—Columbia | 14 | 3 | 3 | 9 |
| — | ▲5 | Remember Me (2:50) Willie Nelson—Columbia | 3 | 6 | 12 | 11 |
| — | ▲6 | Roots of My Raising (2:44) Merle Haggard—Capitol | 9 | 9 | 5 | 8 |
| — | ▲7 | Faster Horses (2:51) Tom T. Hall—Mercury | 6 | 16 | 7 | 5 |
| 10 | 8 | Happiness of Having You (2:16) Charley Pride—RCA | 10 | 10 | 4 | 13 |
| 1 | 9 | Sometimes (2:52) Bill Anderson & Mary Lou Turner—MCA | 8 | 8 | 10 | 7 |
| — | ▲10 | Broken Lady (2:37) Larry Gatlin—Monument | 13 | 15 | 9 | 4 |
| 5 | 11 | Amazing Grace (3:17) Amazing Rhythm Aces—ABC | 15 | 12 | 8 | 17 |
| 14 | 12 | Somebody Loves You (2:17) Crystal Gayle—United Artists | 12 | 14 | 13 | 6 |
| 21 | 13 | Feel Again (2:38) Faron Young—Mercury | 22 | 5 | 17 | 22 |
| 16 | 14 | Motels and Memories (3:10) T.G. Shephard—Melodyland | 11 | 20 | 16 | 23 |
| 13 | 15 | Somebody Hold Me (2:52) Narvel Felts—ABC/Dot | 16 | 21 | 14 | 10 |
| 15 | 16 | Fly Away (2:59) John Denver & Olivia Newton-John—RCA | 17 | 4 | * | 24 |
| — | 17 | I'm Sorry Charlie (3:10) Joni Lee—MCA | 24 | 11 | 11 | 18 |
| 9 | 18 | Don't Believe My Heart Can Stand Another You (2:48) Tanya Tucker—MCA | 18 | 22 | 15 | 12 |
| 23 | 19 | Don't Stop in My World (2:43) Billy Walker—RCA | 20 | 13 | 19 | 20 |
| 17 | 20 | Love Lifted Me (3:38) Kenny Rogers—United Artists | 25 | 17 | 20 | 16 |
| — | 21 | Standing Room Only (3:04) Barbara Mandrell—ABC/Dot | 23 | 18 | 24 | 19 |
| 6 | 22 | Let It Shine (2:26) Olivia Newton-John—MCA | * | 19 | 21 | 25 |
| 7 | 23 | Convoy (3:48) C.W. McCall—MGM | 19 | * | 18 | 14 |
| — | 24 | Since I Fell for You (3:02) Charlie Rich—Epic | 21 | 23 | 23 | 15 |
| 24 | 25 | Overnight Sensation (2:45) Mickey Gilley—Playboy | * | 24 | 22 | 21 |

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suits charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refile of suits were dismissed by Supreme Court. Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1, 1975).

■ **Broadcasting in Congress.** New resolution to permit daily live broadcasts from House floor has been voted out of special House Rules subcommittee on broadcasting and is now before full Rules Committee (see story, this issue). Subcommittee Chairman B.F. Sisk (D-Calif.) is optimistic about resolution's chances for passage; if all goes according to plan, system could be in operation by July 4, 1976. Resolution by Senator Lee Metcalf (D-Mont.) to do same thing in Senate is pending in Senate Rules Committee, but has received no attention.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14, 1975). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13, 1975).

Canadian policies. Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Latest meeting with Canadians on matter resulted in some optimism on commercial-deletion matter, but not on tax law (BROADCASTING, Jan. 19). Next meeting will be in Washington, before end of this month.

Children's TV. FCC's policy statement on children's television programming, adopted in 1974 (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish na-

tional council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21, 1975).

Commercials contract. Negotiators for Joint Policy Committee of Association of National Advertisers and American Association of Advertising Agencies have reached tentative agreement with American Federation of Television and Radio Artists and Screen Actors Guild on new three-year contract covering performers appearing in television commercials (BROADCASTING, Dec. 22, 1975). Proposal has been approved by governing board of unions and is to be submitted to membership for ratification by end of this month.

Community ascertainment. FCC has issued new rules designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, Dec. 22, 1975). Rulemaking (Docket 19816) for non-commercial stations has also been issued; comments have been filed (BROADCASTING, Oct. 20, 1975).

Consumer agency. Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is Senate's term for agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill says agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. 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 concluded hearings on House's measure, H.R. 223. Markup began last week (see story, this issue).

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 televi-

sion). FCC has amended its rules so that divestiture is required for CATV system owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. National Citizens Committee for Broadcasting is seeking appeals court review.

EEO guidelines. FCC has issued proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (BROADCASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable ("Closed Circuit," Oct. 6, 1975).

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 programing 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). No further hearings have been scheduled on two Senate bills. 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.

■ **Family viewing suit.** Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages. Defendants have filed motions to dismiss in both suits (BROADCASTING, Jan. 19) and plaintiffs have replied. Hearing on motions is scheduled for today (Feb. 9). Trial date in Writers Guild case is set for April 6.

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, 1975); Office of Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (BROADCASTING, Oct. 13, 1975). 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 (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). More than 70 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15, 1975). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4, 1975).

Format changes. FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats (BROADCASTING, Jan. 5). Comments are due Feb. 15, replies March 1.

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15, 1975). Commission also fined WXPN(FM) Philadelphia \$2,000 for obscene and indecent broadcast, may set station's license for hearing on ground of license abdication of responsibility (BROADCASTING, Dec. 8, 1975).

KRLA(AM). FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5). Case now goes back to court.

License renewal legislation. More than 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. Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, has promised hearings in 1976. Meanwhile, National Radio Broadcasters Association (formerly National Association of FM Broadcasters) has as first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22, 1975).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its

pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (BROADCASTING, Nov. 10, 1975). Commission has to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26, 1975); more were held in July (BROADCASTING, July 14, 21, 1975) and last month (BROADCASTING, Dec. 15, 1975).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30, 1975). Group of Brunswick Record officials are scheduled for trial before District Judge Frederick D. Lacey in Newark, N.J. Several others under investigation have pleaded guilty (BROADCASTING, Jan. 26).

'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, 1975). 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, 1975).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28, 1975). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. S. 1111 is being considered separately from 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 will not challenge court reversal of its order asserting that WMCA(AM) New York violated personal attack rules. Court said commission substituted its judgment for that of licensee, Strauss Communications (BROADCASTING, Feb. 2).

Public broadcasting funding. First-ever long-range funding bill for Corporation for Public Broadcasting has been signed by President Ford (BROADCASTING, Jan. 5). Bill authorizes expenditure of federal funds for CPB for next five years in amounts increasing from \$88 million in 1976 to \$160 million by 1980. Funds would be matched with private money CPB raises on its own: one federal dollar for every \$2.50 in private contributions. Parallel appropriations were stricken from bill due to objections of House Appropriations Committee, and will be provided for in separate legislation later. Appropriations Committee has said, however, it will appropriate funds for no more than three years.

Ratings. Nielsen prime-time averages season-to-date (21 weeks): CBS 19.8, ABC 18.1, NBC 18.1. Twenty-first week alone: ABC 20.8, CBS 20.3, NBC 17.4

Section 315. FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). Decision is being appealed to U.S. Court of Appeals in Washington and oral arguments have been held (BROADCASTING, Dec. 1). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has obtained all FCC documents involved with commission's order; hearings may result (BROADCASTING, Nov. 3, 1975). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17, 1975). Also, Senator Pastore has bill (S. 608) that would exempt presidential and vice-presidential candidates from equal-time requirements which has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5, 1975). Mr. Macdonald has introduced bill (H.R. 5600) that echoes Mr. Pastore's but it would also provide that programs like *Meet the Press* be exempted from Section 315 and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President.

Sports antiblackout. Legislation to renew sports antiblackout law, which expired Dec. 31, 1975, was stalled when House-Senate conferees failed to agree on compromise (BROADCASTING, Dec. 22, 1975). Conference committee will try again when Congress reconvenes late this month. Experimental law provided that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. Bill passed by House (H.R. 9566) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey.

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by chief engineer's office.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

As compiled by BROADCASTING, Jan. 26 through Jan. 30 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

AM actions

■ Wells River, Vt.—Puffer Brothers. Broadcast Bureau granted 1490 khz, 1 kw-D, 250 w-N. P.O. address: Groton, Vt. 05046. Estimated construction cost \$43,452; first-year operating cost \$54,775; revenue \$104,750. Format: MOR, C&W. Principals: Harold B. and Eugene W. Puffer (50% each). Harold Puffer owns motel and partially owns laundromat and land purchasing company. Other Puffer is announcer at WCVR(AM) Randolph, Vermont (BP-19555). Action Jan. 26.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ WNIB Chicago, June 30 (BMPH-14714); *WBCL Ft. Wayne, Ind., June 30 (BMPED-1351); *WJVS Cincinnati, May 31 (BMPED-1349). Action Jan. 22.

■ WWL New Orleans, June 1 (BMP-14131); WHET Waltham, Mass., July 31 (BMP-14134); WLAS Jacksonville, N.C., July 22 (BMP-14132); WGFT Youngstown, Ohio, July 16 (BMP-14133). Action Jan. 27.

AM license

Broadcast Bureau granted following license covering new station:

■ KJEM Wagoner, Okla. (BL-13698), Jan. 26.

FM applications

■ *Santa Clara, Calif.—President and Board of Trustees of Santa Clara College seeks 89.1 mhz, 10 w, HAAT 152 ft. P.O. address: c/o George Giacomini, Dean of Students, Santa Clara, Calif. 95053. Estimated construction cost \$3,750; first-year operating cost \$2,000; revenue none. Format: informational variety. Principal: Applicant is private, non-profit educational institution. Ann. Jan. 26.

■ Ankeny, Iowa—Ankeny Broadcasting Corp. seeks 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Paul D. Lunde, 2215 Van Buren, Ames, Iowa 50010. Estimated construction cost \$81,058; first-year operating cost \$108,000; revenue \$108,000. Format: Easy listening, beautiful music. Principals: Paul D. Lunde (60%) and Barbara K. Lunde (40%). Mr. and Mrs. Lunde own same percentages in KLFM(FM) Ames, Iowa. Mr. Lunde is a lawyer, Ms. Lunde is assistant professor. Ann. Jan. 30.

■ Sapulpa, Okla.—KXOJ Inc. seeks 100.9 mhz, 2 kw, HAAT 295 ft. P.O. address: Box 1250, Sapulpa, Okla. 74066. Estimated construction cost \$31,439; first-year operating cost \$12,000; revenue \$12,000. Format: MOR, C&W. Principal: Applicant is licensee of KXOJ(AM) Sapulpa, Okla. and has application pending for FM in Seminole, Okla. Ann. Jan. 26.

FM actions

■ Goshen, Ind.—Kosciusko Broadcasting Corp. Broadcast Bureau granted 97.7 mhz, 3 kw, HAAT 148 ft. P.O. address: 930 E. Lincoln Ave., Goshen, Ind. 46526. Estimated construction cost \$29,891; first-year operating cost \$13,360; revenue \$35,000. Format: easy listening. Principal: William N. Udell owns WKAM(AM) Goshen and WIMS(AM) Michigan City, Ind. (BPH-9489). Action Jan. 23.

■ *Holyoke, Mass.—Holyoke Community College. Broadcast Bureau granted 89.5 mhz, 10 w. P.O. address: 303 Homestead Ave., Holyoke, Mass. 01040. Estimated construction cost \$2,220; first-year operating cost \$1,600. Principal: Everett T. Clegg, director audiovisual center (BPED-2014). Action Jan. 23.

■ Coldwater, Miss.—Tate and DeSoto County Broadcasting Co. Broadcast Bureau granted 95.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 23, Lake Cormorant, Miss. 38641. Estimated construction cost \$32,725; first-year operating cost \$19,114; revenue \$42,000. Format: gosp./C&W. Principals: T.H. Lane, drug education specialist in DeSoto, Miss. county schools; and Henry V. Rider, owner of Memphis plumbing company (50% each) (BPH-9332). Action Jan. 23.

■ Sparks, Nev.—Pendor Communications seeking 93.3 mhz, 1 kw, HAAT 434 ft. Application dismissed at request of applicant. Ann. Jan. 28.

■ *Williamsport, Pa.—Lycoming College. Broadcast Bureau granted 91.7 mhz, 10 w. P.O. address: College Place, Williamsport 17701. Estimated construction cost \$1,895; first-year operating cost \$800. Principal: Jack C. Buckle, dean of student services (BPED-2058). Action Jan. 20.

■ *Lyndonville, Vt.—Board of Trustees, Vermont State College. Broadcast Bureau granted 91.7 mhz, 10 w. P.O. address: Lyndon State College, Vail Hill, Lyndonville, Vt. 05851. Estimated construction cost \$2,145; first-year operating cost \$1,255. Principal: H. Franklin Irwin Jr., president (BPED-2013). Action Jan. 22.

■ Richland, Wash.—KALE Inc. seeking 106.3 mhz, 3 kw, HAAT 107 ft. Application dismissed at request of applicant. Ann. Jan. 28.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ WCVO Naples, Fla., July 30 (BMPH-14709); KKEA Hilo, Hawaii, June 21 (BMPH-14712); KKAI Kailua, Hawaii, June 21 (BMPH-14711); WMYS New Bedford, Mass., July 24 (BMPH-14707); WYOO-FM Richfield, Minn., July 6 (BMPH-14715); KWKI Kansas City, Mo., April 11 (BMPH-14710); *WIPR-FM San Juan, P.R., July 3 (BMPED-1348). Action Jan. 22.

■ KBAZ Bisbee, Ariz., July 28 (BMPH-14721); WIXV Front Royal, Va., July 15 (BMPH-14720); KHLS Blytheville, Ark. May 3 (BMPH-14723); *WPFW Washington, July 22 (BMPED-1350); WBHJ Trenton, N.J., April 30 (BMPH-14722); *WUNC Chapel Hill, N.C., July 8 (BMPED-1356); WNRR Bellevue, Ohio, May 3 (BMPH-14718). Action Jan. 29.

■ KUOE El Paso, July 15 (BMPH-14708). Action Jan. 22.

FM starts

■ WCCQ Crest Hill, Ill.—Authorized program operation on 98.3 mhz, ERP 3 kw (H) 2.95 kw (V), HAAT 300 ft (H) 285 ft (V). Action Jan. 16.

■ WQDY-FM Calais, Me.—Authorized program operation on 92.7 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 14.

■ WHOU-FM Houlton, Me.—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 13.

■ WBIP-FM Booneville, Miss.—Authorized program operation on 99.3 mhz, ERP 3 kw, HAAT 170 ft. Action Jan. 15.

Ownership changes

Applications

■ KMEQ-AM-FM Phoenix (AM: 740 khz, 1 kw-D; FM: 96.9 mhz, 100 kw)—Seeks assignment of license from Southwestern Horizons to B&D Broadcasting for \$1,500,000. Seller: Parent company, Media Horizons, is licensee of KDEF-AM-FM Albuquerque, N.M., KROD(AM) El Paso, WGNV(AM)-WFMN(FM) Newburgh, N.Y. Buyers are Bruce and Joan Dodge (50%) and Gail Beauchamp (50%). Mr. Dodge is chairman of the board of advertising agency. Ms. Dodge is housewife. Ms. Beauchamp is vice president, administration of same advertising agency. Ms. Beauchamp's husband is vice-president and general manager of WBAL-TV Baltimore. Ann. Jan. 29.

■ KOST(FM) Los Angeles (103.5 mhz, 12.5 kw)—Seeks assignment of license from Coronado Communications to KFI Inc. for \$2,200,000. Buyer: KFI Inc. is wholly-owned subsidiary of Cox Broadcasting Corp. Cox is at least part owner in WDNB-AM-FM Daytona Beach, Fla., WIOD-AM-FM Miami, KTVU(TV) Oakland, Calif., WIIC-TV Pittsburgh, WSB-AM-FM-TV Atlanta, WSOC-AM-FM-TV Charlotte, N.C., WHIO-AM-FM-TV Dayton, Ohio, KFI(AM) Los Angeles. Ann. Jan. 29.

■ KBAI(AM) Morro Bay, Calif. (1150 khz)—Seeks transfer of control of Morro Bay Investment Corp. from John A. Flores, Ferol L. Stanton, Anthony P. Souza and J. Sherman Anderson (100% before; 10% after—Anthony & Robert Souza only; to Robert E. Darling and Dino R. Fulvio (0 before; 90% after). Consideration: \$51,480. Buyers: Mr. Darling is general manager of KKNU(FM) Fresno, Calif., Mr. Fulvio is general sales manager of same. Anthony Souza remains 5% owner of KBAI, after giving 5% to son Robert, general manager at KBAI. Ann. Jan. 29.

■ KEZM(AM)-KSNS(FM) Sulphur and Lake Charles, La. (AM: 1310 khz, 500 w-D; FM: 96.1 mhz, 35 kw)—Seeks transfer of control of KIKS Radio Inc. from Murphy E. Carter (51.1% before; none after) to

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
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L. Russell Keene II (48.9 before; 100% after). Consideration: \$170,000. Mr. Keene presently has application pending for new FM in Lake Charles. Ann. Jan. 29.

■ **KTMF(AM) New Prague, Minn.** (AM: 1350 khz, 500 w-D)—Seeks transfer of control of TMF Communications from John W. Farl and Edward Townsend (100% before; none after) to Kingsley H. Murphy Jr. (none before; 100% after). Consideration: \$170,000 less liabilities. Buyer: Mr. Murphy has minor interests in Minneapolis Star and Tribune Co., licensee of four broadcast stations. Mr. Murphy is 100% owner of WISS-AM-FM Berlin, Wis. and KEMO-TV San Francisco franchisee. He is presently seeking assignment of CP of WWHL(AM) Pine Castle-Sky Lake, Fla. Ann. Jan. 30.

