

Critical mass of broadcasters faces FCC on cable  
Brave new world of programing at NATPE

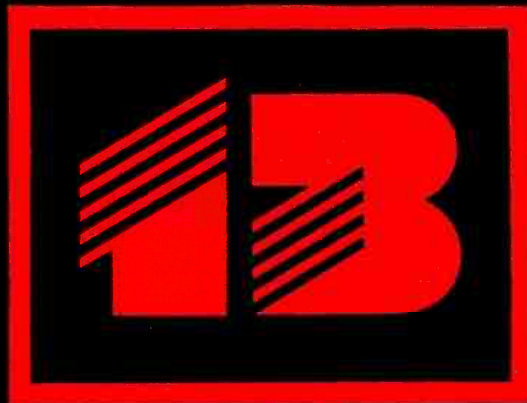
# Broadcasting Feb 23

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

**NEWSPAPER**

## 13 Classic Thrillers



All first-run off-network  
All in color  
All major productions  
All featuring top stars  
All available now

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# The Doris Day Show



Take a star like Doris Day...put her in a show studded with regulars like Peter Lawford, Kaye Ballard, John Dehner, McLean Stevenson and Rose Marie... sprinkle with such special guests as Henry Fonda, Van Johnson, Patrick O'Neal, Ricardo Montalban and Charles Nelson Reilly...and what have you got?

A series with the perfect ingredients to attract women...the prime target audience for advertisers. During its five year CBS-TV Network run **The Doris Day Show** was consistently number one in total women viewers and averaged number one in rating and share.\*

Now, 128 color half-hours are available for September '76 local scheduling, whenever women and the whole family watch. These shows, never overexposed as a daily network series, are perfect for early evening or primetime stripping.

Indeed, at a time when so few genuine all-family shows are available for those all-important time periods, **The Doris Day Show** is your recipe for capturing women and the entire family as well.



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## Meet Doris Day at the NATPE Fairmont Hotel, Suite 660

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**WORLDVISION**  
ENTERPRISES INC.

**The World's Leading Distributor  
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Sydney, Toronto, Caracas, Rio de Janeiro, Munich, Rome



# Let's Make A Deal

starring  
Monty Hall



America's most popular  
television game-show  
is being renewed  
everywhere for its sixth  
primetime access season  
starting September 1976.

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**Meet Monty Hall  
at the NATPE  
Fairmont Hotel,  
Suite 660**

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**WORLDVISION  
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**The World's Leading Distributor  
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Sydney, Toronto, Caracas, Rio de Janeiro, Munich, Rome



**It pays  
to start at  
the top!**

**Viacom.**

**The Fairmont Suite, 23rd Floor of The Fairmont Hotel, San Francisco.**

INTRODUCING AT THE NATPE:  
ARA'S WORLD OF SPORTS, MY THREE SONS, OPRYLAND U.S.A.,  
THE \$64,000 QUESTION, VIACOM FEATURES.

The Price Is Right, The \$25,000 Pyramid, The Andy Griffith Show, The Beverly Hillbillies, The Dick Van Dyke Show, Family Affair, Gunsmoke, Gomer Pyle, Hogan's Heroes, I Love Lucy, Perry Mason, Twilight Zone, Wild, Wild West and other all time favorites.



# Broadcasting Feb 23

**SRO AT FCC** □ Broadcasters jam meeting with seven commissioners and plead their case against de-regulation of cable. Passions are high but hard facts are few. **PAGE 19.**

**AFTERMATH** □ The House votes to investigate leak that led to Village Voice publication of Intelligence Committee's investigation into CIA. In hot seat will be CBS's Dan Schorr, who has been lifted from intelligence beat entirely. Meanwhile White House proposes legislation that would make it crime to leak classified information. **PAGE 23.**

**GIANT STEP** □ Senate passes its version of copyright revision bill. Few changes are made on floor, but one of them gives break to small cable systems. **PAGE 23.**

**DEALING WITH DENIALS** □ FCC spends busy day working on license protests. Several are set for hearing, two have their permits taken away, and WRC renewal is reaffirmed. **PAGE 24.**

**RADIO RE-DO** □ FCC suspects some of its radio-network rules might verge on the archaic. It starts up inquiry machinery. **PAGE 24.**

**IT'S NATPE TIME** □ A different programing world greets delegates to 13th annual conference in San Francisco. Family viewing has replaced prime-time access as issue in changing marketplace. **PAGE 28.** Here's firms exhibiting and what they have to offer. **PAGE 38.**

**SEX AND VIOLENCE** □ Screen Actors Guild protests it was unjustly criticized by Senator Pastore, points out that its opposition to family-viewing concept does not imply endorsement of improper programing. **PAGE 50.**

**WILEY DEFENDS** □ Convention of secondary-school principals hears FCC chairman maintain family-viewing concept is good and that his role in creating it was legitimate. **PAGE 52.**

**NAB VOTE IS IN** □ Seven new members elected to radio board, two to TV board. All incumbents will be back. Changes take place last day of Chicago convention. **PAGE 56.**

**PINCH IN CANADA** □ Broadcasters and cable operators in Dominion may face license-renewal problems similar to those of American radio-TV licensees. Canadian court ruling could break down much of traditional protection at license-renewal time. **PAGE 62.**

**'N' TAKEN TO COURT** □ Nebraska ETV Commission seeks to enjoin NBC from using new logo, hopes for amicable settlement. **PAGE 66.**

**NEW COMMERCIALS PATTERN** □ Different system for prime-time network TV may be evolving as CBS, NBC experiment with longer commercial breaks, but with less frequency, during hour shows. **PAGE 67.**

**TV POWER** □ Television Bureau of Advertising's regional sales seminars attract satisfied advertisers who attest to medium's selling prowess. **PAGE 70.**

**FIRESTONE SETTLES** □ Company plans to pay for remedial ads under consent agreement with FTC that is approved by Ohio court. **PAGE 73.**

**CABLE WARNED** □ Nearing final plans of rulemaking to establish new guidelines for broadcasters in EEO area, FCC's Wiley criticizes cable's employment record, indicates steps will be taken. **PAGE 74.**

**CABLE PENALTIES** □ NCTA's Schmidt urges Pastore not to give FCC power to fine systems—at least not at present time. **PAGE 74.**

**NEW CTIC MONEY** □ Cable Television Information Center gets grant for 19-month study of government regulatory agencies including FCC. **PAGE 74.**

**CHINESE PUZZLE** □ Coverage of Nixon trip to China set by networks despite itinerary and satellite obstacles. **PAGE 76.**

**FLORIDA TEST** □ State supreme court sets down rules for broadcast experiment in courtroom coverage. Access progress also made in Alabama. **PAGE 78.**

**CBS INC. FINANCES** □ Arthur Taylor amplifies announcement that company had its fourth consecutive record-setting year. **PAGE 86.**

**HOW ABC INC. FARED** □ Good news was that 1975 was its first billion-dollar year, but bad news was that profits were less than in 1974. **PAGE 88.**

**MEET MARV CHAUVIN** □ NATPE's chief will be very much in evidence in San Francisco this week. Here's some insights on that other president from Grand Rapids. **PAGE 113.**

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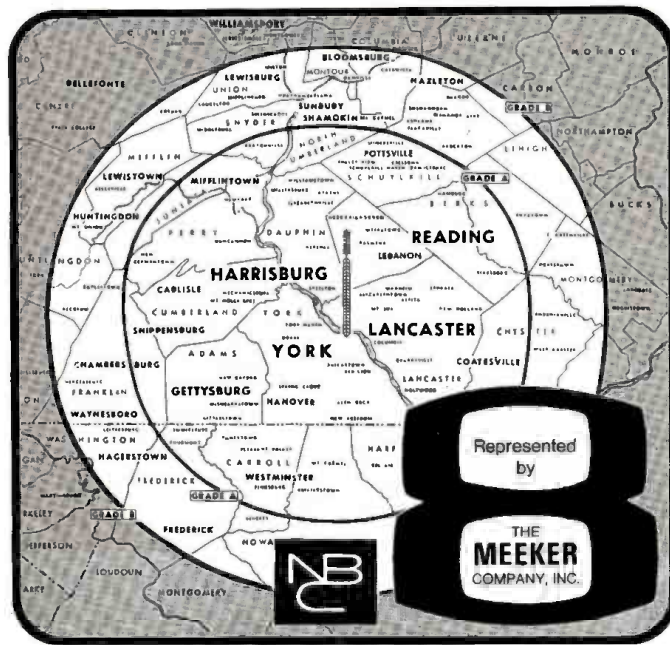


**CODORUS FURNACE**

Erected in 1765 by William Bennet. Operated by James Smith, a signer of the Declaration of Independence, during the Revolutionary War. It is the oldest remaining landmark of the iron industry in York County. The old Furnace, now restored, is 2.5 miles NE of here.

PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION

Historic marker in York County directs tourists to restored Codorus Furnace, which supplied cannon and cannon balls for Washington's army during the Revolution.



# 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.

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

**STEINMAN TELEVISION STATIONS**

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



# Closed Circuit®

Insider report: behind the scene; before the fact

## Off network: new twist

Rhodes Productions, which sold Norman Lear's *Mary Hartman, Mary Hartman*, to 93 stations after three networks turned it down, now has eye on NBC's highest-rated daytime game show, *Hollywood Squares*, with aim of stripping it in daytime syndication. Sources at Rhodes, which also distributes twice-a-week nighttime version of *Squares*, say company has already lined up so many stations at NATPE convention now going on in San Francisco, that it will offer Heatter-Quigley, which produces *Squares*, more money than NBC pays.

Rhodes may have some advantage in negotiating price of daytime *Squares*. Both it and Heatter-Quigley are subsidiaries of Filmways. If it gets daytime version of program, it will sell it for stripping before 5:30 p.m. to avoid conflicts with scheduling of twice-weekly access-time version.

## FCC action

What once was mountain of petitions to deny license renewals confronting FCC has been eroded to hill. Commission in January 1975 counted 215 petitions against renewals of 265 stations; it now has on file 60 petitions against renewals of 70 stations. And that does not reflect large number of petitions that were filed in interim.

Secret of success in reducing backlog is attributed in part to Chairman Richard E. Wiley's strengthening of renewal branch's staff from 14 to 20 professionals and to readiness of commission to deal with renewal matters in batches.

## Ways of pay

Pay-television penetration for multipoint distribution service is reported to be double rate achieved by cable television systems. Approximately 11% of homes passed by pay cable are now subscribers; between 20% and 25% of apartment units passed by MDS service are taking pay TV. Cheaper monthly subscription rates for MDS service may be key reason for difference. In raw numbers, pay-cable subscribers total about 475,000; pay-MDS subscribers are under 100,000.

## Downs and ups

ABC isn't saying how much its TV network earnings declined in last year's fourth quarter, contributing to plunge from \$11.1-million corporate profits to \$4-million loss for that period (story page 88), but Wall Street sources note that ABC was caught in unique pinch. It had to sell

fourth quarter on prior year's ratings, which were far below CBS's and NBC's. ABC's problem was compounded by another pressure that others did share: sharply higher prime-time program costs.

Some Wall Street sources figure fourth-quarter sales and prices of other networks were by no means spectacular—somewhere between flat and up moderately—but that market firmed solidly for this year's first quarter. ABC, with exceptionally strong ratings comeback, is considered sure bet for biggest first-quarter rate increases as well.

## Lessened jeopardy

FCC is mulling policy statement that could pave way for conditional renewal of licenses of up to 50 stations now on deferred list. These are stations with co-owned outlets in renewal hearings on issues involving owner's basic qualifications (usually character), and staff is considering whether it would be legally possible to grant renewals conditioned on outcome of renewal hearings. Question that would have to be resolved is whether operation of station on deferred list has been isolated from that of co-owned station in trouble.

Broadcast Bureau staff, which is working on matter with general counsel's office, is reviewing 50-odd cases to determine if it is possible to sort out those in which operations of deferred stations are sufficiently isolated to permit conditional renewal. Policy statement being contemplated would parallel one commission issued in 1974 dealing with sales of stations with co-owned outlets in trouble.

## Sky pilots

All three TV networks are getting experience in domestic satellite transmission, some more than others. What their uses have in common is primarily transport of programming from West Coast—or other pickup points in case of news—to New York for terrestrial networking.

ABC-TV sources say they've used Western Union's Westar satellite since last September for 15-20 hours per month—half-hour each Tuesday, Wednesday and Thursday to feed *Good Morning, America* material to New York, about five hours per month for news pickups, plus assorted other events. Since early February NBC-TV has been taking five hours per day on parent RCA's Satcom system to relay *Tonight* from Burbank, Calif., and news and sports coverage from various Western points to New York. CBS-TV officials say

they've used satellites occasionally to get news pickups from West to East but have no regular satellite program.

## Blow by blow

Latest research on TV violence by Dr. George Gerbner of University of Pennsylvania's Annenberg School of Communications will confirm that network adherence to family viewing concept has indeed brought drop in violence at 8-9 p.m. nightly. Whether there has been increase in violence during other time periods, as some suspect, Dr. Gerbner is not ready to say. His annual TV violence profile, to be completed by end of March, will, however, show some striking differences among networks in amounts of violence in all time periods. Gerbner data isolates kinds of violence, kinds of people involved during entire programming week.

## Free loaders

Cable operators see publicity about CATV piracy through illegal hookups as mixed blessing. New York City cable operators, hard hit by problem, want public to know they're committed to prosecute under five-month-old state law that makes cable theft punishable by fine and jail sentence. But in-depth news coverage sometimes explains techniques of tapping cable for free ride and thus compounds problem. Accordingly, last week Teleprompter Manhattan denied request by CBS News to film story on theft problem.

## Lion's den

Ronald Nessen, who was NBC newsman before joining President Ford as his news secretary in September 1974, will be going back to his old network for one-shot appearance some time in April, but not as newsman. He has accepted invitation from NBC's *Saturday Night*—comedy program that finds White House and particularly President Ford inspiration for much of its humor—to serve as guest host.

## Biggs and littles

Katz Television is reported to be restructuring itself into two separate organizations—Katz Television American, which will handle larger-market stations, and Katz Television Continental, for smaller-market outlets. New setup is response to changing advertising agency procedures, under which more and more buyers are assigned to accounts on market-size basis rather than geographically.

# Business Briefly

**Canada Dry** □ Ginger ale by Canada Dry, New York, will be advertised in extensive campaign using celebrities (including Jimmy Connors, Isaac Hayes, Ethel Merman) with theme "Not too sweet" done to musical parody of "Ain't She Sweet". Network TV 30's in all day parts will run in six-week flights, April through July. Spot TV, some backed by radio, will appear in certain markets depending on individual bottlers. Target audience is adults, 18 to 34. Grey Advertising, New York, is agency.

**Ace Hardware** □ Various products by Ace Hardware Corp., Chicago, will be advertised in prime-time 30's, May 10 through June 6. Men, 25 to 49, are target audience for spots to run in substantial number of markets. D'Arcy-MacManus & Masius, Chicago, is agency.

**General Electric** □ Hot Point products will be advertised on spot TV in long list of markets for three weeks, starting in late April. Compton Advertising, New York, is zeroing in on daytime and nighttime fringe periods to reach women, 25 to 49.

**Fiat** □ Import car, currently in midst of six-week spot-TV flight, will take off on new cycle in mid-April for about two months in estimated 50 markets. TV commercials in fringe and prime periods and within sports shows will be used to reach audience of men, 18 to 35. Agency is Carl Ally, New York.

**Cluett, Peabody & Co.** □ Lady Arrow shirts will be featured in spot-TV campaign to begin in late April in 30 major markets, with schedules running two weeks or longer, depending on market. Chalk, Nissen, Hanft, New York, is aiming to reach women, 25 to 49, via spots in fringe and prime-time periods.

**Keebler** □ Two TV flights for Keebler Co.'s (Elmhurst, Ill.) products are scheduled for April 26-May 23 and June 14-July 4, in day and prime-time 30's. Target is women, 25 to 54. Leo Burnett, Chicago, is agency.

**Pearlduck** □ Dubl-duck hairdryer by Pearlduck, Garden City, N.Y., will be advertised in campaign tentatively set for April 26 through end of May. Availabilities are out for fringe and day-time TV 30's for spots geared to women, 18 to 34, in number of markets. Zakin & Commerford Advertising, New York, is agency.

**Seiko Time Corp.** □ Company's watches will be highlighted in spot-TV flight set to begin on May 10 and extending through June 6 in more than 30 markets. AC&R Advertising, New York, is seeking audience of men, 25 to 54.

**Michelin Tires** □ Spring spot-TV effort will be launched in late March for 12 weeks in 42 major markets. Target audience is men, 18 to 49, with Al Paul Lefton Advertising, New York, seeking

slots on early and late evenings news programs and in late fringe periods.

**Gillette** □ Various products for men and women will be promoted via spot television in extended list of markets from March 29 through June 27. Men and women, 18 to 49, will be target audience for commercials created and placed by Benton & Bowles, New York.

**Colgate-Palmolive** □ Wilkinson Bonded blades will be given additional support via spot TV for one month, starting on March 22, in nine markets. These markets will provide extra impact to campaign already in progress in 30 top markets. D'Arcy-MacManus Masius, New York, is targeting its messages to men, 18 to 49, via buys on sports and late fringe programs.

**Borden Inc.** □ Sacramento Tomato Juice will be advertised in spot-radio drive set to begin on March 29 in long list of markets. Hicks & Greist, New York, is aiming to reach women, 35 and over, with commercials appearing in time periods between 6 a.m. and 7 p.m.

**Miles Lab** □ Flintstones chewable vitamins by Miles Laboratories Consumer Products Division, Elkhart, Ind., begins six-week flight, March 29 through April 25, in approximately 30 markets. Late fringe 30's geared to women, 18 to 49, are handled by Tatham-Laird & Kudner, Chicago.

**Mennen** □ Protein 21 shampoo, Protein 21 hair spray and Protein 29 men's hair products by The Mennen Co., Morristown, N.J., will begin campaign March 21 for six weeks for Protein 21, geared to women, 12 to 24, and March 29 for four weeks for Protein 29, for men, 18 to 24. Fringe 30's in number of markets are handled by Warren, Muller & Dolobowsky, New York.

**Johnson & Johnson** □ Various products will be highlighted in spot-TV effort to be launched in mid-March in selected major markets, with flight lasting until mid-April in some markets and until June in others. SSC&B, New York, is looking for time periods slanted toward women, 18 to 49.

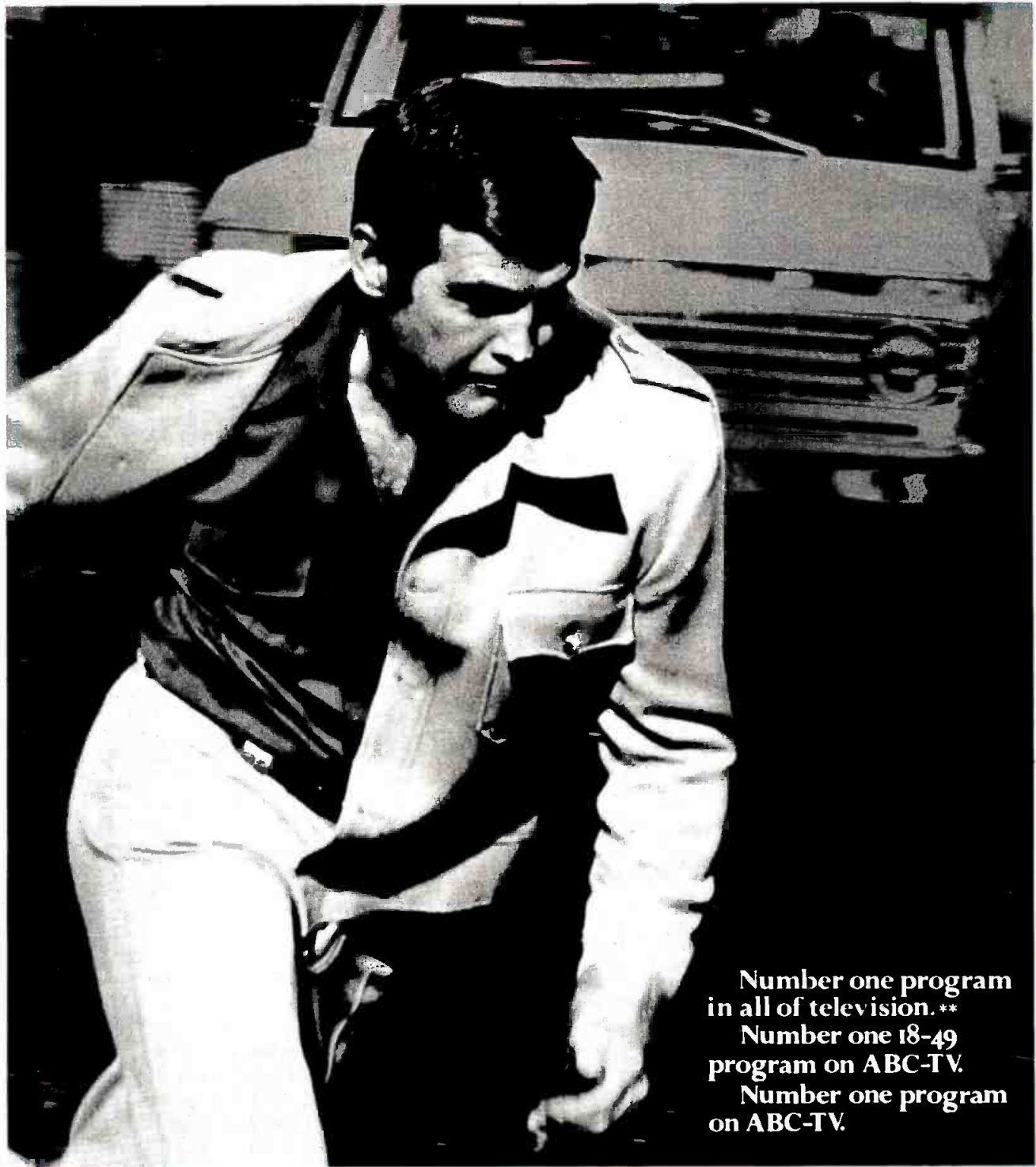
**Stroehmann Brothers** □ Stroehmann Brothers Bread (Williamsport, Pa.) will be advertised in March 15-April 25 campaign, continuation of fall campaign using theme "Tastes great because we bake it great." Daytime and fringe 30's

## BAR reports television-network sales as of Feb. 8

ABC \$88,586,600 (30.4%) □ CBS \$102,375,700 (35.1%) □ NBC \$100,605,500 (34.5%)

Day parts	Total minutes week ended Feb. 8	Total dollars week ended Feb. 8	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.	130	\$ 734,300	635	\$ 3,636,900	\$ 3,263,400	+11.4
Monday-Friday 10 a.m.-6 p.m.	1,012	11,965,500	5,379	64,517,300	58,378,300	+10.5
Saturday-Sunday Sign-on-6 p.m.	337	8,701,600	1,702	40,548,500	27,897,600	+45.3
Monday-Saturday 6 p.m.-7:30 p.m.	109	3,302,300	564	16,463,500	14,584,200	+12.9
Sunday 6 p.m.-7:30 p.m.	21	872,300	134	6,371,700	3,019,800	+111.0
Monday-Sunday 7:30 p.m.-11 p.m.	425	27,349,000	2,266	141,192,200	136,517,700	+ 3.4
Monday-Sunday 11 p.m.-Sign-off	200	3,694,300	1,034	18,837,700	16,623,300	+13.3
<b>Total</b>	<b>2,234</b>	<b>\$56,619,300</b>	<b>11,714</b>	<b>\$291,567,800</b>	<b>\$260,284,300</b>	<b>+12.0</b>

Source: Broadcast Advertisers Reports



Number one program  
in all of television. \*\*  
Number one 18-49  
program on ABC-TV.  
Number one program  
on ABC-TV.

**He'll run and run and run for you.**

**mca tv**

**The Six Million Dollar Man**

(MCA TV Hospitality Suite 210, Fairmont Hotel)



31 years of  
quality products  
and service  
to the broadcast  
industry



For the past 31 years, we have been proud to serve the broadcast industry. We have assisted every SMC station in management and operation, and to his greater efficiency by offering the finest in automated equipment, backed by the best service we can supply.

Our contributions can best be evaluated by the long list of premier equipment presented to broadcasting—the invention of computer assisted programming; new developments in cartridge recorders and players; the famous CAROUSEL, the preferred multiple cartridge player for stations both large and small; the finest in logging equipment, just to name a few.

We are continually at work improving the state of the art. We can promise you even more help in building station profits in the future. To find out more about the advantages of SMC automated broadcast equipment and what it can do for you, return the coupon below for more information. You'll be glad you did.



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*Broadcast Automation—our only business*

Yes! I want to know how SMC automation can help boost my profits. Send complete information and have your Representative call on me.

Name \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Zip \_\_\_\_\_

Phone (area code) \_\_\_\_\_

76-103

See us at NAB—Booth 709-A

and some 10's with bonus coupons are set for three TV and 10 radio markets in Pennsylvania. Kelly, Nason, New York, is agency.

**Columbia Records** □ Various albums will be advertised on spot TV during eight-day flight in about 25 markets, starting March 6. Young & Rubicam, New York, is aiming at target audience of men and women, 18 to 34.

**Nabisco** □ Month-long campaign for Nabisco Milk Bone dog biscuits line begins March 1 in substantial number of markets. Fringe 30's are aimed at women, 25 to 54. Wm. Esty Co., New York, is agency.

**Chesebrough-Ponds** □ Various products will be pushed on spot TV in four-week flight starting March 1. Wm. Esty Co., New York, is targeting toward women, 25 to 49, in fringe and prime-time periods.

**Union Fidelity Insurance** □ Company's cancer insurance policy will be advertised for one week in spot television in substantial number of markets, starting in early March. Gaynor Media, New York, is handling buy with commercials slanted toward men and women, 35 and over.

**Campbell Soup** □ Company's new "For One" product is being introduced via spot-TV campaign in limited number of markets, starting in early March and continuing for six weeks. New product is being directed toward women, 25 to 54, with time buying handled by Foote, Cone & Belding, New York.

**O.M. Scott & Sons** □ Turf Builder will be given spring push via spot TV in about 60 markets starting on March 6 and continuing through May 9. Doyle Dane Bernbach, New York, is directing its commercials to men, 25 to 64.

## Books

*Citizens' Groups and Broadcasting*, by Donald L. Guimary. Praeger Publishers, New York. 1704 pp. \$14.

Dr. Guimary, an associate professor of journalism at Portland State University in Oregon has placed the citizen movement in broadcasting in an historical perspective, tracing its origins beyond the early 1960's, when a few blacks and representatives of the United Church of Christ petitioned the FCC to deny the renewal applications of Jackson, Miss., television stations, to the very beginning of commercial radio itself, in the 1920's. Of course, things were different then, when largely middle class groups organized themselves into a network of councils that were supported by the National Association of Broadcasters and the FCC. But some things were the same—concern about children's programming, for one. But the vigor with which citizen groups, most of them involving minority-group members, are attacking renewal applications is different, and so is the effect the groups are having on broadcasting.

Dr. Guimary believes the ideal citizen group would attempt to work with broadcasters on an informal basis. But he believes that on balance the public has gained "value and benefit" from the "link between citizens and broadcasters." And, he says, both the FCC and broadcasters should adopt new attitudes and policies to encourage citizen participation.

Indeed, although he expresses regret at the lack of receptivity on the part of broadcasters and network officials toward citizen groups, he sees history "repeating itself" in the NAB's increasing realization "of the importance and potential value (or threat) of citizen feedback and citizen participation in broadcasting." For consumerism is too strong to reject, he says, "and commercial broadcasters most likely real-

ize they would be wise to cooperate with such groups if they wish to retain their licenses."

*The Minidocumentary: Serializing TV News*, by Stanley Field, Blue Ridge Summit, Pa., 249 pp. \$12.95.

Stanley Field, an academician and retired Army documentary writer and producer, says that "little or nothing" has been written on the minidocumentary, although the form has been used for more than a decade. He set out to fill that gap and turns up with a simple overview direct from the source.

Mr. Field focuses on Washington's four VHF outlets (three networks affiliates and one independent). More often than not, he lets the minidoc scripts speak for themselves. But he supplements that with cameramen who explain what equipment they use, and news directors and reporters who explain their techniques.

The author also provides a chapter on structure, from opening statement through summation to follow-up. He concludes the book with the results of a letter survey he conducted among stations which lists such information as the most commonly handled subjects. This survey confirms Mr. Field's belief that on the local level, "the minidocumentary has become a way of life for newscasts."

*Women in Television*, by Anita Klever. The Westminster Press, Philadelphia, 1975. 142 pp. \$5.95.

A simplistic view for outsiders to "get a feeling for the kind of women who are actively making it [television] their profession." A wide variety of careers available to women and their limited power at the top is made evident through interviews with those in the field.



**Let's get  
right to the  
point.**

The DMA rating point. For which spot buyers pay a bundle in the New York market.

"The Honeymooners" on WPIX-TV delivers more 18-34 women and more 18-49 women per DMA rating point than any other program on New York stations, weeknights from 11:00 to 11:30!

That's a point worth looking into:

Among "The Honeymooners" total women audience, 49% are 18-34 and 80% are 18-49. No competing program comes close to matching these figures.

And at a time of night when television's sets-in-use are dropping sharply, "The Honeymooners" shows a 150% higher rating, a 233% higher share, 575% more 18-34 women and 329% more 18-49 women than its lead-in program!

The real point is: after 25 years, our honeymooners still perform with the exuberance of newlyweds.

**"The Honeymooners"**  
**from Viacom**

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

# Monday Memo<sup>®</sup>

A broadcast education commentary from Av Butensky, Dancer-Fitzgerald-Sample, New York

## IRTF: an investment for the future

The survival of any species is related to its ability to reproduce itself. And the communications industry's ability to survive is related to its ability to discover new talent coming up each year at our colleges and universities.

Whether you are a radio or television station, a rep, an advertising agency or an allied company, you already know the difficulties of securing top-rated personnel for your requirements. What you may not know is that for the last half dozen years, the International Radio and Television Society and Foundation (IRTS and IRTF) have developed and implemented several educational programs as a means of informing college students as to what we are all about. These programs are the seeds of knowledge from which the replenishing process is born.

There are three annual educational programs under the IRTS-IRTF banner. The largest is the college conference, which is open to college-level juniors and seniors. The conferences are held in New York over a three- to four-day period with leaders of our industry conducting panels and talks on our business. These conferences are informative and lively, and many attendees have already "graduated" into our ranks.

The faculty-industry seminar, held annually at Tarrytown, N.Y., covers similar subjects but at college-faculty levels. This update on communications is also handled by executives in the radio and television business.

The third project is the internship program. Each summer from six to eight students are selected by IRTF and invited at IRTF cost to spend six intensified learning weeks in New York. In all of these programs the seminars, panels, lecturers, working labs, etc., are provided gratis by the many companies in our industry. However, the out-of-pocket costs for these programs are still large.

Since its inception, IRTS has underwritten 13 college conferences and five faculty-industry seminars. During this period an annual average of over 70 schools, 200 students and 60 faculty members have attended projects underwritten by the foundation. In addition, during the past six years the foundation has underwritten the summer internship program, which to date has brought 36 students to New York, and grants have been given to the foundation on a continuing basis of from, three to five



Avram Butensky joined Dancer-Fitzgerald-Sample in 1955 and became a senior vice president, senior associate media director in January 1972, overseeing all local radio and television buying for all accounts at DFS. In 1973 he was elected to the board of directors of the International Radio and Television Foundation Inc. He served as treasurer of that organization in 1974 and was elected president in 1975. The International Radio and Television Foundation was incorporated in 1962, in order to provide funds to the International Radio and Television Society to broaden its education programs and provide financial support to fund these programs.

years so that projects could be properly planned and financially supported.

The rub is that the dimensions of these all-encompassing learning programs, are based on how much money one has to spend. In 1975, for example, there was no college conference. In 1976 plans are to do better. For what has already been accomplished much credit must be given to the three commercial television networks, which have contributed massive financial support. Thanks must also go to scores of other companies in our business that have also participated. Unfortunately, there are still companies which directly or indirectly benefit from these educational programs

that have not participated.

How then can a program devoted to the restocking of our most important resource—people—replenish itself. If you come into this business as I did, then you stumbled in by accident—without any idea as to what it is all about.

Today, the communications business is an entity unto itself. That which didn't exist at the college level 10 years ago is now a part of everyday college curricula. This change didn't happen by accident. It needed a push, and today, as anyone knows, if you want something you've got to go out and make it happen. IRTS-IRTF and other organizations are providing that push, but an annual replenishing of dollars is needed to succeed. Success in this case requires the financial as well as the moral support of all companies in our business.

As we look to the future for expansion, the goals and the objectives of the society and the foundation should be noted. Here are some of them:

- to enlarge the college conference and provide greater opportunities for students to attend by providing funds for travel grants.

- To enlarge the faculty-industry seminar and provide funds for more attendees, semiannual seminars, and, where necessary, provide travel grants.

- To develop facsimiles and adaptations of the New York-based programs for other areas of the United States.

- To provide to both the industry and college conferences audio-visual recording facilities that will enable these conferences to be taped for curriculum use.

- To enlarge the internship program to include more candidates and to expand to other major cities.

- To initiate research in order to provide better input for curriculum for the conferences.

- To publish books and pamphlets on the industry and college conferences and make this material available for teacher and student reference.

- To broaden relationships with universities and colleges so that material can be developed for use in schools of communications, advertising and marketing.

All in all, while these educational programs have been highly praised, and have been well done, they do require the financial support of the many companies encompassing the communications industry.



# Still #1 with you-know-who.



**#1 New York City**

Total Women  
Women 18-49  
Women 25-49

**#1 Los Angeles**

Total Women

**#1 Chicago**

Women 25-49

**#1 Washington, D.C.**

Total Women

**#1 Cleveland**

Women 18-49

Women 25-49

**#1 Dallas-Ft. Worth**

Women 18-49

Women 25-49

**#1 St. Louis**

Total Women

Women 18-49

Women 25-49

**#1 Minneapolis-**

**St. Paul**

Total Women

Women 18-49

Women 25-49

**#1 Baltimore**

Total Women

Women 18-49

Women 25-49

**#1 Hartford-**

**New Haven**

Total Women

Women 18-49

Women 25-49

**#1 Kansas City**

Total Women

Women 25-49

**#1 Cincinnati**

Total Women

Women 18-49

**#1 Providence**

Total Women

Women 18-49

Women 25-49

**#1 Portland, Ore.**

Total Women

Women 25-49

**#1 Buffalo**

Total Women

Women 18-49

Women 25-49

**#1 Denver**

Total Women

**#1 Columbus**

Total Women

Women 18-49

Women 25-49

**#1 San Diego**

Total Women

Women 18-49

Women 25-49

**#1 Phoenix**

Total Women

**#1 Grand Rapids**

Total Women

**#1 Albany-**

**Schenectady-Troy**

Total Women

Women 18-49

Women 25-49

**#1 Norfolk-**

**Portsmouth-**

**Newport News**

Total Women

Women 18-49

Women 25-49

**#1 Richmond**

Total Women

Women 18-49

Women 25-49

**#1 Des Moines**

Total Women

Women 18-49

Women 25-49

**#1 Omaha**

Total Women

Women 18-49

Women 25-49

**#1 Cedar Rapids**

Total Women

Women 18-49

Women 25-49

**#1 Johnstown-Altoona**

Total Women

Women 18-49

Women 25-49

**#1 Evansville**

Total Women

Women 18-49

Women 25-49

**#1 Portland, Maine**

Total Women

Women 18-49

Women 25-49

**#1 Youngstown**

Total Women

Women 18-49

Women 25-49

**#1 Ft. Wayne**

Total Women

**#1 Wheeling-**

**Steubenville**

Total Women

**#1 Rockford**

Total Women

Women 25-49

**#1 Springfield, Mo.**

Women 18-49

Women 25-49

**#1 Duluth-Superior**

Total Women

Women 18-49

Women 25-49

**#1 Terre Haute**

Total Women

Women 18-49

Women 25-49

**#1 Quincy-Hannibal**

Total Women

**#1 Mason City-**

**Rochester**

Total Women

Women 18-49

Women 25-49

**#1 Erie**

Total Women

Women 18-49

Women 25-49

**#1 Tucson**

Total Women

Women 18-49

Women 25-49

**#1 Tulsa**

Total Women

Women 18-49

Women 25-49

**#1 Peoria**

Women 25-49

**#1 Oklahoma City**

Total Women

Women 25-49

**#1 Fresno**

Total Women

Women 18-49

Women 25-49

**#1 Chico-Redding**

Total Women

Women 18-49

Women 25-49

**#1 Salt Lake City**

Total Women

Women 18-49

Women 25-49

**#1 Little Rock**

Total Women

**#1 Spokane**

Total Women

Women 25-49

**#1 Sacramento-**

**Stockton**

Women 25-49

**#1 Shreveport, La.**

Total Women

Women 18-49

Women 25-49

**#1 Baton Rouge**

Total Women

Women 18-49

Women 25-49

**#1 Greensboro-**

**High Point-**

**Winston-Salem**

Total Women

Women 18-49

Women 25-49

**#1 Knoxville, Tenn.**

Total Women

Women 18-49

Women 25-49

**#1 Memphis**

Total Women

**#1 Roanoke-**

**Lynchburg**

Total Women

Women 18-49

Women 25-49

**#1 Greenville-**

**Spartanburg-**

**Asheville**

Total Women

Women 18-49

Women 25-49

Sources: NSI/ARB, November, 1975. Estimates are subject to qualifications of the rating services.