■ **KWKA(AM)-KTQM-FM Clovis, N.M.** (AM: 680 khz, 500 w-D; FM: 99.9 mhz, 50 kw)—Seeks assignment of license from Norman E. Petty to Creative Communications Corp. for approx. \$220,000. Mr. Petty will be part owner, with Pauline J. Ridley, Tom Battin and Lyle Walker, of Creative Communications. Mr. Walker is attorney, Mr. Battin has banking and restaurant interests, Ms. Ridley owns minority interest in public corporation. Ann. Jan. 27.

■ **WIRY(AM) Plattsburgh, N.Y.** (1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of WIRY Inc. from Britt-Pelkey Inc. (85% before; 0 after) to Donald L. Pelkey (35% before; 85% after). Consideration: \$498,289 for stock and covenant not to compete. Sellers: Mr. Pelkey and Charles Britt were owners of Britt-Pelkey, licensee and permittee of WFTR(AM)-WIXV-FM Front Royal, Va. After sale, Mr. Pelkey will no longer have interest in Britt-Pelkey. Three others own 5% each in WIRY. Ann. Jan. 29.

■ **WFAS(AM)-WWYD(FM) White Plains, N.Y.** (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 103.9 mhz, 500 w)—Seeks assignment of license from Courtland Broadcasting Corp. to Affiliated Broadcasting for \$2,400,000 (subject to adjustment). Seller wishes to leave broadcast field, no other interests. Applicant is wholly-owned subsidiary of Affiliated Publications, in turn owned by Globe Newspaper Co., which has newspaper, production and distribution interests (including the Boston Globe). Various executives have interest through Berkshire Hathaway Inc. of Washington Post Company and its broadcast stations. Hartford N. Gunn Jr. is vice-chairman of WGBH(TV) Boston. Ann. Jan. 29.

■ **WBBS-AM-FM Burgaw, N.C.** (AM: 1470 khz, 1 kw-D; FM: 99.9 mhz, 28 kw)—Seeks assignment of license from Brown Broadcasting Co. to Smiles East Inc. for \$160,000. Seller: Assignor is licensee of WBBS(AM) Jacksonville, N.C. Buyers are Derwood Godwin (45%), Norman J. Suttles (45%) and John Ingraham (10%). Mr. Godwin has real estate interests and ownership in WSMI(AM) Graham, N.C., WRNC(AM) Raleigh, N.C., WLPN(AM)-WFOG(FM) Suffolk, Va., WSMY(AM) Weldon, N.C. Mr. Suttles has interests in same stations. Mr. Ingraham has interests in Suffolk stations. Ann. Jan. 27.

■ **WCOK(AM) Sparta, N.C.** (1060 khz, 250 w-D)—Seeks transfer of control of Sparta-Independence Radio Corp. from H. Sid, Vassie and H. Clark Comer (90% before; none after) to Foy C. Hefner, Ellis Greenway (none before; 90% after). Consideration: \$110,000. Sellers, with no other broadcast interests, wish to retire. Brice Miller retains 10% of stock. Buyers: Foy Hefner (89%) owns machinery company, Mr. Greenway (1%) is general manager of WGWG(AM) Boiling Springs, N.C. Ann. Jan. 30.

■ **WAMG(AM) Gallatin, Tenn.** (1130 khz, 250 w-D)—Seeks transfer of control of Southern Broadcasters Inc. from I.D. Lewis Sr. (51% before; none after) to John Phillips, Jerril Joslin, Lee Raines (48.9% before; 100% after). Consideration: \$250,000. Sellers: Mr. Lewis's son sold his ownership (48.9%) to Mr. Raines last October with agreement to sell remaining stock. Buyers: Mr. Phillips is part owner of construction firms and real estate, Mr. Joslin is majority owner of real estate firm, Mr. Raines is already part owner of WAMG. Ann. Jan. 29.

■ **KDTX(FM) Dallas** (102.9 mhz)—Seeks assignment of license from KDTX Inc. to Fairchild Broadcasting-Texas for \$1,350,000. Seller: Starr Broadcasting owns KXLR(AM) North Little Rock, Ark., KABL(AM) Oakland and KABL-FM San Francisco, KHVO(TV) Hilo and KITV(TV) Honolulu, both Hawaii, KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas, WTVQ-TV Lexington, Ky., WBOK(AM) New Orleans, WWWW(FM) Detroit, WQIV(FM) New York, WLOK(AM) Memphis,

Summary of broadcasting

FCC tabulations as of Dec. 30, 1975

| | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM | 4,432 | 3 | 28 | 4,463 | 50 | 4,513 |
| Commercial FM | 2,704 | 0 | 63 | 2,787 | 123 | 2,890 |
| Educational FM | 764 | 0 | 40 | 804 | 58 | 862 |
| Total Radio | 7,900 | 3 | 131 | 8,034 | 231 | 8,265 |
| Commercial TV | 700 | 1 | 9 | 710 | 52 | 762 |
| VHF | 509 | 1 | 3 | 513 | 9 | 522 |
| UHF | 191 | 0 | 6 | 197 | 43 | 240 |
| Educational TV | 229 | 9 | 14 | 252 | 16 | 268 |
| VHF | 90 | 3 | 4 | 97 | 7 | 104 |
| UHF | 139 | 6 | 10 | 155 | 9 | 164 |
| Total TV | 929 | 10 | 23 | 962 | 68 | 1,030 |

*Special temporary authorization

**Includes off-air licenses

KYOK(AM) Houston and WCYB-TV Bristol, Va. Fairchild owns KLIF(AM) Dallas and WYOO-AM-FM Minneapolis. Ann. Jan. 29.

Actions

■ **WRFS-AM-FM Alexander City, Ala.**—Broadcast Bureau granted transfer of control of licensee corporation from Celia L. Coley, executrix of the estate of James Lemuel Coley to Celia L. Coley (BTC-7909). Action Jan. 28.

■ **KHCS(AM) Phoenix** (1010 khz, 500 w-D)—Broadcast Bureau granted assignment of license from David B. Commons, successor receiver to Harold S. Schwartz & Associates for \$175,000. Bureau also renewed license. Seller: Prairie Avenue Gospel Center is present licensee of KHCS, and has no other broadcast interests. Buyer: Harold S. Schwartz (100%) is part owner of Florida real estate firms, owner of KXEN(AM) St. Louis, and president of advertising and radio representation firm (BAL-8552). Action Jan. 22.

■ **KLOM-AM-FM Lompoc, Calif.** (AM: 1330 khz, 1 kw-D, DA; FM: 92.7 mhz, 2.5 kw)—Broadcast Bureau granted assignment of license from Communications Corp. of America to Robert D. Janacek for \$200,000. Seller: Meyer Gold, president, has interest in applicant for new television station in Las Vegas. Buyer: Mr. Janacek is former vice president and general manager of KXON-TV Mitchell, S.D. (BAL-8525). Action Jan. 22.

■ **KDTA(AM) Delta, Colo.** (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau dismissed application for assignment of license from Monarch Broadcasting Co. to Chama Broadcasting Corp. at request of licensee. Ann. Jan. 27.

■ **WHHL(AM) Pine Castle-Sky Lake, Fla.** (1190 khz, 250 w-D)—Broadcast Bureau granted assignment of CP from Hymen Lake to Borgen & Murphy for \$25,611. Seller: Mr. Lake owns real estate in area. Buyers: Obed S. Borgen (50%) owns KFIL-AM—FM Preston, WMIN(AM) Maplewood, all Minnesota and is applicant for FM in Hampton, Iowa and AM in Wabash, Minn. Kingsley H. Murphy Jr. (50%) owns WISS-AM-FM Berlin, Wis. and has stock in Minneapolis Star and Tribune Co., licensee of several stations and cable system (BAP-832). Action Jan. 26.

■ **KAYT(AM) Rupert, Idaho** (970 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Inland

Broadcast Co. from Mervin V. Ling and Delphia E. Ling (70% before; none after) to John T. Hayes (30% before; 100% after). Consideration: \$70,001. Principals: John Hayes is station manager of KAYT (BTC-7898). Action Jan. 23.

■ **WCSJ(AM)-WRMI(FM) Morris, Ill.** (AM: 1550 khz, 250 w-D; FM: 104.7 mhz, 3.4 kw)—Broadcast Bureau granted assignment of license from Grundy County Broadcasters to Grundy Communications for \$205,000. Sellers: Milburn H. Stuckwisch, president, and Robert D. Beadles, vice president, have interest in applicant for FM in Decatur, Ill., which is currently in hearing status. Buyers: Edward W. Boehm III (31.5%), John W. Robinson (47.3%), John S. Dame (15.7%), et al. Mr. Boehm is counsel for management consulting firm. Mr. Robinson and Mr. Dame are employed by electronic equipment manufacturer (BAL-8531, BALH-2196, BALRE-2926). Action Jan. 23.

■ **WFDT(FM) Columbia City, Ind.** (106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Dependable Broadcasting Co. to WFDT Broadcasting for \$103,000. Buyer: Leon Buck (50.4%) is majority stockholder of WXTA(FM) Greencastle, Ind., WVTL Monticello, Ind., and WSTL(AM) Eminence, Ky. W. Douglas McLuen (30%) is stockholder of WVTL. David Brock (19.6%) is employe of WFDT (BALH-2201). Action Jan. 21.

■ **WBIC(FM) Henderson, Ky.** (103.1 mhz, 3 kw)—Broadcast Bureau granted 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 (BALH-2209). Action Jan. 21.

■ **WVLK-AM-FM and WKYT-TV Lexington, Ky.; WHOO-AM-FM Orlando, Fla.; WFFG(AM) Marathon, Fla.; WINN(FM) Louisville, Ky.**—Broadcast Bureau granted transfer of control of licensee corporation from Garvice D. Kincaid to Central Bank and Trust Co., executor of estate of Garvice D. Kincaid, condition (BTC-7929-30). Action Jan. 21.

■ **KSMO(AM) Salem, Mo.** (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted 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 plus

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\$35,190 in assumed liabilities. Principals: Seller is acquiring KXEO(AM) Mexico, Mo. Buyer is applicant for KETU(FM) Salem (BTC-7890). Action Jan. 23.

■ WENE(AM)-WMRV(FM) Endicott, N.Y. (AM: 1430 khz, 5 kw-U; FM: 105.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from January Enterprises to WENE Inc. for \$1.00. Owner, Merv Griffin, remains same. WENE Inc. is wholly-owned subsidiary of January Enterprises. (BAPL-472, BALH-2229, BASCA-724, BALRE-2956). Action Jan. 21.

■ WJW(AM) Cleveland; KGBS-AM-FM Los Angeles; WSPD(AM) Toledo; WGBS(AM) Miami; WHN(AM) New York; WAGA-TV Atlanta; WJBK-TV Detroit; WSPD-TV Toledo, Ohio; WJW-TV Cleveland; WSBK-TV Boston; KCST-TV San Diego; WITI-TV Milwaukee—Broadcast Bureau granted transfer of control of licensee corporation from George B. Storer to Peter Storer and Stuart W. Patton, executors of estate of George B. Storer (BTC-7931). Action Jan. 21.

■ WASC(AM) Spartanburg, S.C. (1530 khz, 1 kw-D, 250 w-CH)—Broadcast Bureau granted transfer of control of Carolina Radio Broadcasting Co. from Dewey D. Foster (60% before; none after) to James E. Harrelson, et al (40% before; 100% after). Consideration: \$136,900. Principals: Mr. Foster is retiring. Mr. Harrelson (51%) is WASC chief engineer; Sam E. Floyd (25%) owns minority interests in several Southern radio stations; K. Joe Sessions (24%) is WASC manager (BTC-7815). Action Jan. 21.

■ WALD-AM-FM Walterboro, S.C. (AM: 1060 khz, 1 kw-D; FM: 100.9 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Walterboro Radiocasting Co. from Robert S., Virginia and Thomas Taylor, and Carol Leith T. Whatley (62.4% before; none after) to Klein B. Beach Jr., Gerald C. Smoak, Peggy P. Smoak and Nancy R. Beach (37.6% before; 100% after). Consideration: \$184,447. Mr. Beach (63.8%) is general manager of WALD-AM-FM, and 20% owner of proposed cable system for Walterboro. Ms. Beach (5%) is educational director at church. Mr. Smoak (26.2%) is attorney. Ms. Smoak (5%) is housewife (BTC-7896). Action Jan. 21.

■ WLAR(AM) Athens, Tenn. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Athens Broadcasting Co. to Cumberland Broadcasting Corp. for \$108,400. Buyer: James R. Pickel Jr. (85%) et al. Mr. Pickel is majority owner of tire dealership and real estate corporation (BAL-8548, BALRE-2935). Action Jan. 29.

■ KKUB(AM) Brownfield, Tex. (1300 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Brownfield Radio from D.M. Wiggins and Frank Junell (80% before; none after) to James D. Farr Jr. (20% before; 100% after). Consideration: \$126,000. Principals: Mr. Wiggins and Mr. Junell wish to divest all broadcasting interests. They have recently sold KILE(AM) Galveston and KNIT(AM) Abilene, both Texas. Mr. Farr, secretary-treasurer of corporation, is in charge of day-to-day operations of KKUB (BTC-7863). Action Jan. 22.

■ WCCN-AM-FM Neillsville, Wis. (AM: 1370 khz, 5 kw-D; FM: 107.5 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Central Wisconsin Broadcasting from Howard Sturtz (90% before; none after) to Wayne F. Grap (10% before; 100% after). Consideration: \$307,931. Principal: Mr. Grap is sales manager of WCCN-AM-FM and has interest in raceway (BTC-7861). Action Jan. 21.

Facilities changes

TV application

■ WFIE-TV Evansville, Ind.—Seeks CP to change ERP to 1918 kw vis. (max), 288 kw aur. (max); change TL to on Wolf Hill approximately 2300 ft. generally NE of intersection of Route No.414 (Wathen Lane) and Cemetery Rd., near Henderson, Ky.; change type trans.; type ant. and HAAT 1022 ft. Ann. Jan. 28.

AM actions

■ KKAN Phillipsburg, Kan.—Broadcast Bureau granted mod. of license covering change of specified hours from Monday thru Friday 6:00 a.m. to 7:00 p.m. Sunday 8:00 a.m. to 7:00 p.m., to from last Sunday in October thru last Sunday in April Monday thru Saturday 5:45 a.m. to 7:00 p.m. Sunday 6:00 a.m. to 7:00 p.m.; from last Sunday in April thru last Sunday in October Monday thru Saturday 4:45 p.m. to 6:00 p.m. Sunday 5:00 a.m. to 6:00 p.m.—all time stated in

Central Standard Time (BML-2569). Action Jan. 28.

■ WRBX Chapel Hill, N.C.—Broadcast Bureau granted CP to change ant.-trans. location to 3.5 miles NE of Chapel Hill, 1,000 ft. east of Weaver Rd., Chapel Hill, and install directional ant. (BP-20157). Action Jan. 27.

■ WQKI St. Matthews, S.C.—Broadcast Bureau granted mod. of CP to install new trans. and correct coordinates (BMP-14127). Action Jan. 22.

■ KDFL Sumner, Wash.—Broadcast Bureau granted CP to change trans. and main studio location to ¼ mile west of Highway 167, 0.55 mile north of city limits, Sumner, Wash. (BP-20194). Action Jan. 22.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KCIL Washington, Iowa (BP-19,937), Jan. 13; KYYL Holdenville, Okla. (BP-19,889), Jan. 15; WAKX Superior, Wis. (BP-19,988), Jan. 15; WKCM Hawesville, Ky. (BP-20,017), Jan. 14.

FM actions

■ KAFF-FM Flagstaff, Ariz.—Broadcast Bureau granted CP to change trans. location to Mt. Mormon, 17 miles SSE of Flagstaff; change studio location-remote control to W. Hwy. 66, Flagstaff; install new trans. and new ant.; make change in ant. system; ERP 48 kw (H&V); ant. height 1510 ft. (H&V) (BPH-9498). Action Jan. 22.

■ WRGI-FM Naples, Fla.—Broadcast Bureau granted mod. of license covering change of studio location and remote control point to point near junction of County Road 31 and Route 951, near East Naples, Fla. (outside city limits) (BMLH-531). Action Jan. 23.

■ WQXI-FM Smyrna, Ga.—Broadcast Bureau granted CP to change main studio location and remote control point to 3340 Peachtree Road, N.W., Atlanta (outside city limits) (BPH-9713). Action Jan. 26.

■ KVGB-FM Great Bend, Kan.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in transmitting equipment; ERP 96 kw (H&V); ant. height 810 ft. (H&V); remote control permitted (BMPH-14717). Action Jan. 23.

■ *WTUL New Orleans—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 1.5 kw (H&V); ant. height 160 ft. (H&V); remote control permitted; condition (BPED-2026). Action Jan. 22.

■ *KAXE Grand Rapids, Minn.—Broadcast Bureau granted mod. of CP to change type ant.; make changes in transmitting equipment; ERP 100 kw (H&V); ant. height 460 ft. (H&V); remote control permitted (BMPED-1352). Action Jan. 23.

■ KSND Springfield-Eugene, Ore.—Broadcast Bureau granted mod. of license covering change of studio location to 1330 Day Island Rd., Eugene, Ore. (300 ft. outside city limits) and operate by remote control from proposed studio location (BMLH-530). Action Jan. 23.

■ *WRIU Kingston, R.I.—Commission granted application by the University of Rhode Island for major changes in facilities. University requested authority to change frequency from 91.1 mhz (ch. 216) with 10 w power, to 90.3 mhz (ch. 212) with power of 3 kw. In opposition, WGAL Television Inc., licensee of WTEV(TV), ch. 6 (82-88 mhz), New Bedford, Mass.-Providence, R.I., asserted grant of application might cause objectionable interference to reception of WTEV's signal within its Grade A contour. Commission found WGAL failed to include specific allegations of fact sufficient to show grant of application would be prima facie inconsistent with public interest. It noted that even if WRIU's proposed operation should cause actual interference to WTEV signal, WGAL had not shown this interference could not be eliminated or minimized. Action Jan. 27.

■ WYNQ Chattanooga—Broadcast Bureau granted CP to install new trans.; make changes in transmission line; ERP 100 kw (H&V); ant. height 1080 ft. (H&V); remote control permitted (BPH-9716). Action Jan. 26.

■ KEZT Dallas—Broadcast Bureau granted mod. of license covering change of studio location and remote control point to Mayfield-Beatty Road, ½ mile west of Beltline Road, Grand Prairie, Tex. (KKDA(AM) studio site) (outside city limits) (BMLH-532). Action Jan. 27.

■ KPLX Fort Worth—Broadcast Bureau granted CP to change trans. location to Belt Line Rd., 1.6 miles south of Rt. 67, Cedar Hill, Tex.; change studio location and remote control to 6465 Spur 303, Fort Worth, Tex.; in-

stall new trans. and ant.; make change in ant. system (BPH-9537). Action Jan. 19.

■ WDYL Chester, Va.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 3 kw (H&V); ant. height 300 ft. (H&V); condition (BPH-9727). Action Jan. 28.

■ KGHQ-FM Hoquiam, Wash.—Broadcast Bureau granted data filed in accordance with FCC's First Report and Order adopted October 14, 1975 in Doc. 20437 to change frequency to 95.3 mhz (ch. 237); change trans. location to Morrison Rd. 2 miles south of Cosmopolis, Wash.; change ant.; make change in ant. system; ERP 1.15 kw (H&V); ant. height 450 ft. (H&V); remote control permitted. Action Jan. 28.

■ KISW Seattle—Broadcast Bureau granted CP to make changes; ERP 100 kw (H&V); ant. height 1150 ft. (H&V); remote control permitted (BPH-9744). Action Jan. 23.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KHFO Osceola, Ark. (BPH-9357), Jan. 15; WEQR Goldsboro, N.C. (BPH-9285), Jan. 14; WPLR New Haven, Conn. (BPH-9521), Jan. 13; WUFN Albion, Mich. (BPH-9315), Jan. 13; WZZM-FM Grand Rapids, Mich. (BPH-9409), Jan. 13; *WEGL Auburn, Ala. (BPED-1969), Jan. 13.

In contest

Designated for hearing

■ Dickinson, N.D., **AM proceeding:** Badlands Broadcasting Co. and Roughrider Broadcasting Co., competing for 1460 khz (Doc. 20691-2)—Commission set for hearing mutually exclusive applications. Petition to deny Badlands application was filed by Dickinson Broadcasting Corp., licensee of KDIX-AM-TV Dickinson, N.D. Commission said examination of Roughrider application revealed that in describing its efforts to ascertain community problems, Roughrider had not included adequate description of composition of community and failed to submit data to indicate minority, racial or ethnic breakdown of community. Action Jan. 27.

Fines

■ KBHS-AM-FM Hot Springs, Ark.—Broadcast Bureau ordered to forfeit \$500 for failing to make corrections in program logs as required. Action Jan. 26.

■ KBIS(AM) Bakersfield, Calif.—Broadcast Bureau ordered to forfeit \$500 for operating with excessive power. Action Jan. 26.

■ WANM(AM) Tallahassee, Fla.—Broadcast Bureau ordered to forfeit \$1,500 for making false entries in operating logs and by failing to keep maintenance log. Action Jan. 26.

■ WSMA(AM) Marine City, Mich.—Broadcast Bureau notified of apparent liability for forfeiture of \$500 for failing to read and record in operating log ant. base currents each day on at least four dates in February, 1975. Action Jan. 21.

■ WJOR(AM) South Haven, Mich.—Broadcast Bureau ordered to forfeit \$2,000 for failing to maintain presunrise power within permitted tolerances and failing to commence daytime operation at times specified in station's license. Action Jan. 26.

■ WAIR(AM) Winston-Salem, N.C.—Broadcast Bureau notified the licensee it had incurred liability of \$500 for operating station with excessive power. Action Jan. 26.

■ WYNS(AM) Lehigh, Pa.—Broadcast Bureau notified of apparent liability for \$500 for operating with excessive power during presunrise hours. Action Jan. 22.

■ WDEB-AM-FM Jamestown, Tenn.—Broadcast Bureau notified licensee it had incurred apparent liability for forfeiture in the amount of \$2,000 for failing to have properly licensed operator in charge of transmitting system; by failing to properly log duration of commercial announcements; and by failing to enter in program log time each required station identification announcement was made. Action Jan. 26.

■ KKIK(AM) Waco, Tex.—Commission admonished Centrum Corporation for failing to exercise adequate

supervision over program staff and for ignoring complaints of contest winners who did not receive announced prizes. FCC said recent inquiry disclosed station conducted contest and announced that winners would receive specified prizes. However, commission said, announced prizes "apparently evolved out of the conjecture of station personnel." Commission found although Centrum had been seriously delinquent in responsibilities, there was insufficient evidence to justify withholding grant of pending application for assignment of license to Jamar Media Inc. Action Jan. 27.

■ **WFHG(AM)** Bristol, Va.—Broadcast Bureau ordered to forfeit \$1,300 for noncompliance with station authorization and failing to have switching equipment installed for changing between directional and non-directional operation such that failure of any relay in directional ant. system to activate properly would result in termination of station emissions. Action Jan. 22.

Other actions

■ **WJHO(AM)** Opelika, Ala.—Broadcast Bureau granted renewal of license. Action Jan. 23.

■ **WAXY(FM)** Ft. Lauderdale, Fla.—Broadcast Bureau granted renewal to RKO General Inc. without prejudice to action, if any, the commission may deem appropriate as result of final action in: (1) outcome of proceedings in Doc. 16,679 and/or Doc. 18, 759; (2) multiple civil antitrust actions filed in federal courts for various jurisdictions against major tire manufactures (including The General Tire and Rubber Company) (3) any subsequently filed civil antitrust actions alleging basic cause of action and (4) that licensee shall immediately notify commission of final disposition of any such antitrust proceedings. Ann. Jan. 30.

■ **WYZE(AM)** Atlanta—Broadcast Bureau granted mod. of license covering change of name to WYZE Communications Inc. (BML-2570). Action Jan. 22.

■ **WLUV(AM)** Loves Park, Ill.—FCC granted Loves Park Broadcasting Co. waiver of small-market policy that limits number of AM affiliations which various radio networks operated by ABC may have with stations in same market. Policy limits ABC to one AM affiliation in market with four AM stations, or two AM affiliations in market with five AM stations. Action Jan. 28.

■ **WEMT(TV)** Bangor, Me.—Broadcast Bureau granted renewal of license to Downeast Television, debtor-in-possession subject to condition that assignment of license be consummated within sixty days of date of grant. Action Jan. 21.

■ **WCNW-FM** Fairfield, Ohio—Broadcast Bureau granted request to identify as Fairfield-Cincinnati, Ohio. Action Jan. 16.

■ **KELO-TV** Sioux Falls, S.D., **KPLO-TV** Reliance, S.D.—Broadcast Bureau rescinded grant of the renewal application. Action Jan. 22.

■ **KKUB(AM)** Brownfield, Tex.—Broadcast Bureau granted renewal of license to Brownfield Radio, subject to condition that transfer of control be consummated within sixty days of date of grant. Action Jan. 22.

Allocations

FCC took following actions on **FM allocations**:

■ **Goleta, Calif.**—Broadcast Bureau assigned 106.3 mhz (ch. 292A) (Doc. 20491). Action Jan. 29.

■ **Lake Placid and Englewood, Fla.**—Broadcast Bureau denied petitions to assign 98.3 mhz (ch. 252A) and to delete ch. 252A from Arcadia, Fla. without replacement (Doc. 20486). Action Jan. 19.

■ **Manistique, Mich.**—Broadcast Bureau assigned 94.7 mhz (ch. 234) (Doc. 20480). Action Jan. 22.

■ **Newberry, Mich.**—Broadcast Bureau assigned 93.5 mhz (ch. 228A) (Doc. 20480). Action Jan. 22.

■ **Waynesburg, Pa.**—Broadcast Bureau assigned 103.1 mhz (ch. 276A) and deleted same from Fairmont, W. Va. (Doc. 20478). Action Jan. 21.

Rulemaking

Action

■ FCC denied petition of Storer Broadcasting Co.

seeking partial reconsideration of order commission adopted to rules dealing with assignment of new or modified call signs to AM, FM and TV broadcast stations. In part, rules specified that if station relinquished its call sign, that sign then would become available for use elsewhere on request of any interested party. This provision applied even to transfers between commonly-owned stations. In adopting that rule it hoped to end problems of call sign "trafficking"—in which by prearrangement (including payment of money) call sign would be relinquished by one licensee and at same moment requested by another. Storer urged the commission to modify this provision by adding clause to allow such transfers between commonly-owned stations without making them available to other stations (Doc. 17477). Action Jan. 29.

Translators

Applications

■ **Grasshopper TV Association**, Upper Grasshopper

Valley and Polaris, Mont.—Seeks ch. 9 rebroadcasting KTVM Missoula, Mont. (BPTTV-5482). Ann. Jan. 26.

■ **Wometco Skyway Broadcasting Co.**, Highlands, N.C.—Seeks ch. 10 rebroadcasting WLOS-TV Asheville, N.C. (BPTTV-5483). Ann. Jan. 26.

Actions

■ **K12GF** North Tongass Community, Alaska—Broadcast Bureau granted license covering changes in VHF TV translator station; correct licensee's name to North Tongass Television Inc. (BLTTV-4457). Action Jan. 22.

■ **K04IF** Yakutat, Alaska—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast KYUK-TV, KUAC-TV, Bethel and Fairbanks, Alaska, via video tape recordings; TPO 10 watts (BPTV-5419). Action Dec. 16.

■ **K57AD, K59AU**, Chester, Westwood and Canyon-dam, Calif.—Broadcast Bureau granted CPs for two new UHF TV translator stations to rebroadcast KCR A-TV Sacramento, Calif. and KOVR Stockton, Calif.; TPO 100 watts (BPTT-2914-5). Action Dec. 16.

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■ K05FV Hoxie, Kan.—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast KWNB-TV Hayes Center, Neb., via BPTTV-5319, ch. 13, Seiden, Kan.; TPO 5 watts (BPTTV-5398). Action Dec. 16.

■ K12KH Quinter, Kan.—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast KWNB-TV Hayes Center, Neb., via BPTTV-5398, ch. 5, Hoxie, Kan.; TPO 5 watts (BPTTV-5404). Action Dec. 16.

■ K12AB Baker, Mont.—Broadcast Bureau granted CP for VHF TV translator station to change primary TV station to KPSD-TV Eagle Butte, S.D.; change type trans.; increase power; and make changes in ant. system (BPTTV-5403). Action Jan. 15.

■ K11NC Pump's Ranch, Mont.—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast KTVQ Billings, Mont.; TPO 1 watt (BPTTV-5349). Action Dec. 16.

■ K13NX Pump's Ranch, Mont.—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast KULR-TV Billings, Mont.; TPO 1 w. (BPTTV-5350). Action Dec. 17.

■ K07NU White Sulphur Springs, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast KTVM, ch. 6, Butte, Mont.; TPO 10 watts (BPTTV-5406). Action Dec. 16.

■ K12KI Culbertson, Neb.—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast KPNE-TV North Platte, Neb.; TPO 1 watt (BPTTV-5409). Action Dec. 16.

■ K65AT Neligh, Neb.—Broadcast Bureau granted CP for UHF TV translator station to rebroadcast KXNE-TV Norfolk, Neb.; TPO 20 watts (BPTTV-2918). Action Dec. 16.

■ K13NU Stratton, Neb.—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast KPNE-TV North Platte, Neb.; TPO 1 watt (BPTTV-5411). Action Dec. 24.

■ K02IC Jacksonville, Ore.—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast KMED-TV Medford, Ore.; TPO 5 watts (BPTTV-5412). Action Dec. 16.

■ K03EI Tolo, 7 Oaks, White City and Eagle Point, Ore.—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast KOBI Medford, Ore.; TPO 5 watts (BPTTV-5389 A). Action Dec. 16.

■ K07NS Helper, Utah—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast KUED Salt Lake City via K83BB, Columbia, Rural Duchesne, Carbon and Emery counties, Utah; TPO 1 watt (BPTTV-5385). Action Dec. 11.

■ K09MP, K11NB, K13NV, Curlew and Malo, Wash.—Broadcast Bureau granted CPs for three VHF TV translator stations to rebroadcast KXLY-TV, KREM-TV, KHQ-TV, all Spokane, Wash.; TPO 5 w. (BPTTV-5379-81). Action Dec. 4.

■ K13NW Jeffrey City and rural area, Wyo.—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast KOA-TV Denver, via BPTT-2845, ch. 58, Rawlins and rural Carbon county, Wyo.; TPO 10 w. (BPTTV-5302). Action Dec. 23.

■ K58AM Rawlins and rural Carbon county, Wyo.—Broadcast Bureau granted CP for UHF TV translator station to rebroadcast KOA-TV Denver, via BPTTV-5301, ch. 7, Saratoga and rural county, Wyo.; TPO 100 w. (BPTT-2845). Action Dec. 23.

■ K07NT Saratoga and rural county, Wyo.—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast KOA-TV Denver; TPO 5 w. (BPTTV-5301). Action Dec. 23.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Spectrum Cable Systems, for Agawam and Westfield, Mass. (CAC-05992-3): Requests certification of existing operations.

■ Pearson TV Antenna Systems, for Kernville, Wofford Heights, Lake Isabella, and Bodfish, all Calif. (CAC-05994-7): KNBC Los Angeles.

■ Shows, for North Versailles township, Braddock borough and Rankin borough, all Pa. (CAC-05998-

Applications

| Call | Sought by |
|----------|---|
| | New AM's |
| WPRY | H.S. Hagan Jr., Perry, Fla. |
| WLBO | Lincoln Broadcasting Co., Morgantown, Ky. |
| | New FM's |
| *KRBD | Rainbow Community Broadcasting Corp., Ketchikan, Alaska |
| *KBDG | Turlock Joint Union High School District, Turlock, Calif. |
| *WMWW | Salem State College, Salem, Mass. |
| *WCDB | Cape Cod Community College, West Barnstable, Mass. |
| *KRPR | Rochester Community College, Rochester, Minn. |
| *KRCU | Board of Regents Southeast Missouri State University, Cape Girardeau, Mo. |
| WJRZ | Jersey Shore Broadcasting Co., Shp Bolton, N.J. |
| WQDW | Smiles of Lenoir Inc., Kinston, N.C. |
| KWMJ | Midland Broadcasting Co., Midland, Tex. |
| *WITB-FM | Salem College, Salem, W. Va. |
| | Existing AM's |
| KYDE | KPBA Pine Bluff, Ark. |
| WMJK | WACY Kissimmee, Fla. |
| WQCK | WRBN Warner Robins, Ga. |
| WWBK | WADD Brockport, N.Y. |
| WJIT | WHOM New York. |
| WKVQ | WROL Knoxville, Tenn. |
| KAYK | KOVO Provo, Utah |
| KKCW | KQIN Burien, Wash. |
| | Existing FM's |
| KKLV | KHAR-FM Anchorage |
| WHLY | WDGM Leesburg, Fla. |
| KMGK | KIOA-FM Des Moines, Iowa |
| WSNH | WSLE Peterborough, N.H. |
| *WVSP | WMPJ Warrenton, N.C. |
| WSYX | WLNQ London, Ohio |
| WKVM-FM | WCAD-FM San Juan, Puerto Rico |
| KKDA-FM | KEZT Dallas |
| KESS | KBUY-FM Ft. Worth |
| KAYK-FM | KFMC Provo, Utah |
| KKCW-FM | KETO-FM Seattle |

Grants

| Call | Assigned to |
|-------|---|
| | New AM's |
| KWMB | Obed S. Borgen, Wabasha, Minn. |
| | New FM's |
| *WBPR | Barrington Community Unit School District 220, Barrington, Ill. |
| KPLL | Tulip City Broadcasting Co., Pella, Iowa |
| *WSDH | Sandwich Massachusetts Public Schools, Sandwich, Mass. |
| *WLNK | Golden Triangle Educational Media Corp., Columbus, Miss. |
| | Existing AM's |
| WKVD | WCTA Andalusia, Ala. |
| WXVI | WAPX Montgomery, Ala. |
| KWYT | KKEE Saines, Calif. |
| KQCV | KLEC Oklahoma City |
| KKIK | KAWA Waco-Marlin, Tex. |
| | Existing FM's |
| WQHQ | WCTA-FM Andalusia, Ala. |
| KITR | KSIB-FM Creston, Iowa |
| WNTQ | WDDS-FM Syracuse, N.Y. |

06000): WOR-TV New York, and delete WKBF-TV Cleveland.

■ Kearby Cable Co., for Portia, Ark. (CAC-05383 Amended): To delete KARK-TV Little Rock, Ark.

■ Southfork Cable Co., c/o Ernest W. Dunn, Box 186, Hanford, Calif. 93230 for Onyx, Weldon-Kelso Valley, and Belle Vista, all Calif. (CAC-06012-14): KERO-TV, KBAK-TV, Bakersfield, Calif.; KNXT, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP, Los Angeles.

■ Shows, for Turtle Creek borough, Churchill

borough, East Pittsburgh borough, East McKeesport borough, Trafford borough, and Wilkins township, all Pa. (CAC-06001-6): WOR-TV New York and delete WKBF-TV Cleveland.

■ American Cablevision of Carolina, for Gastonia and Bessemer, N.C. (CAC-06007-8): WTTG, WDCA-TV Washington and delete WTGC Atlanta.

■ Huntington CATV, for Huntington, Ind. (CAC-06009): WTTV Bloomington, Ind. and delete WSNS Chicago.

■ Quaker CATV, for Salem, Ohio (CAC-06010): WTAE-TV Pittsburgh.

■ Blue Ridge Cable TV Corp., for Buena Vista, Va. (CAC-06011): Requests certification of existing operations; to add WTTG, WDCA-TV Washington.

■ Southfork Cable Co. c/o Ernest Dunn, Box 186, Hanford, Calif. 93230 for South Lake, and Mt. Mesa-Squirrel Valley, Calif. (CAC-06015-6): KERO-TV, KBAK-TV, Bakersfield, Calif.; KNXT, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KCOP, Los Angeles.