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■ indicates new or revised listing

## This week

**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: President Gerald R. Ford, FCC Chairman Richard E. Wiley; 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. 23**—Bicentennial breakfast of *San Francisco chapter of The National Academy of Television Arts and Sciences*. FCC Chairman Richard E. Wiley will be saluted with chairman making brief remarks and participating in a question-and-answer period. Hotel St. Francis, San Francisco.

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

**Feb. 24-25**—*Association of National Advertisers* television workshop. Agenda includes TV commercial production, hyping, co-op advertising, union negotiations and panel of broadcasters on such issues as "clutter," out-ins, syndication barter and family-viewing concept. Contact: William Kistler, Vice President, ANA, 155 East 44 Street, New York 10017. Plaza hotel, New York.

**Feb. 26**—*Radio-TV Council of Greater Cleveland's* fifth annual "Take a Broadcaster to Lunch." FCC Commissioner Benjamin L. Hooks will be speaker. Sheraton Cleveland hotel, Cleveland.

**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 programing "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 1**—Deadline for entries in *The Scripps-Howard Foundation's* Roy W. Howard Public Service Awards for public-service reporting in 1975. Cash grants (not to exceed \$2,500) and bronze plaques will be given in newspaper, radio and TV station categories.

## 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, Statler-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.

ries. Runner-up prizes of \$1,000 and \$500 may also be awarded. No entry blank required, but sponsoring letter explaining endeavor should be appended to entry by newspaper editor or station manager. WMC building, 1960 Union Avenue, Memphis 38104.

**March 1**—Deadline for nominations for awards to be presented April 26 at Broadcasting Industry Conference of *San Francisco State University*. Categories: Broadcast Preceptor Awards for individuals; Broadcast Media Awards for local programing in six categories in each of four groups covering commercial and noncommercial radio and TV; CATV Community Service Awards. Contact: Janet Lee Miller, San Francisco State University, 1600 Holloway Avenue, San Francisco 94132; (415) 469-2456.

**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 4**—*Hollywood Radio and Television Society's* 16th annual International Broadcasting Awards dinner. Century Plaza hotel, Los Angeles.

**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 8-10**—Fifth annual seminar for client stations of *The BIAS (Broadcast Industry Automated System) Division of Data Communications Corp.*, Memphis. Speakers will be Terry Bate, Broadcast Data Services which operates BIAS system in London, and Frank U. Fletcher, Washington communications attorney. 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

continued on page 97

## EBS dissent

EDITOR: How long will broadcasters be bullied into "voluntary compliance" with the absurd new EBS rules? By its own report and order, the FCC states that the two-tone system's primary purpose is for interstation signalling, rather than for a home warning. Nonetheless, it refuses to exempt from the encoding procedure the countless hundreds of stations to which no other station is required to listen. Does it make sense to send this intrusive noise over the air to only that audience the FCC says need not hear it? Or was "sense" not one of the commission's criteria?—*Kenneth R. Harris, executive vice president and general manager, WVIP-AM-FM Mount Kisco, N.Y.*

## Saturday night's not all right

EDITOR: Occasionally, in dial hopping on Saturday night, I have stumbled on the late-night bill of goods being offered by NBC-TV. As a broadcaster and a citizen, I must register total disgust.

This is a perfect example of an attitude that dominates our "entertainment" scene these days. "Morality" or "bad taste" or "good taste" do not change with the times. What was garbage 10 years ago is still garbage.—*Dale Z. Dawson, general manager, WLTH(AM) Gary, Ind.*

## Non-conspiracy theory

EDITOR: I was extremely distressed after reading Joseph Heston's letter ("Open Mike," Jan. 12). How unfortunate that this man contends the reason he has not been able to secure employment in broadcasting is the implementation of affirmative action guidelines set down by the FCC.

I, like Mr. Heston, am a radio-television graduate (from the University of Wisconsin-Oshkosh). I have completed one year of graduate study in mass communications (at Illinois State University). I, too, have had limited experience in radio and television, the bulk of it gained at the public radio station and television center of UW-O. And I, too, have outstanding references.

Then why is it that I—a young, aggressive black woman—cannot find employment in broadcasting? If I am to believe that what Mr. Heston says is true, then I would have to admit that I am living proof that the implementation of affirmative action guidelines is not working for those whom they are meant to help. But I do not choose to believe in Mr. Heston's assessment.

The real reason goes far beyond affirma-

tive action rulings. Can't the joblessness of many communications graduates be due to the fact that there is just an oversupply of individuals who are trained in broadcasting? Isn't it true that less than half of the graduates of communications programs of institutions of higher education will be "meaningfully" employed in the communications industry? In today's extremely competitive job market, it simply is just not enough to be a graduate of a communications program, whether white, black, brown, yellow, male or female.—*Gwendolyn Kelly, Harvey, Ill.*

## The 'Sourcebook'

EDITOR: The 1976 *Cable Sourcebook* is another gem among the publications BROADCASTING has issued. Including network affiliations with the stations carried [in each cable system's listing] will be a boon for many involved with broadcasters as well as cable companies.—*Charles E. Everett, Sag Harbor, N.Y.*

## Still in demand

EDITOR: BROADCASTING continues to make its own worthwhile contribution to the business it covers. Thanks for the issue on "The First Amendment and the Fifth Estate" (BROADCASTING, Jan. 5). The St. Louis section was covered accurately, fairly and interestingly.—*Max Roby, anchorman, KSD-TV St. Louis.*

EDITOR: Having just taken part in a local seminar dealing with the subject of free press vs. fair trial, I found the special report in the Jan. 5 issue comprehensive and timely. Your magazine has performed a vital service to everyone in broadcasting who is interested in preserving a vital and viable news media.—*Irv Weinstein, news director, WKBW-TV Buffalo, N.Y.*

EDITOR: I would like to know if it is possible to obtain two more copies of your special report.—*Representative Henry B. Gonzalez (D-Tex.), U.S. Congress.*

(Limited quantities of the Jan. 5 issue are still available. The single copy price is \$2.50.)



"Miss Martin... on this letter to BROADCASTING magazine... is it the First Estate and Fifth Amendment, or Fourth Amendment and Fifth Estate or..."

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The newsweekly of broadcasting and allied arts

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# **BREAKING ALL RECORDS: A PERFORMANCE WITH 19 ENCORES**

<sup>1</sup>Nielsen Television Index estimates indicate more households tuned to the average minute of CBS prime time (Monday-Sunday 7:30 pm-11:00 pm) programs than to any other network in each calendar year 1956-1975. Subject to qualifications available on request.

<sup>2</sup>U.S. Census Bureau statistics.



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NETWORK**



MPAA's Jack Valenti at center stage as broadcasters make their presence felt before an en banc FCC. The subject: cable TV.

## Top of the Week

# Broadcasters swarm at FCC to protest looser rules for cable

**Small-market operators cite loss of business and audience from cable importations now; bigs see much larger dangers; FCC keeps asking for facts**

Some 160 broadcasters from around the country, taking a leaf from the book of so many of their antagonists as "activists in a cause," descended on the FCC last week in hope of persuading it to abandon what they see as a relaxation of its restrictions on cable television.

Seven spokesmen for the group, which overflowed the commission meeting room, warned the commission it was on a course that could lead to the extinction of small-market television stations at least and to a reduction in the quality of service now received by television viewers generally.

The presentation, arranged by the National Association of Broadcasters, came at a time when the tide of opinion in government and outside it seems to be running with cable television. The tide reached flood stage in the House. Communications Subcommittee staff report urging a general de-regulation of cable (BROADCASTING, Feb. 2).

And it is lapping at the FCC. Chairman Richard E. Wiley saw more than a touch of irony in broadcasters' criticism of the commission for "diluting" the cable television rules, as they put it in a petition they presented. "At the same time that you are criticizing us," he said to Wilson Wearn, president of Multimedia Broadcasting Co., of Greenville, S.C., and NAB chairman, "we get a lot of criticism from the Congress, the White House Domestic Council, the Office of Telecommunications Policy, and the Justice Department" for allegedly hobbling cable's growth.

And in response to comments by Samuel S. Carey, of WBOC-TV Salisbury, Md., Mr. Wiley said, jokingly, "We always get criticism of how pro-broadcasting we are. So lay it on. We need this criticism."

Some of the criticism was harsh. Bill Bengston, of KOAM-TV Pittsburg, Kan., taking his cue from a speech in which Chairman Wiley recited steps the commission had taken to de-regulate cable (BROADCASTING, Feb. 2), said, "I resent the fact that your mind is already made up and that you will not listen to the logic that we are presenting to you and will not accept the facts as they actually are."

The broadcasters' presentation, which consumed about two hours of the latest in a series of en banc meetings the commission has been holding with industry and public-interest groups, was regarded by some commissioners as reasonably effective. Chairman Wiley said he thought the statements were "pretty good," interested him and helped focus attention of the commission and Congress on the issues. But he also said he didn't agree with everything that was said.

Although some of the NAB spokesmen talked of the need to reverse the commission's de-regulatory policy, it seemed unlikely there would be reversal of such actions as repeal of the antileafpropping

rule and the decision to increase the size of cable systems that come under commission jurisdiction. But commission officials assumed the real aim of the broadcasters was, as one said, "prophylactic"—to guard against further de-regulatory actions.

The broadcasters, who represented 35 states and the District of Columbia, did not restrict their activities to their appearance before the commission. Many later visited Capitol Hill to call on their senators and representatives and urge support of two pending measures—the copyright bill, which would require cable systems to pay fees for the programs they transmit, and a resolution expressing the intent of Congress that pay cable not be permitted to siphon programming from commercial television.

However effective the presentation at the commission, it brought to light the views of a number of commission officials that the NAB has been badly outclassed by the National Cable Television Association in lobbying—not in terms of arm twisting, one official said, but in terms of making factual, reasoned presentations.

"The NAB relies on rhetoric and cries of horror," one official said. "The NCTA is light years ahead of them." he said. "They don't do their homework."

Chairman Wiley appeared to reflect some of that feeling at the meeting, when he stressed several times the need for hard evidence. "The factual presentations are what's going to settle these things as they come up," he told Mr. Bengston. "No one has a grand plan for a wired nation or a grand plan for a nonwired nation. We'll do these things one at a time based on evidence. Maybe the presentations have not been as good as they should have been."

He also chided Mr. Bengston for the failure of the 100-plus market television committee, which he heads, for failing to





**FCC activists.** Chairman Richard Wiley (l) and Commissioners Glen Robinson and James Quello (in background, picture on right) fielded most of the comments made by broadcasters at last week's en banc

session. Mr. Robinson came off as the villain in the piece, from the anti-cable point of view.

**Petitioners.** These eight spokesmen carried broadcasting's message to the FCC last week: Cable has the capability of doing us in. Star witness was Sam Carey of wBOC-TV Salisbury, Md., a UHF station whose market has been invaded—and whose commercial viability has been threatened—by a cable system importing signals from both Washington and Baltimore. Mr. Carey testified against a cable monopoly. Commissioner Robinson countered by noting that Mr. Carey's was the only broadcast game in town.



Wearn



Wasilewski



Carey



Rogers



Bengston



Petersmeyer



Rice



Terrell



follow up on the chairman's suggestion to form a committee to discuss cable de-regulation. "If we make a mistake, we'll revisit it," he said. Mr. Bengston said material is being prepared on the issue.

And Commissioner James Quello, who said he was one commissioner who felt the commission had gone "far enough, perhaps too far," in de-regulating cable, also suggested that NAB's efforts at persuasion were deficient. "We need facts... We need specific case histories" to support arguments that cable de-regulation would harm broadcasting. Later, he indicated he welcomed the NAB presentation as a demonstration of broadcaster interest. "Some people had wondered if broadcasters were too proud to lobby," he said.

It was NAB President Vincent Wasilewski who introduced the broadcasters' spokesmen as having become "activists in a cause" and who quoted the group's petition to the commission as saying that broadcasters' concern about cable de-regulation "springs from the damage that further dilution of the cable rules will do to local, over-the-air television service and consequently to the millions of Americans it serves."

Some of the spokesmen dealt with some of the facts the commissioners said they wanted, as well as rhetoric. The man who apparently most impressed his colleagues in that connection was Mr. Carey of Salisbury, Md., the 165th market. He related, as he had when he and a group of broadcasters met with the White House Domestic Council's regulatory reform group on the cable de-regulation issue last fall, that a national advertiser had reduced by 40% the money spent on his station because of the "spill-over" of other television signals imported by the cable systems in the area.

He also said his research turned up 13 other small-market stations similarly affected by cable importations. "What you are about in the de-regulation of cable at the expense of broadcast TV will force small-market TV stations off the air," said Mr. Carey. "For what has happened with one advertiser and 14 stations will soon multiply."

Warming to his subject, Mr. Carey said the Salisbury cable system, which has 95% penetration in the town, has none of the obligations his station does, yet has a franchise that permits it to serve subscribers for \$6.95 per month, or for a total of \$15.90 to cover pay cable service, and he added, "That's a pretty good franchise, a monopoly operation, with no production costs."

But Commissioner Glen O. Robinson, who throughout the presentation indicated little sympathy for the broadcasters' position, was quick to note that WBOC-TV is the only television station in Salisbury. "They have a monopoly with one system, but you don't have a monopoly with one television station?" Mr. Robinson asked.

Mr. Bengston, too, cited what he indicated were real-world facts. He said the substitution of mileage zones for contour

### **INTV asks FCC to have some second thoughts on leapfrogging.**

Claiming that the FCC's deletion of the cable leapfrogging rules (BROADCASTING, Dec. 22, 1975), will seriously harm the development of UHF television, the Association of Independent Television Stations has petitioned the commission to "reconsider its decision and reinstate the leapfrogging restrictions in their original form." INTV allows that there might be problems with the rules concerning the carriage of stations from a different state or area than the cable system, but it wants the FCC to change the rules, rather than completely deleting them.

Another problem, INTV asserts, would be the creation of "super stations" that could be transmitted by microwave to cable systems across the country, a practice that would "spell the demise of the growth of UHF broadcasting."

zones in determining the area within which a station would be protected from cable competition, coupled with the elimination of systems with fewer than 1,000 subscribers as counted from the head end, has reduced the systems required to protect his station from 17 to 11 and resulted in his station's loss of 6,500 homes, or about 5% of its area of dominant influence.

Bob Rice, president and general manager of WRAU-TV Peoria, Ill., said the importation by cable of syndicated programming into Peoria has handicapped the station in its choice of programs. "What 40,000 households on cable can view now affects what 160,000 TV households will, in all likelihood, not view," he said. "Yet our unwillingness to buy such duplicated programming invites viewers to become cable homes. Is this 'can't win for losing' battle in the public interest?"

James B. Terrell, of KTVT(TV) Fort Worth, chairman of the Association of Independent Television Stations, also put forward evidence he felt supported the anticable case. He said a CATV impact study done in the Fresno, Calif., market showed that importation of two distant independents would cost a local UHF independent 26% of its audience at 50% cable penetration. The result, he said, would be a drop in revenue and a decrease in the station's ability to serve its public.

(These expressions of concern by small market station operators touch on one point on which Chairman Wiley has expressed sympathy for broadcasters in the past. He feels that the rules providing exclusivity for syndicated programming should be reviewed; he has said that the rules, which provide more protection for large-market stations, appear to have been written "backwards.")

Mr. Wearn's main thesis was that broadcasters had been "misled" in 1971 when they were persuaded by Clay T. Whitehead, then director of OTP, and Dean Burch, then chairman of the FCC, to sign the

consensus agreement with representatives of the cable industry and with copyright owners. The agreement, which paved the way for the commission's adoption of the cable rules in 1972, involved an understanding that all three sides would support copyright legislation, and would submit to arbitration if they could not agree on a bill.

But, Mr. Wearn said, over the past four years, the cable industry "has blatantly reneged on supporting the copyright provision of the agreement," and the commission, "over vigorous objections from the NAB, has seen fit not only to implement the new cable rules, but even further to relax them, time after time after time."

Mr. Wearn said the commission, far from attempting to hold the cable industry to its promise, was solicitous of its well-being, and he reached back for a BROADCASTING "Closed Circuit" published in October 1973 to make his point. The item described a private meeting that officers and directors of the National Cable Television Association and representatives of a New York brokerage house held with six FCC commissioners to discuss the cable industry's economic health and said the message the commissioners received was that cable was heading into bad times that would get worse unless the commission eased its restrictions on the industry. "It appears," said Mr. Wearn, "that cable has gotten just about everything they asked for in that closed meeting."

Mr. Wearn's presentation regarding the consensus agreement did not seem to move the commissioners. In fact, Commissioner Robinson noted that the broadcasters, in signing the agreement, had not sacrificed their right to protest any relaxation of the restrictions on cable. And he suggested that the broadcasters had been naive in signing the agreement. "Did you think a regulatory agency could bind itself forever by a private agreement?" he asked. Mr. Wearn indicated he thought the commission had indeed been bound.

C. Wrede Petersmeyer, president of Corinthian Broadcasting Co., attacked the argument that removing restrictions on cable would not be dangerous because they could be reimposed in the event that became necessary. He called that argument "fatuous," contending that, once restrictions were removed, forces would be set in motion that could not be reversed and the public would lose. What's more, he said, by the time injury became widespread, the potential for expansion of conventional television would have been "restricted if not totally destroyed."

Lawrence H. Rogers, president of Taft Broadcasting Co., echoed the broadcasters' long-standing contention that cable should operate solely as a supplemental service, that it should provide access to off-the-air signals otherwise denied an area because of terrain or other factors, or provide for "a few programs otherwise unavailable by any means." These are "legitimate businesses which deserve to be encouraged—but not at the cost of denying the U.S. public a service for which they themselves have voted with their dollars and their dials," he said. "There is no

public-interest requirement that the federal government subsidize cable development."

Representatives of the broadcasting industry were not the only ones the commission heard expressing concern about cable television last week. Jack Valenti, president of the Motion Picture Association of America, said the commission should not let passage of copyright legislation, if it comes, persuade it to relax all restrictions on cable's importation of distant programs.

Mr. Valenti's concern was for the copyright owners. For while the original copyright bill would have assured copyright owners of some \$13.8 million per year in fees, the bill that was awaiting a Senate vote as he testified would provide only half that much, with revision possible only once over the next 15 years. And a bill pending in the House, he noted, would reduce the total to \$2.1 million.

Accordingly, he said, copyright owners cannot count on copyright legislation for cable protection, and need the protection of some form of market exclusivity. "The alternative to that stance," he said, "is to rupture, erode and eventually destroy the syndication market for programming—which is the arena from which all television producers hope to recoup their investment for prime-time programming."

The broadcasters who heard Mr. Valenti's presentation received it with mixed emotions. They sympathized with his plea for a retention of restrictions on distant signals, but, as Chairman Wiley noted, the MPA is out of phase with broadcasters on the question of pay cable—it would remove all restrictions on that service.

A number of NCTA officials were in the audience last week, listening to the broadcasters and Mr. Valenti. They have requested and will be given time to present cable's views on cable regulation, at the next en banc meeting. That is now scheduled for May.

## Masla representative firm absorbs Century National

Merger of Century National Sales into Jack Masla & Co., the radio station rep firm, has been announced by Jack Masla, president of the surviving firm, who says 15 or 16 of Century's 28-station list will join Masla's, being trimmed down from 86, to form a new list of about 95 stations. Dick Warshaw and Arnold Taylor, who joined President Gordon Potter in acquiring Century National Sales from Century Broadcasting Corp. last summer, have joined the Masla firm, Mr. Warshaw in New York as VP and national sales manager, Mr. Taylor in Chicago as VP in charge of midwest operations. Mr. Potter's future plans have not been disclosed. Mr. Masla said that stations moving to the Masla list include three Century Broadcasting and all three GCC Communications FM stations; KIQQ(FM) Los Angeles and KUPD-AM-FM Tempe, Ariz. The merger was effective Feb. 16.

## In Brief

■ FCC will face House Communications Subcommittee in **two days of oversight hearings** next week (March 2 and 3). On agenda, according to Chairman Torbert Macdonald (D-Mass.), are: children's TV advertising, political broadcasting, equal-employment-opportunity policy and enforcement, FCC procedural reforms, availability of VHF frequencies to public broadcasting, prime-time access rule, license renewal, community ascertainment, radio formats, Citizens Band radio and radio frequency interference. ■ President Ford is expected to name **Calvin J. Collier**, 37, associate director of White House Office of Management and Budget for economics and government, as **chairman of Federal Trade Commission**. Mr. Collier served as FTC general counsel from 1973 to 1975, would take over from acting chairman, Paul Rand Dixon, in job since resignation of Lewis A. Engman. President also is expected to name **Thomas Sowell**, author and economics professor at University of California at Los Angeles, to fill FTC seat vacated by Mayo J. Thompson last September. Mr. Sowell would be second black commissioner in FTC's history. ■ FTC said Friday that it plans to investigate advertising codes and self-regulatory reviews to see if **comparative advertising**—citing specific competitors, as opposed to "Brand X"—is being restrained. Announcement drew immediate opposition from **Howard Bell**, president of American Advertising Federation, who called it "perplexing and [possibly] counterproductive." ■ Various locals of **American Federation of Television and Radio Artists** have completed ratification of new three-year contract covering performers appearing in television and radio commercials. Contract still awaits ratification by Screen Actors Guild, but that's expected by Feb. 27. Unions won increases of more than 20% in rates and fees for television work (BROADCASTING, Dec. 22, 1975). Radio increases, for AFTRA alone, amounted to about 25%. Industry sources estimate that payment to TV performers will rise by \$13 million to \$15 million annually, exclusive of cost-of-living increases. ■ Presiding judge granted motion for **directed acquittal of Carmina DeNola**, defendant in tax-fraud trial in Newark, N.J. (early story page 52), but denied motions for acquittal of remaining six, all officials of Brunswick Records. Their attorneys then rested their case without calling witnesses. Jury deliberations were expected to start shortly. Mr. DeNola was identified as business acquaintance of Brunswick officials, and his attorney insisted he had no knowledge of—and that no evidence linked him with—alleged wrongdoing. ■ CBS correspondent **Daniel Schorr**, currently in national spotlight for his role in leak of House Intelligence Committee secret report, will address luncheon of Washington Press Club Wednesday (Feb. 25) at Sheraton-Carlton hotel. ■ **Office of Telecommunications Policy** has submitted to Office of Management and Budget draft legislation that would designate subsidiary of Communications Satellite Corp. to represent U.S. in provision of international mobile satellite services. Voice, data, radio-determination and air traffic control communications to mobile terminals on ships and aircraft are contemplated in bill. ■ Cameramen on location in Los Angeles last Thursday for NBC-TV's **Jigsaw John** police series found themselves in midst of real-life violence that spilled over into filming. UPI reported that bleeding young men stumbled onto location after student of computer school allegedly opened fire on room full of students, killing one and wounding seven with sawed-off shotgun. Retired policeman working with TV crew felled suspect, who was reported in serious condition with two bullet wounds in chest. ■ **Comcast Corp.**, Bala Cynwyd, Pa., multiple-system owner, has completed acquisition from Lamb Communications of two cable systems passing 50,000 homes and serving 22,000 subscribers in Flint, Hillsdale and Jonesville, Mich., and unbuilt franchises in Flint suburbs of Grand Blanc, Burton and Mount Morris on which construction will start immediately with initial financing from Home Life Insurance Co. and Pittsburgh National Bank. Price: \$5.5 million. ■ FCC Commissioner **Glen O. Robinson**, whose term ends June 30, has decided to accept professorship at University of Virginia law school, effective next fall (BROADCASTING, Jan. 12.) ■ **Mary Wells Lawrence**, board chairman and chief executive officer, Wells, Rich, Greene, New York, got salary raise from \$210,000 to \$225,000 a year, effective last November, according to agency's proxy statement. She also earned \$94,953 incentive pay in fiscal year ending last Oct. 31. Since May 1969 she has additionally been accumulating deferred compensation of \$30,000 per year. ■ **Metromedia Inc.** reported 1975 revenues of \$212,979,563 (\$202,155,050 in 1974) and 1975 profits of \$14,081,508 (\$2.15 per share), 111% increase over 1974 profits of \$6,681,795 (\$1.02 per share).

## Schorr under congressional gun for leak

**CBS correspondent is subject of resolution directing investigation into circumstances of CIA report being published in 'Village Voice'; network takes him off intelligence beat for duration of controversy**

CBS correspondent Daniel Schorr is to be the prime subject of a House investigation into the leak that led to the publication of the House Intelligence Committee's secret report on U.S. intelligence activities. The House passed (269 to 115) a resolution last Thursday ordering its Committee on Standards of Official Conduct to investigate the disclosure. It suggests no action against Mr. Schorr, who has admitted obtaining a copy of the intelligence report and passing it to the New York weekly, the *Village Voice*. But it mentions him specifically, saying it appears the "alleged actions of the said Daniel Schorr may be in contempt of or a breach of the privileges of this House."

The day before the resolution passed, CBS News removed Mr. Schorr from the intelligence beat. That is a change from the network's stance a week earlier (BROADCASTING, Feb. 16), when it announced that Mr. Schorr would be barred from covering only that part of the beat that concerned the House Intelligence Committee. Mr. Schorr has worked the beat since it was created in January 1975.

The new move by the network immediately gave rise to speculation that Mr. Schorr's job at CBS News is in jeopardy, but CBS News vice president and Washington bureau chief Sanford Socolow indicated last week that CBS is not considering firing Mr. Schorr. He said "we found that in practice it was too hard" to keep the controversy over the House report separate from the rest of the intelligence beat, hence the decision to take Mr. Schorr off the beat altogether. He also said that CBS is "proud" of Mr. Schorr's reporting during the last 13 months.

Beyond that, CBS News had no comment about the House's vote Thursday. Nor did Mr. Schorr, who had said earlier that he sees no constitutional basis for a finding of contempt of Congress against him.

Neither he nor CBS has yet been questioned about the leak of the House report by anyone from the government.

The move to have Mr. Schorr investigated was initiated by Representative Samuel Stratton (D-N.Y.) shortly after Mr. Schorr admitted receiving a copy of the secret report and funneling it through the Reporters Committee for Freedom of the Press to the *Village Voice*. Mr. Schorr revealed some of the report's contents on television and radio broadcasts, but he told BROADCASTING he never offered the text of the report to CBS News

because he saw no way the network could have aired it word for word.

For Mr. Schorr, the decision to make the report public was a question of "journalistic conscience." But to Congressman Stratton, it was a deliberate effort to thwart the House, which voted Jan. 29 to suppress the report.

"This is not a case of freedom of the press," Mr. Stratton said. "It is one thing for Mr. Schorr to comment on the committee report on his own news program. That action is apparently protected by the latest Supreme Court decisions.

"It is quite another thing for him to pass along the complete text of that report to someone else for publication in clear defiance of the mandate of the House of Representatives."

The Stratton resolution was opposed on the House floor by Majority Leader Thomas P. O'Neill (D-Mass.), who tried unsuccessfully to have it referred to the House Rules Committee, where it probably would have died. Mr. O'Neill said the media should be allowed to handle their own affairs. Other opposition came from Representative Bob Eckhardt (D-Tex.), who said, "I'm willing to join in an inquiry, but I'm not willing to join in an inquisition." And Representative Don Edwards (D-Calif.) said the issue of press freedom "is very much involved here . . . By bringing it up this way and naming Mr. Schorr, there is a very chilling effect on reporters' rights to receive classified information."

Earlier in the week, Senator Robert Taft (R-Ohio) said it is not enough to have Mr. Schorr cited for contempt. "We must find the original source of the document and see to it that those responsible are punished to the fullest extent of the law," he said. The senator called for the Justice Department to investigate the leak.

A spokesman for the department said last Tuesday that Justice is looking at existing law and at the material released to see if there has been a possible violation. He said, too, that the department is acting on its own and has not been requested to take action by the White House.

The week before, President Ford had offered to House Speaker Carl Albert (D-Okla.) "all services and resources of the executive branch" to track the leak, but Mr. Albert said he did not plan to accept.

Hearings before the House Committee on Standards of Official Conduct on the Schorr leak will begin Tuesday.

On Friday Representative William Walsh (R-N.Y.) made a written request to Speaker Albert that Mr. Schorr's press credentials be revoked for his "contemptable act." The letter also went to Senate Rules Committee Chairman Howard Cannon (D-Nev.) and to Robert Foster, chairman of the executive committee of the congressional radio and television correspondents galleries.

Meanwhile, CIA Director George Bush remained firm in his decision not to release the names of any journalists who have cooperated with the CIA in the past, but he agreed during a luncheon with two

members of the Senate Intelligence Committee to give over information about the types of reporters used, their responsibilities to the agency and what they did. If the Senate committee is able to deduce from that information the names of the news organizations and reporters involved, said one of the senators, Walter Huddleston (D-Ky.), the committee will keep the names secret, unless they were involved in same criminal activity. The other senator at the luncheon was Charles Mathias (R-Md.).

## FCC decides it's time for another look at its radio network rules

**Commission institutes inquiry into several areas to determine if any regulations are outdated**

For the first time since radio was at its peak as a mass entertainment medium more than 30 years ago, the FCC has initiated a wide-ranging inquiry into its rules for regulating network radio.

The commission wants to determine whether it is still necessary in 1976 to have a rule on the books barring arrangements between stations and networks that prevents the station from carrying the promise must continue in force a rule limiting time optioning by stations to networks to no more than three hours in each four-hour segment of the day. And hasn't the multiple ownership rule superceded the rule barring network ownership of two stations serving substantially the same area?

In all, the inquiry is aimed at providing a fresh look at eight network radio rules adopted in 1941, the "small market policy" adopted in 1969 and designed to prevent ABC, with its then-new four radio networks, from dominating small markets with its radio services by affiliating with more than one or two stations in such markets, and regulations requiring the filing of network agreements with the commission.

Which of the rules and policies should be retained or revised, or wiped off the books? the commission is asking.

The commission, in addition, will seek help in developing an "appropriate" definition of "network—a term not defined in the rules—or perhaps a series of definitions. The over-all inquiry was prompted in part by a Mutual Broadcasting System request that the commission apply its network rules to AP Radio and UPI Audio.

The commission is seeking comments on whether those services should be considered networks, as well or whether network rules should be applied to regional



and state interconnected networks providing daily service, ad hoc "occasional" networks operating nationally or regionally, seasonal regional and state sports networks, and noninterconnected entities.

Although most of the rules being reviewed were adopted with protection of the station against the network in mind, one was aimed at preventing stations from exercising undue influence over its affiliated network. It bars understandings between a station and a network that prohibit other stations in the area from taking programs from the network that the regular affiliate rejects, or stations in a "substantially different area" from taking any of the network's programs.

The commission indicated the rule had not been completely effective. It said that there had been "allegations of practices in this area assertedly contrary to the public interest."

Comments in the inquiry are due at the commission by May 10, and replies by June 7.

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## Petitions day keeps FCC busy

**It denies renewals to two stations, puts several on EEO notice, and sets four licenses for hearing**

The FCC got a little tough last week. It denied renewal of license to WOTW-AM-FM Nashua, N.H. And, for the first time in a petition-to-deny day—a ritual observed every month or two for the past year—it designated a license renewal applicant for hearing, four of them in fact.

The commission found Eastminster Broadcasting Corp., licensee of the Nashua stations, guilty of a number of offenses, particularly fraudulent billing.

The stations whose renewals were set for hearing are WHBB(AM) and WAMA(AM), both Selma, Ala., and the object of a petition filed by a citizen group, and Edorea Corp.'s WRSC(AM)-WQWK(FM) State College, Pa.

Nittany Communications Inc. had filed against the State College stations' renewals, claiming that Edorea had filed a strike application in an effort to frustrate Nittany's efforts to secure a construction permit for a UHF station in State College.

The Selma items, resulting from petitions by the Dallas County Progressive Movement for Human Rights, are sure to provide encouragement to citizen groups who almost always see the commission reject their petitions to deny. WHBB was designated for hearing on programing issues, including promise-versus-performance questions, and on allegations of mislogging. The WAMA application was set for hearing on ascertainment-of-community-needs, programing and equal-employment-opportunity issues.

EEO issues had been raised in many of the other petitions the commission considered last week. In renewing seven

licenses, some for short terms, the commission directed the stations involved to report on steps they take to improve their EEO performance.

And in a separate matter in which it affirmed its renewal of NBC's WRC-TV Washington, the commission conditioned the renewal on NBC taking actions to assure that all employees are notified of all job openings, union and nonunion.

The National Organization for Women has been contesting the station's renewal, largely on the basis of alleged discrimination against women in employment. The commission said its investigation indicated there was no reason to believe WRC-TV's employment practices did not comport with the commission's nondiscrimination rules, but added it was concerned with the station's apparent failure to inform all of its employees about job openings.

Two of the stations on whose renewal applications the commission acted last week—WYSP(FM) and WIOQ(FM), both Philadelphia, had already filed additional EEO information as a result of a petition to deny filed by the Philadelphia Communications Coalition. In renewing their licenses last week, the commission asked for still more EEO data.

Stations receiving short-term renewals as well as being given EEO reporting assignments were WAXC(AM) Rochester, N.Y., and Booth American Co.'s WIVA(AM)-WRBR(FM) South Bend, Ind. Citizen groups had filed against both.

The other stations with EEO problems whose licenses were renewed were KOIN-TV Portland, Ore., and KFSN-TV Fresno, Calif., both the objects of petitions filed by local NOW chapters.

In other actions during the petition-to-deny day, the commission denied petitions filed by local groups and renewed the licenses of KHOU-TV Houston, Tex., WWJ-TV Detroit, and KNEW(AM) Oakland, Calif.

The commission also denied petitions for reconsideration of renewals granted earlier to General Electric's WGY(AM), WGFM(FM) and WRGB(TV) Schenectady, N.Y., and Concerned Communicators Inc.'s WDAS-AM-FM Philadelphia.

Petitions to deny filed against WJBK-TV Detroit and WGBH-FM Boston were also rejected. But the commission did not renew the two licenses because of other matters pending—a competing application, in the case of the Boston station.

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## Senate passes copyright revision bill

By a vote of 97 to 0 the Senate passed the copyright bill, S.22, last Thursday, that would for the first time make cable television and public broadcasting liable for copyright infringement. The bill is essentially the same as the one the Senate passed two years ago, except for one modification that is intended to lessen the

amount small cable systems would have to pay in royalties.

Another new feature of the Senate bill is the provision for a compulsory license for public broadcasters. The compulsory license in effect reduces the copyright holder's right to decide who can use his work and to negotiate the royalty for that work. With a compulsory license, the public broadcaster can use the music, non-dramatic literary or photographic works he chooses and would pay an annual fee set by the government into a pool that would be distributed to copyright owners. Provision for the public broadcasting compulsory license survived an attempt on the Senate floor by Senators Alan Cranston (D-Calif.), Hubert Humphrey (D-Minn.) and William Buckley (C-R-N.Y.) to make it apply only to music works.

Under the bill, cablecasters would also be given a compulsory license. The size of their royalty fees is spelled out specifically as follows: Systems with quarterly gross receipts of up to \$40,000 would have to pay one half of one percent of those receipts every quarter; systems with gross receipts of \$40,000 to \$80,000 would have to pay 1%; systems with gross receipts of \$80,000 to \$120,000 would have to pay 1½%; systems making from \$120,000 to \$160,000 would pay 2%, and systems making more than \$160,000 would pay 2½%.

An amendment by Senator William Hathaway (D-Maine) alters that pay scheme downward somewhat for systems with quarterly receipts of \$40,000 or less. Senator Hathaway gave an example of how it would work: If a system has revenues of \$30,000 per quarter, it would subtract that figure from \$40,000, then subtract the result from \$30,000. That would give \$20,000 and its copyright payment would be one-half per cent of that, or \$100. The Hathaway amendment was modified, however, to insure that every cable system would pay at least \$30 annually.

The National Cable Television Association, to which the Hathaway amendment came as a surprise, calculates that the amendment would result in a 5-10% reduction in over-all copyright payments for the industry from the original pay schedule.

The bill provides for the creation of a copyright royalty tribunal to adjust the set copyright fees and arbitrate royalty disputes. It is directed to begin its first review of the copyright fees, including cable's, three years after the passage of the bill, then every 10 years thereafter.

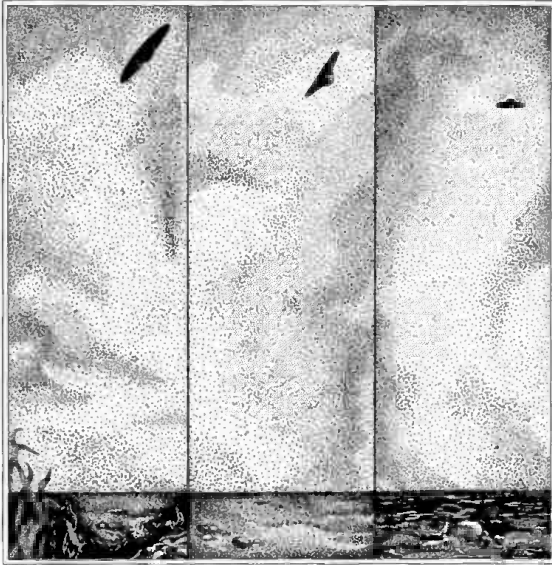
Because there are no fees spelled out for public broadcasters, the tribunal is directed to meet to set them 30 days after passage.

S. 22 represents the first revision of the copyright laws since 1909 and has been pending in the House and Senate in one form or another since 1964. The House bill, H.R. 2223, is currently being marked up by the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice. Although the bill must still pass the House subcommittee, then full committee, then full House, then House-Senate conference committee.

# 'THE UNEXPLAINED'

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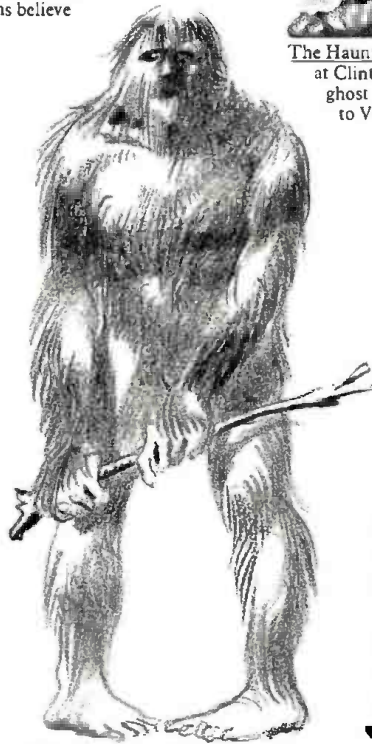
**The UFO Phenomena.** An Air Force fighter pilot swears he has been chased by one, and 15 million Americans believe they have seen "flying saucers!"



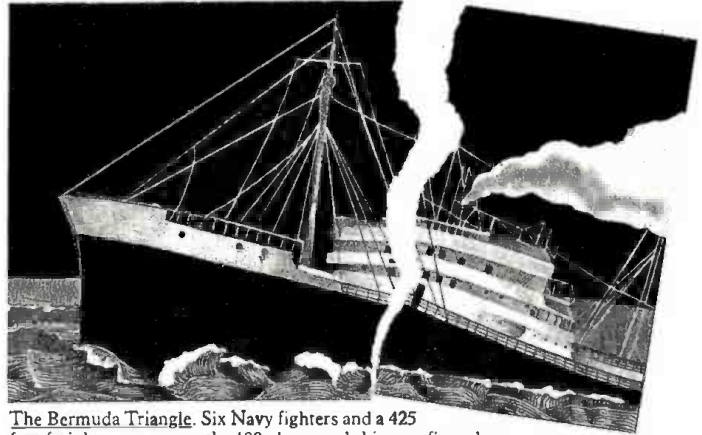
**The Loch Ness Monster.** It surfaces at least once a year and is sighted by many, including priests and statesmen, but remains elusive to the professional hunters who search the cold, deep waters it inhabits.



**The Nazca Lines.** Hundreds of square miles of precise ancient drawings that can only be seen from the air. Did creatures from another planet create them?



**Bigfoot.** Whether the Man-Ape of America is a throwback to King Kong or a bizarre mutation, over 300 eyewitness reports and photographs bear witness to his continuing existence.



**The Bermuda Triangle.** Six Navy fighters and a 425 foot freighter are among the 100 planes and ships confirmed as lost in this "devil's sea" since 1945.



**The Haunted Houses.** A sailor and a little girl died a century ago in the house at Clinton Court in New York City — but their spirits remain. Professional ghost hunters seek answers in this and other houses, from Inverary Castle to Versailles.



The list goes on. And it is curiously long. Even now, in our time of giant technological leaps and mind-boggling discoveries in science, these phenomena continue to provoke our curiosity, imagination and interest, and remain... unexplained. Hosted by Leonard Nimoy, of "Star Trek" fame — "The Unexplained" combines drama, imagination, suspense and mystery with subjects of proven interest to television audiences.

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The Partridge Family  
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Hazel  
154 half hours



The Donna Reed Show  
175 half hours



I Dream of Jeannie  
139 half hours



The Best of Burns and Allen  
130 half hours.



Father Knows Best  
191 half hours



The Flying Nun  
82 half hours



The Monkees  
58 half hours



# A different programing world greets NATPE in San Francisco

**Prime-time access is no longer a big issue; it's replaced as a point of debate by family viewing; the marketplace is changing, too: access shows become more varied, number of off-network series drops, quality of movie packages declines**

Among the things on the minds of station managers as they work the corridors of the Fairmont, Mark Hopkins and Stanford Court hotels during the 13th annual NATPE conference in San Francisco this week are:

- The wider selection of content—not just game shows and animal shows—that is being made available by syndicators for use in the prime-time-access periods.

- A continuing shrinkage in the number of off-network series dropping into the syndication hopper—due, among other reasons, to a greater casualty rate among network prime-time series, to the production of fewer original episodes of the series that do make it, and to violent cop series being generally out of bounds for family viewing.

- The devaluation of theatrical-movie packages because the networks have already played the more desirable titles in most packages four or five or six times, rather than the two or three times typical of past syndication offerings.

“More and more programing—different programing—is becoming available for access,” says Thomas Battista, vice president, station services, CBS Owned Television Stations, explaining that by different he means other than animal and game shows. Not that he’s belittling the latter. CBS-owned stations carry animal and game shows, and Mr. Battista says he’d take another one “if I could come up with a *Hollywood Squares*.” But what he’s trying to do, he says, is develop a variety of programs, and with that in mind four CBS-owned stations (all but WBBM-TV Chicago, which puts news in the access period) have renewed the Chuck Barris-Sandy Frank *Bobby Vinton Show* (after negotiating what Mr. Battista expects to be improved production values for the comedy-variety series’ second year), and all five will carry *The Muppets*, a new comedy-variety access series bankrolled by CBS and Independent Television Corp.

“I think we’re seeking some new and fresh ideas making their way into

the access periods for next season,” says another CBS programing executive, who says it’s because the FCC and the courts have pretty much decided to stop tinkering with the rule for the foreseeable future. In line with this trend, the CBS-owned stations have renewed Chuck Barris’s and Sandy Frank’s *The Bobby Vinton Show*, a comedy-variety half-hour that made its debut last September, and have bought *The Muppets*, a new comedy-variety access show bankrolled by both CBS and the Independent Television Corp.

“All five of our access pilots fall into the category of new forms, that is, outside of the traditional game-show/animal-show concepts,” says Phil Boyer, vice president, programs, for the ABC-owned stations. Time-Life’s *People: Cover Story*, for example, focuses on personalities such as Ann-Margret, recapping their careers in a 30-minute film biography. Twentieth Century-Fox’s *Here’s Hollywood* covers broader theatrical subjects, using the narrative technique of the MGM compilation film, “That’s Entertainment” (which was produced by Jack Haley Jr., who serves as executive producer of *Here’s Hollywood*). *The Gong Show*, a Chris Bearde-Chuck Barris production, features a panel of celebrities who act as judges of talented amateurs in a format harking back to the days of Major Bowes. Syndicator Services’ *Dancin’ Time* is a discotheque-type variety show produced by Don Kirshner and presided over by singer-dancer Tommy Tune. Another Syndicator Services’ show, *Courtroom*, is a fictionalized anthology of cases from the criminal-justice system—everything from juvenile court to traffic court.

“We think the public is willing to accept new forms in prime access,” continues Mr. Boyer. The one common denominator of these five shows, he adds, is enough action and movement to appeal to children and teen-agers, who tend to outnumber adults in front of TV sets at 7:30 p.m.

Weston Harris, vice president, programs, NBC Television Stations Division, has also prodded his group into moving away from strict reliance on quiz shows and wildlife shows, and among the new series being considered for next September’s access periods on NBC are *Don Kirshner Presents New Stars*, a talent-scouts-type show produced by Viacom Enterprises; *The Unexplained*, a documentary half-hour from Columbia Pictures Television dealing with phenomena such as UFO’s, the abominable snowman and the Bermuda Triangle; and Grey Advertising’s *Hollywood Palace*, a comedy-variety half-hour under the production aegis of Nick Vanoff, who was in charge of the series when it ran on the ABC network as a weekly hour in the 1960’s.

And all five NBC-owned stations have made firm commitments to another variety half-hour from Grey Advertising, *The Andy Williams Show*, which begins in access next September. Four of Group W’s stations have also bought Andy Williams, the group’s only new acquisition so far this season, according to the sta-

tions’ president, Win Baker, because “this is the one pilot I’ve seen that looks as though there’s a significant amount of investment to give it the staying power it will need over the course of the season. Most of the other pilots, unfortunately, won’t guarantee that kind of ongoing investment.” But NBC’s Wes Harris adds, “Now that the regulatory instability of the access rule is behind us, it’s not as great a risk for syndicators to try new ideas.”

But Mr. Harris is also willing to sink some of NBC’s money into these ventures because of his conviction that, as he says, station groups and individual stations “have the obligation to take part in the creative process,” they must “help satisfy their own appetites rather than simply be consumers,” particularly of off-network reruns.

Mr. Harris remembers the year 1966, when a total of 16 network off-network-rerun series (among them *Perry Mason*, *The Flintstones* and *McHale’s Navy*) began their recycled lives in syndication. This year’s off-network supply has dwindled to a fraction of the 1966 figure. A variety of factors accounts for the decreased supply, as Mr. Harris sees it. For one thing, the access rule knocked off at least six half hours a week that were formerly programed by each of the networks. And the networks now schedule many more longer-form shows—theatrical movies, made-for-TV movies, rotating two-hour series—than they did back in 1966. (Forty-six half-hour series were slotted in prime-time in 1965; eight years later, only 23 half-hour shows dotted the three networks’ schedules.)

Not only are there fewer network series for syndicators to draw from but, in Mr. Harris’s words, the “casualty rates” in prime time “continue to spiral at an alarming rate” because the three-network ratings wars have become more ferocious than ever. No network programmer is willing to keep a show on the air—even a series he’s personally high on—if it’s not getting survival ratings, Mr. Harris says.

And among the series that do survive beyond the first season, rising costs and more painstaking production techniques have cut the number of original episodes set in motion each year from the 30 to 35 of a decade ago to the more recent 22 to 24—which means, according to Mr. Harris, that a “network series must now have enough energy to survive four or five seasons in order to provide enough inventory for ultimate stripping in syndication.”

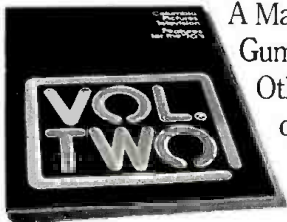
But even some series that have stayed the course for the requisite number of seasons face uncertain futures in syndication because of family-viewing. In the past, when a station invested millions of dollars in the off-network reruns of a successful cop series—such as Warner Bros.’ *The FBI* or MCA Universal’s *Ironsides*—it wanted the option of playing the show off in the time periods where it could charge the highest rate-card prices. And, particularly for independent stations and network affiliates outside the top-50 markets, the most lucrative time period is 7 to 8 p.m. But as soon as family-viewing time, which

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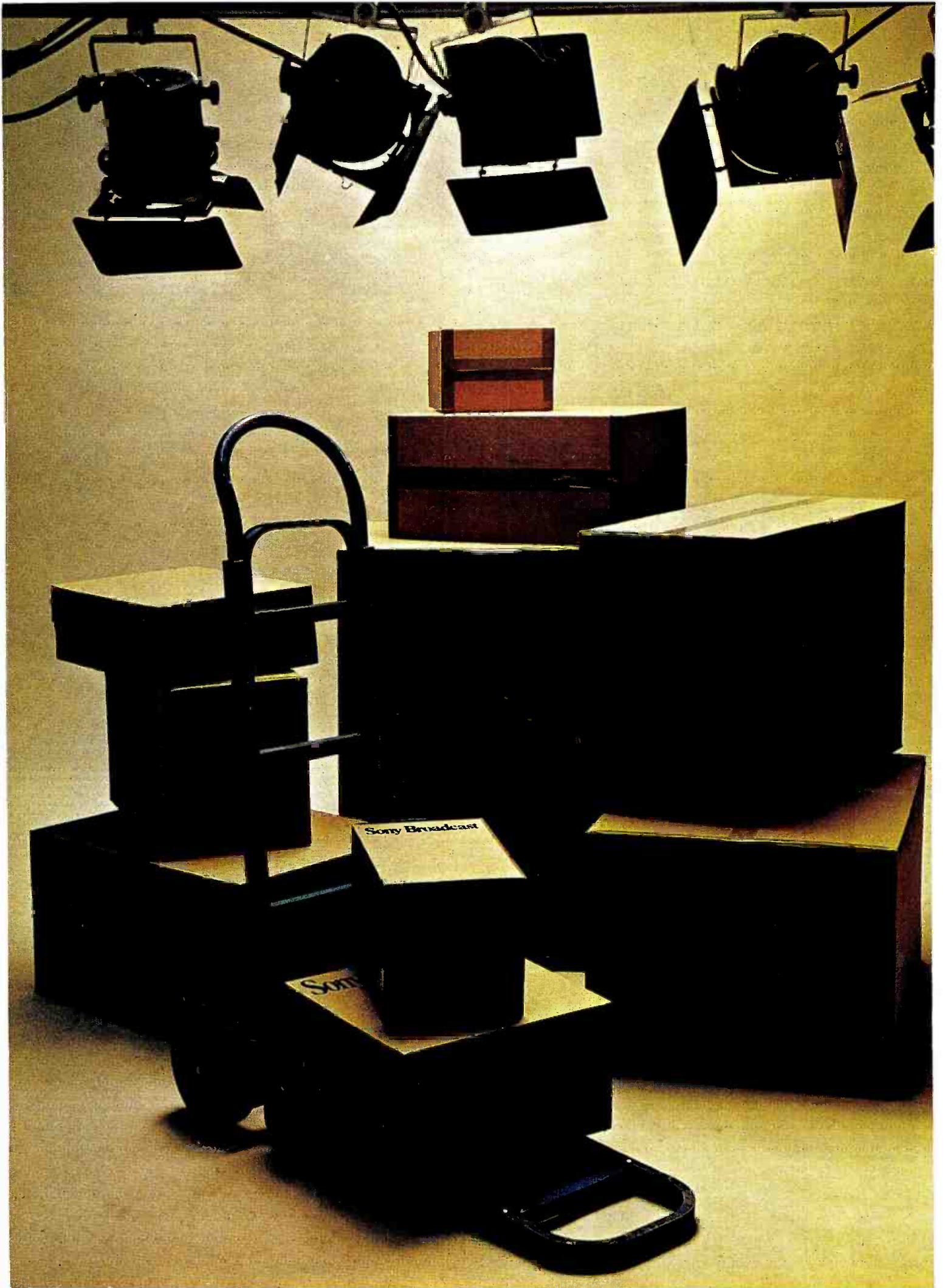


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# The NATPE agenda

Unless otherwise indicated, meetings are in the Fairmont hotel.

## Saturday, Feb. 21

9 a.m.-5 p.m. Registration desk open.  
10 a.m.-7 p.m. Screenings, hospitality suites.

## Sunday, Feb. 22

9 a.m.-5 p.m. Registration desk open.  
10 a.m.-6 p.m. Screenings, hospitality suites.  
12 a.m. Liaison brunch with officers of industry organizations (Gold room, Stanford Court hotel). Moderator: John Comas, wxii-TV Winston-Salem, N.C. Participants: Herman Land, INTV; Roger Ottenbach, Broadcast Promotion Association; Jane Cohen, American Women in Radio and Television; William Carlisle, National Association of Broadcasters; Conrad Cagle, Television Programming Conference; Ralph Kuehn, Production Managers Association; Wayne Vriesman, Radio Television News Directors Association; Roger Rice, Television Bureau of Advertising; Marvin Chauvin, NATPE; John Cannon, Academy of Television Arts and Sciences; Ken Harwood, National Association of Educational Broadcasters; Roy Danish, Television Information Office; Stan Moger, International Radio and Television Society; Roland Zavada, Society of Motion Picture and Television Engineers; James Greenwald, Station Representatives Association.  
6:30-8:30 p.m. Cocktail reception hosted by associate members.

## Monday, Feb. 23

9-9:30 a.m. Call to order—Lew Klein, conference chairman, and Marvin Chauvin, NATPE president. Welcome—George Moscone, mayor of San Francisco.  
9:30 a.m. Keynote address—Richard E. Wiley, chairman of the FCC.  
10:30 a.m. "The Yeas and Nays of Family Viewing." Moderator: Marvin Chauvin, wotv-TV Grand Rapids, Mich. (NATPE president). Speakers include Gary Marshall, producer; Norman Lear, producer; Robert B. Beusse, U.S. Catholic Conference; Wayne Kearn, KENS-TV San Antonio (chairman of the National Association of Broadcasters TV Code Review Board).  
12 noon. Break.  
12:30 p.m. Program excellence awards luncheon. Chairman: Allen Sternberg, wckr-TV Miami. Helper: Bob Newhart. Salute to industry organizations.  
2:30 p.m. Simultaneous meetings of individual stations and affiliates of the three TV networks. Moderators: Charles Sorlien, wcco-TV Minneapolis, for CBS; Vic Skaggs, ktvl-TV St. Louis, for ABC; A.R. Van Cantfort, wbs-TV Atlanta, for NBC, and Al Korn, RKO General Television, for independents. Speakers at independents' meeting include Av

Butensky, Dancer-Fitzgerald-Sample; Jerry Smith, Worldvision; Robert Glaser, RKO General Television, and Robert Worrington, KBMA-TV Kansas City, Mo.  
4-7 p.m. Screenings, hospitality suites.

## Tuesday, Feb. 24

9 a.m. "The Syndication Syndrome." Moderator: Zvi Shoubin, WMAQ-TV Chicago. Speakers include Bob Kelly, KCRA-TV Sacramento, Calif.; Hal Protter, KPLR-TV St. Louis; Don Menchel, MCA TV; Robert Buchanan, J. Walter Thompson; Lee Eden, Corinthian Stations.  
10:30 a.m. "Bicentennial Programming." Moderator: Roger C. Ottenbach, WEEK-TV Peoria, Ill., with an assist from the BPA and Ron Klagman, WOAD-TV Moline, Ill.  
11:30 a.m. "Do Cable Systems Make Good Bedfellows?" Moderator: Bill Hillier, KPIX-TV San Francisco. Speakers: Ramsey Woodworth, cable attorney, Hedrick & Lane; David Kinley, FCC Cable Television Bureau; David Baltimore, WBRF-TV Wilkes Barre, Pa.; David Henderson, Outlet Co.; Edward Allen, Western Communications.  
12:30 p.m. Break.  
1 p.m. Past presidents luncheon. Scholarship awards. Address: Robert Mead, television advisor to President Ford.  
3-7 p.m. Screenings, hospitality suites.  
7 p.m. Cocktail reception for *Andy Williams Show*. Hosts: Procter & Gamble, Pierre Cossette and Grey Advertising. Gold room, Fairmont hotel.

## Wednesday, Feb. 25

8:30 a.m. "Old Problems, New Treatments," a workshop. Moderator: Alan Frank, wjz-TV Baltimore. Participants include Jeanne Findlater, program manager, wxyz-TV Detroit; Bill Jay, wtvf-TV Nashville; Betty Hayter, wcau-TV Philadelphia; Dick Borden, Borden Productions; Jerry Wishnow, Wishnow Group.  
10 a.m. "Movie Time Matinee," a feature film workshop. Moderator: Phil Boyer, ABC. Speakers: Seymour Horowitz, WABC-TV New York; Milt DeReyna, WEAR-TV Pensacola, Fla.; Avra Fliegelman, Broadcast Information Bureau; Jerry Birdwell, KTLA-TV Los Angeles.  
11 a.m. "The Vision in Television." Moderator: Jim Major, WJBC-TV Detroit. Speakers: Bruce L. Paisner, Time-Life Films; Adele Kenyon, IRTS; Edwin H. James, BROADCASTING magazine; Jonathan Ward, CBS Radio News; David Levy, Caucus for Producers, Writers and Directors.  
12:30 p.m. Award of the Year luncheon.  
2:30 p.m. Elections and business meeting.  
3:30 p.m. Adjournment.

covers the 7 to 9 p.m. time slots, appeared on the scene, stations began to shy away from buying such hit network series as *Hawaii Five-O*, *The Rookies* and *Mannix*. A station would not only have trouble making its money back by slotting an expensive off-network cop series in late fringe but it would also probably not attract much of an audience for a hard-action show at, say, 11 p.m. Frank Tuoti, the vice president for marketing and planning at WPIX-TV New York, speaks for most stations when he points out that "heavy-action shows like *The FBI* simply won't work at 11. We know because we tried it. People want something light at that hour—they want to go to bed with a few laughs."

One of the ways some syndicators of cop shows have skirted the family-hour problem is to sell the reruns to the networks for slotting in their late-night time periods. Paramount has found a home for *Mannix* (which ended a lucrative eight-year run on CBS last season) every Thursday on ABC

(11:30 p.m.-12:40 a.m., NYT) and *Spelling-Goldberg* has done the same for *The Rookies*, which is running on ABC simultaneously in prime time (originals on Tuesday, 9-10 p.m.) and late-night (reruns on Friday, 11:30 p.m.-12:40 a.m.). In addition, MCA-Universal has sold *Kojak* reruns to CBS for eventual once-a-week late-night scheduling.

*Kojak*, when it is eventually scheduled, will take the place of one of the theatrical movies the CBS network runs Monday through Friday (11:30 p.m.-conclusion). But the station programmers say that one pre-emption will not solve the problem of the decline in value of theatrical-movie packages. By the time they're ready for syndication, most of the really desirable titles "have had as many as six network runs," according to Jack Jacobson, the vice-president and program manager of WGN-TV Chicago. "I'm in a constant battle with syndicators over this problem because not too long ago the good titles would have

only two or, at the most, three network runs when they reached the local stations."

Mr. Jacobson is thankful for the durability of such old-time war horses as "Casablanca," "The Maltese Falcon" and John Wayne's "The Comancheros," which, he says, "people flock to" every time WGN-TV plays them.

Dick Woollen, the vice-president in charge of programs for Metromedia Television, says the networks are squeezing more runs out of the theatrical movies they buy because "the film industry itself is making fewer pictures. It wasn't all that long ago when each major studio would turn out as many as 50 pictures a year. Now a studio will make as few as six a year."

Another manifestation of this product shortage, according to Jerry Birdwell, the director of program administration for independent KTLA-TV Los Angeles, is "the delays on many of the best pictures that

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The story of determined, dedicated women arrested, roughed up, chained with their arms over their heads, and jailed for their belief in themselves. These incredibly brave women devilled President Wilson until he finally had no choice but to back women's suffrage. There's also extraordinary footage of the English suffragette who threw herself under the King's horse because she believed the movement needed a tragedy. Jean Stapleton narrates.



You've probably never seen footage of the first American rocket. We've got it. And a lot more. In fact, we've got the whole filmed saga of the American who pioneered space. Dr. Robert Goddard. Using new material acquired from Dr. Goddard's widow, diaries, notebooks and rare home movies, this film gives a new perspective to Goddard's incredible vision. It's all here. You've already seen man take his one small step. You should see him when he was crawling.

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You can actually see the growth of our country through the growth of the Capitol building. As we got bigger, so did the building. Here are the actual blueprints and drawings. Here are the contractors during the Civil War putting up the dome at their own expense because the United States ran out of money. This film is an architectural extravaganza. And a human document. The story it tells is unfinished. It's still unfolding today.

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ON THE SILVER SCREEN

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FOR COLORED PEOPLE

D.W. Griffith was filming "Birth of a Nation." At the same time black filmmakers were making movies for black people that most white people have never seen. Many of them have disappeared. But the ones we could find are here. Paul Robeson's "Emperor Jones." "Scar of Shame." Even a four minute segment from the one remaining print of a black "Body & Soul!" Ossie Davis narrates "Black Shadows." First run. 50 years late.

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**GOLD MEDAL**

San Francisco International Film Festival  
Best Documentary—TV

"Black Shadows on a Silver Screen"

**GOLD MEDAL**

Chicago International Film Festival—Documentaries  
"The Motion Picture Boys at the Front"

**SPECIAL GOLD MEDAL**

Virgin Island International Film Festival  
"Black Shadows on a Silver Screen"

**SILVER AWARD**

New York International Film and TV Festival  
"The American Documents" Complete Series

**SILVER MEDAL**

New York International Film Festival  
Documentary Film-TV

"Black Shadows on a Silver Screen"

Here are some of the stations who have already jumped on the bandwagon:

WOR-TV	New York, N.Y.	KATU	Portland, Ore.
KHI-TV	Los Angeles, Ca.	WHBQ-TV	Memphis, Tenn.
WNAC-TV	Boston, Mass	KTAR-TV	Phoenix, Ariz.
WTOP-TV	Washington, D.C.	WHIO-TV	Dayton, Ohio
WPLG	Miami, Fla.	WJXT	Jacksonville, Fla.
WFSB-TV	Hartford, Conn.	WPTA-TV	Fort Wayne, Ind.
WXII-TV	Winston-Salem, N.C.	WKRC-TV	Cincinnati, Ohio
WFBC-TV	Greenville, S.C.		

There's a lot more going on...

# PWS

POST-NEWSWEEK STATIONS, INC.



we're forced to accept to get the packages. One 30-title package on the market includes movies with availability dates as far away as 1980." He says some smaller distributors are trying to peddle European films with maybe one or two recognizable names. But these packages, he adds, are no substitute for "the pre-sold titles with proven box-office performance."

A NATPE panel on the subject of feature films is expected to be well attended, but the session that most of the attention appears to be focused on, at least in the eyes of most station programmers, is the one on family-viewing time. A key area that won't be affected by family hour, however, is prime-time access, which, in addition to the previously mentioned ITC's *The Muppets*, the Barris-Frank *Bobby Vinton Show* and Grey Advertising's *The Andy Williams Show*, will continue to be dominated by eight game shows, whose common denominator is that they

all have deals with one of the network owned-station groups: Rhodes Productions' two half-hours of *Hollywood Squares* (ABC), Jim Victory's *Match Game PM* (ABC), Worldvision's *Let's Make a Deal* (ABC), Viacom's *The Price is Right* (NBC), 20th Century-Fox's *Celebrity Sweepstakes* (NBC), Sandy Frank's *Name That Tune* (NBC), Viacom's *The \$25,000 Pyramid* (CBS) and Mr. Frank's *Treasure Hunt*.

Probably the most talked-about series in non-access periods (it's being stripped in late fringe in most markets that have picked it up) is Norman Lear's *Mary Hartman, Mary Hartman*. Mr. Woollen, who has bought *Hartman* in five of Metromedia's six markets (all except Washington), says the ratings are "incredible." In New York, he adds, "we're beating the 11-o'clock news on the network-owned stations by pulling down 10 to 12 ratings every night. And in the even

more competitive Los Angeles market, we're getting solid eight ratings."

C.D. Zimmerman, the program manager of Kaiser-owned KBHK-TV, a UHF station in San Francisco, also strips *Hartman* at 11 p.m. and says, "We've increased our ratings about 350% over the show that used to play in the time period, *The Best of Groucho*. By getting six and seven ratings, we regularly beat every other station in the time period except the evening news on the ABC-owned station."

Among the children's series up for grabs in syndication for next September, both Mr. Woollen and WGN-TV's Jack Jacobson are high on the potential of a new taped version of the venerable *Howdy Doody* series (distributed by Jim Victory), which they think could tap the same vein of nostalgia that the resuscitated *Mickey Mouse Club* hit on last year. Like *Mickey Mouse*, *Howdy Doody* will be stripped in late-afternoon fringe.

## Meet them in San Francisco

The following firms will be exhibiting programs or selling their services at the NATPE

conference. Listed for each company are the programs (with number of available episodes in parentheses) and personnel attending. New product is indicated by an asterisk. Hospitality suites are in the Fairmont (F), Mark Hopkins (MH) or Stanford Court (SC) hotels.

### ABC-TV SC

**Personnel:** Dick O'Leary, Dick Savage, Mark Roth, Jerry Regina, Joe Rowan, Phil Boyer, Dick Beesmyer, Bob Fountain, Len Maskin, Kenneth H. MacQueen, Lew Erlicht, Russ Coughlan, Jim Osborn, John Severino, Seymour Horowitz, Jeanne Findlater, Paul Coss, Jim Tuverson, Jeff McGrath, Bob Mitchell, Tak Kako, Don Azars, Beverly Hayon, Peter Rodriguez, Sharon Brown, Sheila Tucker.

### Alan Enterprises 276F

26170 Pacific Coast Highway, Malibu, Calif. 90265.

Contemporary Cinema Features (18), Cinema Classics (29), Fine Arts Cinema (29), War and Peace (4), Walter Reade Favorite Features (145), Laurel & Hardy Films (10 features, 52 featurettes), The Abbott and Costello Show (52), The Janus Star Package (39), The Janus Mystery Package (43), Movie Jamboree (30), Speed Racer (52), Felix the Cat (260), The Mighty Hercules (130). **Personnel:** Alan L. Gleitsman.

**Alcare Communications 12 Tower suite, F**  
P.O. Box 72, Philadelphia 19105.  
Firing Line, Great American Men\*, Maintenance Ms.\* (117), One Great Moment in Sports\* (260), Mort Crim with One Moment Please\* (260). **Personnel:** Jordan Schwartz, Frank Beazley.

**All-American Network 740F**  
P.O. Box 119, Topeka, Kan. 66601.  
Kansas Futurity, Rainbow Futurity, All American Trials and Futurity (live telecasts of horse

aces). **Personnel:** Thad M. Sandstrom, Jerry Holley, Bill Duckworth.

### American International Television 312F

9033 Wilshire Boulevard, Beverly Hills, Calif. 90211

The Avengers (57), Adventures of Ozzie and Harriett (200), Johnny Sokko & His Flying Robot (26), Prince Planet (52), Sinbad Jr. (130), various feature-film packages. **Personnel:** Hal Brown, Alex Horwitz, Gerry Gorwin, Noah Jacobs, Chad Mason.

### Atwood Richards Inc. SC

99 Park Avenue, New York 10016.  
Muntz TV, Philips minicams, Sony portable video cassettes, syndicated barter shows. **Personnel:** Sidney Hoenig, Donald Quinn.

### Avco Broadcasting 490F

140 West Ninth Street, Cincinnati, 45202.

The Phil Donahue Show, young people's specials (12), Hanna-Barbera animated holiday specials, Orson Welles specials (2). **Personnel:** Donald L. Dahlman, Lee Jackoway, Dalton Danon.

### Avco Embassy Pictures 10 Tower suite, F

750 Third Avenue, New York 10017

Witness to Yesterday (26), Lionel Hampton Specials (2), Ports of Call (26), American Sketchbook (5), Years of Lighting, Day of Drums, Nightmare Theater (13), V.I.P. Group, Plus Twelve (12), 28 for '68, Top Time, Sons of Hercules. **Personnel:** Don Goodman, Charles Britt, Sy Shapiro.

### Baron Enterprises 376F

999 North Doheny Drive, Suite 812, Los Angeles 90069.

Nature's Window (140), Kukla, Fran and Ollie, Swiss Family Robinson\* (26), In Other Words\*. **Personnel:** Barry Bergsman.

### Behrens 280F

**Ray Beindorf Productions**  
141 El Camino Drive, Beverly Hills, Calif. 90212

50 Stars Salute to 200 Years. **Personnel:** Ray Beindorf.

### Big Blue Marble 8 Tower suite, F

### Bill Burrud Productions 368F

1100 South La Brea Avenue, Los Angeles 90019

Animal World, World of the Sea, hour specials,\* Wildlife/Adventure. **Personnel:** Dick Hasbrook, Jon G. Eichstaedt.

### Bristol-Myers SC

### Blair Television MH

717 Fifth Avenue, New York 10022.

Station representative. **Personnel:** Jack W. Fritz, Walter A. Schwartz, Harry B. Smart, James Kelly, Lawrence Lynch, William Morris, Robert Billingsley, Ralph Abell.

### CBS-TV SC

**Personnel:** Bruce Bryant, Jay Eliasberg, Perry Lafferty, George Zurich, Thomas White, Len Schammel, James Page, David Williams.

### C&C Syndication 436F

### C.G.W. 618F

9255 Sunset Boulevard, Los Angeles 90069.

Break the Bank (52)\*, Higher And Wilder (26)\*, Celebrity Bowling (104), Explorations (85), feature films (150), Space Angel (260), Clutch Cargo (260), How the West was Lost, Wild Wonderful Winter, Christmas special, Outdoor Sports, Bill Cosby Show (52), Jerry Vale's World (26), White Escape (13), Passport to Travel (52), Four Winds to Adventure (35), It's a Small World (39), Flip Side (13), Wyatt Earp (220) **Personnel:** Art Greenfield, Dick Colbert, Gene Wilkin.

### C.D. Chesley 18 Tower suite, F

### Cinema 5 Ltd. 390F

### Cinema Shares International Television

450 Park Avenue, New York 10022.

Police Surgeon (78), Cinema Shares Features I (12) and II (11). **Personnel:** Ken Israel, David Blake, Mort Zimmerman, B. Crenshaw Bonner, Ken Weldin, Don Colapinto.