■ Key-White Video, 1042 Pike St., Milton, W. Va. 25541 for Hurricane, W. Va. (CAC-06017): WSAZ-TV, WOWK, WMUL-TV, Huntington, W. Va.; WKAS Ashland, Ky. WPBO-TV Portsmouth, Ohio; WCHS-TV Charleston, W. Va. WXIX-TV Newport, Ky. WSWP-TV Grandview, W. Va.

■ Micro-Cable Communications Corp., Box 333, Oakland, N.J. 07436 for Riverdale, (borough of) N.J. (CAC-06018): WCBST-TV, WNBC-TV, WNEW-TV, WABC-TV, WNYE-TV, WOR-TV, WNYC-TV, WPIX, New York; WLII Garden City, N.Y.; WXTV Paterson, N.J.; WNET, WBTB-TV, Newark, N.J.; WPHL-TV, WTAJ-TV, Philadelphia; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.

■ Tele-Media Co. of Addis, 116 S. Main St., Columbiana, Ohio 44408 for Maynard, Ohio (CAC-06019): WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio; KDKA-TV, WTAE-TV, WQED, WPGH-TV, Pittsburgh; WOUC-TV Cambridge, Ohio; WJAN Canton, Ohio.

■ Ashurst & Kincade Cable T.V. Co., 7137 Candlelight Way, Citrus Heights, Calif. 95610 for Douglas county, (unincorporated areas) Nev. (CAC-06020): KTVU Oakland, Calif.; KRON-TV, KPIX, KGO-TV, KQED, KBHK-TV, San Francisco; KTXL, KMUV-TV, Sacramento, Calif.

■ Delaware Teleservice Co. for Camden/Wyoming, Del. (CAC-06021): WBOC-TV Salisbury, Md. and delete WMAR-TV Baltimore.

Certification actions

■ Armstrong Utilities Inc., Butler township, Pa.—Cable Bureau granted application for certificate of compliance on condition that systems carry WQEX Pittsburgh; denied opposition by Metropolitan Pittsburgh Public Broadcasting (CAC-4677). Action Jan. 22.

■ Kickapoo Cable TV Co., Camp Douglas, Wis.—Cable Bureau dismissed application for certificate of compliance (CAC-3689). Action Jan. 26.

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Minnesota All-Channel Cablevision, Glenwood, Minn. (CAC-05251); Lebanon Valley Cable TV Company, Heidelberg township, Pa. (CAC-05497); Kalkaska Cable Co., village of Kalkaska, Mich. (CAC-05686); Charles TV Cable System, Nippenose township, Pa. and Wayne township, Pa. (CAC-05766-7, CSR-922); Warner Cable of Fayetteville, Fayetteville, Ark. (CAC-05834).

Other action

■ Commission granted request by Booth American Co. to continue carrying, until March 7, signals of WJRT-TV (ABC) Flint, WZZM-TV (ABC) Grand Rapids, WNEM-TV (NBC) Bay City, Mich., and WTMJ-TV (NBC) Milwaukee on its cable systems at Haring, Selma and Cherry Grove townships, Mich. Booth is authorized to carry the four signals, on grandfathered basis, on its system at Cadillac, Mich. (Grandfathering entitles signals that were carried on cable systems prior to adoption of new cable rules in March 1972 to continued carriage regardless of restrictions in new rules.) However, carriage of these signals at Haring, Selma and Cherry Grove townships was not grandfathered and is therefore inconsistent with new cable rules. Northern Entertainment Inc., licensee of WGTU (ABC) Traverse City, Mich., opposed Booth's request. It contended Booth failed to provide WGTU with required level of network program nonduplication protection against other ABC stations carried on Cadillac system. Action Jan. 21.

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RADIO

HELP WANTED MANAGEMENT

Gospel radio station in growing Southwest market needs aggressive sales oriented sales manager. Ownership opportunities offered. Guaranteed salary plus bonus. Reply Box A-64, BROADCASTING.

America's fastest growing major market 14 station owner, is offering an excellent opportunity to an exceptional salesmanager to be the general manager of one of their metro market stations. The station is well rated in a very competitive top 100 market, and is an all new physical facility. You must be a heavy hitter on the street, and be presently winning as a salesmanager of another top rated station in an ARB market, with an understanding of modern programing techniques. If you're career dedicated, goal oriented, and can make things move, you'll grow with us. E.O.E. Box P-5, BROADCASTING.

California daytimer, seeking an experienced salesmanager, who can sell, lead and direct sales staff. Salary, incentives and benefits. Box P-46, BROADCASTING.

Operations manager for separately programed FM affiliate in Midwest city of 25,000. Station in operation since 1948. Send complete details and resume. Box P-73, BROADCASTING.

Group broadcasting company seeking experienced executive to head radio division. Candidate must possess station management experience; strong on sales and administration. EOE. Send complete resume to Box P-64, BROADCASTING.

West, Sales Mgr, fulltime AM in beautiful, competitive, growth market. Must have successful on-the-street sales record and fit into small, enthusiastic, hard working staff. First year potential \$140,000 and \$16,000 plus thereafter. Interest in future management essential. Expanding group that believes in promoting from within. EOE-M/F. Box P-85, BROADCASTING.

General Manager. Strong on sales for major market AM. Religious-Gospel format. Good salary and incentives with coast-to-coast chain. Box P-97, BROADCASTING.

Growing gospel radio station in major Rocky Mountain market needs dynamic sales oriented manager with high leadership potential. Box P-102, BROADCASTING.

Unusual opening profitable Southeastern fulltimer; combo manager/salesmanager ownership probability. Reply Box P-110, BROADCASTING.

Operations Manager for dual market independent FM. Highly successful station, best equipment, you'll do AM drive show and be responsible for production coordination. Mid-South E.O.E. Send complete resume, salary requirements, tape to Bruce Higgins, G.M., KHIG, Box 1231, Jonesboro, AR 72401. Engineering background helpful.

Move up to management. Young, aggressive group of broadcasters have turned the market on with product, promotion and ratings. Now we need a hard nose street seller/manager whose efforts will be rewarded with management, stock and income as the corporation expands. Call William Payne or William Bundy, KLEU, Waterloo, IA. EOE.

Resident Midwest sales manager. Full-time travel (Mon-Fri). Salary/sales-override provide opportunity unlimited earnings. Availability background, references, first letter. Community Club awards, PO Box 151, Westport, CT 06880.

HELP WANTED MANAGEMENT CONTINUED

Experienced sales or station managers needed due to future split of AM/FM plus new FM. Salary, sales bonus, other benefits. Chain has stations in Illinois, Tennessee, West Virginia. Send resume to Jim Glassman, VP, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864. Please don't phone.

General Manager and instructor to supervise university noncommercial FM radio station, full-time faculty status, teaching basic radio-television courses and supervising student-operated station, starting September '76. Experience in commercial or public station essential. Ph.D. required. First-class license preferred. Departmental promotion can be expected. Send resume, comments, etc. to Rev. L.J. Flynn, Xavier University, Cincinnati, OH 45207.

Operations Manager with emphasis on manager needed for 50KW 1-A clear in important Northeast market. Administrative ability, good programing sense and impeccable background needed for this MOR giant. Rick Davenport, Ron Curtis & Company, 5725 East River Road, Chicago, IL 312-693-6171.

Top rated Northern California medium market station needs equally top sales manager. Strong personal sales, sales training, and business-like attitude a must. \$25K first year. Perfect area. Rick Davenport, Ron Curtis & Company, 5725 East River Road, Chicago, IL 312-693-6171.

HELP WANTED SALES

Sales executive for newest station of group acquiring properties in growth markets. Excellent opportunity for a strong producer. Salary, commissions, many extras for the right person. E.O.E. Box P-36, BROADCASTING.

Excellent sales position open for experienced salesperson, must be proven salesperson, salary, incentives and benefits. Box P-47, BROADCASTING.

Need experienced production, sales person for well established small Pennsylvania market station. Full medical benefits, pleasant rural living. Box P-57, BROADCASTING.

Top sales manager Radio station needs individual to train, sell, lively, growing station. Forty miles from Manhattan. Must have excellent background. Car needed. Salary no problem if experience and requirements match station's needs. Resume only. Reply Box P-113, BROADCASTING.

Experienced sales person, proven sales record for top pay. Largest "share of audience" (18-49) ARB. Liberal salary, liberal incentive. KFMQ Radio, Terminal Bldg., Lincoln, NE.

Colorado AM/FM needs experienced salesperson to take over excellent account list. Resume, salary, references first letter. KXIX, Box 2204, Ft. Collins, 80522.

Sales persons, KSOM AM/FM, Ontario, California. Top draw-commissions, excellent fringe benefits, contact Ross Adkines, PO Box 1510, Ontario, CA 91762.

Here's the right opportunity for the right salesperson! Put your sales experience to work in southeastern New Mexico selling AM (Country & Rock) and FM (Beautiful music) in compact three city area. Mild climate. Ski and summer resort areas 90 minutes away. Live the good life in this clean, friendly, sportsminded wholesome community of twelve thousand. Send complete sales track record to Dave Button, mgr., KSVP AM/FM, 317 West Quay, Artesia, NM 88210. 505-746-2751.

Top station excl. format, Detroit metro, needs experienced time salesperson to take over established list. Agency experience a must. Knowledge, retail selling important. Write or call Richard Grove, WHNE + WHND, PO Box 404, Birmingham, MI. 48012. 313-588-8100.

HELP WANTED SALES CONTINUED

Young expanding company needs experienced salespeople. All formats, Kansas, Oklahoma, and Colorado. Bob Freeman, President, American Media, 7397 W. Central, Wichita, KS 67212.

Jingle salespersons, Top commissions, leading producer. Keep your broadcast sales job, still moonlight for us. Box 49, Altamonte Springs, (Metro Orlando), FL 32701.

A N.Y. based programing and direct response media service needs field reps in a number of U.S. markets. Duties include broadcast station contact. Full-time to free-lance. Broadcast sales or agency media experience preferred. B.B.P., Box 451, Cooper Station, New York, NY 10003.

HELP WANTED ANNOUNCERS

Announcer-production whiz: Good voice, bright, creative, spot production ability. Some news, information sense. Professionalism and quality a must. New facilities, best staff around. Excellent salary, superior benefits. EOE. Box A-214, BROADCASTING.

Wanted: Bright sounding Midwest Top Forty personality. Box P-8, BROADCASTING.

Midwest college town. Experienced jocks with good voices for Contemp. MOR AM and non-screamer rock FM. EOE. Box P-32, BROADCASTING.

Mature voice, self motivator for Connecticut beautiful music. News studio, top consultant, excellent benefits. No beginners. EOE. Box P-37, BROADCASTING.

Iowa, salesperson, announcer or straight announcer. Send resume, including past earnings. Box P-98, BROADCASTING.

Carolina small black format seeking qualified announcers. Full information to Box P-111, BROADCASTING.

We are growing and will need experienced personnel. Any combination announcers, sales, news, MOR and country music formats. Send resume, full details first letter to KHOM/KTIB, 2306 West Main Street, Houma, LA 70360. Equal Opportunity Employer.

Colorado AM needs experienced jock. Good production a must. Knowledge and experience with oldies could land you the Program Directorship. Resume, references, salary, tape, first letter. KXIX, Box 2204, Ft. Collins, 80522.

Morning person! Who can grab an audience and make 'em feel good every morning, we're successful with a large audience, send tape, resume, salary needs to Manuel Broussard, KROF-AM-FM, PO Box 610, Abbeville, LA 70510.

Experienced announcer needed for growing AM-FM-TV in beautiful California area. Some news, copy, or related skills helpful. Tape, resume, salary 1st letter. KVON, Box 2250, Napa Valley, CA 94558.

WVOJ is actively interviewing for a disc person (air personality), female & other minorities encouraged to apply. Job requirements, first ticket, 3-5 years broadcast experience, knowledge of country music, willing to work mid-6AM air shift w/some production. Send tape, resume & salary requirements to Gene Pope, 1435 Ellis Rd. S., Jax, FL 32205.

Major New York station has an opportunity for a creative entertaining personality. This is a once-in-a-career chance for the right person. Send tape and resume to: Consultant, PO Box 205, Washington Depot, CT 06794. E.O.E. All replies will be kept confidential.

HELP WANTED TECHNICAL

Chief Engineer for group owned Midwest AM-FM, two tower directional AM. No combo but need someone who is production oriented and understands sound. State tech qualifications with resume. Box P-42, BROADCASTING.

Management oriented engineer, Washington D.C. area. College helpful, journalism interest a plus. Must have maintenance and operations experience. Immediate opening. Box P-77, BROADCASTING.

Chief Engineer wanted for 2 AM station growing chain. Must be heavy on maintenance. Good salary and excellent fringe benefits. Box P-108, BROADCASTING.

Chief Engineer, experienced in AM/FM Stereo, automation, directional, FCC rules, proofs, strong in preventative maintenance. Excellent benefits including pension plan. Ideal family living and recreation area. Send resume, call or write immediately. Jack R. Gennaro, General Manager, WFHR/WWRW, 220 First Ave. South, Wisconsin Rapids, WI 54494. 715-424-1300.

New patented MATV needs part-time installation supervision your city. \$200.00 per day possible. Send resume: Melvin Cohen, 1620 N. Federal Highway, Boynton Beach, FL 33435. Enclose 13c addressed envelope.

HELP WANTED NEWS

Reporter with broadcasting and sales experience wanted at small market station in Western Ski resort. Must be able to dig for and deliver news. Box P-18, BROADCASTING.

Solid Midwest AM/FM looking for news communicator. Must have 3rd endorsed, mature voice. Work with professionals. Excellent fringe benefits, profit sharing etc. E.O.E. Resume, salary requirements to Box P-50, BROADCASTING.

Rocky Mountain medium market AM has news opening. Anchor and reporting ability. Complete resume, salary and references, first letter. Box P-86, BROADCASTING.

Opening for second newperson at top rated station in SE Texas. Join operation committed to excellence in news and public affairs. Tapes to Kevin Brennan, News Director, KTRM, PO Box 5425, Beaumont, TX 77702. An Equal Opportunity Employer.

Newsperson for strong local news department to dig, gather, write and air news. Send tape and resume to WBNR, Box 482, Newburgh, NY 12550.

Newsperson-Director. Hustler. Heavy actualities. Must be interested in getting involved with local news. Contemporary group station. Short air shift. No hassles if follow directions. Immediately. \$500 monthly. Jimmy Carter's hometown. Joe Langworthy, WDEC, Americus, GA. 912-924-3681.

No. 1 contemporary station needs aggressive, innovative newperson. Send tape, resume: Operations Manager, WKWK, Wheeling, WV 26003.

Only Black programmed radio station in Connecticut enlarging news team, experience a necessity, salary negotiable, liberal benefits, send tape and resume to Lou Brown, PO Box 1480, Windsor, CT 06095.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced copy writer for Midwest AM-FM station in city of 25,000. Excellent working conditions and fringe benefits. Send complete details and sample copy. Box P-74, BROADCASTING.

Midwest Rocker needs take charge, experienced, on air, P.D. Must be able to lead and motivate. Great facilities. Resume, salary requirements to Box P-109, BROADCASTING.

WQXI Radio is looking for a Program Director. Prefer at least 5 years in a medium to major size market. We are looking for someone with experience as program director and who is extremely creative, able to work with people, and who has administrative capabilities. WQXI is an Equal Opportunity Employer. Anyone interested, please send resumes and tapes, if available, to: Gerald S. Blum, General Manager, WQXI Radio, 2970 Peachtree Road, N.W., Atlanta, GA 30305. No phone calls or drop ins, please.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Music Director. Noncommercial FM public radio station located on campus of southeastern university. Programing emphasis: classical music, fine arts and public affairs. Responsibilities will include music programing, announce, supervision of station announcers and liaison with fine arts programing sources. Work under immediate supervision of program director. Qualifications: Bachelor of Music degree and/or experience as a classical music performer, working knowledge of the languages required for classical music announcing, FCC third class license with endorsement and prefer previous experience in music programing for classical music/fine arts station. Applicants should be career motivated toward public radio. Must submit audition tape and be available for personal interview. References will be checked. An Equal Opportunity Employer. Send resumes and tapes to: WUOT, University of Tennessee, Knoxville, TN 37916.

School of Journalism, Ohio State University seeks one or two persons interested in position as teaching associate in broadcast journalism sequence while working toward a graduate degree, commencing Autumn Quarter 1976. For application materials and information, write or call: Chairman, Graduate Committee, School of Journalism, Columbus, OH 43210. 614-422-7438. Equal Opportunity Employer.

Faculty position in Radio-TV; masters, extensive professional experience required; PhD preferred. Teach basic R-TV, supervise on-air educational FM station and staff. Opening Sept 1. USC is an Equal Opportunity and Affirmative Action Employer and encourages applications from women and minority groups. Salary and rank open. Send resume, exhibits to Dean, College of Journalism, University of South Carolina, Columbia, SC 29208.

Program Director for big power contemporary station in S.E. No screamers, no rockers, must have big voice, first phone, really know contemporary music. Great on air and production, motivate staff. We furnish professional atmosphere and equipment plus good salary. This is a job for a heavyweight. Send resume, Box W, CRS, Johnson City, TN 37601.

A Great Spot Cutter that gets off on winning can find stimulation with us. No hassle station in a no hassle market. All we do is research like mad and go for the book. We're a Top Fifty ADI, and Top 100 Metro. Stay for a few months or a few years. The bread is fair, but the cost of living is lowest. E.O.E. Call 304-525-9827 for Dan.

Morning announcer/Program Director opening March 1. CBS affiliate. Attractive New England community. Duties include hosting morning talk show and production. Liberal benefits. Experience required. Send resume, tape. Station Manager, Box 466, Keene, NH 03431.

SITUATIONS WANTED MANAGEMENT

\$\$\$\$\$\$\$ That's the name of the game! FM General Manager seeks opportunity to turn AM/FM operation into real money maker, 18 years all phase radio. Presently showing 26 percent increase over '75. Box A-205, BROADCASTING.