### Claster Television Productions 2111F

660 Kenilworth Drive, Towson, Md. 21204

Bowling for Dollars, Romper Room, Pin Busters, Strikes 'N' Spares. **Personnel:** John Claster, Ken Gelbard.





# THE ODD COUPLE

After slugging it out for five big years on the ABC-TV Network, television's "The Odd Couple" is ready to hit it big again...**in the only new half-hour family viewing/situation comedy show available for stripping for September 1976.**

This means that Emmy award-winning stars Tony Randall and Jack Klugman (better known to their millions of fans as Felix and Oscar) will again bring families together, and keep them in stitches, just as they did on their network run... having sewn up an outstanding audience profile of 40% women, 26% men, 21% children, and 13% teens.\*

When you're looking for the family viewing/situation comedy show that's great for stripping, call Paramount.



PARAMOUNT TELEVISION SALES

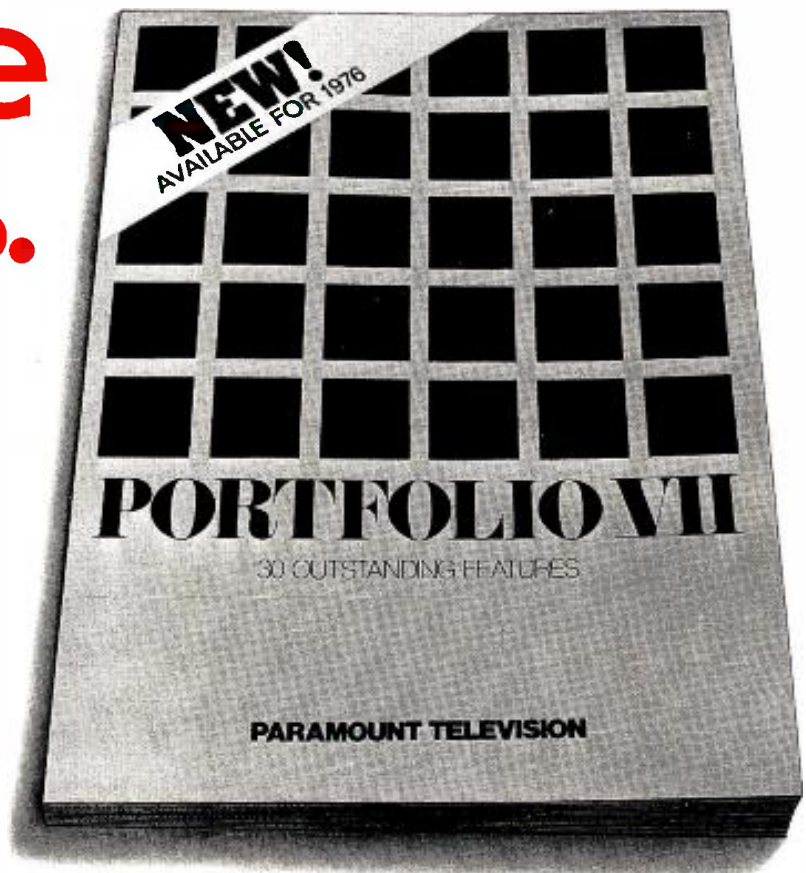
**THE ODD COUPLE**  
114 half-hours in color  
**Available**  
**September 1976**

\* SOURCE: NIELSEN NATIONAL AUDIENCE DEMOGRAPHICS NOVEMBER, FEBRUARY, MAY - 1970-71, 1971-72, 1972-73, 1973-74, 1974-75

Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request.

Visit us during the N.A.T.P.E.,  
Napel Suite, Rooms 362-364, Fairmont Hotel.

When you read the  
book, you'll want to  
buy the  
movies.



**30 OUTSTANDING FEATURES!**

**These are some of the outstanding films in Paramount's Portfolio VII:**

*True Grit, Serpico, The Odd Couple, Rosemary's Baby, El Dorado, Catch-22, Play It Again, Sam, Paper Moon, The Gambler and Hatari,*

**These are some of the outstanding stars:**

John Wayne, Robert Redford, Sean Connery, Barbra Streisand, Ryan O'Neal, Elizabeth Montgomery, Kirk Douglas, Robert Mitchum, Jack Lemmon, Raquel Welch, Walter Matthau, Mia Farrow, James Caan, Robert De Niro, Julie Andrews, Woody Allen and Al Pacino.



PARAMOUNT TELEVISION SALES

Visit us during the N.A.T.P.E., Napel Suite, Rooms 362—364, Fairmont Hotel.



# NUMBER ONE!

**Baltimore WBAL-TV**

4-4:30PM Mon-Fri  
Rating, share, homes, women 18-34 & 18-49, teens and children

**Beaumont/Port Arthur KFDM-TV**

5-5:30PM Mon-Fri  
Rating, share, homes, women 18-34 & 18-49, teens and children

**Boston WLVI-TV**

6-6:30PM Mon-Fri  
#1 independent in rating, share, homes, women 18-49, teens and children

**Charleston, S.C. WCIV**

6-6:30PM Mon-Fri  
Homes, women 18-34 & 18-49, teens and children

**Cincinnati WXIX-TV**

5-5:30PM Mon-Fri  
Homes, women 18-34, teens and children

**Detroit WKBD-TV**

6-6:30PM Mon-Fri  
#1 independent in rating, share, homes, women 18-34 & 18-49, teens and children

**Evansville WEHT-TV**

4:30-5PM Mon-Fri  
Rating, share, homes, women 18-34 & 18-49, teens and children

**Flint/Saginaw/Bay City WJRT-TV**

6:30-7PM Mon-Fri  
Women 18-34 & 18-49, teens and children

**Fresno KMPH-TV**

4:30-5PM Mon-Fri  
Rating, share, homes, teens and children

**Indianapolis WTTV**

5:30-6PM Mon-Fri  
Rating, share, homes, women 18-34 & 18-49, teens and children

**Lexington WTVQ-TV**

6:30-7PM Mon-Fri  
Women 18-34 & 18-49, teens and children

**Los Angeles KTTV**

7:30-8PM Mon-Fri  
Homes, women 18-34 & 18-49, teens and children

**Miami WPLG-TV**

4-4:30PM Mon-Fri  
Rating, share, homes, women 18-34 & 18-49 and teens

**Minneapolis/St. Paul KSTP-TV**

3:30-4PM Mon-Fri  
Rating, share, homes, teens and children

**New York WNEW-TV**

5-5:30PM Mon-Fri  
Rating, share, homes, teens and children

**Omaha KETV**

6-6:30PM Mon-Fri  
Rating, share, homes, women 18-34 & 18-49, teens and children

**Philadelphia WKBS-TV**

6-6:30PM Mon-Fri  
#1 independent in rating, share, homes, women 18-34 & 18-49, teens and children

**Pittsburgh WTAE-TV**

5-5:30PM Mon-Fri  
Women 18-34, teens and children

**Portland, Ore. KATU**

3:30-4PM Mon-Fri  
Rating, share, homes, women 18-34 & 18-49 and teens

**Providence WTEV**

5-5:30PM Mon-Fri  
Homes, women 18-34 & 18-49, teens and children

**Raleigh/Durham WTVD**

4:30-5PM Mon-Fri  
Rating, share, homes, women 18-34 & 18-49 and teens

**Rochester, N.Y. WHEC-TV**

7-7:30PM Mon-Fri  
Rating, share, homes, women 18-34 & 18-49, teens and children

**Salt Lake City KTVX**

4:30-5PM Mon-Fri  
Rating, share, homes, women 18-34 & 18-49, teens and children

**Seattle/Tacoma KSTW-TV**

6-6:30PM Mon-Fri  
Women 18-34 & 18-49, teens and children

**Spokane KREM-TV**

6:30-7PM Mon-Fri  
Women 18-34 & 18-49, teens and children

**Toledo WTOL-TV**

7-7:30PM Mon-Fri  
Rating, share, homes, women 18-34 & 18-49, teens and children

**Washington, D.C. WTTG**

6-6:30PM Mon-Fri  
Homes, women 18-34, teens and children

**We're Number 1  
in other markets too!**

Research data available on request.

**The  
Brady Bunch.**

117 Half Hours in Color.



PARAMOUNT TELEVISION SALES

Source:

November 1975 ARB and Nielsen Reports All ratings reported are ADI except N.Y., which is DMA Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request.

Visit us during the N.A.T.P.E., Naples Suite, Rooms 362—364, Fairmont Hotel.



**Coe Film Associates** **F**

70 East 96th Street, New York 10028.  
Children's Package (1,000 shorts), Shorts Package (500), Classic Package (10)\*, Tokyo Olympiad, Matter of Fat (2)\* and various documentaries and children and family shorts. **Personnel:** Bernice Coe, Mignon Levey.

**Columbia Pictures Television** **562F**

Colgems Square, Burbank, Calif. 91505  
Features: Post 60 Volume Six (26), Post 60 Volume Seven (30), Post 70 Volume One (30), Post 70 Volume Two (27), Hazel, I Dream of Jeannie, Bewitched, Partridge Family, Monkees\*, The Unexplained\*. **Personnel:** William Hart, Norman Horowitz, Joseph Abruscato, Herb Lazarus, Sid Weiner, Patricia Hibbits, David Friedman, Stanley Sherman, Don Bryan, Jack Ellison, Matt Poulos, George Milner, Dick Campbell.

**Consumers Union** **590F**

256 Washington Street, Mount Vernon, N.Y. 10550.  
Consumer Reports for TV. **Personnel:** Ira J. Furman, Jeff Freiser.

**Ron Curtis** **SC**

O'Hare Plaza, 5725 East River Road, Chicago 60631.  
Executive recruiters. **Personnel:** Michael A. Walker, Dave Boylan.

**EUE Screen Gems Video Services**

222 East 44th Street, New York 10017  
Syndication services. **Personnel:** Donald Buck, Dick Smith.

**Filmways** **336F****Firestone Program Syndication** **268F**

540 Madison Avenue, New York 10022.  
Kids Will Be Kids\*, New Candid Camera, To Tell the Truth, New Beat the Clock, Perspective on Greatness (26), Blondie (28), Flash Gordon, (40), Popeye (220), Krazy Kat (50), Barney Google (50), Beetle Bailey (50), Cool McCool (60), Beatles (116). **Personnel:** Len Firestone, Alton Whitehouse, Philip Besser, Brian Firestone, Jean C. Somers.

**Four Star Entertainment** **442F**

400 South Beverly Drive, Beverly Hills, Calif. 90212.

The Wonderful World of Magic (38), Thrillseekers (52), Festival of Children's Film Classics (8), Cricket On the Hearth, Big Valley (112), Star Time Specials (32), Secrets of the Deep (8), Wanted: Dead or Alive (94), Rifleman (168), Zane Grey Theater (145), The Westerners (125), Toward the Year 2000 (26), Holiday Specials (5), Here Come the Stars (26), Can You Top This? (195), Dick Powell Theatre (59), Burke's Law (81), The Rouges (29), Detectives (97), Conquest of the Seas (5), Men of the Seas (7). **Personnel:** David B. Charnay, Robert M. Newgard, Joseph J. Doyle, Maury Lancken, Karl Von Schallern, David LaFollette.

**Filmvideo Releasing** **580F****Fremantle** **15 Tower suite, F**

555 Madison Avenue, New York 10022.  
The Adventures of Black Beauty (26), Swiss Family Robinson (26), Take Kerr (260). **Personnel:** Paul Talbot.

**Gold Key Entertainment** **412F**

711 Fifth Avenue, New York 10022; 855

North Cahuenga Boulevard, Hollywood, 90038.

Outdoor advertising package, I, II, III (35), Gold Key Sci-Fi package (20), Scream Theater (20), World Premieres Package (13), Alice's Adventures in Wonderland, Awards Theater (150), In Search of Ancient Astronauts, In Search of Ancient Mysteries, Loggins & Messina. **Personnel:** Jerome Kurtz, Robert B. Muller, Stephen Brockelman, Denny King.

**Samuel Goldwyn Television** **690F**

1041 North Formosa Avenue, Los Angeles 90046.

The Samuel Goldwyn Library of Feature Films, The Best of Goldwyn feature package, Hollywood: The Goldwyn Years. **Personnel:** Tom Seehof.

**Gottlieb/Taffner Programs** **518F**

1370 Avenue of the Americas, New York 10019

The World at War (26), The World at War Specials (10), Destination America (9), The Rivals of Sherlock Holmes (26), Special Branch (26), Sweeney (26). **Personnel:** Ira Gottlieb, Donald L. Taffner, Muir Sutherland.

**Gray Advertising** **418F**

777 Third Avenue, New York 10017

The Andy Williams Show (26), Hollywood Palace (26), The Hot Fudge Show (17), The Spirit of '76 (104), The Spirit of Independence (104), Coral Jungle (8). **Personnel:** Sanford Reisenbach, Henry Siegel, Ken Weinstock, Mel Jacobs, Larry Lamattina, Bob Rierson.

**Gray-Schwartz Enterprises** **17 Tower suite, F**

425 South Beverly Drive, Beverly Hills, Calif. 90212

Assorted feature films (25), Greatest Headlines of the Century (260), Sportolio (260), Funny World (130), Quicky Quiz (260), Bogart hour special, Jeff's Collie (103), Timmy & Lassie (232), Lone Ranger (182), Lone Ranger (color feature lengths), Sgt. Preston of the Yukon (72), Treasure Unlimited (13), Wally's Workshop (117), Medi-Cine\* (260). **Personnel:** Marv Gray, Dick Ostrander, Ben Okulski, Enid Schwartz.

**Group W Productions** **2303F**

Westinghouse Broadcasting Co., 90 Park Avenue, New York 10016

Mike Douglas Show, Peter Marshall Show, Coral Jungle (8), The Apollo Presents (6)\*, Call It Macaroni (24), Six American Families (6), Playmates-Schoolmates (65), Hilarious House of Frightenstein (130), Doctor in the House (90), Norman Corwin Presents (26), Earth Lab (52), Action 16 and Impact 11 features and motion pictures, plus documentaries and specials. **Personnel:** David E. Salzman, Jack Reilly, George L. Back, Ralph V. Cunningham, Peter Yaman, Jack Swindell, Jack Foley, Joseph H. Goldfarb, Jack Wartlieb, Terry Lynch, Chrys Bilonas, Peter Lassotovitch, Joseph M. D'Amico, Owen S. Simon.

**Larry Harmon Pictures** **668F**

649 North Bronson Avenue, Hollywood 90004  
Bozo Show (130)\*, Bozo's Big Top live show franchise, Bozo's Cartoons (156), Bozo Comedy Shows (39), Laurel & Hardy Cartoons (156), Laurel & Hardy Comedy Shows (39). **Personnel:** Larry Harmon, Albert V. Scalingi,

Harold Alpert, Gustave Nathan, Jeff B. Harmon.

**Heritage Enterprises** **4 Tower suite, F****Hughes Television Network**

1133 Avenue of the Americas, New York 10036.

Best of Steve Allen (26), East-West All-Star Game special, movie package. **Personnel:** Roy Sharp, Richard Moran, Jay Moran.

**Independent Television** **2302F**

555 Madison Avenue, New York 10022.

The Muppets (24), Space: 1999, Extraordinary 8 (8), The Spectacular Six (6), The Protectors (52), My Partner the Ghost (26), Department S (28), UFO (26), The Persuaders (24), The Adventurer (26), The Saint (114), The Champions (30), The Baron (26), Man in a Suitcase (28), The Prisoner (17), Secret Agent (45), Dangerman (39), The Gale Storm Show (125), Fury (114), The KopyKats (7), Spotlight (9), Showtime, (12), Captain Scarlett and the Mystery (32), Thunderbirds (32), Stingray (39), Fireball XL5 (39), Mr. Piper (39), Action 7 (7), Magnificent 15 (15), Deluxe 19 (19), Exploitable 13 (13). **Personnel:** Abe Mandell, Pierre Weis, Cy Kaplan, James Stern, Carl Miller, Al Lancken, S. Allen Ash, Joseph Fusco Jr.

**M.A. Kempner** **318F**

2455 East Sunrise Boulevard, Fort Lauderdale, Fla. 33304.

Disco '76-'77\*, The Winners\*, Star Tips\*, Jane Chastain\*, Self Defense\*, I.D. America, Happy Birthday U.S.A., feature films (125). **Personnel:** Marvin A. Kempner, Bruce Genter, Arnie Wohl, Bob Hoffman.

**King World Productions**

P.O. Box 41, Berkeley Heights, N.J. 07922

Little Rascals (71). **Personnel:** Robert A. King.

**Lutheran Television** **568F****MCA Television** **210F**

445 Park Avenue, New York 10022.

The Six Million Dollar Man (100, fall 1978 delivery), Emergency! (100), Don Adams Screen Test, Adam-12 (174), Robert Young, Family Doctor (148), Ironside (198), Rod Serling's Night Gallery (97), The Bold Ones (98), The Name of the Game (76), It Takes a Thief (65), Boris Karloff Presents (67), Alfred Hitchcock Presents (268), Dragnet (98), The Virginian (225), Run For Your Life (85), Suspense Theatre (53), The Munsters (70), The Jack Benny Show (104), Leave It To Beaver (234), McHale's Navy (138), Horror Greats (77 films), Abbott and Costello (29 films), Comedy Festival I & II (26 feature films each), Western Roundup (26 films) and various Universal feature film packages. **Personnel:** Lou Friedland, Don Menchel, De Arv Barton, Keith Godfrey, Carl Russell, Bob Greenberg, Marc Grayson, Layton Bailey, Andy Lee, Carl Runge, Phil Conway, Jack Robertson, Hal Cranton, Bob Davis, Bert Herbert.

**Mediavision** **680F**

1709 Bloor Street West, Toronto.

The Fabulous Talking Time Machine (52)\*, Professor Moffett's Science Workshop (25)\*, Element of the Unknown: The Sea (1)\*, The Magical Mountain: Java (1)\*, Invisible Influences (1)\*, Talk of the Devil (1)\*, The Gentle Art of Make-Up (13)\*. **Personnel:** John McLean, Jo-Ellen Frostad.

# The other side of Peter Marshall...

He's one of TV's best known and best liked stars, popular host of The Hollywood Squares, a warm and witty winner of a Super Emmy.

But he's also a versatile night club performer, a writer, an actor, a singer and more.

And, starting September you'll see that other side of Peter Marshall. A dynamite entertainer who brings together 90 minutes of star guests, audience involvement, surprises, mini-games, mini-musicals, home movies and non-stop fun in a blockbuster package called The Peter Marshall Show.

This is what they're already saying about the other side of Peter Marshall:

*"a dynamite act... a supreme audience pleaser."*  
Daily Variety

*"a sensation... singing, swinging... enjoying himself... an explosion of applause."*

Salt Lake Tribune

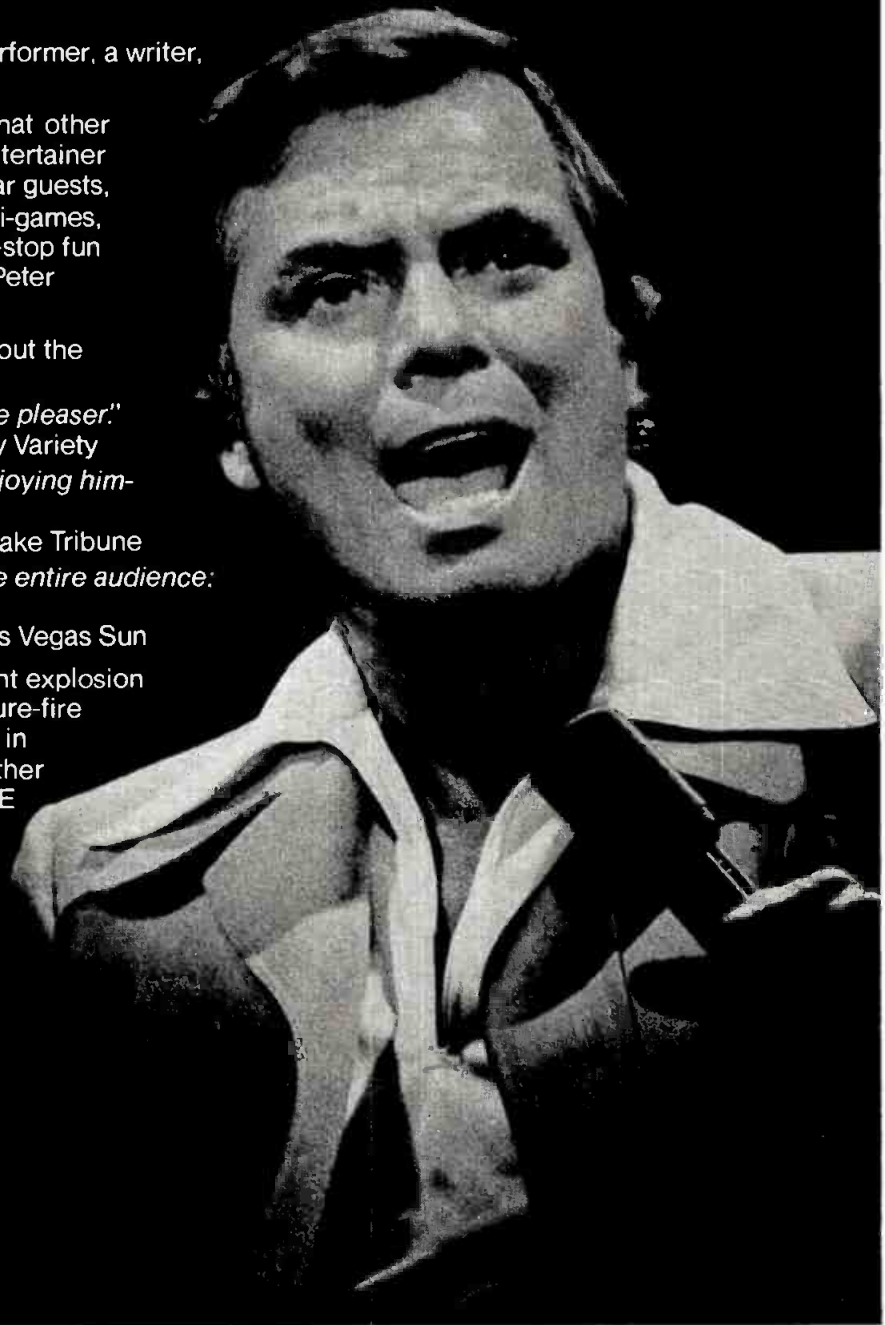
*"he communicates beautifully with the entire audience: they loved him."*

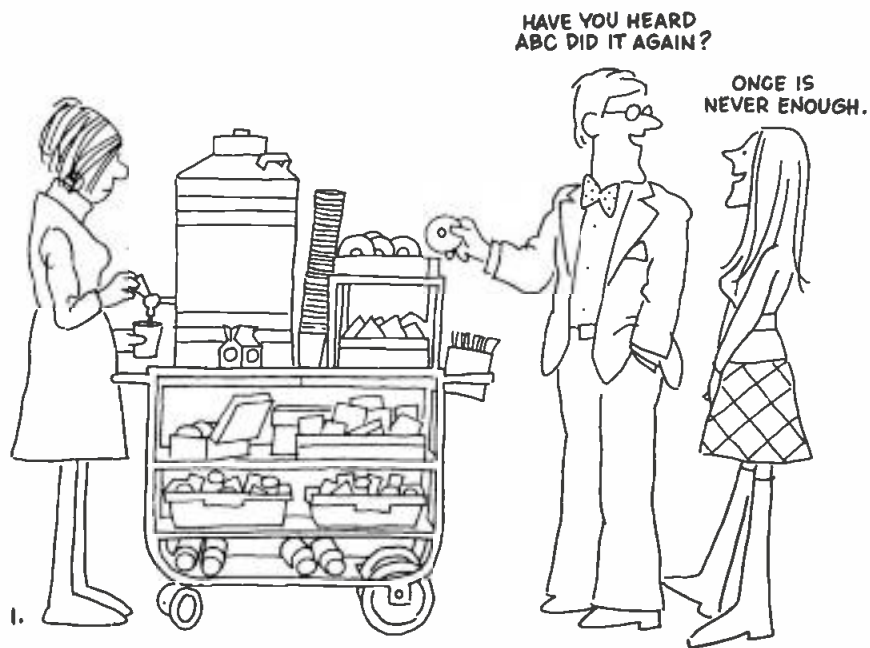
Las Vegas Sun

Find out more about the entertainment explosion called The Peter Marshall Show—a sure-fire winner that will light up night-time TV in September. For a better look at the other side of Peter Marshall, visit our NATPE suite, Regency 2303 at the Fairmont. Meet Peter Sunday 10 AM-1 PM, Monday 4 PM-7 PM.

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WESTINGHOUSE BROADCASTING COMPANY

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THEY'RE WAY AHEAD OF  
THE RUNNER-UP NETWORK WITH  
YOUNG MEN. WITH YOUNG WOMAN  
THEY'RE SEN-SATIONAL!



THE DAYTIMES, TOO.  
ABC IS NUMBER ONE  
WITH YOUNG WOMEN IN  
THE JANUARY REPORTS.



Sources: 1) "Numero Uno"—NTI/SIA Report, average audience household estimates, prime time, week ending February 8, 1976. 2) NTI/FEP Report average audience estimates, Adults 18-49, total program duration, two weeks ending January 25, 1976. 3) "Daytime Demographics"—January I and II 1976 NTI Rating Reports, Women 18-49, all regularly scheduled Monday-Friday programs, 10:00 AM—4:30 PM. Data subject to qualifications which are available on request.



THEY WON LAST WEEK IN A WALK. HAD THEIR HIGHEST RATINGS OF THE SEASON AND MADE IT "NUMERO UNO" FOUR IN A ROW.



THEY'VE GOT THE MOMENTUM. THE WINTER OLYMPICS WERE GOLDEN ... AND RICH MAN, POOR MAN IS A WINNER.



CHECK THIS. WITH YOUNG WOMEN THEY'VE GOT THE NUMBER ONE DAYTIME SHOW AND THE NUMBER ONE GAME SHOW.



IT'S THE BIGGEST DELIVERY OF YOUNG WOMEN IN ABC'S HISTORY.



ABC Television Network 

Make-Up (13)\*. **Personnel:** John McLean, Jo-Ellen Frostad.

**Meredith Corp.**

747 Third Avenue, New York 10017.

America: The Young Experience (12, in association with MGM Family Network). **Personnel:** George Walsh, Erv Parthe, John Proffitt, Ed Aiken, Bill McReynolds, Dick DeAngelis, Charles McAbee, James Conley, Harry Francis.

**Metromedia Producers**

485 Lexington Avenue, New York 10017.

The Undersea World of Jacques Cousteau (36), Cross-Wits (260), For a Better Life (130), The Merv Griffin Show (260), Vaudeville (13), Ice Palace (8), Untamed World (156), Truth or Consequences (260), That Girl (136), National Geographic Specials (24), Mayberry R.F.D. (78), My Favorite Martian (107), various feature-film packages and specials. **Personnel:** Ken Joseph, Tony Brown, John Davidson, Jack Garrison, Harvey Reinstein, Jim Weathers, Reavis Winckler, Lynne Dowling.

**MGM Televison 534F**

1350 Avenue of the Americas, New York 10019

Medical Center (170), Feeling Fine (20)\*, America: The Young Experience, Rise and Fall of the Third Reich (3), Courtship of Eddie's Father (73), Daktari (89), Man From U.N.C.L.E. (128), Then Came Bronson (29), and MGM family feature films. **Personnel:** Edward A. Montanus, Gail Mueller, Ben Wickham, Paul J. Hoffman, Virgil B. Wolff, Joseph D. Indelli, Al Newman, Les Friends.

**MMT Sales SC**

747 Third Avenue, New York 10017

Television station representatives. **Personnel:** Gary Scollard, Marty Mills.

**Modern Talking Pictures Service 701F**

**National Telefilm Associates 540F**

126 Beatrice Street, Los Angeles 90066.

Telefilm Group 1\*, Hollywood Profiles (156)\*, Days of Adventure Dreams of Gold\*, Leonard Bernstein Concerts (6)\*, Uncommon Valor (26), I Spy (82), Real McCoys (220). **Personnel:** Don Havens, Bob Rich, George Mitchell, Marvin Levine, John Herrin, Bob Mitchell, Barry Bernard.

**NBC-TV SC**

**Newhoff-Blumberg**

Suite 407-15, Court Square building, Baltimore 21202

Dialing for Dollars, Master Key, Magic Key. **Personnel:** Ted Newhoff, Frank Blumberg.

**Newsweek Broadcasting Service 9 Tower, F**

444 Madison Avenue, New York 10022

Newsweek Broadcasting Feature Service (13 weekly), Today's Woman (10 every other week). **Personnel:** Robert Riordan, Bernard Shusman, Linda King.

**New York Film and Video-tape Communications 3 Tower, F**

450 North Narberth Avenue, Narberth, Pa. 19072

Provides marketing consulting, creative and production services, and syndicated electronic news-gathering promotion package. **Person-**

**nel:** Michael Davis, William S. DuPertuis.

**NFL Films 9 Tower, F**

410 Park Avenue, New York 10022

NFL '76\*, NFL Game of the Week, NFL Action, NFL Follies, NFL Championship Series. **Personnel:** Kenneth M. Flower, Inez Aimee Gensheimer, Yvonne Spellman.

**Official Films Inc. 703F**

776 Grand Avenue, Ridgefield, N.J. 07657.

To the Wild Country (10)\*, Wildlife Cinema (26)\*, Philip Yordan Features (17)\*, Sports Action Profiles (34) and half-hour films (1,000). **Personnel:** Stanley Zalkind, Cyndy Wynne, Don Colapinto.

**Oglivy & Mather 715F**

2 East 48th Street, New York 10017.

Forest Hills U.S. Open Tennis\*, hour variety programs\* (various performers), The Champions. **Personnel:** Howard Eaton, Charles Bachrach, Joan Farkas.

**Originators Group SC**

**Pade Productions MH**

**Paramount Television Sales 362F**

1 Gulf & Western Plaza, New York 10023.

The Odd Couple (114), The Brady Bunch (117), Love, American Style (224), Star Trek (79), Mission Impossible (171), The Lucy Show (156), The Untouchables (114) and various Portfolio, Marquee and Paramount feature film packages. **Personnel:** Barry Diller, Dick Lawrence, Joseph Ceslik, Mike Policare, Jerry Kaufer, Len Sherman, Louis Israel, Andy Besch, Charles Keys, Robert Horen, Robert Neece, Jim Ricks.

**PGW Television SC**

277 Park Avenue, New York 10017.

Station representatives. **Personnel:** Bill Walters, Dennis Gillespie, Gene Swerdloff.

**Preferred Entertainment Products 342**

**Prime TV Films 618F**

**Rhodes Production 336F**

6535 Wilshire Boulevard, Los Angeles 90048.

Hollywood Squares series IV (99 first-run/31 repeats), Hollywood Squares series V (78/26), High Rollers (39/13), Celebrity Concerts (12/12), Mary Hartman, Mary Hartman (daily), Green Acres (170), Addams Family (64), Mr. Ed (143), It's Your Bet (260), Ed Allen Show (195/65), Good Day (daily)\*, Jabberwocky (26/26), Chi Coltrain (1/1), Lucky Jim Adventure Show (26/26), Keystone Comedies (79), Everything Goes (26), Dating Game (195 off-network, 39/13 access), Plants are Like People (52), Mel Tillis Specials (13), Abbott & Costello (195), Tommy Banks (26), Gambit (39/13), Others Horizons (10)\* **Personnel:** Jack E. Rhodes, Roger B. Read, Will Tomlinson, Dick Deitsch, David Sifford, William Rhodes, Buddy Brooks, Chris Remington, Susan E. Scofield.

**Sagen Arts F**

**Sandy Frank Film Syndication 236F**

635 Madison Avenue, New York 10022.

Name That Tune (39), The Bobby Vinton Show (24), The New Treasure Hunt (30). **Personnel:** Sandy Frank, Maury Shields, David Paley, Joe Gavin, Len Soglio.

**SFM Media Service Corp. 19 Tower, F**

6 East 43rd Street, New York 10017.

Mickey Mouse Club (390), Rin Tin Tin (164), The All-New Mickey Mouse Club\* (65, January 1977 delivery). **Personnel:** Stanley H. Moger, George Hankoff.

**Show Biz Inc. 812F**

Baker building, 110 21st Avenue South, Nashville.

Dolly\*, Pop Goes the Country, Nashville on the Road, the Porter Waggoner Show. **Personnel:** J.R. (Reg) Dunlap, Neika Brewer, Gary Jones, Beverlie Brewer.

**Six Flags 6 Tower, F**

**Sports Legends 541-551F**

**Sportventure Productions F**

521 Fifth Avenue, New York 10017.

Provides live sports production. Terry Bradshaw, quarterback, Pittsburgh Steelers, is scheduled to appear to promote his new half-hour TV series. **Personnel:** Karl Gensheimer, Douglas M. Schustek.

**Storer Broadcasting SC**

1177 Kane Concourse, Miami Beach, Fla. 33154.

**Personnel:** Peter Storer, Terry Lee, Ken Bagwell, John Grubbs, Paul Raymon, Bill Fox, Bill Flynn, Jim Ferguson, Jim Major, Jim Behling, Bob Huber, Bill Fauch.

**Marvin Sugarman Productions MH**

**Syndicast Services 642F**

919 Third Avenue, New York 10022.

Sports Challenge (13), Lassie (130), Sammy & Company, Not For Women Only, Water World, Medix (26), Dancin' Time (one hour pilot), Rolling Funk, Circus Spectacular (half-hour pilot), Courtroom (half-hour pilot). **Personnel:** Mitchell Johnson, Leonard V. Koch, Sheldon Boden, Wayne Baruch, Don Cieri, Bill Madden.

**Taft, H.B. Program Sales 16 Tower, F**

One East 57th Street, New York 10022.

Banana Splits (125), Fun World of Hanna Barbera\* (84), Top Cat (30), Wait Till Your father Gets Home (48), Max B. Nimble\* (26), Discomania\* (1), The American Documents\* (13), The Presidents; 76 Years on Camera\* (4), A Man Named Lombardi (1), various specials. **Personnel:** Samuel T. Johnston, Mike Gould, Bud Getzler, Dick Cignarelli, Andy Spitzer, John Michaeli, Dan Rosenthal.

**TAPH Agency 290F**

**Telerep**

919 Third Avenue, New York 10022.

Television station representatives. **Personnel:** Alfred M. Masini, Paul Hughes, Mike Levinton.

**Telcom Associates**

215 East 51st Street, New York.

**Personnel:** Herb Jacobs.

**Telesound Garden room, F**

**Teleworld 636F**

10 Columbus Circle, New York 10019.

BBC entertainment specials (6)\*, The Funniest Man in the World, Tele 20 Package (20), Teleworld Chiller package (27), Adventure Classics (78), Simon Sanctorum (26), You Asked for It (52), Hopalong Cassidy (20 first-run films, 54 hour, 52 half-hour), all Four Star Entertainment product, all Avco product (including Phil Donahue Show). **Personnel:** Robert Seidelman, Dalton Danon.

# Mike Beats The EveryShow

Leave it to Mike to beat the EveryShow. The movies, the talks, the offnets, the sitcoms, the adventures, the games . . . all kinds of programming, Mike topples them.

Mike's the winner. And not just by a little —by a lot. In fact, The Mike Douglas Show delivers 75% more total audience than the average of his competition.\*

All over the country, Mike clobbers the EveryShow.

\*Source: Arbitron, Nov. '75, based on audience estimates from the top ten markets. Estimates are subject to qualification, available on request.

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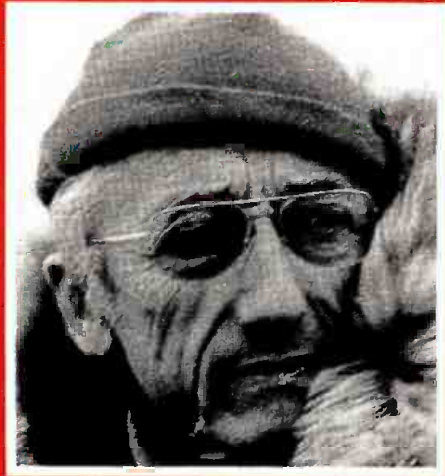
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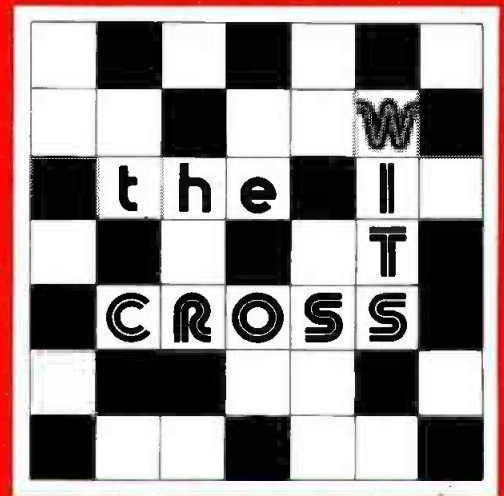
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**Time Life Television** 262F  
Time & Life Building, New York 10020.

Fall of Eagles (13), Wild Wild World of Animals I, II, III, IV (104), Window on the World I and II, Money news inserts (260), The Goodies (26), The Onedin Line (29), America (13 or 26), The Commanders (7), Monty Python's Flying Circus, I, II, III (39), Billy Smart's Circus (4), The Search for the Nile (6), Civilization (13), War and Peace (19), Vision On (42), Elizabeth R (6), The Six Wives of Henry VIII (6), Dr. Who (72), The First Churchills (12), Life Adventure Specials (8), The Story Behind the Story (6), Dad's Army (26), Nana (5) Play of the Month (16), China Times Two (2), The Gates of Asia (6), Life Around Us (26), Great Zoos and Great Parks of the World (14), One Man's China (7), Blue Peter-Special Assignment (4), Take Six Girls (6), Roads to Freedom (13), Family Classic Drama Series, I and II (46), The Energy Crunch (3), The Making of the: 1972, plus 20 varied one-hour specials. **Personnel:** Bruce L. Paisner, William E. Miller, Wynn Nathan, Bob Lloyd, Bob Greenstein, Monte Lounsbury, Jack Donahue, Frank Miller, Peter Hansen, Harvey Chertok.

**Turner Productions** MH

**TV Cinema Sales** 7 Tower, F  
434 North Rodeo Drive., Suite 212,  
Beverly Hills, Calif. 90210.

Buck Owens TV Ranch Show (52), Always Another Wave, Anatomy of a Model/Model & The Pussycat, Sail to Glory, Nutty Squirrel (150)\*, Art Linkletter's Wonderful World of Kids (pilot)\*, EMI English features (105, 30 color)\*, First-run EMI English features (7, 6 color)\*, The Clones (for foreign TV)\*, Castle of Fu Manchu, Spectre of Edgar Allan Poe\*, Masterpiece classic feature package (25), Nostalgia Six\* **Personnel:** Jerry Weisfeldt.

**TVNational Inc.** 580F

37 West 57th Street, New York 10019.  
Laff-Movie (52), Hopalong Cassidy (20), All Night at the Movies, Movies 'till Dawn, Spiderman (52), Marvel Superheroes (65), Max the 2000 Year Old Mouse (104), Strange Paradise (195), Travelling With the Stars, Nostalgia Theater (cartoons and features including Rin-Tin-Tin and seven Shirley Temple shorts). **Personnel:** Maurice H. Zouary, A.R. Nunes, Tom Corradine, Kyle Thomas.

**TV Sports Scene** MH

8200 Normandale Boulevard, Minneapolis  
55437.

Weekend Warriors\* (26), The Spirit of Nuke Hiva\* (60), The Roundhouse Show\* (39), The American Ski Scene with Billy Kidd (13), The Johnny Morris Ski Scene (13). **Personnel:** Donald L. Herrick, Donald A. Gazzaniga, William Shatner, Billy Kidd, Robert Bruce.

**TVS Television Network**

280 Park Avenue, New York 10017.  
**Personnel:** Chris Zoulamis, Alan Lubell.

**20th Century-Fox Television**

10201 W. Pico Boulevard, Los Angeles  
90035.

EBEC Presents (14), The Shari Show (24), Dinah (daily), Celebrity Sweepstakes (36), Liar's Club\* (daily, 18 original weeks, 8 repeat weeks), Fox One (50 films)\*. **Personnel:** Jack Haley Jr., Alan Silverbach, Fifi Booth, Allan Sch-

wartz, Len Friedlander, Marshall Karp, Don Joannes, James Inch, Lawrence Keller, Richard Harper, William Clark, Tom Maples, Stan DeCovnick, Frank Neill, David Fein, Elyse Mayberry, Dennis Juravic, John Rohrs, Joe Green, Don Krintzman, Charles Beck, Jerry Feifer.

**United Artists Television**

729 Seventh Avenue, New York 10019.

United Artists features, MGM features, cartoons and shorts, Warner Bros. features-Superstars, RKO features, WB cartoons, Popeye cartoons, Gilligan's Island and other series, 30 Showcase 9 (27), 30 Showcase 8 (24), 30 Showcase 7 (23). **Personnel:** Erwin H. Ezzes, Martin J. Robinson, Barton E. Farber, Stephen Elsky, Sully Ginsler, Paul Kalvin, Lloyd Krause, Murray Oken, Fred A. Watkins, William Wineberg.

**Viacom Enterprises** 2310F

345 Park Avenue, New York 10022.

Ara's World of Sports\* (26), Don Kirschner's Rock Concert (75), The Price Is Right (78), The \$25,000 Pyramid (52), The \$64,000 Question (weekly), Wildlife In Crisis (26), The Andy Griffith Show (249), The Beverly Hillbillies (216), The Bob Newhart Show (future release), The Dick Van Dyke Show (158), Family Affair (195), Gunsmoke (226), Gomer Pyle (150), Hogan's Heroes (168), The Honeymooners (39), I Love Lucy (179), The Mary Tyler Moore Show (future release), My Three Sons (160), Perry Mason (245), Twilight Zone (134, half hours, 17 hours), Wild Wild West (104), Viacom Features I, II, III, Viacom Movie Greats. **Personnel:** Ralph M. Baruch, Lawrence Hilford, Henry A. Gillespie, Elliott Abrams, Bill Andrews, Todd Gaulocher, Mort Slakoff, Jean Goldberg.

**Jim Victory Television**

45 East 45th Street, New York.

Match Game PM (39), Howdy Doody (130), Concentration (160). **Personnel:** James T. Victory, Robert J. Kolb, Ben R. Okulski.

**Vidtronic** 412F

855 North Cahuenga Boulevard, Hollywood  
90038.

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**Vipro** 468F

**Les Wallwork & Associates**

6255 Sunset Boulevard, Los Angeles 90028.

Over 7\*, Your Choice for the Oscars\*, Billy Mize Show\*, Celebration\*. **Personnel:** Leslie Wallwork.

**Warner Bros. Television** 462F

4000 Warner Boulevard, Burbank, Calif.  
91522.

The FBI (234), Maverick (124)\*, Tarzan (57), Superman (104), Porky Pig & Friends (156), Bugs Bunny & Friends (100), feature film packages, including Volumes 10-20 (28-38 films each), Volume 1-A (24), Volume 2-A (22), Starlite 1-6 (29-46 films each), Tarzan Features (32), 13 Classic Thrillers (13)\*. **Personnel:** Charles D. McGregor, Edgar J. Donaldson, Alfred Ashley, Peter Affe, Sid Cohen, James Delaney, John Louis, Bill Seiler, Gordon Hellmann.

**Adrian Weiss Productions** 7 Tower, F  
186 North Canon Drive, Beverly Hills,  
Calif. 90210.

The Voyages of a Queen\*, features: first-runs (16), Golden Showmanship group (9), Parade Pictures (14), Impact group (120), English Classics (63), westerns (60), Vintage Flicks (24); The Brave Rifles, Our Time in Hell, Those Crazy Americans; serials: Custer's Last Stand (15), The Black Coin (15), The Clutching Hand (15); The Traveler/Northwest Traveler (184), Ski West (39), Craig Kennedy, Criminologist (26), Thrill of Your Life (13), Canine Comments (13), The Chuckie Heads (150), Alice (10), Crazy Kid Kartunes (4), Nursery Rhymes (6). **Personnel:** Tom Corradine, Richard Ostrander, Ken Weldon, Art Jacobs, Robert I. Kronenberg.

**Western International Syndication**

8732 Sunset Boulevard, Los Angeles  
90069.

The Patsy Awards\*, Love is an Animal\*, In Hawaii\* (26). **Personnel:** Wally Sherwin.

**WGN Continental Productions**

2501 Bradley Place, Chicago 60618.

An Evening With Pearl Bailey, Phyllis Diller Is a Circus, U.S. Farm Report\* (52). **Personnel:** Bradley R. Eidmann.

**Worldvision Enterprises Inc.** 680F

660 Madison Avenue, New York 10021.

The Doris Day Show\* (128), Let's Make a Deal, Dark Shadows, The Mod Squad (124), Come Along (13), Wonders of the Wild (26), FDR (27), Great Adventure (39), The Irish Rovers (39), The Wonderful Stories of Professor Kitzel (104), It Pays to Be Ignorant (39), The Jackson Five (23), Discovery (103), Specially for Kids (17), Ben Casey (153), The Fugitive (120), The Invaders (43), Combat (152), Fabulous Sixties (10), Casper Cartoons (244), various features and specials. **Personnel:** Kevin O'Sullivan, Neil Delman, Jerry Smith, Colin Campbell, Howard Lloyd, Cahrltes Atkins, Jim Thomson, Scott Moger, Bert Cohen, Eric Harfst, Kent Fredericks, Charles Quinones, Scott Towle, Kevin Tannehil.

**Y&R Ventures**

285 Madison Avenue, New York 10017.

Lorne Greene's Last of the Wild (52). **Personnel:** John White.

**Yongestreet Program Services Inc.** 380F

357 North Canon Drive, Beverly Hills,  
Calif. 90210.

All-news hours (26), Hee Haw, new series to be announced. **Personnel:** Alan D. Courtney, Sam Luvullo, Jerry Franken.

## Sex and violence and family viewing equally deplored

**That's position SAG takes  
in letter answering Pastore**

The Screen Actors Guild says it was unjustly criticized by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) in a speech he gave to the Senate last December endorsing family-viewing time.

SAG, one of the parties in a suit against



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**CAR 54**

**I SPY**



**nta**

Subject:  
Nielsen Report on  
Syndicated Programs:  
Feb. Mar., 1975

**national telefilm associates, inc.**

the networks, the FCC and the National Association of Broadcasters over the industry's imposition of the nightly family-viewing period, recalled Senator Pastore's words accusing the Hollywood creative community of "peddling violence for profit while poisoning the minds of our children and grandchildren with total disregard for the obvious social and psychic costs to our nation" (BROADCASTING, Dec. 22, 1975).

"Those are strong words," Chester Migden, SAG national executive secretary, has written in a letter to Senator Pastore, "for a union such as the Screen Actors Guild, whose board of directors, 10 months before the family-viewing hour came into existence, unanimously passed a resolution on behalf of its 32,000 members deploring and condemning excessive violence in TV programing."

Mr. Migden said it does not follow that because SAG opposes family viewing, it supports violence. "Both, in our view, are inherently wrong," he said. "Our concern is that, as well intentioned as the family-viewing hour may be, a little bit of censorship—no matter how well motivated—can and frequently does lead to the next and so on until the path back becomes impossible to travel."

---

## Wiley defends involvement in family viewing

**He tells meeting of high-school principals that concept is a good one and that his role in creating it was legitimate**

FCC Chairman Richard E. Wiley has taken personally the criticisms Hollywood writers and producers have directed at family viewing in the court suit they have filed against it, and last week he offered his defense in a speech to a group of secondary-school principals.

But while defending the concept, he said the problems it was designed to deal with are ultimately the responsibility of the industry and the nation's "citizens, leaders and educators."

"The government," he said, "can do not more."

Chairman Wiley, who was addressing the National Association of Secondary School Principals, noted that the suits the Hollywood group has filed against the networks, the National Association of Broadcasters and the commission allege that in meeting with industry leaders and by encouraging them to deal with the problems of sex and violence in programing, he (and his colleagues) engaged in censorship.

The plan, under which networks and stations air between 7 and 9 p.m. only those programs considered suitable for the entire family, is also said to restrict the creativity of producers and writers and to

be an insincere public relations gesture designed to ameliorate congressional and public concern.

"Family viewing," Chairman Wiley said, in his response, "is not government censorship." He acknowledged meeting with industry leaders and suggesting adoption of self-regulatory reforms. "But," he said, "it does not violate anyone's First Amendment rights for concerned public officials to encourage voluntary action and to make suggestions for improvements in programing practices."

Second, "family viewing should not inhibit anyone's creativity," he said. On the contrary, he said, it provides "a great opportunity and challenge" in calling on the creative community to present programing which involves drama, adventure and emotion but which does not include a "needless concomitant of violent and sexual excess."

And as the father of three young children, he said, "There is no issue within our jurisdiction on which I am more sincere." The time for reform has arrived, he said, and he has done what he thought proper.

The chairman, who noted the difficult First Amendment problems the commission faces in attempting to deal with programing, also said, "The government can do no more. The rest is up to the industry—and up to you, citizens, leaders and educators in our society."

He urged those in his audience to interest themselves in the issue. "If you are concerned about television violence, say so," he said, to local broadcasters, the networks, Hollywood, and elected officials.

"Through your intelligent expressions of concern, perhaps a new commitment will emerge—a new commitment on the part of the broadcast industry to upgrade their efforts."

But Chairman Wiley also said he recognized that the television industry cannot by itself rid the nation of the problem of violence: "The pressure to work for a more effective solution," he said, "must, therefore, rest heavily on the shoulders of the traditional institutions which influence a child's educational and cultural development—and, in particular, on the nation's schools."

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## ABC-TV chalks up another good week

**Olympics, second-season successes give it top Nielsens for Feb. 9-15**

ABC-TV, coasting along on two runaway second-season hits (*Laverne and Shirley* and *Rich Man, Poor Man*) and on another solid seven days of Olympics ratings, finished on top for the fifth week in a row. Its Nielsen rating for the Feb. 9-15 week was 21.3, compared to NBC's 19.3 and CBS's 19.1.

In the season-to-dates, though, CBS has a 19.7 rating; ABC an 18.4 and NBC an 18.2.

ABC researchers said its Feb. 4-15

Olympics coverage wound up with a respectable 21.7 average prime-time rating and a 33.9 average share, whereas four years ago NBC managed only a 16.8 rating and 27 share during its prime-time coverage of the Winter Olympics from Sapporo, Japan.

ABC's *Laverne and Shirley* (Tuesday, 8:30-9 p.m., NYT) harvested a 30.4 rating and 44 share, which made it the number one show for the week. *Rich Man, Poor Man's* (Monday, 10-11 p.m.) 27.9 rating and 45 share was good for fifth place.

NBC's strongest second-season show looks like *City of Angels* (Tuesday, 10-11 p.m.), which racked up a solid 18.3 rating and 31 share on Feb. 11.

Readings on other second-season shows tended to be somewhat distorted by Olympics competition. The only second-season show that appeared to be on the brink of cancelation, according to various industry sources, was *Papi* (CBS, Tuesday, 8:30-9 p.m.), which never really got off the ground against ABC's *Laverne and Shirley*. One possible replacement: *Heck's Angels*, a Frank Peppiatt-John Aylesworth sitcom about a World War I squadron of flyers.

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## Payola described in Brunswick trial

**Three programers tell of gifts of money; FCC's ears pick up**

Current or former music directors for three radio stations have testified that they received cash payments from representatives of Brunswick Records.

Their testimony was given in the tax-fraud trial of seven Brunswick executives in federal district court in Newark, N.J.

E. Rodney Jones, program director of WVON(AM) Cicero, Ill. (Chicago), said he had received a total of \$2,000 on six occasions from Melvin Moore, a promotion agent for Brunswick who is one of the seven defendants, as "a token of his appreciation." He said he also had received airline tickets from Mr. Moore.

In addition, Mr. Jones said that from time to time during his 14 years at WVON he had received payments from Avco, Stax, Chess and Buddah Records as well as Brunswick.

W.L. Williams, former program director of WCHB(AM) Inkster, Mich., near Detroit, said Mr. Moore gave him \$25 to \$100 on several occasions and told him it was "just to say thanks." Roosevelt Green, former music director of WJMO(AM) Cleveland Heights, Ohio, said Mr. Moore handed him Brunswick's latest release and some cash in November 1972 and said, "Thanks."

All three witnesses said the money had no influence on their selection of records to be played on the air. All three testified under grants of immunity.

The Newark trial opened a month ago (BROADCASTING, Jan. 26). Mr. Moore and



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six associates, including Nat Tarnopol, head of Brunswick, were charged with defrauding the Internal Revenue Service and some of their own recording artists of more than \$184,000. Presiding Judge Frederick Lacey has ordered attorneys for both prosecution and defense not to discuss the case with anyone outside the courtroom proceedings.

The Brunswick case is likely to catch the attention of the FCC. Arthur Ginsburg, assistant chief of the Complaints and Compliance Division, said, "We'd look at any station where evidence indicates an employe received payola," which would be a violation of law. "We would want to determine if the station has complied with commission policy regarding control of payola." He said the commission would probably ask for a copy of the transcripts of the three witnesses' testimony.

## Court nudges FCC on prerelease study

**Canadian showings ahead of U.S. are called 'difficult problem'**

The U.S. Court of Appeals in Washington has in effect given the FCC a six-month deadline to conclude its inquiry into the release of American television programs to Canadian stations before they are broadcast in this country. The inquiry was begun on Oct. 22, 1975.

The court is considering an appeal taken by KIRO-TV Seattle from a commission order refusing to grant it special non-duplication protection against the relay by Vanhu Inc.'s cable system of network programs prereleased to stations north of the border.

The court, in a brief, unsigned order issued last week, said it was "deeply concerned about the difficult problem that confronts both the commission and broadcasters" in connection with the prerelease issue. However, it also noted that the commission's attorney had said during the oral argument that the commission would probably complete its prerelease inquiry in six months.

Accordingly, the court said, it would "hold in abeyance any action" for a period of six months from date of the order "to permit the commission to formulate whatever remedial procedures it deems appropriate for the solution of this problem."

### Program Briefs

**With CBS.** WITH(AM) Baltimore will become affiliate of CBS Radio Network on March 1. Station, owned by Reeves Telecom Corp., operates on 1230 khz with 1 kw day and 250 w night.

**INTV project moving.** Special committee of Association of Independent Television Stations to study means of stimulating first-run production for independents

(BROADCASTING, Jan. 19) will be composed of INTV's board of directors and will be headed by John Reynolds of Golden West Broadcasters. First meeting will be today (Feb. 23) in San Francisco, during National Association of Television Program Executives convention there.

**Film-flam advisories.** *Have You Been Taken Lately?*, series of two-and-one-half-minute radio programs exposing consumer fraud is ready for distribution by National Broadcasters Group. Sixty-five programs, which also advise listeners how to avoid being taken, are completed and 260 are in production. *8200 Normandale Boulevard, Minneapolis 55437, (612) 831-2878.*

**Pearson comes home.** John Pearson International, Beverly Hills, Calif.-based overseas television program distributor (*Here's Lucy, Hallmark Hall of Fame* etc.) has formed subsidiary, Pearson Television Sales, to handle domestic syndication. Like international operation, domestic sales will emphasize syndication of major network series and specials, with other shows produced for syndication. Country music specials and children's series are among shows presently available for domestic run.

**BBC specials.** Teleworld Inc., New York, has acquired U.S. distribution rights to six one-hour entertainment specials produced by BBC. Programs feature Dionne Warwick, The Stylistics, Helen Reddy, Trini Lopez, Frank Gorshin, George Burns, Pat Henry and others.

**From Mutual's outlets.** Two country music specials have been set for broadcast on Mutual Radio Network affiliates. *Cinderella City Country Music Spectacular*, originated by KERE(AM) Denver is scheduled for March 13 and *North American Country Cavalcade*, broadcast from WMNI(AM) Columbus, Ohio, is set for April 17.

**From JWT.** Half-hour film nominated for Oscar in short film-live action category, *Angel and Big Joe*, has been placed into TV syndication by J. Walter Thompson Co., New York. Film stars Paul Sorvino and was written, directed and produced by Bert Salzman for Learning Corp. of America, New York, distributor of educational films.

**Experimental.** WNEW-TV New York presented as experiment last Saturday (Feb. 21) half-hour special, *Consenting Adults with Dr. Sonya Friedman* (11-11:30 p.m.), during which practicing psychologist discussed human relations and sexuality with lesbian couple denied child custody. Station spokesman said if there is sufficient audience reaction and acceptance, this programming concept will be considered for full-length series.

**New syndicator.** Cinema Shares International Television, New York, will syndicate group of feature films with stars like Telly Savalas, Jack Palance, Robert Blake and Ernest Borgnine in addition to all 78 rerun episodes of *Police Surgeon* (BROADCASTING, Jan. 26). Ken Israel is head of Cinema

Shares, which is now open for business at *450 Park Avenue, New York 10022; (212) 421-3161.*

**'Room' service for 10.** Romper Room Enterprises, Towson, Md., has sold its *Romper Room* for pre-school children to WRCB-TV Chattanooga; WBOY-TV Clarksburg, W.Va.; WXIX-TV Cincinnati; WLWD(TV) Dayton, Ohio; WAAY-TV Huntsville, Ala.; KMBC-TV Kansas City, Mo.; KSWO-TV Lawton, Okla.; WTCN-TV Minneapolis; WNYS-TV Syracuse, N.Y., and WKTV(TV) Utica, N.Y.

**Warming up.** WOWK-TV Huntington, W. Va., has enlisted 300 students from 23 high schools to hold a mock Democratic national political convention March 20. Advised by Democratic National Committee, station will stage presidential nominating procedure, with speeches, demonstrations and votes. Excerpts will later be broadcast.

## CCC wants more time for format-change comments

Citizens Communication Center has petitioned the FCC to rescind or redirect its notice of inquiry into entertainment-format changes (BROADCASTING, Dec. 22, 1975).

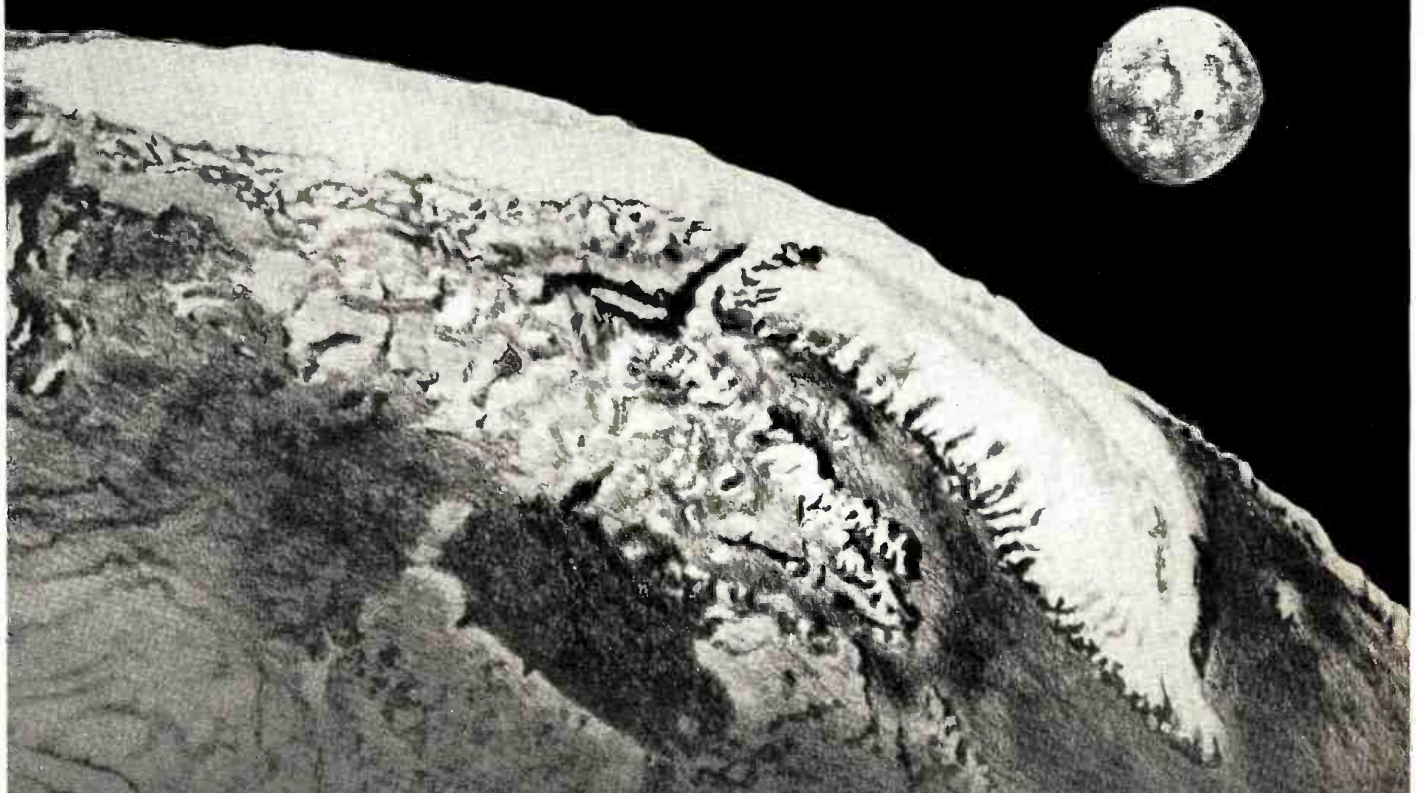
CCC, acting in behalf of two citizen groups that have been involved in format change cases, said the FCC has prejudged the issue and that it had not considered the public's First Amendment right to access to diverse programming. That right, CCC said, is paramount over the broadcasters' interest in "maximizing profits on public airwaves."

Another group, the National Citizen Committee for Broadcasting, has asked the commission to extend the Feb. 19 deadline for comments on the inquiry until June 15. NCCB said the present deadline is too early for comments on any action taken by the FCC on CCC's petition. In addition, NCCB claimed, the Feb. 19 date does not allow enough time to prepare comments since it has been only a month since the release of the text of the notice of inquiry. NCCB added that the delay would allow the FCC to "encourage widespread participation in this proceeding."

## Commerce Committee may head out of town again on children's TV

The Senate Commerce Committee is contemplating holding more hearings outside Washington on the impact of TV on children like the one it held in Salt Lake City two weeks ago. Committee Chairman Warren Magnuson (D-Wash.) and Communications Subcommittee Chairman John Pastore (D-R.I.) have made no commitments, but the feedback they are getting on the committee's effort to take this

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a journey with us  
will give you the world.



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issue to the local community is good.

What impressed committee aides most about the Utah hearing, Feb. 13, was the lack of acrimony between opposing witnesses. They report that the public witnesses—representatives of churches, parent groups and local government—expressed more concern about the effects on children of TV's depictions of violence than of sex. There was general agreement with Communications Subcommittee member Frank Moss (D-Utah), who presided at the hearing, who said that children are affected by what they see on TV. But the criticisms of TV violence were "balanced," according to the committee aides, by praise for the Utah broadcasters' steps to curb excessive violence and for the industry's adoption of family viewing.

A panel of five broadcasters at the hearing defended their records on the violence issue and talked of TV's potential for prosocial influence. The broadcasters included Milt Davis of KUED(TV), Jay Lloyd of KSL-TV, LaMar Smith of KUTV(TV), Dan Rainger of KCPX-TV, and Bruce Christensen of KBYU-TV, all Salt Lake City.

## Something for all

### Noncommercial FM is realization of Indian council's dream of meeting area needs

A multicultural and multilingual FM station to serve American Indians, the Spanish-speaking population and others has gone on the air in Albuquerque, N.M.

KIPC, a noncommercial, educational daytimer with 8.9 kw and a listening area of about 100 miles, signed on Feb. 2, some four years after the idea for the station was first conceived by the All-Indian Pueblo Council there.

According to Consuelo Burrell, KIPC general manager, the council originally planned the station to serve only Indians. However, other elements of the community were included when the council couldn't get adequate funding. KIPC is operated by the Albuquerque Public Broadcasting Corp., which has received grants including \$55,000 from the U.S. Department of Health, Education and Welfare and \$50,000 from the Corporation for Public Broadcasting. The All-Indian Pueblo Council, which represents 19 area pueblos, added another \$89,000 received from a four-state regional commission.

KIPC broadcasts predominantly in English, with heavy reliance on National Public Radio and some news in Spanish. Programming in five American Indian dialects is expected to be integrated within the next 30 days, part of the station's eventual goal of evenly dividing the broadcast day among the English and Spanish-speaking audiences and the Indians.

The board of directors overseeing station operations comprises five American Indians, two Spanish-speaking persons, one black and one white.

## Media

# Votes counted for NAB posts

### Nine new members are elected to TV and radio boards; all incumbents are back again

The results are in on the 1976 National Association of Broadcasters board of elections. Seven new members won seats on the radio board, two on the TV board. The five radio board members running for reelection and the four TV incumbents were all returned. All will begin two-year terms March 24, the last day of the NAB convention in Chicago.

The radio board winners:

William O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y. (incumbent) in district two (New Jersey, New York).

Carl Venters Jr., WPTF(AM)-WQDR(FM) Raleigh, N.C., in district four (North Carolina, South Carolina, Virginia).

Len Hensel, WSM-AM-FM Nashville (incumbent) in district six (Arkansas, Louisiana, Mississippi, Tennessee).

John R. Anderson, WCCW-AM-FM Traverse City, Mich. (incumbent) in district eight (Indiana, Michigan).

R.M. McKune, KTRR(AM)-KZNN(FM) Rolla, Mo., in district 10 (Iowa, Missouri, Nebraska).

Pat Murphy, KCRC-AM-FM Enid, Okla., in district 12 (Kansas, Oklahoma).

Wayne Cornils, KFXD-AM-FM Nampa, Idaho, in district 14 (Colorado, Idaho, Montana, New Mexico).

Jack Willis, KHEF-AM-FM Phoenix in district 16 (Arizona, southern California).

David G. Scribner, KHOB-AM-FM Denver, class A markets (at-large seat for markets with populations of 500,000 or more).

Herbert W. Hobler, WHWH(AM) Princeton, N.J., WPST(FM) Trenton, N.Y., in class B market (population of 100,000 to 500,000).

Dick Painter, KYSM-AM-FM Mankato, Minn. (incumbent) in class C markets (population of 15,000 to 100,000).

Jack S. Younts, WEEB(AM) Southern Pines, N.C. (incumbent) in class D markets (population of 15,000 or less).

TV board winners:

Forest W. Amsden, KGW-TV Portland, Ore.; Charles A. Batson, Cosmos Broadcasting, Columbia, S.C. (incumbent); Kathryn F. Broman, Springfield Television, Springfield, Mass. (incumbent); A. James Ebel, KOLN-TV Lincoln, Neb. (incumbent); Daniel T. Pecaro, WGN Continental Broadcasting, Chicago (incumbent), and Leonard A. Swanson, WIC-TV Pittsburgh.

The 12 newly elected radio board members and six TV board members account for about half of the elective positions on the NAB board. The seats of the other half are up for election next year. Five of the positions on the 30-member radio board and three of these on the 15-member TV board are held permanently by networks.

## Media Briefs

**Twentieth anniversary.** Association of Maximum Service Telecasters will celebrate its first two decades with special program at annual membership meeting in Chicago March 21. Meeting, to be held prior to opening of National Association of Broadcasters annual convention in city that day, will feature special reports from Lester W. Lindow, AMST executive director; Arch L. Madsen, president of AMST and of Bonneville Communications, Salt Lake City, and from engineering and legal counsel. Election of 21-member board also is scheduled, with new association officers to be elected at board meeting later that day. AMST membership consists of 165 stations, VHF and UHF, commercial and noncommercial. Association was founded in New Orleans in 1956.

**Backing its charge.** Community Broadcasting of Boston, one of three competing applicants for RKO General's WNAC-TV Boston, has submitted affidavits to FCC to support Community's claims that RKO's parent, General Tire & Rubber, bribed foreign officials and violated federal laws (BROADCASTING, Dec. 15, 1975, et seq.). Documents include incorporation certificate of firm in Lichtenstein which Community says is subsidiary of GT&R that funneled money to foreign officials to keep

GT&R's competitors out of certain countries.

**Bigger sample.** Arbitron Radio will increase its sample sizes in top-eight markets, effective April-May survey. New York and Los Angeles are up to 3,000 metro sample; San Francisco and Chicago to 2,500; Philadelphia, Boston, Detroit and Washington to 1,500. These markets account for nearly half of all national and regional spot radio advertising dollars in Arbitron measurements.

**Rose to speak.** Jonathan Rose, deputy assistant attorney general, Department of Justice's Antitrust Division, will address Federal Communications Bar Association today (Feb. 23), in Washington. Mr. Rose helped prepare Justice brief urging court to strike down FCC's pay-cable rules as anticompetitive (BROADCASTING, Feb. 9).

**New number.** Telephone number of CBS Inc. headquarters in New York has been changed to (212) 975-4321. With change, Centrex direct-dial system was introduced, enabling callers to reach employees directly by dialing 975 plus their former telephone extension number.

**Newhouse adds.** Newhouse Newspapers, Newark, N.J.-based publisher and group owner, purchased 17% interest in Booth



"If we only had a nickel  
for every box of  
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# FOX ONE



....or for every magical moment at the movies  
when movies were movies... for everyone who  
remembers those great times... FOX ONE is the one! Fifty  
marvelous films from the 20th Century-Fox library, and all brand  
new prints—every one as colorful as only those illustrious films could be!  
"Gentleman's Agreement," "Desk Set," "How Green Was My Valley,"  
"Laura," "The Snake Pit" and many more great pictures with great stars!

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TELEVISION

# The biggest prize of all!

You know how big "The \$64,000 Question" was. The biggest ever.

That is, until now. Because now Viacom is introducing a new first-run production of "The \$64,000 Question" that's going to surpass the original show!

Already, it's the most talked-about new access series for Fall 1976. With an impressive pre-NATPE record of sales in 47 markets.

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

---

These stations have "The \$64,000 Question" for 1976:

---

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KTTV Los Angeles  
WPVI-TV Philadelphia  
KRON-TV San Francisco  
WJBK-TV Detroit  
WJW-TV Cleveland  
WTTG Washington  
WIIC-TV Pittsburgh  
KXAS-TV Ft. Worth-Dallas  
WTCN-TV Minneapolis  
WAGA-TV Atlanta  
KIRO-TV Seattle-Tacoma  
WBAL-TV Baltimore  
KGW-TV Portland, Ore.  
KMBC-TV Kansas City  
WCPO-TV Cincinnati  
WISN-TV Milwaukee

KBTV Denver  
WJAR-TV Providence  
WBTV Charlotte  
WBNS-TV Columbus  
WLKY-TV Louisville  
WKZO-TV Grand Rapids  
WDBO-TV Orlando-  
Daytona Beach  
WCHSTV Charleston-  
Huntington  
WTEN Albany-Sch.-Troy  
WNYS-TV Syracuse  
WLWD Dayton  
WDAU-TV Wilkes Barre-  
Scranton  
WCHP-TV Greensboro-HP-WS  
WAVY-TV Norfolk-P-NN

WXEX-TV Richmond  
WLUK-TV Green Bay  
KFSN-TV Fresno  
KHQ-TV Spokane  
WCSH-TV Portland, Me.  
KGMB-TV Honolulu  
WPTA Ft. Wayne  
KVOA-TV Tucson  
KTVE Monroe-El Dorado  
KTSB Topeka  
KLAS-TV Las Vegas  
WLBZ-TV Bangor  
WBBH-TV Ft. Myers  
WLUC-TV Marquette  
WTVO Ottumwa  
WEAU Eau Claire

---

An impressive lineup? Yes. But more important, "The \$64,000 Question" sales record is indicative of how fast this new show is going!