Experienced broadcaster. Sales oriented with knowledge and dedication to broadcast management responsibilities. Self generating, will lead and motivate staff. Excellent references. Will invest substantial cash. Box A-206, BROADCASTING.

GM. Impressive credentials, references. ZIV Television, Rollins. U.S. Marines. Tough, dedicated, creative, ethical professional. Since 1971 have been consultant to over 41 radio and television stations, newspapers and retailers. Scoreboard: 38 wins, two losses, one tie. I build strong, profitable sales teams, and frankly, I'm tired of walking away from the goodies. Am trying to search out a professional owner who really wants to do things, big things, at a bottom line profit. Unusual resume by writing Box P-2, BROADCASTING.

GM, GSM. Total experience. Determined, analytical, creative, personable, objective, successful, young, MBA, resume. Box P-10, BROADCASTING.

Sales oriented manager, 15 yrs. experience all phases, desires permanent, responsible position, prefer midwest, southeast. Box P-88, BROADCASTING.

SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager, excellent track record & references. Proven performance in sales, administration & programing. Box P-94, BROADCASTING.

Operations Director. Presently employed. Five years all phase radio including heavy spot sales. Looking for GM slot plus possible partnership. No cash, but a good businessman. Box P-99, BROADCASTING.

Improve your sales, engineering and operations. Two pros ready to help you. 206-424-3637.

SITUATIONS WANTED SALES

I will put \$40,000 in new revenue on your books the first year. Build revenue, ratings, results with ideas, all tried and proven. Box P-78, BROADCASTING.

Salesman, Play-by-play. New ownership and format causes me to look for sports minded station in the southeast after eight years as sports director and sales manager in medium market. Honest, knowledgeable, 3rd. Box P-92, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

Two Major Market (Top 10) air personalities wish to form a morning team in a small or medium East Coast market. MOR, Top 40, or Progressive Rock. So you don't forget, reply before midnite tonight to Box A-223, BROADCASTING.

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Basketball play-by-play. One of the best Radio or TV. Box N-223, BROADCASTING.

Personality oriented, T/40, big voice, programing experience, looking for good med. mkt with growth potential. Any format. Box P-11, BROADCASTING.

Experienced, 3 year serious professional seeking contemp. New England/New York State. I'm ready now. Box P-33, BROADCASTING.

D.J. Young mature needs break. Great news commercials tight board, 3rd endorsed. Anywhere! Now! Box P-58, BROADCASTING.

New York sports Director. Play by play exp. Will relocate. Box P-61, BROADCASTING.

Lost D.J. looking for a home. 3 years experience. Excellent production. News, sports, P.B.P. Desire stable organization. Any format. Box P-67, BROADCASTING.

Classical announcer. Producer with 3rd class. Music and languages background. Prefer noncommercial. Box P-68, BROADCASTING.

Love life & radio. Experienced jock and P.D. looking for stable medium market station that believes in personality and having fun on the air. College grad. Station or chain with future. Box P-76, BROADCASTING.

Midwest. Twenty years allround experience. Finest background. Solid references. Strong news background, on air and writing. Professional production. Veteran. Third endorsed ticket. Present employer, best reference. Box P-79, BROADCASTING.

Deep voice, professional delivery, 14 years experience. Currently in TV part time, want to return to full time radio, prefer Ohio, Indiana, Kentucky or Michigan. Box P-81, BROADCASTING.

Lively, friendly talk show. Husband/wife team will job-share or co-host talk. Settled couple, 4 kids looking for middle or major market home. College grads, on-air experience, time sales too! Box P-83, BROADCASTING.

Good, solid announcer wishes to relocate. Young, creative, and quick witted with excellent voice that continues to improve. Currently working in top 30 market and would like to stay there but will consider all reasonable offers. Box P-95, BROADCASTING.

Available for Alabama, experienced, quality announcer with heavy voice. Creative production, experienced in small to large markets, all offers considered. Box P-100, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Personality seeking Adult Top 40 or Progressive MOR gig. 7 years experience, some major market. Good track record with strong promotional/public service background. Enjoy city life. Air shift-assistant P.D. position O.K. Box P-104, BROADCASTING.

Charley Donovan, ABC O&O Houston. Seeks Major/Lg. Med. Contemporary. 713-789-1532.

Top 40 jock seeks work within 150 mile radius of Hartford, Ct. Call Pete 1-203-223-4323.

Resourceful communicator, broadcasting B.A., needs any position available. 714-466-7367. 568 Sears, San Diego, CA 92114.

3rd. DJ, news, experienced, want small market. Nelson Brown, 9660 Becker, Allen Park, MI 48101. 313-386-8899.

Creative, humorous personality desires contemporary MOR or Top 40, Eastern area. Fantastic production. 609-429-2316.

You've heard all the superlatives, now hear my tapes, talk or up MOR and a first phone. Call 217-442-7450 evenings or write: Adrian Collier, 814 South Street, Danville, IL 61832.

3rd endorsed DJ 1 yr experience. Looking for new home preferably in Pa. Will do anything. Call Ray 717-698-6557.

1st phone, CIE Diploma. 5 yrs exp. Soul. Need help? I need a job. 4907 Challendon Rd., B-1, Baltimore, 21207. Dial 1-301-448-1822. "Mosquito."

I want to work because I love radio. It's my life. I'd like to go to work for you and your station. All you have to do is say yes. People tell me I have a good voice. I can produce saleable spots. I have a 1st ticket. Call Al at 612-756-5361.

MOR DJ, and PBP desires small station. Have 3rd phone. No experience. Contact Ray DeLuna at 219-884-2981.

1 year experience 50 kilowatt contemporary FM. Also MOR, news, sports. 3rd phone. Kevin Young, 1590 E. High No. 5, Springfield, OH 45505.

Add an asset to your station. Experienced DJ, production man, 3rd endorsed, seeks permanent position, top-40, oldies, MOR. Will relocate. Married, 25, blind, but not handicapped. Hard-working, reliable. Salary negotiable. John Holliday, 13335 NE 6th Ave., Apt. 35, North Miami, FL 33161. 305-893-8722.

Airman seeks major/medium Contemporary. Chuck, 3737 Hillcroft No. 160, Houston, TX 77057.

Hi! How about stepping in the shoes of providence by placing a buoyant relator of news, song & cheer; kindly reach out for John Pluta, 121 Whitesboro St., Yorkville, NY 13495.

Ambitious young announcer, news director, chief newscaster of 10,000 watt in North Carolina. Good production, good boardwork, conducted weekly "Community Affairs" talk show. North Eastern states only. esp. New England. Richard Goodman, c/o B. Marchese, 3755 N.E. 167th Street, North Miami, FL 33160. 305-868-6534.

Harbinger of the Hits, seeking Contemporary Mama. Experienced, degree, inventive production, third. 217-787-3295.

Hal Murray, top pro. Air personality. Big ratings. Master ad-lib talk/or adult MOR. Polished, humorous, topical, literate. Also P.D. Hard worker. Seek challenge, permanent niche. Tapes, brochure. 813-866-2203.

Humorous, first phone, air personality desires small market Top 40 or Contemporary. 213-386-0286 No. 319 S.H. Green.

Florida, 1st, 6 years all phases and formats. Ex jock P.D. M.D. Responsible mature. Chance to advance. Bob 813-689-0684.

Young husband and wife talk team. Broadcasting for N.Y. station three years. Been with L.A. station. Husband B.A., M.A., wife B.A. Ready to move. Excellent references. Steve 212-469-6303.

SITUATIONS WANTED TECHNICAL

FCC 1st, 2 yrs technical training, ham license will work around Carbondale, Ill. or western U.S. Ready to start 6/1/76. Box A-249, BROADCASTING.

Do you need help? Operator w/1st class FCC license. Larry Scott, 408 E. Altadena Dr., Altadena, CA 91001.

SITUATIONS WANTED NEWS

Professional Radio-TV journalist, degree, (RTNDA), (Anchorman/Reporter/Sports Director/Documentary Credits). Outstanding credentials, references, portfolio. All offers, radio, and or/TV, considered. New England preferably. Box P-27, BROADCASTING.

Midwest sportscaster seeks free-lance baseball for summer, football for fall. Experienced BB, FB, BKB, hockey, college and pro. Have own equipment. Very reasonable talent fee plus expenses. Box P-35, BROADCASTING.

Woman, highly experienced top major markets in all phases of broadcast journalism, including morning anchor, field reporting, talk show host, documentaries, and public affairs, seeks major market position. Box P-41, BROADCASTING.

Hard working newsmen, talk host wants responsible position in news dept. of educational radio-TV station. 5 yrs. exper. M.A. in Communications. Box P-89, BROADCASTING.

Award winning newscaster. Exceptional voice, delivery, writing style. Seeks news oriented station. Box P-106, BROADCASTING.

Country jock, Sports P-B-P, newsmen; six years experience in all three fields, won several awards. Call collect. Rick 612-544-3276.

Newswoman, experienced in all news duties, 3 yrs. major & medium, Sue McNett, 14306 Lowe Riverdale, IL 312-849-2303.

Capable meteorologist desires experience radio TV. Available now for low salary. Contact S.G. Davis, 401-464-3666 or 401-828-0157 weekday mornings or afternoons.

Top sportscaster PBP and reporting background. Only stations that have it together, call 1-717-733-0531.

Reporter, BA, MS Broadcast Journalism, one year experience major market network affiliate. Third phone endorsed. Fast worker, good writer. Not a jock or a news reader. Rich Peacock, 33 Cogswell Ave., Cambridge, MA 02140. 617-547-2788.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced PD and afternoon drive-time personality seeking challenging position, medium and major markets. Prefer south-southeast. Box P-19, BROADCASTING.

Adult contemporary programmer, developer of an exciting new approach which has been a phenomenal success story in both ratings and sales. Composite format tape available. Box P-40, BROADCASTING.

Experienced music director available for contemporary easy listening station. Excellent knowledge all types of MOR music, write Box P-48, BROADCASTING.

Experience, degree, knowledge, ability. Would like to do music or audience research for major market Top 40. Box P-63, BROADCASTING.

Program Director: Ten years major market management experience. first phone, perfect track record. Box P-66, BROADCASTING.

AOR personality/P.D. Looking because of format change. Aggressive, experienced, reliable. Excellent references and background. Will program medium-large markets or work under creative P.D. Available March 1. Box P-105, BROADCASTING.

Looking to program Top 40 small to medium market station. Write: Dean Mionske, 590 SW 27 Ave., No. 12, Ft. Lauderdale, FL 33312.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Program Director/news director/announcer/heavy production with major market experience now ready to program your station. Bruce Stier (Brian York) 303-542-3994.

Creative copywriter seeks position in NE. Ask for resume and portfolio. Ronald Miller, 15 Division, Oneonta, NY 13820. 607-432-3974.

Experienced copywriter seeks permanence in south Florida. 1st phone, rusty but capable on air if necessary. No country. No rock. Larry Z., 306 High, Apt. 16, Fremont, OH 43420.

Christian MOR-Gospel MD or PD position. 5 years experience same station. B.S., First. 29. family. John Klassen, 805-489-1962 evenings.

TELEVISION

HELP WANTED MANAGEMENT

Florida TV station needs an experienced promotional manager. This is a position with a progressive station that will be placing major promotional emphasis through our own on air. Must be a good writer. Experience as a director, 16mm photographer and television artist would be helpful. Salary open. Applications from women and minorities encouraged. Send your resume to Box P-69, BROADCASTING.

One of South Florida's Top TV stations looking for an account executive with solid TV/radio sales experience. Equal Opportunity Employer, female and minority applicants encouraged to reply. Reply to Box P-80, BROADCASTING.

Corporate accounting manager, 5 years minimum broadcast experience, group experience desirable. Major Southwest market. Send resume to Box P-90, BROADCASTING.

HELP WANTED TECHNICAL

South Florida VHF station needs master control switcher. No experience necessary. Will train right person. First phone required. Send resume. Equal Opportunity Employer. Box A-246, BROADCASTING.

VTR Maintenance Engineer. Familiar with AVR-1's and 1200's for Chicago and Los Angeles locations. Box P-62, BROADCASTING.

Opening for studio technician with First Class license for VTR operation and maintenance. Apply to Glenn Thompson at KPHO-TV Channel 5, Meredith Corporation, leading southwest independent, 4016 N. Black Canyon, Phoenix, AZ 85017. Telephone 602-248-7474. An Equal Opportunity Employer.

Opening for first class phone. Excellent opportunity for person wishing to continue college or learn television broadcasting. Contact J.R. Middleton, KTVO-2, Billings, MT.

TV broadcast technician: First Class FCC radio/telephone license required. Previous experience desirable. An Equal Opportunity Employer; Male/Female. Contact W.C. Hunter, Director of Engineering, WHAS-TV, PO Box 1084, Louisville, KY 40201.

TV Transmitter engineer. FCC First phone required. Write: Richard Kline, Chief Engineer, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602. An Equal Opportunity Employer.

Television Broadcasting Engineer. Must have a valid FCC first phone license. This will be renewable at expiration. Must have a minimum of 5 years experience in VHF TV transmitter operation and maintenance. RCA TT-30FL and TT-25BL background preferred. Transmitter remote control experience helpful. Box 1986, Pittsburgh, PA 15230. An Equal Opportunity Employer. M/F.

Video design engineers wanted by leading switcher company. Experience in video systems preferred. Contact Mr. Buzan, Vital Industries Inc., 3700 NE 53 Ave., Gainesville, FL 32601. Phone 804-378-1581.

HELP WANTED TECHNICAL CONTINUED

Television Engineer-Chief. Starting salary \$22,404/year, excellent fringe benefits. Nation's largest community college district has immediate opening at its Hollywood, CA campus for top maintenance technician with extensive background in troubleshooting and repair of commercial broadcast quality television equipment. Will be responsible for new facility (currently under construction) with all new equipment, includes studios and master control, telecine, screening, and video tape recording rooms. Call or write now for applications and additional information: Personnel Commission, Los Angeles Community College District, 2140 W. Olympic Blvd., Los Angeles, CA 90006. 213-380-6000, extension 241.

HELP WANTED NEWS

Equal Opportunity Employer Southeast Number One wants SOF cameraperson/editor who works hard and fast with reporter or by self. Five years experience. Strong on preventive maintenance and repair. Box A-195. BROADCASTING.

Managing Editor. Medium market. Second in command, staff of twelve. Make assignments and produce 6 PM News. Must be progressive, creative, take charge person, familiar with ENG. Send resume, tape, salary requirements to Lee Denney, ND, WTVW, 477 Carpenter Street, Evansville, IN 47736. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Filmmaker, Southeastern PTV. Experienced in shooting, sound, editing, double system mindocs and inserts. Sampler required. Box P-107. BROADCASTING.

Experienced Program Manager. Brilliant opportunity to join the Rust Craft group of professional broadcasters. Send resume, including references and current salary to Al Lucero, General Manager, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. An Equal Opportunity Employer.

Producer-director needed for innovative educational programs at the University of Mid-America. Six month appointment to produce two half hours of "The Great Plains Experience" with possibility for permanent job. Must be creative, flexible, experienced. Reply immediately to Dr. Joseph Lipson, Box B2006, Lincoln, NE 68501. 402-467-3671.

Chairperson: Cinematheque coordinator: Production coordinator. All faculty appointments. Film-CAI Department, San Francisco State University, San Francisco, CA 94132. Affirmative Action/Equal Opportunity.

SITUATIONS WANTED ANNOUNCERS

TV-Talk/Variety Show host. Experienced entertainer/M.C. Wit, humor, savvy, know-how. Creative commercials, quiz shows, audience partic. VTR, cassette, brochure. 813-866-2203.

SITUATIONS WANTED TECHNICAL

Chief Engineer, 19 years experience in TV and CATV. Age 36. BSEE, knowledgeable in state of the art, including ENG. Box P-17, BROADCASTING.

Chief Engineer well qualified in all areas of engineering looking for good position. Box P-96, BROADCASTING.

First ticket technician. Major market TV and videotape construction and operations, some maintenance. Single, will relocate. Salary flexible. Box P-114, BROADCASTING.

SITUATIONS WANTED NEWS

Dynamic young ass't ND/anchor/producer with heavyweight ratings seeks serious, progressive news operation dedicated to being or becoming number one. 30s market or better. Box A-242, BROADCASTING.

Weatherman doing number one show in 28th market desires a move up to larger, progressive station. Exceptional presentation, appearance and delivery. Filmed reports, graphics, and charts will brighten your weather outlook. Box A-250, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Attorney (experience in communications) seeks to employ legal background as television reporter; will forward tape(s), copy, upon request Box A-212, BROADCASTING.

Meteorologist seeks position as television meteorologist. B.S. in Meteorology. Successful television experience. Cassette available. Box P-52, BROADCASTING.

Reporter/Anchor. Employed. Available. Box P-70, BROADCASTING.

Meteorologist, personable & professional. 6 years major market experience. High on visuals. Seeking station wanting to upgrade their weather program. Box P-72, BROADCASTING.

Major market weekend sports anchor-reporter desires new challenge in top-20 market. Young, strong production, commentary. 4 years major market experience. Box P-87, BROADCASTING.

Aggressive news reporter or anchorman? Experienced, talented, natural flair for news? You've found him! Box P-91, BROADCASTING.

Major Market Producer with reporting experience. Excellent references. Looking for position as Producer/Executive Producer/Assignment Editor. Contact Box P-93, BROADCASTING.

News Director/Anchorman, will run department, produce/anchor the 6, economically. ENG experienced. Box P-112, BROADCASTING.

RTNDA scholarship winner, college grad, wants to work! Two years experience in broadcast journalism. Diligent, probing reporter. Accomplished photographer, editor. Call Steve: 214-436-6975 for more.

Experience, ability, from calm, cool self starter. Handled all facets of small market operation. Production, anchor, weather. Also stint with three year A/P market champ. Imaginative, solid film. Own Scoopic 16-M. Single, double system. Desire work now, after trek towards M.A. Consider any area. Answer all with writing, resume, reference, and standup. Gary Linn, 512-672-3061.

Reporter, four years in top forty, creative. Box 7023, West Trenton, NJ 08628.

Sports Director, experienced, production background. Box 177, Yardley, PA 19067.

Top 50 anchorman/reporter, 10 years news experience. 31, degree, family. 305-295-3024.

Top Australian reporter/assignment editor. Seven years experience investigative and hard news. Young, family man looking for career position anywhere in U.S. References and videotape audition on request. 516-735-8652.

Meteorologist, graduate wants your weather! Some experience (Avco), some ideas, much desire! Paul Hagar, 12 Langdon, Madison, WI 53703. 608-256-4762.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer Director wants new creative challenges. Two years experience newscasts, commercials. Minicam productions. Plus two years experience in control room operations and camera. Also Scenic/Lighting design. Box P-38, BROADCASTING.

Programing Public TV/university telecommunications goal of experienced commercial TV-film production manager. Recent M.A. in Mass Communications. Offer proven creative judgment, talent for organization and problem-solving. Box P-71, BROADCASTING.

Cinematographer/Editor looking for documentary or special projects. Young, experienced in TV. degree. Box P-82, BROADCASTING.

Serious journalist seeks producer/writer/editor/reporter position with information oriented news or documentary unit. BS in broadcasting. 1 yr. news director award winning cable TV station, excellent references. Call 904-438-0705 or write Jay, Box P-101, BROADCASTING.

BUY-SELL-TRADE

New and used towers. Also erection and painting. Angle Tower Company, PO Box 55, Greenville, NC 27834. 919-752-7323.

WANTED TO BUY EQUIPMENT

Need: used remote truck. Self-contained unit, no semi's or trailers. With or without equipment. Unite should be able to hold 4 cams & VTR. Write Box P-44, BROADCASTING.

Used 250 watt FM transmitter for educational FM station, 90.1 mhz. Tax deductible. Donation or low price. Contact Mr. Ed Bell, Jones College, 5353 Arlington Expressway, Jacksonville, FL 32211. 904-743-2400.

We need used 250, 50, 1 KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Used Kensol Hot Press for TV art department. State condition, accessories, price. M.A. McMellon, Operations Manager, WTVQ-TV, Box 5590, Lexington, KY 606-299-6262.

FOR SALE EQUIPMENT

Brand new Memorex 2" videotape, still in original plastic shipping seals. All one-hour reels. \$70.00 per reel, less shipping. David Castellano, 3232 McNutt Ave., Walnut Creek, CA 94596. 415-937-9566.

Available approximately April 1, 1976. Gates FM-5H, 5 KW FM transmitter; Gates FMA-10A, horizontal FM antenna; Andrew FH-7, 1 5/8" Coax 240' in length; Gates remote meter & control panel. All in use approximately 6 years and in excellent condition. We are increasing power. Price for the package \$15,000 F.O.B. Sioux Center, IA.

Heilax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

Marti remote pickup transmitter, series RPT-40, & Marti receiver, series R-30/150. Mint condition, used once, no longer fits format. KMIT, Mitchell, SD. 605-996-9667.

SMC 3060 Automation system accommodates up to 10 audio sources, with carousels, reel to reels, cart machines. Further details from KPTL, Box 653, Carson City, NV. 702-882-1319.

One M-34 Dolby Processor for \$750 and one Sansui QSE-5B Quad for \$500, both in operation less than 90 days. Contact John W. Jacobs Jr., President, WDUN Radio, Post Office Box 10, Gainesville, GA 30501. Phone 404-532-9921.

350 Ft. IDECO self-supporting heavy duty galvanized triangular steel tower. Dismantled, with two beacons, clearance lights, photo electric controls and flasher, bolts and nuts. Bundled, ready to ship, \$35,000.00. Have prints. 608-784-7373, William Bruring, WWLA, La Crosse, WI 54601.

Gates 3 Bay Circular FM antenna with Heaters. Mint condition. In use only 4 years. Beck-Ross Communications, 1290 Peconic Ave., Babylon, NY 11704.

Magnetic tape for your audio logger. Slightly used on 10 1/2" metal N.A.B. reels, \$3 each. Call Jeff Goldman, 203-887-1818.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. 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.

Air checks of the top personalities in the nation! Current and collectors tapes available! Send for free catalogue: Air Checks, 1516 Hinman, Suite 505, Evanston, IL 60201.

MISCELLANEOUS CONTINUED

You can train your salesmen to sell like pros. Free information. Tiger Tapes, Box 4713, Nashville, TN 37216.

Ghost hunter, psychic detective! Makes fascinating talk-show interview! Call Warren Freiberg Parapsychology Foundation, 312-747-4770 or WLNR, 312-474-3455.

PLACEMENT SERVICE

Many Top 40, MOR, and country & western openings available now! Rush tapes and resumes to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 60201.

INSTRUCTION

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

Institute of Broadcast Arts, 75 East Wacker Drive, Chicago, 4730 West Fond Du Lac, Milwaukee. Current FCC license updates. Approved for Veterans Benefits, financing available. Lowest prices in the Midwest, 312-236-8105 or 414-445-3090. Results guaranteed.

No FCC license? Tried every way but the right way? It's time for Genn Tech., Home Study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin Feb. 16, March 29, May 10.

REI, 61 N. Pineapple Ave., Sarasota, FL, 33577. 813-955-6922.

REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today 312-321-9400. 237 East Grand Avenue, Chicago, IL 60611.

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.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Philadelphia, Detroit, Chicago, Seattle, Los Angeles. Box Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

Job opportunities and announcer-d.j.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and VA. benefits.

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RADIO Help Wanted Management

ELECTRONICS DIRECTOR OF MARKETING

A well established manufacturer of audio and video products for the broadcast, industrial and military markets has an opening for a Director of Marketing.

This individual will head up our sales and marketing groups in handling current programs and will also be responsible for developing new markets both nationally and worldwide.

This is a growth opportunity with an excellent compensation package for the person with the proper qualifications.

Call or write: *W.T. Ash*
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Silver Spring, Maryland 20910
301/588-4983
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Help Wanted Sales

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Sales Persons . . . Top Draw/Commissions
Excellent fringe benefits
Send resume to Ross Adkins
KSOM AM/FM
PO Box 1510
Ontario, California 91762
(Equal opportunity employer)

MAJOR MARKET SALES-NEWS PERSONS

Northwest Michigan's top AM is going full time. WVOY is looking for two heavy-weight news persons who can sell contemporary radio, or two super sales persons who can deliver network quality news. Compensation can total \$15,000. Send news tape and sales track, no phone calls. WVOY, P.O. Box 237, Charlevoix, MI 49720.

Help Wanted Technical

Chief Engineer for Mid-West AM-FM. 4 Tower Directional AM. 20 kw FM. Night time duties with a combo air shift. Good pay, good fringe, good company, good country. State tech. qualifications with resume.

Box P-65, BROADCASTING.

Help Wanted News

WASH-FM WASHINGTON, D.C. NEEDS A NEWSCASTER

Metromedia O & O has an opening for one excellent sounding news professional who can gather, write, edit, and deliver news in a mature, warm and convincing manner. Someone who can un-complicate the complicated stories. Send tape, writing sample, and resume immediately to Ed Tobias, News Director, WASH-FM, 5151 Wisconsin Avenue, N.W., Washington, D.C. 20016. No calls, please. Metromedia is an equal opportunity employer.

Help Wanted Programing, Production, Others

OPERATIONS MANAGER - WLW

Immediate opening for take-charge individual to direct programing and promotional activities of 50,000 watt Cincinnati MOR Giant. Excellent salary, fringe benefits and opportunity for advancement. Send complete resume to Charles K. Murdock, WLW, 140 W. Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer M/F.

PRODUCTION MANAGER - WLW

Immediate opening for production pro at 50,000 watt Cincinnati leader. Heavy work load. Good voice and creativity a must. Responsibilities include commercial production, client presentations, documentaries, and station specials. Send resume and tape to Charles K. Murdock, WLW, 140 W. Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer M/F.

Situations Wanted Announcers

Radio & TV Talk VACATION FILL

Experienced major market talk host will cover your talker's vacations. References, audio & video tapes on request. Box P-75, BROADCASTING or phone 301-655-1134. Reserve your time now, and Relax!

Situations Wanted Programing, Production, Others

THE KEY IS MARKETING

Currently programing one of the nation's most successful medium market stations. Will accept major market challenge. 25K Min.

Box P-64, BROADCASTING.

Program Advisor proven results in major markets. Excellent track record. Now specializing in recovery of medium and small market stations top references in top 40, contemporary, RB. Call collect now to Chris Bailey 216-961-1089 or write Chris Bailey 11406 Clifton Blvd., Suite 804 Cleveland, Ohio 44102.

TELEVISION Help Wanted Sales

TEKTRONIX, INC.

World leader in the manufacturing of electronic test equipment is expanding video sales. Openings exist in Dayton, Ohio, and Eastern U.S.

If you have broadcast video sales experience, an E.E., or related degree, and are ready to accept a challenge we want to talk to you. Salary, incentive commission, and company automobile furnished. Please call to arrange a personal interview: 214-233-7791, or send business experience and educational information or resume to Austin Basso, Eastern Regional Sales Manager, Communications Division, 4455 Sigma Road, Dallas, Texas. 75240.

Help Wanted News

NEWS MANAGEMENT

Ratings growth allows us to grow. Experienced photo/reporter/writer to assign, produce and supervise 10-man staff. Salary depends on you. Medium market EEO employer. Reply

Box P-103, BROADCASTING.

Situations Wanted News

TV NEWS

Producer/Reporter, currently employed in No. 2 market, seeking change of scenery. Strong in mini-cam/video news production. Single, young, college educated. Nominated for Emmy, good interviewer, looking for a challenge.

Box P-59, BROADCASTING.

YOU BELONG IN BROADCASTING!

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

Employment Service

WE HAVE THE JOBS !!!
Subscribe To:



Box 61, Lincoldale, N.Y. 10540
Number "One" in Weekly Nationwide
Employment Listings for Radio,
TV, DJ's, PD's,
News, Announcers, Sales & Engineers.
\$15.00 3 mo. (12 issues); \$30.00 12 mo.
(50 issues) No C.O.D.'s, Please

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SWAGER TOWER CORPORATION CABLES PRESTRESSED FOR TALL TOWERS SOCKETS ATTACHED

All work supervised by Certified
Engineer
Box 656, Fremont, Indiana 46736
219-495-5165.

Placement Service

RADIO-TELEVISION-CATV STATION OWNERS & MANAGERS

We will recruit your personnel
at no charge to you. Call the

"PERSONNEL HOTLINE"

305-967-8838

Miscellaneous

"COMMUNITY NEEDS" SURVEYS

To satisfy FCC requirements for license renewals, ownership changes, and subscription TV applications.

Professional Research Services



6606 S. TERRACE RD. TEMPE, ARIZ. 85283 (602) 839-4003 Collect

GROSS OVER \$1,000.00 Monthly with our "SHOP-AT-HOME" * Radio promotion. For medium and small markets. Inexpensive. For complete details call collect **703-342-2170**. *We will accept calls **ONLY** from radio station managers."

Hayden Huddleston Productions, Inc.
Suite 305, Shenandoah Building
Roanoke, Virginia 24011

Public Notice

The Village of Green Island, in Albany County, New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until April 2, 1976 and all applications received will be available for public inspection during normal business hours at Village Office, Green Island, N.Y.

Eugene J. O'Connor,
Clerk-Treasurer
20 Clinton St.
Green Island, N.Y. 12183
518-273-2201

For Sale Stations

TOP TEN MARKET CLASS II FULLTIME AM STATION \$3,700,000 CASH

Principals only reply to:
Box A-197, BROADCASTING.

For Sale Stations Continued

Midwest Class B-FM. Priced 2-1/2 times revenues. Outstanding opportunity for medium-market group owner. Price firm at \$500,000 cash. Please reply on company letterhead to:

Box A-198, BROADCASTING.

Come South where the living is easy. This Florida fulltime AM with FM companion has the best signal in the market and valuable real estate. The asking price of \$750,000 is approximately three times the gross. Grow with Florida by owning this AM/FM combination. No brokers please. Please write Box A-199, BROADCASTING.

Top 10 market AM-FM with positive cash flow. Includes excellent building, land and equipment. Proven format with market exclusivity. Substantial cash required. Principals only.

Box P-56, BROADCASTING.

RECEIVERSHIP SALE OHIO

WMGS 730 khz, 1 kw (PSA) Potential Fulltime and Power Increase! Minimum acceptable bid \$300,000. 20% down, balance cash at closing. Contact: B. Bernard Wolson-Toledo (419) 248-2666 or G.M. Carl A. Cook, 138 N. Main Street, Bowling Green, Ohio 43402. PH. (419) 352-5233.

Leading AM in growing Southeastern market. Excellent frequency and facilities, fulltime. Wide coverage. New equipment. Station on air over thirty (30) years. Can be purchased at equivalent replacement cost. Owner retiring.

Contact: Edward E. Murrey, III
A/C 615-748-9438
J.C. BRADFORD & COMPANY
Investment Bankers,
Nashville, TN

KOLI, AM, COALINGA CALIFORNIA 500 Watt

For details call Leif Kiewlich, Bank of America, Dept. 3370 Box 37000, San Francisco, California. Phone 415/522-2178 before 11:30 a.m. PST.

**For Sale Stations
Continued**

| | | | | |
|-------|-------|---------|------|--------|
| Tenn. | Small | Daytime | 138K | \$ 50K |
| M.W. | Major | FM | 1KK | 290K |
| Ohio | Metro | Daytime | 450K | 130K |
| West | Small | AM/FM | 500K | 29% |
| Fla. | Small | Daytime | 135K | Cash |

Atlanta—Boston—Chicago—Dallas
New York—San Francisco

CHAPMAN ASSOCIATES*
 nationwide service

5 Dunwoody Park Atlanta, Georgia 30341

W.R. IKE **TWINING**
 Communications Investments
 68 Post Street
 San Francisco 94104
 (415) 981-5510—(408) 624-7710

BROADCASTING
 will reach virtually 100% of the industry's decision makers.

**Books
for
Broadcasters**

403. **AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. **\$12.95**
404. **THE ANATOMY OF LOCAL RADIO-TV COPY** by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 104 pages. **\$5.95**
405. **BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
406. **THE BUSINESS OF RADIO BROADCASTING** by Edd Routh. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages., illustrated. **\$12.95**

BROADCASTING Book Division
 1735 DeSales St., NW
 Washington, D.C. 20036

Please send me book(s) numbered _____ Payment for the full amount is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

**For Sale Stations
Continued**

*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

SOUTHEASTERN T.V.
 Number one facility in robust market. On air twenty (20) years. Gross revenue - \$1,300,000 and growing. Network affiliation. New equipment. Owner retiring.

Contact: Edward E. Murrey, III
 AIC 615-748-9438
J.C. BRADFORD & COMPANY
 Investment Bankers,
 Nashville, TN

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.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

**For Sale Stations
Continued**

LARSON/WALKER & COMPANY
 Brokers, Consultants & Appraisers
 Los Angeles Washington

Contact: William L. Walker
 Suite 308, 1725 DeSales St., N.W.
 Washington, D.C. 20036
 202-223-1953

**MEDIA BROKERS
APPRAISERS**

RICHARD A. **Stahoen** INC.
 435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040