Act now. Because the biggest prize of all doesn't stay up for grabs very long.

**"The \$64,000  
Question"**  
**from Viacom**

---





# TRY TELLING HIM THAT THE BEST THINGS IN LIFE ARE FREE.

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

For many of the 22 million Americans 65 and over, life is becoming a struggle for survival.

Because most have fixed incomes, inflation is devastating them. Nearly one in six lives in poverty. It's estimated that one-third gets fewer than 3 meals a day. Some are starving. Others literally eat from garbage cans.

As rents rise, many are forced into "gray ghettos" in big city slums. Lonely and often ill, they become prey for drug pushers and other criminals when they venture out. Purse-snatching, for example, is especially common when Social Security checks arrive.

Storer Stations believe we must start making adequate provisions for our senior citizens. And

now. For when the year 2000 rolls around, it's estimated the average American will live to age 90.

WSPD-TV in Toledo is one with an ongoing commitment to the plight of the aged. Recently, for example, they produced a six-part mini-documentary series on the problems they face. Covered were prominent legislators, experts in Social Security, transit, housing and nursing homes as well as senior citizens.

WSPD-Radio, meanwhile, on successive "People to People" programs held discussions alerting Toledoans to two new area services: 1. home health aid for the elderly unable to clean their homes or leave them to buy food and medicines; and 2. the availability of meals three times a day for the elderly, particularly those unable to prepare food for themselves.

In Milwaukee, WITI-TV

programmed a half-hour special on elderly citizens as victims of crime. The program focused on federally funded Neighborhood Security Aides that could be used in high crime areas to patrol the streets. WITI-TV's "Contact Six" often comes to the rescue of senior citizens, too.

All Storer Stations believe it's important to get involved in the affairs of the communities they serve.

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

**Broadcasting that serves.**

THE  
**STORER  
STATIONS**  
STORER BROADCASTING COMPANY



## For accomplishments in the tradition of Lincoln



For their contributions to radio and television and in enriching the quality of life in America, broadcasters were honored by the Southern Baptist Radio and Television Commission in Fort Worth, Feb. 12. Above (l-r): Robert Hyland, CBS Radio regional vice president, KMOX(AM) St. Louis, who received the top radio Abe Lincoln Award; Arthur R. Taylor, CBS Inc. president, who delivered the keynote address and was recipient of a Distinguished Communications Recognition Award; Paul M. Stevens, president, Southern Baptist Radio and Television Commission; Dr. Leo L. Beranek, president, wcvb-TV Boston, honored with the top television Abe Lincoln Award, and Lawrence B. Taishoff, publisher of BROADCASTING, who accepted a Distinguished Communications Recognition Award for Sol J. Taishoff, chairman and editor of BROADCASTING. Mr. Taylor also accepted a Distinguished Communications Medal for the late Edward R. Murrow, CBS.



Recipients of Abe Lincoln Merit Awards in Fort Worth were (l-r): Lance Alan-Ross, KAYS-AM-TV Hays, Kan.; Murray Roberts, WRFM(FM) New York; Neil E. Poindexter, KMBZ(AM)-KMBR(FM) Shawnee Mission, Kan.; Beverly M. Poppell, WRFM (joint award with Mr. Roberts); Brian Jennings, KXL(AM) Portland, Ore.; Jorie Lueloff, WMAO-TV Chicago; William O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y.; A. James Ebel, KOLN-TV Lincoln, Neb.; Robert C. Dotson, NBC News, Cleveland (for accomplishments performed at wky-TV Oklahoma City). In addition, the commission presented a special Abe Lincoln Bicentennial Award to Lee Allan Smith, WKY-AM-TV Oklahoma City, and a Christian Service Award to Stan Freberg, Freberg Ltd., Los Angeles. A surprise Community Service Award conferred during the ceremonies went to a nonbroadcaster, A.L. Scott, of Fort Worth, for his local contributions and efforts on behalf of the radio and television commission.

Newspapers, publishers of eight Michigan papers. Booth sold its only broadcast property, WTWO(TV) Terre Haute, Ind., for \$4.65 million last year (BROADCASTING, July 28, 1975).

**Pick for CPB board.** President Ford will nominate Diana Lady Dougan of Salt Lake City to four-year-term on board of directors of Corporation for Public Broadcasting ("Closed Circuit," Nov. 24, 1975). Mrs. Dougan, who is chairman of board of Friends of KUED(TV) Salt Lake City, would

fill slot for which brewery executive Joseph Coors had been named originally. Mrs. Dougan, 33, at one time was promotion manager for Time Inc.'s cable system in New York.

**Public radio grant.** Corporation for Public Broadcasting has awarded \$100,000 to noncommercial KUSC(FM) Los Angeles as first grant offered under Major Market Radio Coverage Expansion Project. Proposed five-year project could "conceivably" allocate \$775,000 to KUSC, dependent

on congressional appropriations, according to CPB spokesman. It is anticipated that other public radio stations in top-10 urban areas will receive similar grants and possibly within this calendar year, spokesman added. Money will help KUSC move its transmitting tower to new location that will increase its potential audience to 10 million persons. CPB's goal is to make public radio available to 90% of country's population by 1980.

## Canadians feel pinch familiar to Americans

**Protection at renewal time could be severely lessened in wake of court ruling**

For the first time, Canadian broadcasters and cable television operators face the threat of competing applications during the initial license-renewal period.

In the past, parties have been allowed to intervene against a license renewal. But, competing applications for the facilities could be filed only after the intervention succeeded and the renewal was denied.

The Federal Court of Canada has now ruled that the Canadian Radio and Television Commission must consider the application of a competing cable TV group before it considers the current licensee's renewal. The case involves Capital Cable Cooperative, a nonprofit communications group which is seeking the license of Victoria Cablevision Ltd., Victoria, B.C. (Unlike those in the U.S., Canadian cable TV operators are licensed by the federal regulatory agency in the same manner as broadcast stations.)

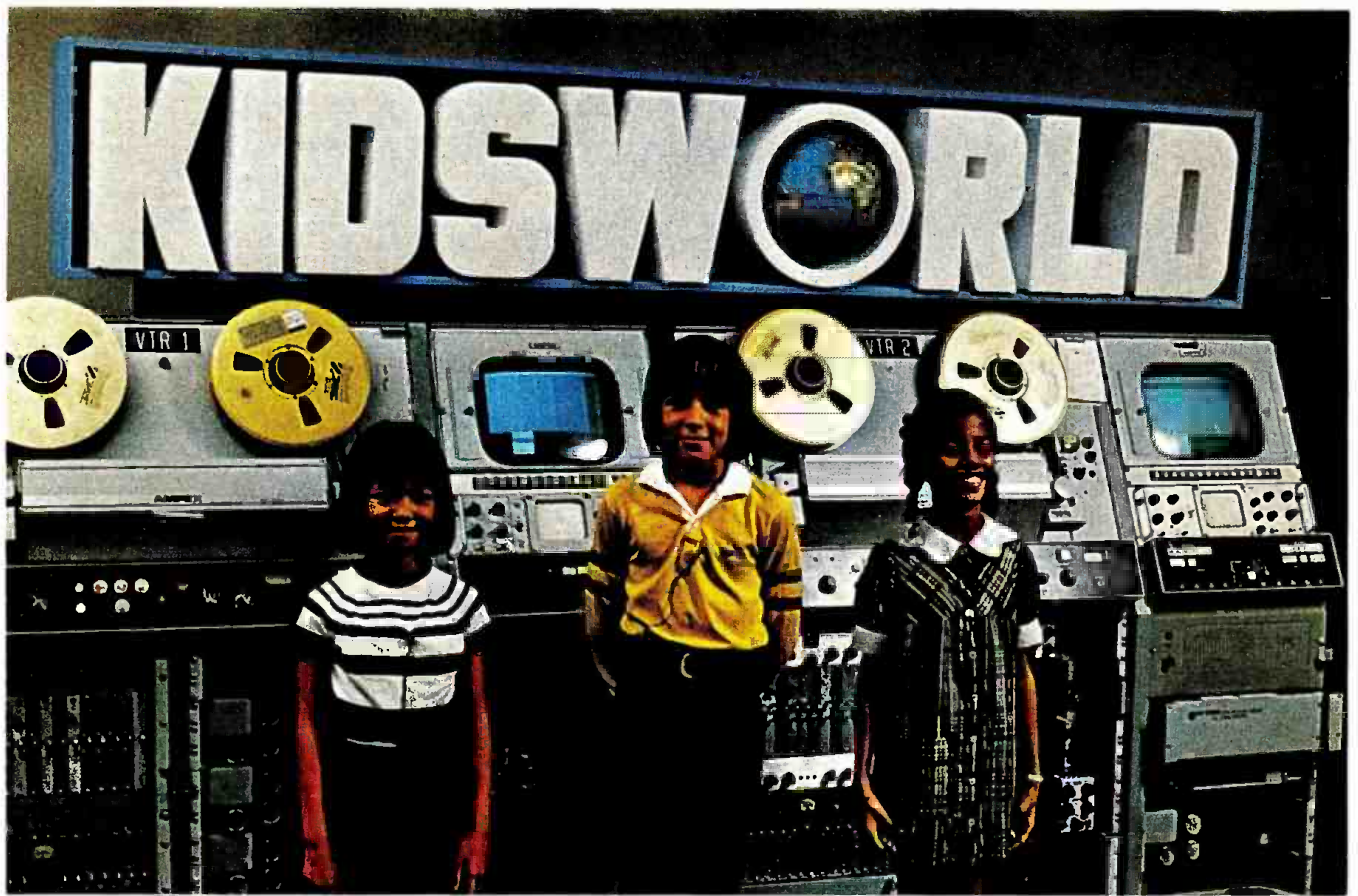
The court's decision has been appealed by the CRTC, which wants a higher and more final judicial determination before it takes on the administrative task of reordering its renewal procedures. The appeal is expected to be heard around the middle of March and, in the meantime, the CRTC is conducting its renewal hearings as before except for the Victoria cable contest, which has been deferred.

There is concern that if the decision stands, it will affect both broadcasters and cable operators and put "licenses up for grabs" every five years. Allan Waters, chairman of the Canadian Association of Broadcasters, said the order placed a "cloud" over the broadcasting industry.

CRTC officials felt that broadcasters and cable operators would be more reluctant to put money into a facility if they are less sure of holding a license for a long period of time. Those financial implications would be underlined in CATV's case, they suggest, because of the capital intensive nature of the industry.

Historically, both broadcast and cable licenses have been renewed if there has been no conflict with CRTC rules and regulations. It was "tacitly" understood,





## **GREAT NEWS FROM THE BEHRENS COMPANY!**

Here's news that's really new. A weekly half-hour national news program, hosted and narrated by children. It's called "KIDSWORLD."

Dr. Roger B. Fransecky, a recognized authority in children's television, recently completed viewer research on "KIDSWORLD" at the University of Cincinnati.

He reports, "KIDSWORLD" clearly reached its target audience of children (and adults)... particularly the familiar market sample of women 18-49... I think the program has obvious implications for prime time scheduling..."

Over twenty major stations, including the NBC Owned Stations, have already programmed "KIDSWORLD" in prime 6 to 8 pm time periods, starting Fall '76.



**See for yourself.  
Screen "KIDSWORLD" at the N.A.T.P.E. Our great news is on view in the Constantine Suite, Room 280-282, Fairmont Hotel, Main Building.**



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The world's best loved mouse just checked into the Fairmont, so you can check out a preview of Walt Disney Productions' all new Mickey Mouse Club. 65 all new...all color...half-hour segments will be ready to raise your ratings starting not later than January 1977.

Check in with Mickey February 21 through 25

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He's the mouse who'll have you standing on your chairs.

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TV's "Super Dog," Rin Tin Tin is off and running, capturing an audience of kids and young adults all over the country. These great adventures, with new, full color wrap-arounds, have great entertainment and educational value for

today's station needs. For more information on how Rin Tin Tin will rescue viewers in your market, call Stan Moger or George Hankoff. SFM MEDIA SERVICE CORPORATION, 6 East 43rd Street, New York, N.Y. 10017 (212)682-0760

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Based on New York and Los Angeles Nielsen Reports week of 1/19/76. Details on request.



according to one source, that there was a very good expectation—although not a legal right—that an operator would get his license renewed.

"Very, very few" licenses have been denied, according to a CRTC spokesman, since the commission was formed in 1969.

## ETV network gets serious over 'N'

**Nebraska hook-up files suit against NBC's use of design in apparent attempt to force some kind of settlement**

The question of who gets custody of the big "N" logo—NBC or the Nebraska Educational Television Network—landed in court last week. The Nebraska ETV Commission filed suit against NBC in the U.S. district court in Lincoln, Neb., seeking a permanent injunction to keep the network from ever using the logo again. It also asked for a preliminary injunction while the suit is being tried. The court set a hearing on that motion for March 26.

There were signs that, even so, the differences may be settled amicably—or at least that both sides hoped so. Jack McBride, general manager of the Nebraska ETV Commission, said negotia-

tions had been going on since early January when NBC unveiled the N that seemed to duplicate the Nebraska logo except in its colors. (BROADCASTING, Jan. 12). His side kept urging NBC to "suggest a solution" but NBC made no specific offer, Mr. McBride said. Finally, he said, the Nebraska ETV lawyers said it was necessary to file the suit to "preserve the rights of the people of Nebraska."

In addition to the injunction, the suit asks for attorney fees and "all other necessary and proper relief."

Mr. McBride wouldn't say how much he thought the N, free and clear, ought to be worth to NBC. But he said he still hoped the negotiations would proceed to an amicable solution. NBC seemed to hope so, too. A spokesman said in a statement that "we are surprised and disappointed to read press reports" of the suit. "We met with the commission's lawyers as recently as Saturday [Feb. 14] and expected to continue discussions leading toward an amicable settlement."

The NBC spokesman also said no firm offer had been made to the Nebraska group. Nor would he say what offer NBC might consider reasonable. But all hands seemed to agree that what had started out as a laughing matter had become a mite more serious. If anybody was still laughing, it was officials of the National Bank of Cynthia (Ky.), which claimed prior rights not only to the N but also to the initials NBC (BROADCASTING, Feb. 9).

## U. S. and Britain's common problems cited by NBC's Schlosser

British and American broadcasters must be prepared to fight to retain their freedom and independence because these "are essential to the freedom and independence of all our fellow citizens," Herbert S. Schlosser, president of NBC, told a British audience Feb. 12.

"Only where the press and broadcasters have independence and freedom can there be any guarantee of freedom for everyone," he said in a speech in the BBC Lunch-Time Lecture series, the first to be addressed by an American. He spoke to BBC staff members and guests at Broadcasting House in London and his talk was carried by closed-circuit TV and radio to BBC locations throughout Great Britain.

Despite their different structures, Mr. Schlosser said, the British and American systems of broadcasting share common goals and, often, common problems.

In the attacks on TV entertainment and news, he said, "I believe there is an illusion common in both our countries that the influence of television is somehow overwhelming. People think that television is doing something to them and they are unhappy about it. There is a feeling that television in some ill-defined way may be responsible for the lack of confidence in our societies today, and yet, at the same time, that it holds the promise of being savior and panacea for us all."

"But if we make it a scapegoat on which to lay our frustrations, and if we make the mistake of blaming television for society's various problems, we will only put off solutions by diverting attention from the real causes of these problems."

## Accommodating opponent

Representative Henry Waxman (D-Calif.), member of House Communications Subcommittee, has said he does not want equal time to match every nonpolitical television appearance by Republican TV actor Jerry Fogel in the 1976 congressional election race. Mr. Fogel's candidacy is not yet formal, but he has filed a suit against FCC, the networks and Metromedia over the FCC contention that TV stations must honor requests for equal time every time the actor appears on TV regardless of whether the appearance is political.

## WBAI foundering

WBAI(FM), the listener-supported Pacifica Foundation station in New York with an "educational-eclectic" format, is in financial trouble. Operating since 1954 and non-commercial since 1960, the station is reportedly close to signing off the air.

Manager Larry Josephson insists that



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75-66

grass-roots support will keep the station alive, noting \$25,000 in cash contributions collected in four days last week.

## WCKY sale closed

Post-Newsweek Station's \$3.6 million sale of WCKY(AM) Cincinnati was consummated Feb. 13 despite a protest pending at the FCC against its approval of the sale (BROADCASTING, Feb. 9). But the protesting group appears to have won its major point: Its complaint was that the buyer, Truth Publishing, planned to revamp WCKY's format, but Truth twice amended the application, and its proposed format now closely resembles the mixture of beautiful music and heavy emphasis on news and public affairs that Post-Newsweek had proposed in its renewal application.

## Changing Hands

### Announced

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

■ WYOO-FM Richfield, Minn.: Sold by Fairchild Industries Inc. to Doubleday Broadcasting Co. for \$850,000. Seller, publicly traded, also owns WYOO(AM) Richfield and KLIF(AM) Dallas and has purchased, subject to FCC approval, KDTX(FM) Dallas (BROADCASTING, Dec. 22, 1975). Buyer is wholly owned subsidiary of Doubleday & Co., publishing firm, and owns KRIZ(AM) Phoenix; KHOW-AM-FM Denver; KDWB(AM) St. Paul; KITE(AM) Terrell Hills and KEXL(FM) San Antonio, both Texas, and 25% of Odessa, Tex., cable system. WYOO-FM is on 101.3 mhz with 100 kw and antenna 225 feet above average terrain.

■ WEBC(AM) Duluth, Minn.: Sold by Park Broadcasting Inc. to Midwest Radio Inc. for \$537,500 plus other considerations at closing. Seller (Roy H. Park, 100%), also owns WDEG-AM-FM-TV Chattanooga; WNAX(AM) Yankton, S.D.; WJHL-TV Johnson City, Tenn.; WNCT-AM-FM-TV Greenville, N.C.; WSLV-TV Roanoke and WTVR-AM-FM-TV Richmond, both Virginia; KWJJ(AM)-KJIB(FM) Portland, Ore.; WUTR(TV) Utica, N.Y.; WBMG(TV) Birmingham, Ala.; KRSI(AM)-KFMX(FM) St. Louis Park (Minneapolis-St. Paul); television translator stations in Tennessee, Georgia, North Carolina, Virginia and New York; Ithaca, N.Y., billboard advertising firm; Rock Hill, S.C., apartment house and publishes newspapers in five states. Park is selling WEBC to accommodate purchase of WHEN(AM) Syracuse, N.Y. (BROADCASTING, Nov. 24, 1975) under FCC's multiple-ownership rules. Principal in buyer is Larry Lakoduk, who also owns KQWB(AM) Fargo, N.D., and KWIM(FM) Moorhead, Minn. WEBC is 5 kw fulltime on 560 khz.

■ WGEZ(AM) Beloit, Wis.: Sold by Telegraph-Herald Inc. to Seehafer &

Johnson Broadcasting Corp. for \$270,000. Seller, owned by FR. Woodward family, publishes *Dubuque* (Iowa) *Telegraph-Herald* and owns KDTH(AM)-KFMD(FM) Dubuque; WHBY(AM) Appleton, Wis., and KLMS(AM) Lincoln, Neb. Principals in buyer are Don Seehafer and Robert Johnson, who also own KRBI-AM-FM St. Peter, Minn., and WOMET(AM) Manitowoc and WXCO(AM) Wausau, both Wisconsin. WGEZ is on 1490 khz with 1 kw day, 250 w night. Broker: Richard A. Shaheen Inc.

■ Other sales reported at the FCC last week include: WADS(AM) Ansonia, Conn.; WLIV-AM-FM Livingston, Tenn. (see page 102).

### Approved

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

■ KBMT(TV) Beaumont, Tex.: Sold at public foreclosure sale by Harbour Television Systems Inc. to Liberty National Corp. of Oklahoma City for \$2,320,324. Seller had owed buyer that amount and debt was secured by all Harbour stock. Seller (A.O. Banning, William G. Hill and N.D. Williams Jr.) has no other broadcast interests. Buyer, which has no other broadcast interests, is publicly traded one-bank holding company which owns Liberty National Bank & Trust Co. of Oklahoma City. KBMT is ABC affiliate on channel 12 with 316 kw visual, 31.6 kw aural and antenna 1,000 feet above average terrain.

## Broadcast Advertising®

## CBS, NBC experiment with 90-second commercial 'pods'

Hour shows have advertising in longer segments; ABC watches

New prime-time network TV commercial patterns may be evolving, with fewer commercial interruptions as one result.

Since Feb. 1, CBS-TV has been scheduling four 90-second breaks instead of six 60's in all of its one-hour prime-time shows. CBS sources say this pattern was tried in its *Beacon Hill*, probably the most widely acclaimed failure of this season. Though the program flopped, those sources say, use of 90-second commercial pods made a favorable impression on producers because in deferring the initial break they make possible a longer and therefore stronger opening act.

NBC-TV is using three 60's plus two 90's—instead of six 60's—in its 10-11 p.m. EST period on a trial basis. NBC sources say the test has been in progress for "many months" and will continue at least for the near future, then will be evaluated.

ABC-TV authorities said they have no similar tests of their own under way.

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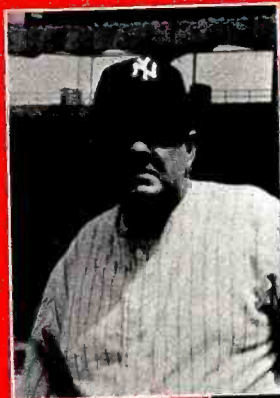
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# "GREAT AMERICAN MEN"

A series of four Bicentennial specials

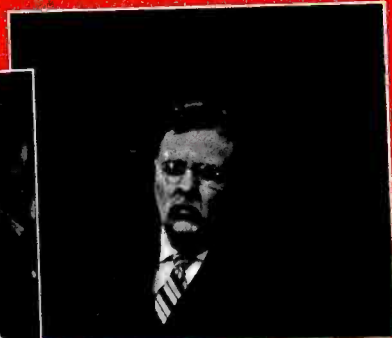
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Meet the 'Babe' as portrayed by Joe Earley in one of the Bicentennial year's most sensational sports specials. With host Tom Brookshire, this half hour delivers an incredible closeup of one of America's most admired athletes. A remarkable performance, with big audiences guaranteed. Available now.



And this is Joe Earley in 'John Smith at Jamestown'. Another important audience-building program for 1976. Award winner at Chicago International and Columbus Film Festivals. Available now.



And in the dramatic, half-hour episode 'The Roosevelts of Sagamore Hill, Joe Earley portrays President Theodore Roosevelt. A poignant look at one of the nation's most outspoken and respected leaders as he and his wife, Edith, face personal tragedy with the death of their youngest son. A show that will capture the heart of every viewer. Available now.

# WE DELIVER STRONG AUDIENCE RESPONSE

**ALCARE COMMUNICATIONS**—The fastest growing



"Joe Earley's Teddy Roosevelt was brilliant!"

Hollywood Reporter

"As the Sultan of Swat, Earley in knickerbockers, sleeveless sweaters and cap in baseball uniform, scores a four-bagger."

Variety

"Earley's brilliance in performance and characterization, Earley has no peer. He has, and will, continue to study every phase of the lives of the men he portrays."

Elizabeth Sullivan  
Boston Globe

## "MAINTENANCE MS."



Women love it! 90-second features which show everything from how to repair a damaged carpet to retrieving a ring that's gone down the drain. Hailed by news and program directors as relevant, positive programming. Jane Norman does it all with specially-built sets and detailed presentations approved by home repair experts.

"The audience loves it and we keep being asked for replays. I'm glad we have it. It has the distinction of being the only syndicated piece we use other than the CBS News Network newscast. Keep it coming, we're very happy."

Ray Hasson, News Director  
WBEN-TV, Buffalo, N.Y.

"I have learned quite a lot from Jane Norman's hints and ideas already. By all means, keep her on."

Mrs. Betty Wetz  
Wharton, Texas

"Viewer response very good."

Dialing for Dollars show  
KTRK-TV, Houston, Texas

Pick up your free "Maintenance Ms."  
tool kit at NATPE.

## "MORT CRIM with One Moment Please"



"Mort Crim was a solid factor in our move to Number 1 in young adults 18-34, Nov., 1975 ARB."

Jack Sausman  
Vice President  
WTVC-TV, Chattanooga, Tenn.

"To me, it's the highlight of the news show and I appreciate his comments."

Glenn Wagner  
Glendale, Ariz. (Viewer KPHO-TV)

"Dear Mr. Crim, we greatly enjoy your moments on TV and hope that we may continue to do so. You seem very young to have so much wisdom."

Mrs. Stuart Colting  
Sacramento, Calif. (Viewer KCRA-TV)

One of the country's truly great television personalities delivering daily commentaries on today's events with a positive point of view. How would you like to get an audience response like this?



## "ONE GREAT MOMENT IN SPORTS"

The very best in sports footage from the past. Minute-long features that give your audience action every night. With voice over by your sports announcer or narration by top-rated sportscaster Al Meltzer. Audiences say it's great.

"Your reports on 'great moments' are terrific. Especially enjoyed seeing the Jersey Joe Walcott-Ezzard Charles fight right before the Ali-Foreman bout in Manila."

Martin Roth  
Philadelphia, Pa.

syndicator of quality features in America.

See Jordan Schwartz and Frank Beazley at the  
NATPE in San Francisco,  
Ralston Suite 12 in the Tower, Fairmont Hotel.

**alcare**

COMMUNICATIONS

POST OFFICE BOX 72  
PHILADELPHIA, PENNSYLVANIA 19105  
Phone (215) 687-5767

## TV's selling power gets high marks at TVB meetings

### Station executives tell advertising success stories about products ranging from avocados to Ping-Pong tables

The eight-city regional sales seminars that the Television Bureau of Advertising completed earlier this month attracted a total of 488 station executives—and a wide range of advertiser testimony to TV's sales power.

Among the highlights, according to TVB, were these:

- Joseph Levy, vice president, E. Got-

tschalf & Co., Fresno, Calif.: "On a Samsonite promotion, we spent \$125 to make a 30-second commercial, \$1,000 on time and sold \$60,000 in merchandise."

■ Jack Duquette, director of advertising, Cunningham Drug Stores, Detroit: "We know that TV can sell items at retail . . . We sold 12,000 miniature Ping-Pong tables for Christmas two years ago and sold another gang this past year."

■ Jerry Foster, advertising manager, Lucky Stores and Gemco Stores, San Francisco: "For Lucky Stores, the lettuce spot increased sales 200% against a previ-

ous week when it was advertised in newspapers. Sweet corn and avocados went up over 500% and 700% respectively. For Gemco Stores, small appliances showed over 500% increases."

TVB said 31 retailers, manufacturers and distributors participated in one or more of the meetings, documenting their use of TV. The next major TVB meeting is its fifth retail commercials workshop, scheduled April 28-29 in New York. The emphasis of this year's workshop will be on persuading retailers to become year-round television advertisers.





## THE MARVELOUS ONES

### SERIES 3000

- The "Cool One" with low power consumption to protect your tapes from heat.
- PHASE-LOK III head bracket minimizes stereo phasing problems.
- Auto release deck, massive, quiet air damped solenoid and massive deck plate.
- Full range of models and options.



### SLIDE CONSOLES

- Series 3006 Mono and Stereo — Versatile slide consoles, 10 mixers, dual channel operation with intercom features.
- Series 4006 Mono and Stereo — Advanced design, completely modular consoles with plug-in electronics and input modules. Unique features include cuing without disturbing preset levels.



### CLE-FM

- Automatic level control for FM mono and stereo broadcasters.
- Provides maximum modulation to increase coverage.
- Full protection against over modulation.
- Tailors sound to individual station's programming.
- Minimizes background noise expansion.



*FULL LINE OF SINGLE AND MULTIPLE DECK CART MACHINES, AUDIO CONSOLES AND STUDIO ACCESSORIES*

## BROADCAST ELECTRONICS INC.

— A FILMWAYS COMPANY —

8810 BROOKVILLE ROAD, SILVER SPRING, MD. 20910

PHONE: 301-588-4983, TWX: 710-825-0432

CABLE: "SPOTMASTER"



## NAD isn't satisfied with Ginzburg claims

### Higher review asked; five other TV cases settled by division

The TV commercial for *Moneysworth* magazine in which publisher Ralph Ginzburg claims to have been receiving Social Security checks since he was 25 years old has been bucked up to the National Advertising Review Board.

The National Advertising Division (NAD) of the Council of Better Business Bureaus, which referred the commercial to NARB, said it had learned that Mr. Ginzburg receives those checks in the legal capacity of a "representative payee" on behalf of his daughter. NAD also said some of the claims in *Moneysworth* print ads seemed inconsistent with the Social Security Act.

NAD asked the NARB to pass upon the commercial and print claims because, it said, "the advertiser has made no attempt to provide substantiating material nor has it substantially discussed any of the specific contentions raised by NAD." After news of the NAD's action got around, Mr. Ginzburg was quoted as saying he wasn't misleading anyone, that he doesn't believe in cooperating "with a vigilante censorship group" and that "I don't want a bunch of idiots telling me what I can say."

The NAD said 14 other cases, five of them involving TV advertising, were resolved during January as a result of the advertisers' discontinuing or modifying challenged claims, and that in six others, four of which involved TV and one both TV and radio, the advertisers substantiated claims that had been questioned.

Those that were modified or dropped included TV commissions for the Philco Cold Guard refrigerator, American Motors' Pacer, Colgate-Palmolive's Merseene denture cleanser, General Electric Factory Sale Days and Hudson Pharmaceutical's Spider-Man chewable multiple vitamins.

Advertising whose claims were substantiated included television and radio commercials for Carter-Wallace's Arrid XX antiperspirant and TV messages for Dow

# BMI STARS. THEY MADE MOST OF THE MUSIC THAT LIGHTS UP GRAMMY THIS WEEK.

Lorene Allen  
Asleep At The Wheel  
Chet Atkins  
Vinnie Barrett  
Ray Barretto  
Thomas Bayless  
Lennox Berkeley (PRS)  
Randy Brecker  
B.T. Express  
Glen Campbell  
Harry Casey  
Johnny Cash  
Ray Charles  
Willie Clark  
Vassar Clements  
James Cleveland  
Willie Colon  
Jessi Colter  
John Coltrane  
Ed Dantes  
Earth, Wind and Fire  
Fred Ebb  
Bobby Eli  
Scott English  
John Farrar (PRS)  
Freddy Fender  
Richard Finch  
Jerry Goldsmith  
Happy Goodman Family  
Patrick Grant  
Al Green  
Howard Greenfield

Jim Hall  
Tom T. Hall  
Herbie Hancock  
Emmylou Harris  
Isaac Hayes  
Nelson Hodges  
Charles Ives  
Paul Jackson  
Waylon Jennings  
John Kander  
K.C. And The Sunshine Band  
Vivian Keith  
Richard Kerr (PRS)  
Ben E. King  
Ed Kleban  
Kris Kristofferson  
Dennis Lambert  
Louvin Brothers  
Loretta Lynn  
Chuck Mangione  
Barry Manilow  
Arif Mardin  
Van McCoy  
Don McHan  
Memphis Slim  
Willie Mitchell  
Chips Moman  
Ennio Morricone (SIAE)  
Muddy Waters  
Willie Nelson  
Phineas Newborn  
Ohio Players  
Carl Orff (GEMA)

Eddie Palmieri  
Charlie Parker  
Dolly Parton  
Kristof Penderecki  
Barney Perry  
Ben Peters  
Oscar Peterson  
Pointer Sisters  
Brian Potter  
Ray Price  
Melvin Ragin  
Helen Reddy  
Jerry Reed  
Clarence Reid  
Sylvia Robinson  
Mongo Santamaria  
Gunther Schuller  
Tom Scott  
Neil Sedaka  
Paul Simon  
Charlie Smalls  
Lou Stallman  
Statler Brothers  
Ray Stevens  
Billy Swan  
Bill Szymczyk  
Clark Terry  
Conway Twitty  
Hank Williams  
John Williams  
Phil Woods  
Betty Wright



**BROADCAST MUSIC INCORPORATED**

40 West 57th Street, New York, New York 10019

The world's largest performing rights organization.



# IKEGAMI

ENG SYSTEMS

## 300 CAMERAS IN SERVICE

... more broadcast-quality IKEGAMI Systems in the field than all other manufacturers combined.

### Rugged. Reliable.

The ultimate proof of reliability is actual field service. In two years, Ikegami ENG Systems have dominated the industry... because one user tells another they're the "dependables." Call one of the user stations listed and prove it!

### 12½ pounds light.

Because the backpack is a separate unit, you can set it down and work really light with the camera alone. And the backpack is only 22 lbs., including batteries.

### Studio-quality color.

Three 2/3" Plumbicon® tubes, full two-line image enhancer, prism optics and other advanced features deliver superb colorimetry and resolution.

### Remarkable sensitivity.

Fine picture quality even at 30 foot-candles.

### In-depth service nationwide.

Nine convenient distributors offer full stocks of parts and quick service. There's one near you:

#### LANDY ASSOCIATES

12 Buxton Road  
Cherry Hill, New Jersey 08003  
609-424-4660

#### TRI TRONICS, INC. (TTI)

4019 Tujunga Avenue  
North Hollywood, California 91604  
213-985-6616

#### TECHNICAL VIDEO SYSTEMS

1148 Burke Street  
Winston-Salem, North Carolina 27101  
919-722-6181

#### BENNETT ASSOCIATES, INC.

P.O. Box 23  
Mercer Island, Washington 98040  
206-232-3550

#### CAMERA MART

456 West 55 Street  
New York, New York 10019  
212-757-6977

#### ELECTRONICS PRODUCTS CORP.

16006 Waterloo Road  
Cleveland, Ohio 44110  
216-692-3050

#### ROSCOR, INC.

6160 W. Oakton Street  
Morton Grove, Illinois 60053  
312-539-7700

#### GRAY COMMUNICATIONS

1709 Stuart Avenue  
Albany, Georgia 31707  
912-439-7610

#### MARTIN, ZIENKOSKY & BROWNE

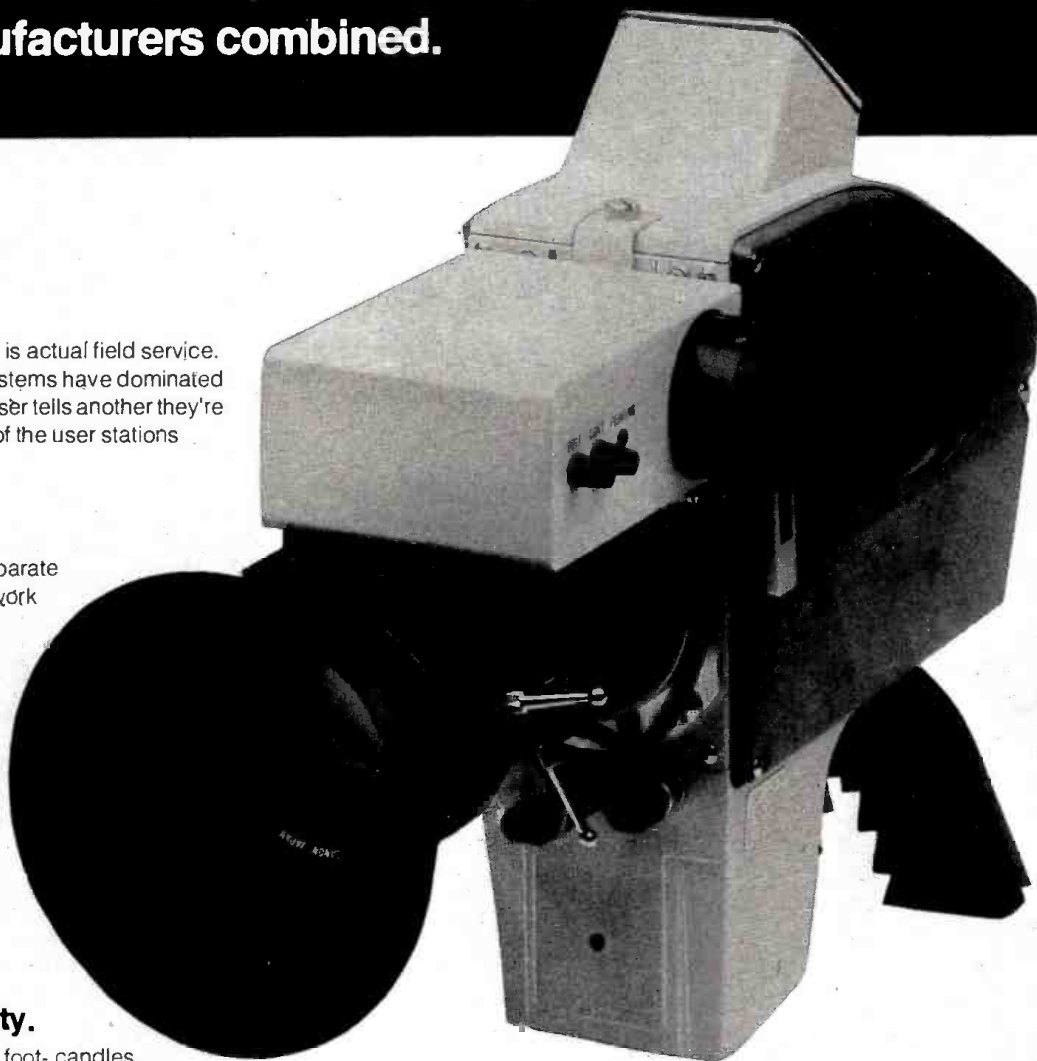
13731 Omega Road  
Dallas, Texas 75240  
214-233-5535

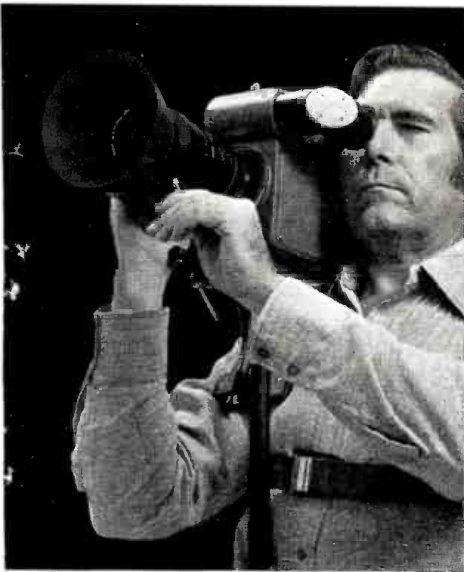
Call or write for a demonstration.