SOVRAN
 ASSOCIATES, INC.
 BROKERS & CONSULTANTS

SUITE 217
 11300 NORTH CENTRAL EXPRESSWAY
 DALLAS, TEXAS 75231 (214) 369-8545

Broadcasting Stock Index

| Stock symbol | Exch. | Closing Wed. Feb. 4 | Closing Wed. Jan. 28 | Net change in week | % change in week | High | 1975-76 Low | PIE ratio | Approx. shares out (000) | Total market capitalization (000) | |
|--|-------|---------------------|----------------------|--------------------|------------------|----------|-------------|-----------|--------------------------|-----------------------------------|-----------|
| Broadcasting | | | | | | | | | | | |
| ABC | ABC | N | 25 7/8 | 21 1/4 | + 4 5/8 | + 21.76 | 27 3/8 | 13 1/8 | 9 | 17,187 | 444,713 |
| CAPITAL CITIES | CCB | N | 52 1/4 | 49 1/4 | + 3 | + 6.09 | 52 1/4 | 22 | 18 | 7,208 | 376,618 |
| CBS | CBS | N | 56 1/4 | 55 1/2 | + 3/4 | + 1.35 | 56 3/8 | 20 1/2 | 14 | 28,313 | 1,592,606 |
| COX | COX | N | 35 3/8 | 36 1/8 | - 3/4 | - 2.07 | 36 1/8 | 10 1/4 | 18 | 5,852 | 207,014 |
| GRDSS TELECASTING | GGG | A | 11 1/8 | 11 1/2 | - 3/8 | - 3.26 | 11 1/2 | 6 7/8 | 8 | 800 | 8,900 |
| LIN | LINB | O | 13 7/8 | 12 3/4 | + 1 1/8 | + 8.82 | 13 7/8 | 2 5/8 | 14 | 2,382 | 33,050 |
| MOONEY | MOON | O | 3 7/8 | 3 7/8 | | .00 | 3 7/8 | 1 1/4 | 10 | 385 | 1,491 |
| RAHALL | RAHL | O | 4 5/8 | 4 5/8 | | .00 | 6 1/4 | 2 1/4 | 10 | 1,297 | 5,998 |
| SCRIPPS-HOWARD | SCRP | O | 23 1/2 | 23 1/2 | | .00 | 23 1/2 | 14 1/4 | 8 | 2,589 | 60,841 |
| STARR | S8G | M | 4 | 3 1/2 | + 1/2 | + 14.28 | 7 | 2 3/4 | 4 | 1,091 | 4,364 |
| STORER | SBK | N | 20 | 18 1/4 | + 1 3/4 | + 9.58 | 21 1/4 | 12 1/8 | 10 | 4,571 | 91,420 |
| TAFT | TFB | N | 26 1/4 | 26 7/8 | - 5/8 | - 2.32 | 28 1/2 | 11 5/8 | 9 | 4,042 | 106,102 |
| TOTAL | | | | | | | | | | 75,717 | 2,933,117 |
| Broadcasting with other major interests | | | | | | | | | | | |
| ADAMS-RUSSELL | AAR | A | 3 1/8 | 3 1/4 | - 1/8 | - 3.84 | 3 1/4 | 3/4 | 18 | 1,248 | 3,900 |
| AVCO | AV | N | 7 1/2 | 7 1/8 | + 3/8 | + 5.26 | 7 5/8 | 2 3/8 | 2 | 11,481 | 86,107 |
| BARTELL MEDIA | BMC | A | 3/4 | 1/2 | + 1/4 | + 50.00 | 1 5/8 | 1/2 | 1 | 2,257 | 1,692 |
| JOHN BLAIR | BJ | N | 8 1/2 | 7 | + 1 1/2 | + 21.42 | 8 1/2 | 3 7/8 | 40 | 2,403 | 20,425 |
| CHRIS-CRAFT | CCN | N | 5 1/2 | 5 3/8 | + 1/8 | + 2.32 | 6 3/4 | 2 1/8 | 20 | 4,167 | 22,918 |
| COMBINED COMM. | CCA | N | 16 3/8 | 15 1/4 | + 1 1/8 | + 7.37 | 16 7/8 | 5 | 10 | 4,673 | 76,520 |
| COWLES | CWL | N | 7 1/8 | 7 1/8 | | .00 | 9 | 4 1/8 | 6 | 3,969 | 28,279 |
| DUN & BRADSTREET | DNB | N | 31 3/4 | 29 3/4 | + 2 | + 6.72 | 33 | 18 3/4 | 21 | 26,527 | 842,232 |
| FAIRCHILD IND. | FEN | N | 7 3/4 | 7 1/2 | + 1/4 | + 3.33 | 9 1/2 | 3 3/4 | 7 | 5,708 | 44,237 |
| FUQUA | FQA | N | 7 | 6 1/4 | + 3/4 | + 12.00 | 7 1/4 | 3 1/4 | 12 | 8,689 | 60,823 |
| GANNETT CO. | GC1 | N | 38 | 37 5/8 | + 3/8 | + .99 | 38 5/8 | 23 | 23 | 21,108 | 802,104 |
| GENERAL TIRE | GY | N | 22 1/8 | 22 | + 1/8 | + .56 | 22 1/8 | 10 5/8 | 7 | 21,523 | 476,196 |
| GLOBETROTTER | GLBTA | O | 2 | 1 3/4 | + 1/4 | + 14.28 | 3 5/8 | 7/8 | 10 | 2,783 | 5,566 |
| GRAY COMMUN. | O | 6 1/2 | 6 1/2 | | .00 | 7 | 6 | 5 | 5 | 475 | 3,087 |
| HARTE-HANKS | HHN | N | 22 | 20 | + 2 | + 10.00 | 22 | 6 1/4 | 14 | 4,369 | 96,118 |
| JEFFERSON-PILOT | JP | N | 30 | 29 1/2 | + 1/2 | + 1.69 | 30 3/4 | 26 1/4 | 12 | 24,066 | 721,980 |
| KAISER INDUSTRIES | KI | A | 10 7/8 | 9 5/8 | + 1 1/4 | + 12.98 | 11 5/8 | 4 5/8 | 6 | 27,575 | 299,878 |
| KANSAS STATE NET. | KSN | O | 3 7/8 | 3 5/8 | + 1/4 | + 6.89 | 4 1/8 | 2 7/8 | 7 | 1,815 | 7,033 |
| KINGSTIP | KTP | A | 6 1/4 | 6 3/8 | - 1/8 | - 1.96 | 7 3/8 | 1 7/8 | 12 | 1,154 | 7,212 |
| KNIGHT-RIDDER | KRN | N | 34 1/2 | 33 1/2 | + 1 | + 2.98 | 34 5/8 | 14 1/4 | 22 | 8,305 | 286,522 |
| LEE ENTERPRISES | LNT | A | 23 | 23 1/8 | - 1/8 | - .54 | 23 1/8 | 12 | 13 | 3,352 | 77,096 |
| LIBERTY | LC | N | 13 1/4 | 12 3/4 | + 1/2 | + 3.92 | 13 1/4 | 7 1/8 | 6 | 6,762 | 89,596 |
| MCGRAW-HILL | MHP | N | 15 | 14 5/8 | + 3/8 | + 2.56 | 15 1/4 | 6 | 13 | 24,569 | 368,535 |
| MEDIA GENERAL*** | MEG | A | 19 | 9 3/8 | + 9 5/8 | + 102.66 | 19 | 9 3/8 | 7 | 7,221 | 137,199 |
| MEREDITH | MDP | N | 15 1/2 | 14 3/8 | + 1 1/8 | + 7.82 | 15 1/2 | 8 3/8 | 6 | 3,041 | 47,135 |
| METROMEDIA | MET | N | 19 3/4 | 19 | + 3/4 | + 3.94 | 19 3/4 | 5 1/4 | 15 | 6,553 | 129,421 |
| MULTIMEDIA | MMED | O | 17 | 15 1/2 | + 1 1/2 | + 9.67 | 17 | 8 3/4 | 11 | 4,390 | 74,630 |
| NEW YORK TIMES CO. | NYKA | A | 13 1/2 | 13 1/2 | | .00 | 15 5/8 | 7 1/2 | 8 | 10,938 | 147,663 |
| OUTLET CO. | OTU | N | 16 3/4 | 16 3/4 | | .00 | 16 3/4 | 8 | 6 | 1,387 | 23,232 |
| POST CORP. | POST | O | 8 3/4 | 8 3/4 | | .00 | 8 3/4 | 3 1/4 | 35 | 871 | 7,621 |
| PSA | PSA | N | 7 3/8 | 6 5/8 | + 3/4 | + 11.32 | 7 3/8 | 3 3/4 | 15 | 3,181 | 23,459 |
| REEVES TELECOM | RBT | A | 1 3/4 | 1 1/2 | + 1/4 | + 16.66 | 2 1/4 | 3/4 | 7 | 2,376 | 4,158 |
| ROLLINS | ROL | N | 26 7/8 | 25 1/2 | + 1 3/8 | + 5.39 | 26 7/8 | 11 1/4 | 19 | 13,404 | 360,232 |
| RUST CRAFT | RUS | A | 8 3/8 | 7 | + 1 3/8 | + 19.64 | 9 3/4 | 4 3/4 | 6 | 2,328 | 19,497 |
| SAN JUAN RACING | SJR | N | 9 1/8 | 8 1/2 | + 5/8 | + 7.35 | 14 1/4 | 5 3/4 | 7 | 2,509 | 22,894 |
| SCHERING-PLOUGH | SGP | N | 56 3/8 | 53 3/8 | + 3 | + 5.62 | 67 1/4 | 44 1/2 | 24 | 53,938 | 3,040,754 |
| SONDERLING | SDB | A | 10 | 9 1/4 | + 3/4 | + 8.10 | 10 | 4 | 7 | 727 | 7,270 |
| TECHNICAL OPERATIONS | TO | A | 3 1/2 | 3 3/4 | - 1/4 | - 6.66 | 6 1/4 | 2 3/8 | 4 | 1,344 | 4,704 |
| TIMES MIRROR CO. | TMC | N | 21 1/2 | 21 1/2 | | .00 | 21 1/2 | 10 1/4 | 13 | 33,814 | 727,001 |
| WASHINGTON POST CO. | WPO | A | 27 | 27 1/8 | - 1/8 | - .46 | 30 | 16 7/8 | 9 | 4,751 | 128,277 |
| WOMETCO | WOM | N | 16 5/8 | 15 | + 1 5/8 | + 10.83 | 17 1/4 | 6 5/8 | 11 | 5,775 | 96,009 |
| TOTAL | | | | | | | | | | 377,526 | 9,429,212 |
| Cablecasting | | | | | | | | | | | |
| AMECO** | ACO | O | 3/8 | 1/2 | - 1/8 | - 25.00 | 1 7/8 | 1/8 | | 1,200 | 450 |
| AMER. ELECT. LABS | AELBA | O | 1 1/8 | 1 1/4 | - 1/8 | - 10.00 | 2 3/8 | 1/2 | 9 | 1,672 | 1,881 |
| AMERICAN TV & COMM. | AMTV | O | 19 3/4 | 18 1/4 | + 1 1/2 | + 8.21 | 19 3/4 | 6 | 35 | 3,322 | 65,609 |
| ATHENA COMM.** * | O | 1/8 | 1/8 | | .00 | 2 1/4 | 1 1/8 | | | 2,125 | 265 |
| BURNUP & SIMS | BSIM | O | 6 | 5 1/8 | + 7/8 | + 17.07 | 7 3/4 | 3 | 11 | 8,361 | 50,166 |
| CABLECOM-GENERAL | CCG | A | 7 7/8 | 7 1/8 | + 3/4 | + 10.52 | 7 7/8 | 1 5/8 | 14 | 2,560 | 20,160 |
| CABLE FUNDING | CFUN | O | 7 | 7 | | .00 | 7 3/4 | 4 1/4 | 175 | 1,121 | 7,847 |
| CABLE INFO. | O | 1/2 | 1/2 | | .00 | 1 1/4 | 1/4 | 1 | | 663 | 331 |
| COMCAST | O | 2 3/4 | 2 3/8 | + 3/8 | + 15.78 | 3 | 3/4 | 11 | | 1,708 | 4,697 |
| COMMUNICATIONS PROP. | COMU | O | 2 1/4 | 2 1/8 | + 1/8 | + 5.88 | 3 1/2 | 1 1/4 | 14 | 4,761 | 10,712 |
| COX CABLE | CXC | A | 16 1/4 | 17 3/8 | - 1 1/8 | - 6.47 | 17 3/8 | 4 3/8 | 26 | 3,560 | 57,850 |
| ENTRON | ENT | O | 1 3/4 | 1 5/8 | + 1/8 | + 7.69 | 1 3/4 | 5/8 | 13 | 1,358 | 2,376 |
| GENERAL INSTRUMENT | GRL | N | 10 5/8 | 10 3/4 | - 1/8 | - 1.16 | 31 1/2 | 7 1/2 | 7 | 7,201 | 76,510 |
| GENERAL TV | O | 3/4 | 3/4 | | .00 | 3/4 | 1/4 | 38 | | 1,000 | 750 |
| SCIENTIFIC-ATLANTA | SFA | A | 15 7/8 | 14 1/2 | + 1 3/8 | + 9.48 | 15 7/8 | 11 1/8 | 14 | 1,374 | 21,812 |
| TELE-COMMUNICATION | TCOM | O | 4 1/8 | 4 3/8 | - 1/4 | - 5.71 | 4 3/8 | 1 | 3 | 5,181 | 21,371 |
| TELEPROMPTER | TP | N | 7 5/8 | 7 1/4 | + 3/8 | + 5.17 | 9 1/2 | 1 1/2 | 17 | 16,604 | 126,605 |
| TIME INC. | TL | N | 66 1/4 | 67 | - 3/4 | - 1.11 | 67 1/2 | 24 3/4 | 14 | 9,960 | 659,850 |
| TOCOM | TOCM | O | 3 1/4 | 3 1/8 | + 1/8 | + 4.00 | 3 1/4 | 1 5/8 | 8 | 617 | 2,005 |

| Stock symbol | Exch. | Closing Wed. Feb. 4 | Closing Wed. Jan. 28 | Net change in week | % change in week | High | 1975-76 Low | PIE ratio | Approx. shares out (000) | Total market capitalization (000) |
|----------------------------------|-------|---------------------|----------------------|--------------------|------------------|--------|-------------|-----------|--------------------------|-----------------------------------|
| UA-COLUMBIA CABLE | UACC | O 11 1/2 | 11 1/4 | + 1/4 | + 2.22 | 13 | 4 5/8 | 16 | 1,714 | 19,711 |
| UNITED CABLE TV | UCTV | O 2 1/4 | 2 1/8 | + 1/8 | + 5.88 | 4 1/8 | 1 1/4 | 4 | 1,879 | 4,227 |
| VIACOM | VIA | N 10 3/8 | 10 1/2 | - 1/8 | - 1.19 | 10 1/2 | 2 3/4 | 14 | 3,665 | 38,024 |
| VIKOA** | VIK | A 1 3/4 | 1 7/8 | - 1/8 | - 6.66 | 2 3/4 | 5/8 | 1 | 2,534 | 4,434 |
| TOTAL | | | | | | | | | 84,140 | 1,197,643 |
| Programming | | | | | | | | | | |
| COLUMBIA PICTURES | CPS | N 7 1/4 | 6 1/8 | + 1 1/8 | + 18.36 | 9 5/8 | 2 3/8 | 28 | 6,748 | 48,923 |
| DISNEY | DIS | N 62 1/4 | 56 3/4 | + 5 1/2 | + 9.69 | 62 1/4 | 21 1/4 | 34 | 30,977 | 1,928,318 |
| FILMWAYS | FWY | A 7 5/8 | 6 3/8 | + 1 1/4 | + 19.60 | 7 5/8 | 2 3/4 | 10 | 1,792 | 13,664 |
| FOUR STAR * | | | 3/8 | | .00 | 1/2 | 1/4 | 1 | 666 | 249 |
| GULF + WESTERN | GW | N 23 3/4 | 23 7/8 | - 1/8 | - .52 | 24 5/8 | 18 1/4 | 3 | 30,058 | 713,877 |
| MCA | MCA | N 78 5/8 | 72 1/4 | + 6 3/8 | + 8.82 | 89 1/8 | 27 3/4 | 11 | 8,478 | 666,582 |
| MGM | MGM | N 14 1/4 | 13 7/8 | + 3/8 | + 2.70 | 18 3/4 | 12 1/4 | 6 | 12,247 | 174,519 |
| TELETRONICS INTL. | | O 5 1/2 | 4 3/4 | + 3/4 | + 15.78 | 5 3/4 | 1 3/8 | 11 | 831 | 4,570 |
| TRANSAMERICA | TA | N 11 1/2 | 10 1/4 | + 1 1/4 | + 12.19 | 11 1/2 | 6 | 17 | 64,947 | 746,890 |
| 20TH CENTURY-FDX | TF | N 12 5/8 | 12 3/8 | + 1/4 | + 2.02 | 15 1/2 | 5 1/8 | 13 | 7,562 | 95,470 |
| WALTER READE** | WALT | O 3/8 | 3/8 | | .00 | 3/8 | 1/4 | | 4,296 | 1,611 |
| WARNER | WCI | N 22 1/2 | 19 3/4 | + 2 3/4 | + 13.92 | 22 7/8 | 8 1/4 | 9 | 16,718 | 376,155 |
| WRATHER | WCO | A 4 5/8 | 4 1/2 | + 1/8 | + 2.77 | 5 7/8 | 1 1/2 | 8 | 2,229 | 10,309 |
| TOTAL | | | | | | | | | 187,549 | 4,781,137 |
| Service | | | | | | | | | | |
| BBDO INC. | BBDO | O 20 1/4 | 19 1/2 | + 3/4 | + 3.84 | 20 1/4 | 11 1/8 | 9 | 2,513 | 50,888 |
| COMSAT | CO | N 28 1/2 | 25 3/8 | + 3 1/8 | + 12.31 | 46 1/2 | 24 1/2 | 6 | 10,000 | 285,000 |
| DOYLE DANE BERNBACH | DOYL | O 13 | 10 5/8 | + 2 3/8 | + 22.35 | 13 | 6 1/4 | 7 | 1,816 | 23,608 |
| FOOTE CONE & BELDING | FCB | N 12 5/8 | 12 7/8 | - 1/4 | - 1.94 | 12 7/8 | 5 1/2 | 8 | 2,121 | 26,777 |
| GREY ADVERTISING | GREY | O 9 | 8 3/8 | + 5/8 | + 7.46 | 9 | 5 1/2 | 5 | 1,213 | 10,917 |
| INTERPUBLIC GROUP | IPG | N 21 1/4 | 19 1/4 | + 2 | + 10.38 | 21 1/4 | 8 5/8 | 7 | 2,290 | 48,662 |
| MARVIN JOSEPHSON | MRVN | D 10 3/8 | 8 3/4 | + 1 5/8 | + 18.57 | 10 3/8 | 2 | 7 | 1,962 | 20,355 |
| MCI COMMUNICATIONS | MCIC | O 2 1/8 | 1 5/8 | + 1/2 | + 30.76 | 3 7/8 | 1 3/8 | | 13,339 | 28,345 |
| MOVIELAB | MOV | A 1 3/8 | 1 3/8 | | .00 | 1 7/8 | 5/8 | 7 | 1,407 | 1,934 |
| MPO VIDEOTRONICS | MPO | A 3 3/8 | 2 3/4 | + 5/8 | + 22.72 | 4 1/8 | 1 | 19 | 537 | 1,812 |
| NEEDHAM, HARPER | NDHMA | O 6 | 5 7/8 | + 1/8 | + 2.12 | 6 3/4 | 3 7/8 | 9 | 853 | 5,118 |
| A. C. NIELSEN | NIELB | O 22 1/2 | 22 3/8 | + 1/8 | + .55 | 24 1/4 | 10 5/8 | 21 | 10,598 | 238,455 |
| OGILVY & MATHER | OGIL | O 24 3/4 | 22 1/2 | + 2 1/4 | + 10.00 | 24 3/4 | 11 1/2 | 8 | 1,805 | 44,673 |
| J. WALTER THOMPSON | JWT | N 9 3/8 | 8 7/8 | + 1/2 | + 5.63 | 9 1/2 | 4 1/8 | 13 | 2,649 | 24,834 |
| TOTAL | | | | | | | | | 53,103 | 811,378 |
| Electronics/Manufacturing | | | | | | | | | | |
| AMPEX | APX | N 6 5/8 | 5 3/4 | + 7/8 | + 15.21 | 7 3/8 | 2 5/8 | 7 | 10,885 | 72,113 |
| CETEC | CEC | A 1 7/8 | 1 1/2 | + 3/8 | + 25.00 | 2 1/8 | 1 | 9 | 2,319 | 4,348 |
| COHU, INC. | COH | A 2 5/8 | 2 3/8 | + 1/4 | + 10.52 | 3 5/8 | 1 1/4 | 29 | 1,617 | 4,244 |
| CONRAC | CAX | N 22 1/8 | 21 5/8 | + 1/2 | + 2.31 | 30 1/4 | 10 7/8 | 10 | 1,278 | 28,275 |
| EASTMAN KODAK | EASKD | N 113 3/8 | 110 3/8 | + 3 | + 2.71 | 115 | 63 | 29 | 161,347 | 18,292,716 |
| FARINON ELECTRIC | FARN | O 8 | 8 1/2 | - 1/2 | - 5.88 | 14 3/4 | 6 1/4 | 15 | 3,925 | 31,400 |
| GENERAL ELECTRIC | GE | N 54 5/8 | 53 7/8 | + 3/4 | + 1.39 | 54 3/4 | 32 3/8 | 18 | 182,885 | 9,990,093 |
| HARRIS CORP. | HRS | N 40 3/4 | 39 1/4 | + 1 1/2 | + 3.82 | 40 3/4 | 14 1/2 | 27 | 6,066 | 247,189 |
| HARVEL INDUSTRIES * | HARV | O 6 | 6 | | .00 | 9 | 3 | 38 | 480 | 2,880 |
| INTERNATIONAL VIDEO | IVCP | O 2 1/8 | 2 | + 1/8 | + 6.25 | 3 3/4 | 3/4 | 4 | 2,730 | 5,801 |
| MICROWAVE ASSOC. INC | MAI | N 16 3/4 | 15 3/4 | + 1 | + 6.34 | 26 7/8 | 9 3/4 | 8 | 1,320 | 22,110 |
| 3M | MMM | N 62 1/4 | 59 3/8 | + 2 7/8 | + 4.84 | 66 7/8 | 46 1/8 | 31 | 114,240 | 7,111,440 |
| MOTOROLA | MOT | N 50 3/8 | 46 3/4 | + 3 5/8 | + 7.75 | 57 7/8 | 33 3/4 | 23 | 28,198 | 1,420,474 |
| N. AMERICAN PHILIPS | NPH | N 26 | 24 3/8 | + 1 5/8 | + 6.66 | 26 | 12 3/8 | 13 | 12,033 | 312,858 |
| OAK INDUSTRIES | OEN | N 8 3/4 | 8 7/8 | - 1/8 | - 1.40 | 11 1/2 | 5 1/2 | 3 | 1,639 | 14,341 |
| RCA | RCA | N 26 5/8 | 24 3/8 | + 2 1/4 | + 9.23 | 26 5/8 | 10 3/8 | 21 | 74,547 | 1,984,813 |
| ROCKWELL INTL. | ROK | N 28 7/8 | 28 1/4 | + 5/8 | + 2.21 | 28 7/8 | 18 7/8 | 9 | 30,913 | 892,612 |
| RSC INDUSTRIES | RSC | A 2 | 2 3/8 | - 3/8 | - 15.78 | 2 1/2 | 1 1/4 | 7 | 3,440 | 6,880 |
| SONY CORP. | SNE | N 9 1/8 | 10 1/4 | - 1 1/8 | - 10.97 | 13 1/4 | 5 | 24 | 172,500 | 1,574,062 |
| TEKTRONIX | TEK | N 58 1/2 | 51 1/4 | + 7 1/4 | + 14.14 | 58 1/2 | 18 1/8 | 21 | 8,671 | 507,253 |
| TELEMATON | TIMT | O 3/4 | 1 | - 1/4 | - 25.00 | 1 1/2 | 3/4 | 4 | 1,050 | 787 |
| VARIAN ASSOCIATES | VAR | N 16 1/2 | 14 3/4 | + 1 3/4 | + 11.86 | 18 1/2 | 6 1/2 | 15 | 6,838 | 112,827 |
| WESTINGHOUSE | WX | N 16 1/4 | 17 1/2 | - 1 1/4 | - 7.14 | 20 | 9 3/4 | 45 | 87,091 | 1,415,228 |
| ZENITH | ZE | N 30 7/8 | 27 7/8 | + 3 | + 10.76 | 30 7/8 | 10 | 129 | 18,797 | 580,357 |
| TOTAL | | | | | | | | | 934,809 | 44,635,101 |
| GRAND TOTAL | | | | | | | | | 1,712,844 | 63,787,588 |

Standard & Poor's Industrial Average 114.2 110.3 +3.9

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

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

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

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.

| Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale | | |
|---|-----|----------|
| Campdown Industries | 1/8 | 10/27/4 |
| CCA Electronics | 1/8 | 11/20/4 |
| Concert Network | 1/4 | 6/4/75 |
| Elkins Institute | 1/8 | 11/20/74 |
| Lamb Communications | 1/4 | 3/6/74 |
| Tele-Tape | 1/4 | 2/5/75 |
| Universal Communications | 1/4 | 4/2/75 |
| Woods Communications | 1/2 | 1/29/75 |

Lou Frey: carrying the fallen banner of renewal legislation

In a promotional announcement for its annual convention in January, the Florida Association of Broadcasters dubbed its keynote speaker, Congressman Lou Frey (R-Fla.), "Mr. License Renewal." Mr. Frey is ranking Republican on the House Communications Subcommittee, which deeply involves him in the entire range of communications issues that are before that panel. But for the moment, to broadcasters across the country, he is indeed Mr. License Renewal.

Although Mr. Frey's interest in the renewal legislation that died in the previous Congress had been marginal, he now leads a group of 120 of his colleagues in the quest for a new renewal bill—his bill. The Frey bill, H.R. 5578, is a compromise bill. Provision for a five-year broadcast license—the provision that prompted House Commerce Committee Chairman Harley Staggers (D-W.Va.) to kill the bill in 1974—is not in the Frey bill, at least not outright. Instead H.R. 5578 would empower the FCC to increase the length of the license term from the present three years to five if it found such an increase beneficial to the public interest. The FCC is on record as supporting the five-year license. The Frey bill also urges the FCC to find a way to cut down on the paperwork broadcasters must do to have their licenses renewed, particularly the "smaller broadcast station."

There is little chance a renewal bill will pass in this session. This is an election year, which means the members will be spending a large portion of their time away from Washington. The Senate is waiting for the House to make the first move on renewal legislation, and House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has no enthusiasm for it.

Faced with those obstacles, it is perhaps fortunate that the broadcasters have Lou Frey on their side. A man of seemingly boundless energy and optimism, he thinks his bill still has a good chance and says he has a promise from Mr. Macdonald to hold hearings. If the subcommittee can conclude hearings by early May, he says, he feels sure the measure can clear the House this year.

One question Mr. Frey wants to explore thoroughly in hearings on a license renewal bill is the whole question of community ascertainment, which he thinks is "a pile of baloney." "What you're really trying to find out," he says, "is whether the stations are doing a good job . . . I'm not sure how, but I hope we can find a better way of figuring out whether they're



Louis Frey Jr.—member of Congress, Republican, ninth district, Fla., chairman of House Republican Research Committee, ranking Republican on Communications Subcommittee; b. Jan. 11, 1934, Rutherford, N.J.; BA, Colgate University, 1955; U.S. Navy, 1955-58; JD, University of Michigan Law School, 1961; assistant county solicitor, Orange county, Fla., 1962-63; associate, then partner of law firm Gurney, Skolfield & Frey, Winter Park, Fla., 1963-67; acting general counsel, Florida State Turnpike Authority; partner of law firm Mateer, Frey, Young & Harbert, 1967-68; elected to 91st Congress, Nov. 5, 1968, re-elected to 92d, 93d and 94th Congresses; member, Interstate and Foreign Commerce Committee and Science and Technology Committee; m. Marcia Turner, Nov. 10, 1956; children—Julie, 18; Lynn, 14; Louis, 12; Lauren, 8; Chris 4.

doing a good job without all the damn paperwork."

Mr. Frey has no stomach for a separate renewal bill for radio. "If we get a bill up that is radio-only," he says, "I am going to do everything I can to amend it on the floor of the committee—which I think I can. If we're going to handle this thing, I think we should handle it in one package. If you break part of it off, you're going to have a hard time getting the other part through."

Mr. Frey is a lawyer by profession, and a bright one. He was graduated with high honors from both undergraduate and law schools and practiced law for about seven years in Florida. Just a year out of law school, in 1962, he entered public service as assistant county solicitor for Orange county, Fla. In 1967, he was acting general counsel for the Florida State Turnpike Authority. Prior to his election to Congress in 1968 he had held numerous posts in the Florida state Republican party.

He won his first election with a 60% majority and has easily topped that margin in each of his succeeding re-election bids. He

won his last with an overwhelming 77% of the vote. In Congress, he was a member of the Communications Subcommittee from 1971 to 1973, left it, then returned in early 1975 when the ranking Republican spot opened.

Lou Frey is an ambitious man, some say to a fault. During his third term in Congress, he was elected chairman of the House Republican Research Committee, becoming the youngest man ever to hold that position, ranked fifth in the House leadership. A prerequisite of the job is a seat at the President's breakfast table along with the other Republican leaders once a week. He is currently President Ford's campaign manager for the state of Florida. Among his many honors and one he is particularly fond of, was his selection in 1974 by *Time* magazine as one of America's 200 rising leaders.

Political writers are watching Mr. Frey to take one of two options for higher jobs in the near future, the governorship of Florida or, further down the line, a run for the Senate. Mr. Frey says only that he will play it as it comes, and that if he is back next year, he would like to remain on the Communications Subcommittee.

Generally regarded as a conservative, Mr. Frey's opinions on communications issues defy partisan labels. Like many, he is disturbed by the amounts of sex and violence on television. "I think sometimes that TV is in incredibly bad taste," he says. But rather than having Congress step into the fray, "I wish the networks would try to do something about it themselves," he says.

He is torn on the issue of the fairness doctrine: "I am not so sure I agree with the Red Lion case," he says. "There's no question that the airwaves belong to the people and there has got to be some regulation of that." But on the other hand, he says, "It's pretty hard to draw a line between your printed media and your other kind of media." He thinks the Communications Act's requirement that broadcasters give equal time to opposing candidates means, in practice, "no time" for either side. He favors repeal of the equal-time rule for candidates for President, Vice President, congressman and senator.

Being ranking member of the modest Republican ranks on the Communications Subcommittee (there are two) is a little like being "executive officer of Custer's seventh cavalry," Mr. Frey jokes. In fact, in the last year, he has been more active on the subcommittee than anyone save Chairman Macdonald, with whom he is on good terms. Whether he will be able to make good on the title Mr. License Renewal given him by the Florida broadcasters—that tale will be told as the year unfolds.

More of the same

For broadcasters, whose problems with politicians have always been monumental in any election year, the Supreme Court's rulings on the new federal election law only bring chaos out of disorder. No matter how diligently broadcasters bone up on whatever the rules of the moment seem to be, they may safely assume that the headaches of political broadcasting will be worse than ever this year.

Section 315, of course, is still in effect and being interpreted a mile a minute by the FCC, the candidates and their supporters. The fairness doctrine, which is contained in 315, changes with the prevailing winds. Those conditions are left untouched by the Supreme Court's decision.

Whatever effects may have been anticipated from the new election law must now be reconsidered—except for the residue it left in the Communications Act in the form of an amendment requiring the FCC to take punitive action against any station that denies a federal candidate "reasonable access" to the air or refuses to sell "reasonable amounts of time" to any federal candidate who wants to advertise.

The Supreme Court's removal of ceilings on political expenditures contains the seeds of future difficulties for broadcasters. There is sure to be a revival of that old talk about quotas of broadcast time set aside for political propaganda. It is but a short legislative step from "reasonable access" to mandated blocks of free time to reduce the cost of modern political campaigning.

Broadcasters, however, are not wholly without friends. Senators William Proxmire (D-Wis.) and Roman Hruska (R-Neb.) have been advocating repeal of Section 315 and the fairness doctrine. The "Open Mike" department appearing elsewhere in this issue features a letter from Senator Paul Fannin (R-Ariz.) raising the hope that repeal can be had in this Bicentennial year and that Congress will "remove other unreasonable restrictions on electronic press in our country."

The Proxmires, Hruskas and Fannins deserve all the support broadcasters can provide.

Separation of powers

Acceding to the wishes of radio members, the National Association of Broadcasters board has voted to support license renewal relief exclusively for radio if legislation restricted to that medium is introduced. Acceding to the wishes of television members, the board has reaffirmed its "commitment to license renewal stability and a lengthened license term for all broadcasters." Thus some of the differences that have been troubling the association seem to be composed.

Radio broadcasters have made no secret of their belief that their own chances for renewal relief are dimmed by their association with television in the various bills that Congress has considered. Indeed they may be right. There is no doubt that television carries political liabilities.

In government, as in influential segments of the press and the academic world, television is perceived as a rapacious oligopoly that needs to be closely supervised. That attitude has been most recently expressed in the House Communications Subcommittee staff report that urges the creation of a national cable system, under the benevolence of government subsidy and nearly total freedom of operation, as an alternative to the "artificial scarcity" of television broadcasting (BROADCASTING, Feb. 2).

Radio draws less feverish reactions. The sheer number of competing stations contradicts the basic rationale for television con-

trols. (Not that the television rationale is rational: If scarcity is to be the reason for government regulation, newspapers ought to be encompassed in the Communications Act at once.)

Tactically it may be easier to attain for radio the longer license term that seems to be the radio broadcasters' main desire if television is detached from at least that part of renewal legislation. But, as the NAB board insisted, that must not dilute the association's efforts to attain the relief that was the original purpose of this legislative project.

As some broadcasters have forgotten, renewal bills were first proposed after a freak FCC decision in the WHDH-TV case exposed all multimedia owners to challenge for their facilities by applicants without other media ties and with integrated ownership and management. The need for legislative correction of the WHDH precedent is as great as ever.

If the NAB can get the relief that both its radio and television members want, it will earn its own Distinguished Service Award.

Biow time

Acquaintances recall that Milton H. Biow, who died last week at the age of 83, used to have a favorite word of advice for his agency's clients. "Dominate," he'd insist. "Dominate."

Milton Biow and the Biow Co. were specialists in the kind of dominance he had in mind: making clients' advertising dominate—or seem to dominate—that of their competitors in whatever medium was being used.

His radio time signals for the Bulova Watch Co.—a few seconds giving the hour, followed by "B-U-L-O-V-A Bulova Watch Time"—are still esteemed as classics. Indeed, he is credited with inventing the idea of buying the time between programs and using it for advertising—the commercial station break. His hotel bellman's cry of "Call for Philip Morris" kept that cigarette in the forefront of the public mind for years and years.

The history of spot broadcasting leads back to the Biow shop. The late Edward Petry, founder in 1932 of what then claimed to be the first national sales representative serving an exclusive list of stations, came out of the Biow firm, where he had been an executive on the Bulova account in charge of placing the Bulova time breaks.

The Biow Co. did not literally dominate the agency business, of course, but it ranked among the leaders for many years before it was disbanded. Certainly Mr. Biow was a predominant figure in the business that, in his words, "has been the greatest adventure of my life."



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"Aren't you happy here, Tony?"



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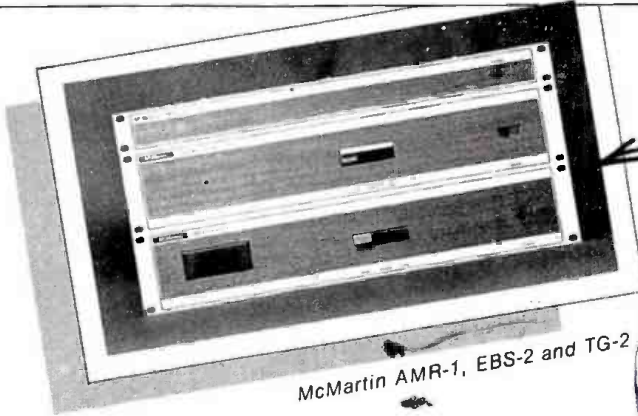
"We, the parents of all school-age children and young adults in and around the Kalamazoo area, want to express to you and the able staff of workers at WKZO, our appreciation for keeping us current as to school activities, dismissal of schools because of inclement weather, and other factors involving our children. We sincerely . . . thank you all!"

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| | | | | | |
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| WWTV Cadillac | WWUP-TV Sault Ste Marie | WJFM Grand Rapids | WKJF(FM) Cadillac | WWAM Cadillac | KMEG-TV Sioux City |

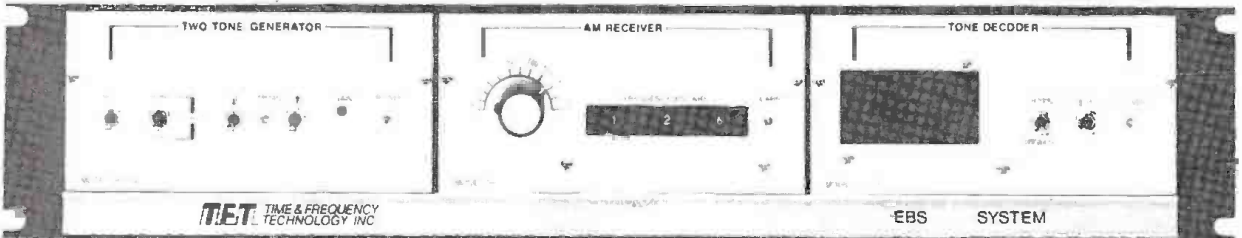


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| | TFT Model 760 System IA at \$470* | McMartin AM System at \$424* |
|----------------------|---|---|
| AM Receiver | Frequency synthesized digitally-tuned to receive any of the EBS stations. | Non-crystal controlled, can receive one station only. (Additional receiver at \$99.50 each) |
| Dependability | Can be tuned to best operating station in EBS network. | Won't work if primary EBS station is off the air. |
| Installation | No additional wiring or calibration between modules. Easy to install. | Requires external wiring between units. Takes at least 3 times longer to install. |
| Rack Space | Requires 3½ vertical inches of rack space. | Requires 8¾ vertical inches of rack space. |
| Built-in System Test | Yes | No |

Specify the computer tested EBS system that's ready when it's delivered and ready when it counts...TFT Model 760.

* Based on manufacturer's list price as of Nov. 12, 1975.

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