## IKEGAMI

Depend on it

Ikegami Electronics (USA) Inc., 29-19 39th Avenue  
Long Island City, New York 11101 (212) 932-2577





## Ask the man behind the **IKEGAMI** camera at these stations...

### WNBC-TV

New York, N.Y.  
212 247-8300

### KAKM-TV

Anchorage, Ala.  
907 276-7070

### WDSU-TV

New Orleans, La.  
504 588-9378

### WWJ-TV

Detroit, Mich.  
312 222-2000

### KSD-TV

St. Louis, Mo.  
314 421-5055

### WRGB-TV

Schneectady, N.Y.  
518 377-2261

### WIS-TV

Columbia, S.C.  
803 799-1010

### WESH-TV

Winter Park, Fla.  
904 253-7616

### WSB-TV

Atlanta, Georgia  
404 892-3456

### WBZ-TV

Boston, Mass.  
617 254-5670

### WSOC-TV

Charlotte, No. Carolina  
704 372-0930

### WIC-TV

Pittsburgh, Pa.  
412 321-8700

### WATE-TV

Knoxville, Tenn.  
615 637-9666

### WSM-TV

Nashville, Tenn.  
615 749-2244

### KPRC-TV

Houston, Texas  
713 771-4631

### KING-TV

Seattle, Wash.  
206 682-3555

### KWTV-TV

Oklahoma City, Okla.  
405 843-6641

### KFMB-TV

San Diego, Calif.  
714 232-2114

### WMHT-TV

Schneectady, N.Y.  
518 356-1700

### KOOL-TV

Phoenix, Arizona  
602 257-1234

### WBNS-TV

Columbus, Ohio  
614 224-7121

### WTVJ-TV

Miami, Fla.  
305 377-8241

### WJBK-TV

Southfield, Mich.  
313 557-9000

### KIRO-TV

Seattle, Wash.  
206 624-7077

### WJZ-TV

Baltimore, Md.  
301 466-0013

### KTUV-TV

Oakland, Calif.  
415 834-2000

### KOMO-TV

Seattle, Wash.  
206 624-6000

### WHIO-TV

Dayton, Ohio  
513 254-5311

### KYW-TV

Philadelphia, Pa.  
215 238-4700

### WGN-TV

Chicago, Ill.  
312 528-2311

### WCBS-TV

New York, N.Y.  
212 765-4321

### WABC-TV

New York, N.Y.  
212 581-7777

### WTNH-TV

New Haven, Conn.  
203 777-3611

**Additional Stations  
on Request.**

Chemical's Dow oven cleaner, Economics Laboratory's Free 'N' Soft antistatic agent and Hunt-Wesson Foods' Snack Pack puddings.

## Let your fingers do the walking for a lawyer

The American Bar Association has rewritten its code of ethics to allow lawyers to advertise their services and fees— but only in the Yellow Pages. The new ABA rules permit lawyers to include in their ads office hours, field of concentration, whether credit cards are honored, initial consultation fees. The impetus for the ABA action came from recent Supreme Court rulings that suggested the code ban on advertising might be contrary to freedom-of-speech guarantees, a threatened antitrust suit by the Justice Department and several law suits challenging the ban. Individual state bars must now vote on the changes, although ABA actions are usually followed by the state group.

## Firestone agrees to pay for remedial ads

**Tire maker and FTC settle on  
\$550,000 worth of commercials**

Firestone Tire & Rubber Co. has agreed to pay \$50,000 in penalties and \$750,000 for a tire-safety campaign in order to settle charges that the firm violated a 1972 Federal Trade Commission order barring misleading advertisements.

The consent agreement, approved by the U.S. District Court in Akron, Ohio, where Firestone is based, calls for \$550,000 to be spent on a television commercial to be shown 15 times in prime time on shows including Monday night baseball and football and network news. Another \$100,000 is slated for a print advertisement to appear in *Time*, *Reader's Digest* and *U.S. News and World Report*. The remaining \$100,000 is designated for production and pretesting, which will be supervised by the FTC's Bureau of Consumer Protection. If the preparation and pretesting cost less than \$100,000, the remainder will go toward the broadcasting end of the agreement.

The suit against Firestone had been brought by the Justice Department on behalf of the FTC. The agreement marks the first time the commission has obtained this type of remedy since the FTC Act was amended to authorize the commission to seek relief in federal district courts.

The civil suit had alleged that Firestone in 1974 misled the public by representing certain of its tires as safe under all conditions, failed to quality safety claims with clear and conspicuous disclosure that tires are not safe under all conditions and repre-

sented the superiority of the tires without adequate substantiation.

Firestone has agreed to represent accurately the construction of its tires in the future. For example, the FTC says, the company must now refer to its tires as "steel-belted radial" instead of "steel radial." Over-all, Firestone will be required to inform the public that no tires are safe under all conditions and that tire safety depends upon proper maintenance and proper driving.

The consent agreement does not constitute an admission of guilt by Firestone.

## WSFA-TV takes two

WSFA-TV Montgomery, Ala., took both grand prizes in the Television Bureau of Advertising's seventh retail commercials competition: The one for commercials produced and created by a station (a spot for Art's Music Shop that sold a big inventory of drums) and the one for commercials created by an agency and produced at a station (a spot by Leavell Wise and Tischeli Advertising for Tang Su Karate School). KIRO-TV Seattle won first place in the public-service category for a Variety Club message that raised \$480,000 for a local hospital, and WISN-TV Milwaukee won a public service merit award for a Milwaukee Blood Center spot that attracted 2,000 new donors. Judging, based on the commercials' sales success, was by the TVB sales advisory committee, which also picked 15 other winners from the bureau's 12 sales territories.

## Advertising Briefs

**Stereotyping hit.** Rena Bartos, senior vice president of J. Walter Thompson Co., New York, told Advertising Women of New York Feb. 5, "The only way to achieve a greater measure of fair treatment for women is to understand that abolishing stereotypes really is an intelligent marketing decision."

**Sponsored no, sustaining yes.** National Council of Churches communications commission says it cannot support "widespread advertising of nonprescription contraceptives on radio and television." It urges, instead, that broadcasters launch prime-time educational campaign to inform teen-agers about venereal disease and contraception problems.

**Not playing games.** Federal Trade Commission plans two-part prevention plan against misrepresentation in toy manufacturing and advertising. First part calls for follow-up on five companies which have been served with cease-and-desist orders. Later, 12 companies—said to account for more than half the toy industry's advertising dollars—will be sent copy of one or more order and warning from commission. Twelve companies were not identified.



## Cable warned of federal rules on employment

**Wiley says FCC will move to correct 'abysmal' record after broadcast standards set**

The FCC, now nearing the final phase of a rulemaking to establish new guidelines for broadcasters to follow in providing equal employment opportunities, has its eye set on the cable industry as its next target. Chairman Richard E. Wiley says that cable's EEO record is "abysmal."

The chairman made the remark last week in a colloquy with Pluria Marshall, chairman of the National Black Media Coalition, at a public meeting of the commission. Mr. Marshall had been taking advantage of the opportunity offered by the meeting to make requests and proposals, and to check up on the status of proceedings.

Earlier, Mr. Wiley had said, in response to a question, that a date for commission consideration of the EEO guidelines for broadcasters would be included on the commission's April-June calendar. And Mr. Marshall had criticized the commission for not having more black professionals on its staff. But he had also expressed his "appreciation for at least moving in the past on EEO matters."

Chairman Wiley left no doubt the commission would move in the future in the cable industry. "When we get through with the broadcasting proceeding, we'll go out with a notice proposing further rules for cable television," he said. "A further federal role in this is coming."

Proposed guidelines for implementing EEO rules affecting cable systems were considered by the commission at the same time it was drafting the proposed guidelines for implementing the rules for broadcasters. However, the commission directed the Cable Television Bureau to withdraw its draft and rewrite it so that it more closely paralleled the broadcasting item.

One question certain to be raised in a rulemaking dealing with cable EEO matters, however, is whether the commission has the authority to impose EEO rules on cable. Some commission officials doubt that it does.

In a related matter, Richard Shiben, chief of the commission's Renewal and Transfer Division, said the staff is re-examining the standards now used for determining whether to question broadcasters at renewal time on their employment practices. At present, the standard is whether a station has no minority or female employees or whether the number in either category has declined.

Mr. Shiben said the staff is attempting to

work into the processing standard the "zone of reasonableness" test the courts have used in passing on claims of discrimination in employment. He said the "zone" test would be applied to over-all employment as well as employment in the top four job categories.

Mr. Marshall was interested in other than EEO matters last week. The coalition has in the past expressed its concern with finding ways to open up broadcast station ownership to blacks. In that connection, Mr. Marshall noted that in the FCC's pending clear-channel proceeding, the coalition favors the break-down of some clears to provide for more regional and local stations. But he also asked that the commission do a technical study of the costs and benefits of the various options open to the commission; NBMC, he said, lacks the financial resources to do the study.

Mr. Marshall had some other suggestions, one designed to assure blacks and other minorities that broadcasters would meet their programing needs; the other aimed at American television suppliers and producers who, he said, are violating a United Nations resolution by dealing with South Africa.

Under the first, the commission would develop a "statement of minority programing and employment," which would be included in the television license renewal form and would be modeled after the children's programing statement.

Under the second, the commission would publish a list of licensees and companies doing business with the South African Broadcasting Corp., which Mr. Marshall said began "a white-only television service" in the largely black nation last month.

Chairman Wiley said he would take both "under advisement."

## Cable urges Pastore not to give the FCC power to fine systems, —at least not now

The cable television industry has gone to bat against proposed federal legislation that would give the FCC powers of forfeiture against CATV systems for failure to abide by commission regulations.

Cable says, however, that it doesn't object to the issue of fines per se, but the timing of the legislation. It feels that while the commission's authority in the cable field is under question and scrutiny, no additional powers should be given to it.

Robert Schmidt, president of the National Cable Television Association, said it would be more reasonable to include forfeiture authority in the larger cable-legislation package that NCTA hopes Congress will formulate. What is at issue, wrote Mr. Schmidt in a letter to Senator John Pastore (D-R.I.), chairman of the Communications Subcommittee which has jurisdiction over the bill (S. 2343), is whether the FCC

should be given an enforcement tool for rules that are being questioned "not only in their specifics but more importantly in their basic policy underpinnings."

The Community Antenna Television Association also sent a letter of similar sentiment to Senator Pastore. "It is only logical if the Congress intends to investigate legislative possibilities for cable, that it do so prior to giving the commission forfeiture powers over rules that may be invalid," wrote CATA.

The bill, introduced by Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) at the FCC's request (BROADCASTING, Sept. 22), would permit a maximum \$20,000 fine for multiple offenses. In CATA's estimation, such a fine could bankrupt one third of the existing systems in the country.

CATA urged the Communications Subcommittee to "consider first things first."

## New money will let CTIC spread wings

**NSF to fund assessment of regulatory agency efficiency**

The National Science Foundation granted \$194,000 to the Cable Television Information Center, Washington, an arm of the Urban Institute, to direct a 19-month inquiry into government regulatory agencies including the FCC. The study will focus on the decision-making process at the FCC (with its seven-member executive body) and contrast it with decision making at the Environmental Protection Agency, a single-member executive agency. The study is expected to provide documentation for legislative and academic re-evaluation of the role of regulatory agencies.

The study, proposed by the NSF, would be a departure from the work usually associated with CTIC. Aside from its role as a resource and advisory center for local governments involved with the development of cable television, CTIC has worked on special studies connected with CATV. Currently, the center is working on another NSF grant dealing with experiments in two-way cable and the Rehabilitation Service Administration of the Department of Health, Education and Welfare and the National Endowment for the Arts are also supporting CTIC projects.

The new funding for wider areas of study could provide the means for CTIC to offset funding cutbacks by its traditional supporters. The Ford Foundation and the John and Mary R. Markle Foundation will each contribute \$150,000 annually for the next two years for a total of \$600,000. When established in January 1972, CTIC received a \$3-million grant (\$2.5 million from Ford and \$500,000 from the Markle Foundation) to carry it through 1975. In its prime, CTIC has a staff of 16 professionals. Today, CTIC employs seven professionals and a four-person support staff.

Funding cutbacks have caused the



# Kodak salutes the NPPA "Newsfilm Station of the Year"



Left to right: Ernie Schultz, Information Director and anchorman for the noon news, Gene Allen, Assignment Editor, Jack Ogle, News Director and anchorman 6 P.M. news, and George Tomek, anchorman 10 P.M. news.

This is  
the heart of  
WKY-TV.

For the second time in seven years, WKY-TV's newsfilm department has broken the bank. Oklahoma City's Channel 4 was again named "Newsfilm Station of the Year" at the National Press Photographer's Association (NPPA). This time, for 1975.

Featuring locally originated film from all over Oklahoma, the station broadcasts three half-hour news reports a day, with three 5-minute news breaks as well. When that news is gathered, the camera crews come out shooting, with four

CP-16 cameras. And Kodak Ektachrome EF film 7242 (tungsten).

And this is  
the backbone.



Darrell Barton, chief photographer.

Without good people like this, Channel 4 could be just another spot on the dial. Take Darrell Barton, 1974's "Newsfilm Cameraman of the Year." Or Director of Information Ernie Schultz.

"We have a strong commitment to telling local stories in depth on film," says Schultz. "We'd rather tell four good stories than have eight talking heads." This philosophy pays off. WKY-TV News won six out of nine Associated Press awards for superior reporting this year. All of them are trained to originate newsfilm, and most of them carry portable cameras.

Where do they stand on ENG?

"There are some real benefits in seeing appropriate stories as they are happening," says Schultz. "But we think the audience would become bored quickly if we tried to give that kind of urgency to most stories."

Good film. Good people. The best reporting. That's what we call good news.

Film. The Basic  
Medium.



center to begin charging local governments for many of the services previously performed free. Sheila Mahony, CTIC executive director, explained the new policy would "treat foundation funds as support for research and policy guidance which will have broad applicability. Efforts devoted to solving problems that are unusual or unique to one community will be supported by the community," she said.

The center will continue to seek additional funds for research support.

## Cable Briefs

**NCTA adds Connally.** John B. Connally, former secretary of the Treasury and Texas governor and presently with Houston law firm, will speak April 7 at National Cable Television Association convention in Dallas.

**Updated.** FCC's Cable Television Bureau has updated its guide to state law concerning CATV entitled *Cable TV State Regulation—A Survey of Franchising and Other State Law and Regulation on Cable Television*, issued May 5, 1975.

**Anti-theft.** Toner Cable Equipment Inc., Horsham, Pa., has developed anti-theft system to protect cable owners serving apartments through central distribution point. Designated, "Squeeler", unit will blast 80db horn alarm whenever its protected apartment TV distribution cabinet is opened illegally. Horn can be shut off by reclosing cabinet door and resetting master control unit.

## Cable problems seen in translator bill

**NCTA's Schmidt cites interference in letter to Pastore**

The National Cable Television Association is using the translator bill currently before the Senate Communications Subcommittee (BROADCASTING, Jan. 26) as a platform to raise the issue of interference to CATV operations caused by translators.

The bill (S. 2847), which would authorize broadcast translators to originate lim-

**Slicing the pie.** The pay cable committee of the National Cable Television Association will get together in the next few weeks to decide how to allocate the four-fold increase it was given in the 1975 budget. Contrary to an earlier report (BROADCASTING, Feb. 9), the committee is budgeted at approximately \$100,000, with about another \$50,000 being spent on pay cable efforts by other NCTA departments. The committee's budget a year ago was close to \$25,000. The National Association of Broadcasters' Free TV Committee, which opposes the development of pay cable, has an annual budget of around \$200,000.

ted amounts of local programming and would permit FM radio translator stations to operate without a licensed operator, was not opposed by NCTA. But in a letter addressed to the Subcommittee's chairman, Senator John O. Pastore (D-R.I.), NCTA President Robert Schmidt expressed concern over the FCC's what he termed reluctance to recognize and deal with translator interference problems to CATV operations.

Since one effect of the bill might be to increase the number of translator applications, Mr. Schmidt urged those in charge of national telecommunications policy to take a careful look at the translator service and its implications.

## Cablecom survives easement threat

The California supreme court has refused to hear a class action suit brought by five individual property owners against Cablecom General Inc. over pole attachment practices.

The suit, originally brought against Cablecom over three years ago in Orange county superior court, charged that use of pole space by cable television firms was not covered in the easement agreements between phone and utility companies and private property owners. The plaintiffs alleged trespass and sought punitive damages and an injunction against Cablecom.

The superior court dismissed class-action and that action was appealed to the California court of appeals. That court upheld the superior court action and the case moved to the high court.

The five property owners, who live near Brea, Calif., have individual suits still pending in superior court. However, as individual suits, they can seek only punitive damages.

## TPS to package children shows for cable

Telemation Program Services will enter the children's programming area with the acquisition of approximately 100 program hours from various shows which will be assembled into a package. The package includes both American and foreign film products with a "cultural and instructional" emphasis, along with some sports events (golf and tennis) and rock concerts. According to TPS President Bob Weisberg, about 90% of Telemation's pay-cable affiliates are expected to include the new programming in their schedules within six months.

The okay to go ahead with the planned acquisitions came several weeks ago at a TPS meeting in Denver where affiliates expressed willingness to support the project. "It's the first time stand-alone cable systems stood together," commented Mr. Weisberg.

## Travels with Nixon offers some problems

**Satellite feed will not come out of China, exact details of itinerary withheld**

The three networks have been given permission to cover former President Nixon's trip to China. However, the approval came belatedly and there are some problems arising from lack of the China satellite and the fact that Mr. Nixon's itinerary has not been announced.

The film crews were to arrive in Peking last Friday (Feb. 20) one day ahead of Mr. and Mrs. Nixon, and will remain for the seven-or-eight-day trip (network spokesmen each noted a vagueness in the plans and the word "inscrutable" was more than once applied to the Chinese hosts). Electronic feeds, from Peking via the Chinese satellite have been denied. Instead, film will be flown to Tokyo or to Hong Kong and sent by satellite for same-day viewing in the U.S. Radio coverage will also be supplied by the same news.

John Scali, ABC News Washington correspondent, is being accompanied by a crew comprising John Lower, cameraman in the ABC News Tokyo bureau; Masaaki Ogushi, sound-technical supervisor, and Tom Capra, producer of the *ABC Evening News with Harry Reasoner*, Washington bureau.

Jack Reynolds, NBC News correspondent, Hong Kong bureau, will work with Albert Chambers, director, news, Asia, and the NBC News film crew of Hiromase Yamanaka and Masaaki Shihara, both based in Tokyo.

Barry Kalb, CBS News Hong Kong reporter, will work with producer Brian Ellis, cameraman Udo Nesch and soundman Derek Williams, all based in the Hong Kong bureau.

Richard Fischer, vice president, NBC News operations, said the trip is newsworthy from two standpoints: the access to Mr. Nixon for the first time since his withdrawal to San Clemente, and the opportunity for correspondents to visit China since "the apparent demise of acting Premiere Teng Hsiao-Ping and the ascendancy of acting Premiere Hua Kuo-feng, who is a virtual mystery figure to the West."

## AJC quits Syria case with blast against CBS, News Council

The American Jewish Congress announced it was withdrawing from a scheduled National News Council hearing on its complaint against CBS News (BROADCASTING, June 9, 1975, *et seq.*). In the process, AJC attacked CBS News and found fault with the news media


*An  
old  
friend  
with a new  
name*



You are now seeing new call letters on Channel 4 . . . WCMH-TV. They signify that Outlet Broadcasting has come to Columbus.

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generally and with the National News Council.

AJC said the council had consistently made rulings that would restrict the presentation of its case, directed against a segment on Syrian Jews that was broadcast on *60 Minutes* on CBS-TV on Feb. 16, 1975. One of those rulings, AJC said, "would have required the identity of our principal witness to be publicly disclosed despite the obvious danger to the lives of his relatives in Syria."

The AJC statement said "our decision to withdraw is especially distasteful to us because we are absolutely persuaded that Mike Wallace [CBS newsman] and the *60 Minutes* program violated basic canons of professional journalism" by "interviewing only Syrian Jews presently residing in Syria" and by "refusal to interview Syrian Jews who have escaped from Syria and who therefore may reasonably be expected to be free to testify more honestly and without fear."

The Congress said "the major news media, including CBS, have consistently rejected the authority of the National News Council," and that this made it necessary for the council "to prove to the media that its judgments will not be excessively severe," creating "an attitude of deference and solicitude for the media, perhaps unwittingly, which comports poorly with the function of the council as an objective, neutral and impartial arbiter."

AJC had asked earlier for a postponement of the council's hearing, after CBS News said it planned to update the criticized segment but would not take part in the hearing (BROADCASTING, July 14, 1975). The update was itself subsequently deferred. A CBS News spokesman said last week that Mr. Wallace had revisited Syria in preparation for the update but he did not know when it would be broadcast.

## Journalism Briefs

**Disagrees.** American Bar Association has indicated opposition to ABA committee's revised proposed guidelines for resolving free press-fair trial controversies, and has urged committee not to present proposal to ABA House of Delegates until after Supreme Court rules on Nebraska gag order case. Society of Professional Journalists, Sigma Delta Chi, has taken similar position on matter (BROADCASTING, Feb. 16).

**NBC News poll.** Subscribers to NBC News Poll will have access to teletype data on six to eight of upcoming primary elections, results of national telephone surveys and results of Election Day poll of some 10,000 voters. Syndicated service has so far been bought by print media: *Boston Globe*, *Newsday* (Long Island, N.Y.), *Chicago Tribune*, *Los Angeles Times* and Knight-Ridder news chain.

**'Roundup' time at NPC.** Mutual Radio Network's public affairs program, *Re-*

*porter's Roundup*, was moved Feb. 9 from Saturdays to Mondays, 7-8 p.m. Broadcast live before National Press Club audience in Washington, programs feature two reporters and producer/narrator Robert F. Hurleigh asking questions. Telephone call-in system has been added to allow listeners to participate in questioning.



Mr. Hurleigh (l) congratulates Robert S. Strauss, national chairman of the Democrats, who was first guest from Press Club.

**Kids-eye view.** Behrens Co., Miami, has begun production on *Kidsworld*, weekly half-hour national TV news program conducted and narrated by children. Shows feature 10 to 15 separate stories. Over 20 major TV stations, including five NBC-owned stations, have purchased program.

**Soviet journalism.** *World Press in Moscow*, two-part program produced by noncommercial KQED(TV) San Francisco for Public Broadcasting Service, claims to be first public affairs show out of Soviet Union with no preconditions set and no advance questions. *Tass*, *Pravda*, *Novosti* and *Izvestia* news agencies were represented on panel moderated by Paul Zinner, University of California professor, produced by Andrew Stern. Soviet facilities were "excellent" said Mr. Stern, "certainly better than what we have at KQED."

**For hemispheric understanding.** Documentary on Brazil, *The Hemisphere*, which is to be forerunner of series for public television with that title, will be produced by Gateway Productions, New York, and noncommercial KLRN-TV Austin, Tex., with \$35,000 seed money from Tinker Foundation, New York. Tinker Foundation's purpose is "to foster understanding among the peoples of Western Hemisphere."

## Florida plans test of TV in courtrooms

**Access also makes progress in Alabama where decision is left to trial judge**

A Florida test of television coverage of courtroom proceedings has come a step closer to reality. The Florida supreme court has set down the conditions under which the experiment will occur.

The state high court previously had decided to allow equipment in one criminal and one civil case following petitions for court rule changes filed by Post-

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Newsweek Stations' WJXT(TV) Jacksonville, Fla., and WPLG-TV Miami (BROADCASTING, Jan. 5).

While the specific cases have not been chosen, the experiment will be held in the second judicial circuit with Chief Judge Ben C. Willis presiding. According to Talbot D'Alemberte, attorney for Post-Newsweek, who has met with Judge Willis, the experiment should begin in late March or early April. Among the other stipulations: consent from all parties must be obtained; television equipment must be screened from view in the criminal case (in the civil case, it may be in view if all parties consent), and the judge will have the authority to terminate the experiment at any time.

However, in Mr. D'Alemberte's estimation, the most important condition is that neither tape nor film be broadcast without permission of the Supreme Court and that it be delivered to the court as an exhibit. He said this should prevent broadcasters from turning the material into news form for court approval. He said news judgment is "none of the court's business."

During the test, only one camera and set of equipment will be permitted in the courtroom. A pooling arrangement is being supervised by the Florida Association of Broadcasters.

In another Southern state, Alabama, a code of judicial ethics took effect earlier this month which permits individual trial judges to decide whether or not to consider cameras in the courtroom. The new canons already have been applied in Montgomery, Ala., when a judge allowed a

photographer into his courtroom.

Broadcast coverage, however, may be far off. According to Dick Deason, of the University of Alabama and secretary of the Alabama Broadcasters Association, it would take an especially important case to get broadcasters into the courtroom. He claims broadcasters wouldn't want to spend the time adhering to all the restrictions on coverage of most cases. Among other stipulations, broadcasters must detail location and type of equipment and present their plans for state supreme court review.

Other states which have provisions for or are considering such coverage are Colorado, Texas, Washington and Oklahoma.

### Nessen may concede point

White House News Secretary Ronald Nessen says he is "reconsidering" a policy he announced earlier of not making available transcripts of private interviews President Ford gives to journalists. Mr. Nessen took considerable heat from White House reporters, particularly NBC's Tom Brokaw, after announcing that the transcript of an interview the President gave CBS's Walter Cronkite would not be made available. Reporters were particularly incensed because the President gave his views on abortion—which reporters had been attempting to learn for weeks. Mr. Nessen did relent in connection with the Cronkite interview to extent of having copies of the remarks concerning abortion made for reporters.

## Equipment & Engineering

### CPB and PBS divvy up satellite project

Discussions between the Corporation for Public Broadcasting and the Public Broadcasting Service over who gets to do what in their satellite project continued last week.

CPB is seeking a "reasonable division of labor," according to its president, Henry Loomis. As the entity that will pay for the satellite operational costs, the CPB board feels it must hold the reins to some areas of implementation. CPB does not wish to become a prime contractor for earth station construction, however, said Mr. Loomis. But neither can PBS be accountable to Congress for seeking appropriations to fund the satellite project. Those two duties are the ends of the spectrum, believes Mr. Loomis, and what is now under discussion are such gray areas as who should proceed with negotiations with Western Union, the targeted carrier.

PBS, however, is concerned that, as the entity responsible for any cost overruns, it must have control of any areas where cost aspects are determined. Divided responsibility on a project the size of the satellite plan, observed Hartford Gunn Jr., PBS vice chairman, may hinder public television's ability to move fast enough to solve problems as they arise.

CPB negotiates with AT&T for the present terrestrial interconnection system and PBS manages that system. That division of responsibility may not apply to satellites however, which involve massive construction contracts.

Though the sorting out of who is responsible for what has not yet been agreed upon, PBS and CPB do agree that the present impasse is only temporary. The really significant obstacles could come in the FCC's response to the satellite project or depend on the performance of various suppliers, said one CPB board member.

### Drumbeaters for AM stereo

New association formed to promote concept among broadcasters, FCC

Another indication of heightened interest in AM stereo broadcasting is a new organization that has arrived on the scene to promote two-channel AM. Unlike the engineering-oriented National AM Stereophonic Radio Committee, which is currently accepting proposals for AM stereo systems (BROADCASTING, Feb. 9), the new Association for AM Stereo is oriented to public relations.

The association was incorporated as a nonprofit organization last month and has opened an office in Washington. At present the association comprises more than a half-dozen members. The group does not plan to take a stand in favor or against any particular system, but rather to promote

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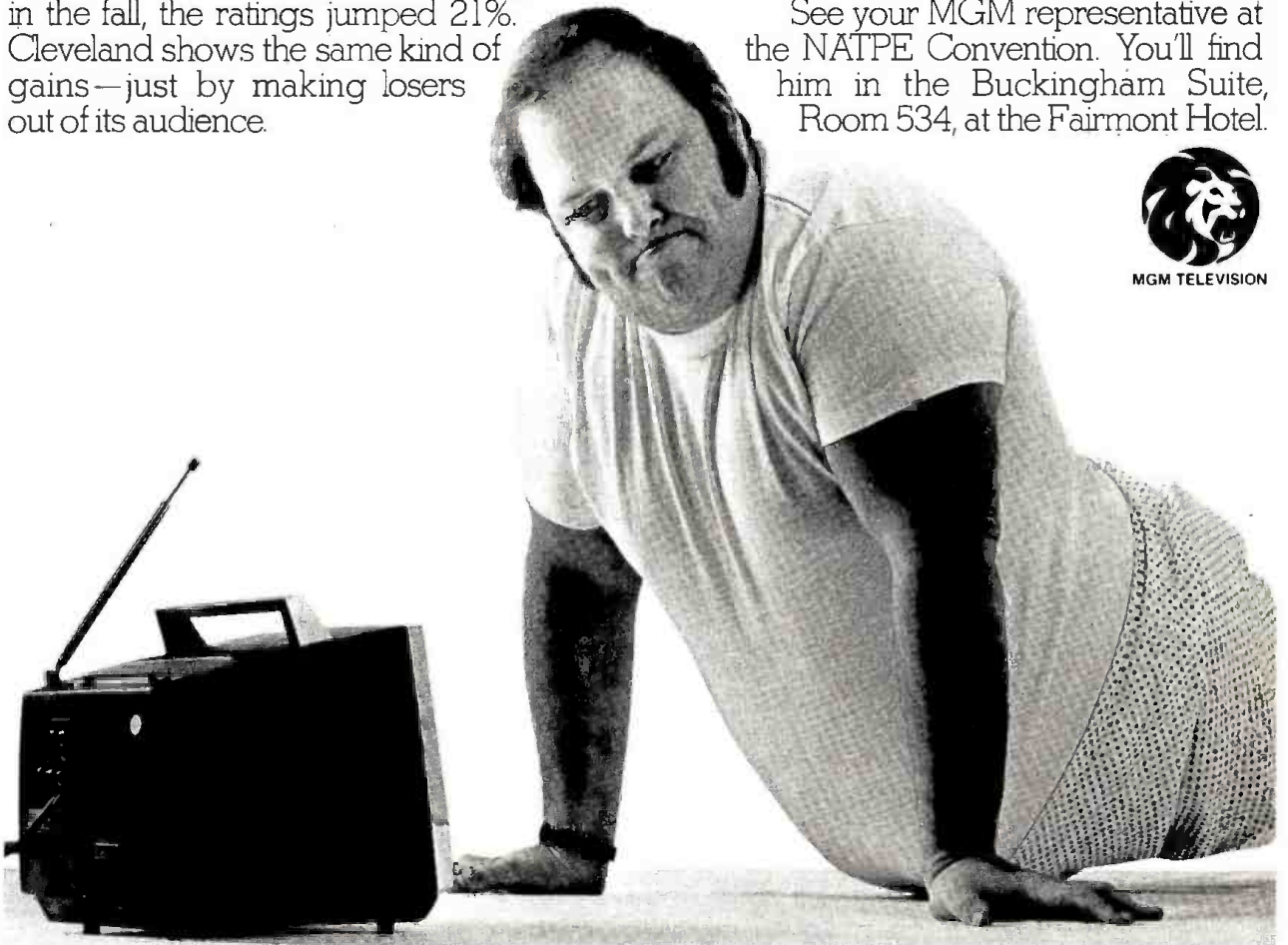
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the idea of AM stereo and seek prompt action by the FCC on the matter.

The association has filed a petition asking the FCC to act on AM stereo at an "early date." A campaign is planned to inform broadcasters, government officials and the public of the advantages of AM stereo.

The association was begun by two AM broadcasters—Michael Rice of KIRL St. Charles, Mo., and Lauren A. Colby of WTHU Thurmont, Md. and WBUZ Fredonia, N.Y. Most of the association's members are other AM broadcasters who feel that stereo capability should not be confined to FM broadcasting.

There is little interface between the new association and the NASRC, the engineering group geared to testing and analyzing AM stereo systems in preparation for a report to the FCC. One concern of the new association is that such engineering groups often take a long time in finalizing a report.

Membership dues in the new association are \$100. "We hope we don't have to collect a second year's dues," said Lauren Colby, secretary-treasurer.

## NAB luncheon speaker to discuss fiber optics

Dr. Ira Jacobs, director of the Bell Telephone Digital Transmissin Laboratory, Somerville, N.J., will be the main



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luncheon speaker for the National Association of Broadcasters 30th annual Broadcast Engineering Conference in Chicago March 21-24. Dr. Jacobs will discuss fiber optics, the new technology that could greatly increase the number of telephone, radio and television signals carried on a single cable. His address is scheduled for Tuesday, March 23. The engineering conference is held concurrently with the annual NAB convention.

## A closer eye on the weather

**New radar system gives stations more information from wider area**

It had been snowing in Ancadott, Minn., for about 10 minutes and was starting to clear up—the kind of weather that normally would go unnoticed by a major market television station 106 miles away. Not in this case, however.

Ralph Dolan, operations director for KSTP-TV St. Paul noticed a white dot on an otherwise clear radar scan. It indicated weather activity about 100 miles west of the radar dish atop the station's studio. Mr. Dolan was able to pinpoint the town, called Ancadott information and asked to talk with any service station manager in town to confirm his suspicions that a snow storm had moved in.

This kind of interest in weather news and the ability to get the most accurate reports quickly led KSTP-TV to invest some \$120,000 in a new weather surveillance radar system—the WSR-74. The radar system, first used by KARD-TV Wichita, Kan., last April, can spot virtually any precipitation within a 125-mile range. Light precipitation, the kind present in Ancadott that afternoon, would not have been detected by KSTP-TV's old radar system—a low-power converted aircraft radar similar to many in use by broadcast stations today.

KSTP-TV's old radar system had an effective range of 60 miles, compared to the new system, which can detect any snow or rain falling at a rate of more than 1/100th of an inch per hour within 125 miles. Its maximum range is 250 miles, but because radar scans in a straight line, curvature of the earth blocks all but unusually high thunderstorms at that distance. Walt Lyons, KSTP-TV meteorologist, anticipates complementing the new radar system with an expanded weather-observer network.

The WSR-74 system, manufactured by Enterprise Electronics Inc., Enterprise, Ala., is also being purchased by the National Weather Service to upgrade its radar coverage across the country.

The radar system consists of an eight-foot diameter radar dish covered by a 12-foot white plexiglass dome. It sits atop a 150-foot tower. The radar has three ranges: 60, 125 and 250 miles. A digital video integrator processor breaks into as many as six levels to correspond with known rates of precipitation, allowing the station to provide more accurate weather forecasts about intense snow and rainstorms and potentially severe thunderstorms.



**Rain or snow.** Perched on a 150-foot tower in the backyard of KSTP-TV St. Paul is the station's new weather surveillance radar dish, which is able to detect any precipitation within 125 miles. Broader range and more definitive radar scan will permit KSTP-TV to improve its weather coverage for the Twin Cities and the adjacent five state area. Dr. Walt Lyons, KSTP-TV's meteorologist, examines radar scan for any echo that will detect storm conditions. Because radar does not detect nonprecipitation clouds, a rain-free but overcast sky will appear clear on the radar scope.

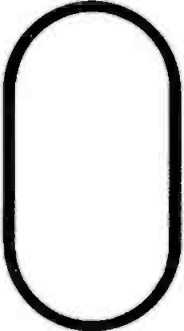
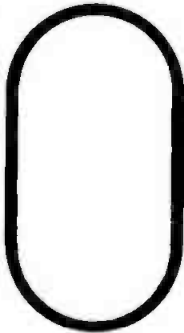
## Packing in more FM's

**FCC study weighs pros and cons of lessening adjacent-channel offset protection**

An independent report by the FCC's chief engineer's office says more stations could be allocated to FM with greater coverage areas if the adjacent-channel frequency offset requirements were reduced from 200 khz to 150 khz or 100 khz.

Both reductions (the 100-khz offset requires a low-pass filter in receivers, the 150 khz proposal does not) are more efficient, the report claimed, in population and area coverage for both mono and stereo broadcasting than the current standard.

Drawbacks to such a change include the costs of including the filters in receivers and the expense of changing the crystals in station transmitters, to achieve the nar-



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**Second generation.** Sony Corp. of America has introduced the Betamax SL-7200, a color videocassette recorder designed for home use. Last fall, Sony premiered its Betamax LV-1901, a console videocassette recorder with a 19-inch Trinitron color set built in. The new unit is a recorder deck only and attaches to any television set. It, like the earlier version, can record a program being viewed, record a program on a channel other than the one being viewed, record automatically with a digital timer and play prerecorded tapes. In announcing the new Betamax, Sony said that sales on the LV-1901 were "better than we projected." Television advertising begins for the new deck this month in New York and 13 other markets.

power band-width. In addition, the coverage areas for quadrasonic and SCA broadcasts would be reduced, possibly hurting stations that depend on SCA operations to remain profitable.

### Technical Briefs

**ENG color camera.** Hitachi Shibaden Corp. of America, Woodside, N.Y., has SK-80 self-contained ENG color camera available for delivery in June. New camera weighs less than 14 pounds and comes with 1.5-inch viewfinder. Other features include horizontal and vertical image enhancer, full I and Q encoder, bias light, color bar generator and camera has Fujinon H10x11 HRM 10:1 F/1.9 auto iris as standard lens.

**Turkish supplier.** Ampex Corp., Redwood City, Calif., has been awarded \$1.2-million contract to supply video-tape recording equipment to the Turkish State Broadcasting Authority. Contract calls for eight AVR-2 VTR's and two HS-100 instant replay disk recorders in early 1976.

**Flash warning.** Flash Technology Corp. of America, Nashua, N.H., which manufactures high intensity obstruction warning lighting systems required by Federal Aviation Administration, has designed system specifically for needs of skeletal antenna tower. Optional features include remote monitor-control system for "hot" AM towers and other low frequency radiators.

**Exclusive distributor.** Thomson-CSF Laboratories Inc., Stamford, Conn., will be exclusive distributor in U.S. and Canada for color TV film cameras produced by Cohu Inc., San Diego.

## Taylor's view from the top of CBS finances

**It all looks green down below, he tells security analysts, especially broadcast operations**

Broadcasting accounted for \$869 million or 45% of CBS Inc.'s sales in 1975 and \$172.2 million or 69% of its pre-tax profits. The figures, for the CBS Broadcast Group, represent a gain of 7% in sales and 6% in pre-tax profits over 1974, when broadcasting was 46% of sales and 74% of profits.

The figures, released by President Arthur R. Taylor at a meeting with security analysts in New York, amplified CBS's announcement a few days earlier that 1975 was the fourth consecutive record-setting year for the company (BROADCASTING, Feb. 16).

Mr. Taylor made plain that he was expecting further gains this year—for broadcasting in general, for CBS broadcast operations and for CBS as a whole.

He said the CBS-TV network "is virtually sold out in all parts of the day for the first quarter and is nearing the same position for the second quarter. We are experiencing higher prices than last year for all categories of network inventory...

"Sales are ahead of last year for the CBS Television Stations [owned-stations division]. The spot marketplace was good entering the new year and continues to strengthen. The more rapid sellout being experienced in the network sector of the

industry tends to add impetus to sales in the station sector.

"The improvement of 1975 in our radio business also seems to be continuing into the new year."

Mr. Taylor said all CBS/Broadcast Group's profit centers—TV networks, owned TV stations and radio—contributed to the group's 7% increase in sales, and that the owned-TV stations and CBS Radio divisions had "good increases" in profits while the CBS-TV network "experienced a very slight reduction in income." That slippage, he said, "principally reflected higher costs, especially those associated with broadcasting more feature films than usual during the summer and with the early premieres of several new series in the fall."

"Nevertheless," he continued, "by virtually any yardstick the network's performance was impressive. It retained the largest share of industry revenues in 1975 and was the world's largest advertising medium for the 22d consecutive year. Weathering a highly competitive fall season, it maintained its excellent margin of leadership in both prime-time and daytime audiences and took a commanding lead in audience on Saturday mornings...By the most significant measure, the network's prime-time competitive strength was very clear. At the end of 1975, 15 of the top 30 regular prime-time series were on CBS."

Mr. Taylor acknowledged that there are "certain cost items" that must be taken into account in assessing the CBS-TV network's 1976 outlook, notably election-year coverage costs and increases in prime-time program costs. He declined to put a figure on the latter, although he noted that other networks had used a 10% escalation estimate. He said program costs

**CBS sales and income by operating group**  
(In millions)

Sales by operating group	1975	1974	1973	1972	1971
CBS/Broadcast Group	\$ 869.0	\$ 813.9	\$ 727.1	\$ 674.8	\$ 602.9
CBS/Records Group	484.3	420.4	349.5	312.3	276.2
CBS/Columbia Group	352.7	314.9	274.0	224.7	188.4
CBS/Publishing Group	207.4	181.7	160.4	148.9	131.1
Other	25.5	20.4	44.2	42.5	64.8
<b>Total</b>	<b>\$1,938.9</b>	<b>\$1,751.3</b>	<b>\$1,555.2</b>	<b>\$1,403.2</b>	<b>\$1,263.4</b>
<b>*Income by operating group</b> (before income taxes)	<b>1975</b>	<b>1974</b>	<b>1973</b>	<b>1972</b>	<b>1971</b>
CBS/Broadcast Group	\$ 172.2	\$ 163.8	\$ 135.7	\$ 105.4	\$ 78.2
CBS/Records Group	56.3	44.8	47.8	49.8	43.2
CBS/Columbia Group	16.5	15.3	16.7	7.9	6.2
CBS/Publishing Group	18.0	11.9	3.2	.1	12.8
Other	(13.6)	(15.6)	(19.0)	(8.8)	(20.6)
<b>Total</b>	<b>\$ 249.4</b>	<b>\$ 220.2</b>	<b>\$ 184.4</b>	<b>\$ 154.4</b>	<b>\$ 119.8</b>

\*Income from continuing operations has been determined after allocating certain corporate income and expense items on a basis which management believes to be reasonable. Parentheses indicate losses or subtractions.





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were a source of concern for CBS but that "we have managed it in the past and I think we can continue to manage it." He added that "we have made good progress in keeping nonprogram costs under control," and that cost pressures are less heavy in daytime than in prime.

For broadcasting as a whole he forecast 1976 revenue gains in line with those predicted earlier by other CBS officials: Networks up 10%, national spot up 10%, local up 12-14%. "These," he added, "are appreciably better rates than those of 1975 when network grew by 8%, national spot by 8% and local by 10%."

In answer to analysts' questions, Mr. Taylor dealt with a wide range of subjects. Among them:

■ He reiterated that CBS has "a full-blown embryonic team" exploring the possibilities of programming for video-disk systems (BROADCASTING, Feb. 17, 1975). He said it was "hard to tell" what this field will become. He suggested it probably will be the end of this decade before anyone can tell whether it will be a big business, although he thought it would at least be "a good small business." In any case, he said, "if it's there and attractive, you can expect us to be in on it," but only in the programming end, not the hardware.

■ He said development of new program sources is "one of the two or three highest priorities we face in broadcasting" and that CBS is constantly looking for new writers, producers, directors and other talent. On the local front he suggested there will be more projects like the *Dinah* series carried by the CBS O&O stations.

■ He agreed that ABC-TV's ratings with the winter Olympics did not support his earlier belief that sports may be approaching an audience-saturation point (BROADCASTING, July 21, 1975). He acknowledged CBS's interest in acquiring rights to the 1980 Olympics in Moscow, and recognized but dismissed published reports that they might cost \$40 million or more. Until Russia indicates what facilities will be made available, he said, there's no way to know what CBS would be willing to pay—and that information isn't expected for another 30 or 60 days. Bidding for sports rights has gone "very, very high" and sports have "not been staggeringly profitable for the networks"—a factor he expected to be reflected in future negotiations.

■ Asked about Nielsen data indicating TV viewing declined for a period last year,

he said that "I'm told they [declines] were statistical aberrations."

■ CBS hopes to have all its owned TV stations converted to electronic news gathering by the end of next year, he said. "It's very expensive," he added.

■ He said CBS had given some consideration to the possibility of games that are played on TV sets, but that this is a "very embryonic" field.

■ Cable television, he said, is "a mine field that broadcasters should not have to walk through." He reiterated the CBS view that cable will be a threat to broadcasting if allowed to siphon off broadcast programming. But he said he was confident that ultimately the resolution would both support free broadcasting and provide for pay cable, which he said can do some things much better than commercial networks can do.

■ He did not agree that network profits might peak out in a few or several years. He said CBS can control costs to some extent, as for example through a move from film to tape, and again advised listeners not to underestimate the extent to which both TV and radio time are underpriced.

Mr. Taylor also reported that CBS's cash and cash equivalents totaled \$268 million at the end of 1975, "more than double our long-term debt" and also up from \$130 million in 1973 and \$199 million in 1974. In addition, he said, inventories have been trimmed by some \$40 million since 1973, and personnel levels have been held on an even keel.

"Very succinctly," he said, "we think as we move into the decade of the 80's, that those that run strong and lean, meticulously and with precision, have an enormous advantage...and that is precisely what we intend to do in the years to come."

## ABC's plunging profits shadow rising revenues

**Or, sometimes you can't win for losing; company passes billion-dollar mark for first time but suffers earnings drop in process**

The good news that ABC Inc. had its first billion-dollar year in 1975 was eclipsed last week by the bad news that profits tumbled \$32.8 million—down \$1.93 per share—

from the year before. The box score: profits of \$17.1 million (99 cents) on revenues of \$1.1 billion in 1975 vs. profits of 49.9 million (\$2.92) on revenues of \$986 million in 1974.

The company estimated a loss of \$4 million in the 1975 fourth quarter, as against a profit of \$11.1 million in the 1974 period. It attributed the fourth-quarter loss to these factors: a write-down of the company's investment in The Wildlife Preserve at Largo, Md., to realizable market value; the continuation into the fourth quarter of losses in the company's domestic recorded music company, and the decline in television network profits.

A spokesman said The Wildlife Preserve had "unacceptable" attendance and revenues in both 1974 and 1975. The ABC management, he said, decided to write down its investment by approximately \$10.4 million pre-tax to the estimated market value of the existing land, facilities and equipment. ABC said it has no plans to operate a park at the Largo site in the future.

The company placed the fourth-quarter pre-tax losses at ABC Records at about \$10 million. It said the losses were the results of a higher rate of returns than anticipated, and of additional costs of operating and restructuring the company. ABC said the profits of the Television network had fallen because of higher costs and lower unit prices because of ABC-TV's "disappointing" ratings performance in the 1974-75 season.

Commenting on the results, Leonard H. Goldenson, ABC board chairman, and Elton H. Rule, president, said: "Our basic business, broadcasting, accounted for 72% of our revenues in 1975, and our television and radio operations enter 1976 in excellent condition. Our new prime-time television schedule was fully competitive from the commencement of the fall 1975 schedule, and with the introduction of new programs in January, the television network reached a milestone—five consecutive weeks of industry leadership in network prime-time audience levels. Other parts of the network schedule are showing improvement, and the robust national spot and local television markets augur well for our owned television stations. Our radio divisions are improving on their record pace of 1975. While it is premature to project results for the year to come, we believe ABC is well positioned for a strong year in 1976."

### 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
Eastman Kodak.....	Year 12/28/75	4,958,538,000	+ 8.1%	613,894,000	- 2.6%	3.80	4,583,629,000	629,519,000	3.90
Gannett.....	Year 12/31/75	355,354,238	+ 7.9%	38,547,843	+15.2%	1.82	329,076,532	33,444,098	1.58
Harte-Hanks.....	Year 12/31/75	91,390,000	+15.5%	8,027,000	+23.1%	1.84	79,066,000	6,520,000	1.50
Rockwell Intl.....	3 mo. 12/31/75	1,188,400,000	+ 3.2%	26,400,000	+18.9%	.70	1,151,200,000	22,200,000	.60
Schering-Plough.....	Year 12/31/75	793,275,000	+12.7%	138,891,000	+ 12%	2.57	703,797,000	123,978,000	2.30
Storer.....	Year 12/31/75	101,146,000	+ 9%	13,113,000	+39.9%	2.65	92,723,000	9,369,000	1.87
Time Inc.....	Year 12/31/75	910,659,000	+10.3%	45,051,000	-10.3%	4.52	825,569,000	50,224,000	5.01
Times Mirror.....	Year 12/31/75	806,986,000	+ 7.4%	47,240,000	-19.3%	1.40	751,113,000	58,521,000	1.73
Viacom.....	Year 1/3	39,376,000	+ 8.8%	3,097,000	+14.3%	.85	36,166,000	2,708,000	.72
Wometco.....	Year 1/3	181,000,000	+ 12%	11,600,000	+ 29%	2.02	161,000,000	9,000,000	1.51

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# The Broadcasting Playlist™ Feb 23

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

## Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	3-7p	7-12p	12p
1	<b>50 Ways to Leave Your Lover</b> (3:29) Paul Simon—Columbia	1	1	1	1
5	<b>Theme From S.W.A.T.</b> (4:07) Rhythm Heritage—ABC	3	2	2	3
2	<b>I Write the Songs</b> (3:39) Barry Manilow—Arista	2	3	3	2
4	<b>Breaking Up Is Hard to Do</b> (2:53) Neil Sedaka—Rocket	4	4	5	4
6	<b>Convoy</b> (3:48) C.W. McCall—MGM	6	6	6	7
3	<b>Love Roller Coaster</b> (2:52) Ohio Players—Mercury	7	5	7	5
11	<b>Love Machine, Part 1</b> (2:55) Miracles—Tamla	8	9	4	6
16	<b>December 1963</b> (3:21) Four Seasons—Warner Bros.	5	7	8	10
15	<b>All By Myself</b> (4:22) Eric Carmen—Arista	9	11	9	9
8	<b>Fox on the Run</b> (3:24) Sweet—Capitol	13	8	10	8
9	<b>Love to Love You Baby</b> (3:12) Donna Summer—Oasis	11	10	11	11
13	<b>You Sexy Thing</b> (3:30) Hot Chocolate—Big Tree	12	12	14	12
12	<b>Sing a Song</b> (3:26) Earth, Wind & Fire—Columbia	10	14	13	13
21	<b>Dream Weaver</b> (3:15) Gary Wright—Warner Bros.	17	19	12	14
7	<b>Evil Woman</b> (3:15) Electric Light Orchestra—United Artists	15	13	15	15
17	<b>Fanny (Be Tender with My Love)</b> (3:26) Bee Gees—RSO	14	15	16	16
23	<b>Lonely Night (Angel Face)</b> (3:17) Captain & Tennille—A&M	19	16	18	17
26	<b>Love Hurts</b> (3:03) Nazareth—A&M	16	18	17	22
24	<b>Dream On</b> (3:25) Aerosmith—Columbia	20	17	20	19
20	<b>Take It to the Limit</b> (3:48) Eagles—Asylum	18	23	19	24
19	<b>Walk Away from Love</b> (3:18) David Ruffin—Motown	22	21	21	20
22	<b>Saturday Night</b> (2:56) Bay City Rollers—Arista	27	20	22	18
10	<b>I Love Music</b> (3:37) O'Jays—Philadelphia Int'l.	23	22	23	21
27	<b>Rock &amp; Roll All Night</b> (3:20) Kiss—Casablanca	35	24	28	23
14	<b>Theme from 'Mahogany'</b> (3:19) Diana Ross—Motown	21	25	25	29
18	<b>Wake Up Everybody</b> (3:39) Harold Melvin & the Bluenotes—Phil. Int'l.	24	28	24	26
28	<b>Money Honey</b> (3:17) Bay City Rollers—Arista	25	31	26	27
29	<b>I Feel Like a Bullet</b> (5:30) Elton John—MCA	26	33	29	31
34	<b>Sweet Thing</b> (3:19) Rufus featuring Chaka Khan—ABC	30	27	30	30
36	<b>Junk Food Junkie</b> (3:03) Larry Groce—Warner Bros.	29	26	31	28
25	<b>Squeeze Box</b> (2:39) Who—MCA	28	34	27	34
32	<b>Over My Head</b> (3:17) Fleetwood Mac—Reprise	40	29	35	25
42	<b>Golden Years</b> (3:27) David Bowie—RCA	32	35	34	33
47	<b>Cupid</b> (3:02) Tony Orlando & Dawn—Elektra	31	37	33	39
37	<b>Only Sixteen</b> (2:44) Dr. Hook—Capitol	33	38	36	35
33	<b>Slow Ride</b> (3:45) Foghat—Bearsville	34	40	32	37
31	<b>That's the Way I Like It</b> (3:06) K.C. & the Sunshine Band—TK Records	45	30	44	32

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	3-7p	7-12p	12p
38	<b>Love Is the Drug</b> (3:00) Roxy Music—ATCO	38	39	39	40
39	<b>Somewhere in the Night</b> (3:31) Helen Reddy—Capitol	36	42	37	42
40	<b>Paloma Blanca</b> (3:27) George Baker Selection—Warner Bros.	37	41	38	43
44	<b>Fly Robin Fly</b> (3:06) Silver Convention—Midland Int'l.	49	32	50	38
35	<b>Tracks of My Tears</b> (3:12) Linda Ronstadt—Asylum	39	43	41	44
—	<b>Deep Purple</b> (2:47) Donnie & Marie Osmond—MGM	41	47	40	41
49	<b>Nights on Broadway</b> (2:52) Bee Gees—RSO	*	36	*	36
43	<b>Bohemian Rhapsody</b> (5:55) Queen—Elektra	42	45	42	45
45	<b>The White Knight</b> (3:57) Cledus Maggard & the Citizens Band—Mercury	44	46	46	48
41	<b>Grow Some Funk of Your Own</b> (4:45) Elton John—MCA	46	49	43	49
—	<b>Bight Back Where I Started</b> (3:16) Maxine Nightingale—United Artists	50	*	45	50
—	<b>Schoolboy Crush</b> (3:40) Average White Band—Atlantic	*	44	*	47
—	<b>Fly Away</b> (2:59) Olivia Newton-John & John Denver—RCA	*	48	*	46

## Country

1	<b>Good Hearted Woman</b> (2:57) Waylon Jennings & Willie Nelson—RCA	1	2	2	1
3	<b>Faster Horses</b> (2:51) Tom T. Hall—Mercury	2	9	1	6
6	<b>Remember Me</b> (2:50) Willie Nelson—Columbia	3	1	5	4
8	<b>The Roots of My Raising</b> (2:44) Merle Haggard—Capitol	6	3	4	2
2	<b>This Time I've Hurt Her</b> More Than She Loves Me (2:27) Conway Twitty—MCA	9	4	3	3
—	<b>If I Had to Do It All over Again</b> (2:33) Roy Clark—ABC/Dot	4	12	6	8
13	<b>Broken Lady</b> (2:37) Larry Gatlin—Monument	7	7	7	13
7	<b>The White Knight</b> (3:57) Cledus Maggard & Citizens Band—Mercury	10	5	9	5
5	<b>Since I Fell for You</b> (3:02) Charlie Rich—Epic	8	8	10	10
10	<b>Hank Williams You Wrote My Life</b> (3:06) Moe Bandy—Columbia	5	11	17	18
9	<b>Don't Believe My Heart</b> Can Stand Another You (2:48) Tanya Tucker—MCA	13	6	14	11
4	<b>Sometimes</b> (2:52) Bill Anderson & Mary Lou Turner—MCA	11	19	8	7
11	<b>Happiness of Having You</b> (2:16) Charley Pride—RCA	15	10	12	22
—	<b>It's Morning (and I Still Love You)</b> (2:15) Jessi Colter—Capitol	12	15	11	25
14	<b>Standing Room Only</b> (3:04) Barbara Mandrell—ABC/Dot	14	13	16	16
20	<b>Somebody Loves You</b> (2:17) Crystal Gayle—United Artists	17	16	15	14
19	<b>Love Lifted Me</b> (3:38) Kenny Rogers—United Artists	20	17	13	9
17	<b>Motels and Memories</b> (3:10) T.G. Shephard—Melodyland	16	21	23	12
15	<b>Don't Stop in My World</b> (2:43) Billy Walker—RCA	18	14	26	27
18	<b>Somebody Hold Me</b> Until She Passes By (2:52) Narvel Felts—ABC/Dot	19	18	20	*
24	<b>Queen of the Silver Dollar</b> (2:45) Dave and Sugar—RCA	25	20	22	19
21	<b>Amazing Grace</b> (3:17) Amazing Rhythm Aces—ABC	24	25	18	20
—	<b>If I Let Her Come In</b> (3:05) Ray Griff—Capitol	22	24	21	23
22	<b>I'm Sorry Charlie</b> (3:10) Joni Lee—MCA	*	23	24	21
12	<b>Feel Again</b> (2:36) Faron Young—Mercury	23	*	25	15

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Music Director Mark Davidson, Art Director Bryan Rymann, Production Manager Carl Monson, Lighting Jack Becker, Graphics by Frankie.

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# Fates & Fortunes

## Media

**Peter Keegan**, assistant controller, financial analysis and control, CBS Records division, New York, elected VP and controller, CBS Radio division, succeeding **Andrew Subblondo**, named VP and assistant to president, CBS Radio division, New York (BROADCASTING, Jan. 26).

**Ronald W. Taylor**, manager of special projects, ABC Western division broadcast standards and practices department, named assistant director of department, Los Angeles.



**Kenneth T. MacDonald**, consultant, Westinghouse Broadcasting Co., Philadelphia, named general manager, WKBS-TV there.

MacDonald

**Reg Streeter**, VP/general manager, West Coast Media Inc. (KORJ(FM), Garden Grove, Calif., KDIG(FM) and Tune-Time, both San Diego), appointed president and chief executive officer, Concerned Communications Corp., Yuba City, Calif.-based group owner.

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**Benjamin D. McKeel**, general manager, WCMH-TV, formerly WLWC(TV) Columbus, Ohio, named VP of new licensee Outlet Broadcasting. **Michael McGivern**, assistant business manager, Outlet's WJAR-TV Providence, R.I., named WCMH-TV business manager.

**Bill Schricker**, general sales manager, WWBA-AM-FM St. Petersburg, Fla., named general manager, WAZE(AM) Clearwater, Fla.

**Richard S. Burdick**, manager, creative services, WCVB-TV Boston, named senior VP for corporate development of licensee, Boston Broadcasters Inc.

**Robert L. Rice**, commercial manager, WAKY(AM) Louisville, Ky., named general manager, WFBC(AM) Greenville, S.C. Both are Multimedia stations.

**Al Vuylsteke**, general sales manager, KBOI-AM-FM Boise, Idaho, named general manager.

**Karl Bell**, business affairs manager, WNBC-TV New York, named business affairs director.

**Bill A. Brill**, air personality, KROI(FM) formerly KEZS(FM) Sacramento, Calif., named promotion director.

**Jim Dexter**, news director, noncommercial KOSU-FM Stillwater, Okla., named operations manager/news director, KYFM(FM) Bartlesville, Okla.

**Bill Andrews**, communications specialist, Wichita (Kan.) public schools, named promotion manager, KAKE-AM-TV there.

**Thomas Shovan**, station manager, WHVW-AM-FM Hyde Park, N.Y., named general manager, WFIF(AM) Milford, Conn.

**Bill Leonard**, CBS Washington VP, received Marconi Memorial Medal of Achievement for outstanding contributions in field of radio-TV Feb. 21 from Veteran Wireless Operators Association, New York.

## Broadcast Advertising

**Pamela J. Hamilton**, assistant creative director, Blair Television, New York, named manager of sales promotion, CBS Radio division, New York.

**Richard P. Monley**, VP/management supervisor, D'Arcy MacManus & Masius, Bloomfield Hills, Mich., named senior VP on board of directors. **Luclen DiSalvo**, VP/marketing and research services director, named senior VP. **Sonya Vartabedian**, media department, Campbell-Ewald, Detroit, joins DM&M as spot broadcast buyer.

**Diran Demirjian**, sales manager, WNBC-TV New York, named sales director.

**Carla Koeffler**, research analyst/writer, KNXT(TV) Los Angeles, named research manager, CBS-TV stations retail sales, New York.

**J. Steven Davis** and **James D. Weinstein**, account supervisors at Benton & Bowles, New York, named VP's.

**John Jacobs**, group head, media department,

Grey Advertising, New York, and **Michael Clancy**, account services executive, appointed VP's.

**Donald A. (Chips) Barrabee**, VP and sales manager of American team at Katz Television, New York, named VP and sales manager of Capital team.

**Eugene J. McCarthy**, VP/director of media relations and planning, Young & Rubicam, Detroit, named media services director, J. Walter Thompson there.

**Carolyn Greene**, operations manager, N.W. Ayer ABH International, New York, named sales service representative, WGN(AM) Chicago.

**Frank Lee**, executive VP, Luckie & Forney advertising, Birmingham, Ala., named president. **John Forney**, executive VP, named vice chairman.

**Monty Ivey**, account executive, KBOI-AM-FM Boise, Idaho, named sales manager.

**Bob French**, general manager, WDIZ(FM) Orlando, Fla., named general sales manager, WWBA-AM-FM St. Petersburg, Fla.

**Robert I. Vardaman**, VP/associate media director, Foote, Cone & Belding, Chicago, retires after 28 years with agency.

## Programming

**Reg Dunlap**, executive VP, Show Biz Inc., Nashville TV/radio music program syndicator, named president.

**Bill Ryden**, production manager, WNBC-TV New York, named program development director, Time-Life Television there.



Huberman

**Arnold M. Huberman**, manager of film program administration, NBC-TV, named director of feature films, ABC Entertainment, responsible for administration, selection and scheduling of theatrical films for television.

**Seymour Berns**, producer and developer, MGM, Culver City, Calif., named director of new program development and production for National Telefilm Associates, Los Angeles.

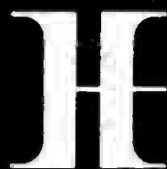
**Richard E. Jungers**, sales development director, WGN-TV Chicago, named to same position, WGN Continental Productions Co. there.

**James O. Beavers**, national sales director, Viacom Enterprises, Los Angeles, appointed VP, national program syndication, Four D Productions there.

**Arthur S. Gross**, production development, United Artists Television, New York, named VP/sales director, Medallion TV Enterprises, Hollywood.

**Teddy Reynolds**, research director, Post-Newsweek Stations, Washington, named program/market research director.





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**Roger Lefkon**, program manager, WNBC-TV New York, named program director.

**Bob Sutton**, program director, KYW-TV Philadelphia, named program/production manager, WWJ-TV Detroit.

**George A. Sperry**, program manager, WKBD-TV Detroit, named promotion manager, Group W's *Mike Douglas Show*, Philadelphia.

**Jim Sands**, air personality, WHDH(AM) Boston, given additional duties as production manager.

**Don Wright**, program director, WFUN(AM) South Miami, named to same position, WDAE(AM) Tampa, Fla.

**Jerry Turner**, anchor, WJZ-TV Baltimore, named to newly created post of executive producer of public affairs programming.

## Broadcast Journalism



Holton

**James L. Holton**, general manager, radio news, NBC News, named VP, radio news, responsible for all network news, NBC Radio station news and NBC News and Information Service. **Jo Moring**, NIS producer, named news programs manager.

**Donald A. Davis**, Boston bureau manager/state editor, UPI, named news center editor for New England states, succeeding **James Wleck**, named Kansas City, Mo. news editor. **Warren H. Talbot**, Providence, R.I., staff, replaces Mr. Davis as Boston bureau manager/state editor.

**Don Craig**, news producer/anchor, WRGB(TV) Schenectady, N.Y., named NBC News Cairo correspondent.

**Sharron Lovejoy** and **Randy Daniels**, reporters, CBS News, Chicago bureau, named CBS News correspondents.

**Tom Miller**, senior news producer/narrator, WCKT(TV) Miami, given additional duties as assignment editor. **Don Adams**, producer, named assistant assignment editor. **Rick Gevers**, producer, KOMU-TV Columbia, Mo., named WCKT assistant news producer. **Chuck Diamond**, executive producer, and **Rita Siegfried**, reporter, KOOL-TV Phoenix, named WCKT field reporters.

**Spence Gregory**, news producer/operations supervisor, WCVB-TV Boston, named executive news producer. **Phil Levy**, assignment editor, WJZ-TV Baltimore, named WCVB-TV assignment editor.

**Jack B. Stephenson III**, reporter, KTAM(AM) Bryan, Tex., named news director, KTAM and KORA-FM there.

**John Mainelli**, anchor/producer, KTVB(TV) Boise, Idaho, named to same position, WFLA-TV Tampa-St. Petersburg, Fla.

**Robert Clearfield**, Shippensburg (Pa.) State College graduate, named news director, WCBG(AM) Chambersburg, Pa.

**Byron Wood**, anchor, KGGM-TV Albuquerque, N.M., named to same position, KVUE(TV) Austin, Tex.

**Carl T. Davis III**, news director, WOMI(AM) Owensboro, Ky., named news reporter, WGBF(AM) Evansville, Ind.

**Jennifer Harp**, reporter/anchor, WOMC(FM) Detroit, named reporter, WWJ(AM) there. **Bill Clarke**, consumer reporter, KDFW-TV Dallas, named news coordinator, WWJ-TV. **Bill Gillen**, from Mitchell Broadcast Consultants, Hollywood, named WWJ-TV assistant news director. **Roger Sergel**, news writer, WCPO-TV Cincinnati, named news coordinator, WWJ-TV.

**Shella Hayes**, reporter, WHBF-AM-TV Rock Island, Ill., named general assignment reporter, WISN-TV Milwaukee.

**Patrice L. Bingham**, public relations director, Associated Students of University of Nevada, Reno, named public affairs director/reporter, KOLO(AM) there.

**George T. Osterkamp**, writer/producer, KPX(TV) San Francisco, rejoins noncommercial KQED(TV) there as executive editor, *Newsroom*.

## Cable

**David Hanson**, VP, marketing, Viacom Cablevision, San Francisco, returns to Viacom Communications' Tele-View Systems, New York, as VP, pay cable services.

**Thomas H. Otwell**, senior writer, FCC public information office, Washington, joins National Cable Television Association there, as public information manager, replacing **Gary Arlen**, who resigned to join American Film Institute (BROADCASTING, Jan. 12).

**Peter Fehheimer**, south central district manager, Teleprompter, named district manager,

Optical Systems Corp., pay-cable operation, Burlingame, Calif.

**Smith D. Murrin**, marketing sales director, Teleprompter's Elmira, N.Y., system, named general manager, Clarksburg, W. Va., system, succeeding **Sandford F. Randolph**, retired.

**Michael Williams**, production manager, WJHL-TV Johnson City, Tenn., given additional duties as CATV representative.

Newly elected officers, Arizona Cable Television Association: **Clay Blanco**, general manager, Valley Telecasting Co., Yuma, president; **Clint Wager**, general manager, Warner Cable, Flagstaff, VP; **Walt Merrill**, treasurer, American Cable TV, Phoenix, secretary/treasurer; secretary/treasurer; **Bruce Merrill**, president, American Cable TV, immediate past president.

**E.R. Pettis**, VP, Cobb-Cherokee Communications, Ackworth, Ga., named manager, Goldsboro (N.C.) Cable TV, presently under construction by Wometco Enterprises, Miami.

## Equipment & Engineering

**Richard W. Stubbe**, manager of program services, ABC Entertainment, New York, named manager of TV network operations, ABC Broadcast Operations and Engineering, New York.

**Tom S. Butler**, with Collins Radio Group, Rockwell International, New York, named central sales manager, McMartin Industries, Omaha, with responsibility for McMartin broadcast, engineered-sound and background-music product sales.

**William I. Kneedler**, manufacturing manager, Sparta division of Cetec, Van Nuys, Calif., named general manager, Unimedia, Auburn, Calif., manufacturer of monitors and peripheral video equipment.

**Dave M. Evans**, chief engineer, KLOK(AM) San Jose, Calif., named district manager, radio sales, Broadcast Products Division of Harris Corp., Quincy, Ill., responsible for radio broadcast equipment sales in Colorado, Nevada, Utah and northern California.

**Barry Holman**, sales service supervisor, OPTIMA Electronic Enclosure Division, Scientific-Atlanta, Atlanta, named sales manager.

**William R. Powers**, production supervisor, WAAY-TV Huntsville, Ala., named sales coordinator, American Data Corp., TV support equipment manufacturer there.

**George St. Andre**, chief engineer, WJAR-AM-TV Providence, R.I., named engineering manager, WBZ-TV Boston, succeeding **Richard Ellis**, who resigned to become engineering director, Shintron Electronics, Cambridge, Mass.

**Lee Hunter**, assistant director of engineering, WMAL-TV Washington, promoted to engineering director.

**Joseph J. Knapp**, assistant chief engineer, WSUM(AM) Parma, Ohio/WNCR(FM) Cleveland, named chief engineer, WBKC(AM) Chardon, Ohio.

**Al Manning**, maintenance supervisor, and **Carol Evans**, studio engineering supervisor, WITN-TV Washington, N.C., named chief engineer and assistant chief engineer, respectively. Mr. Manning succeeds **Harvey Mason**, retired.

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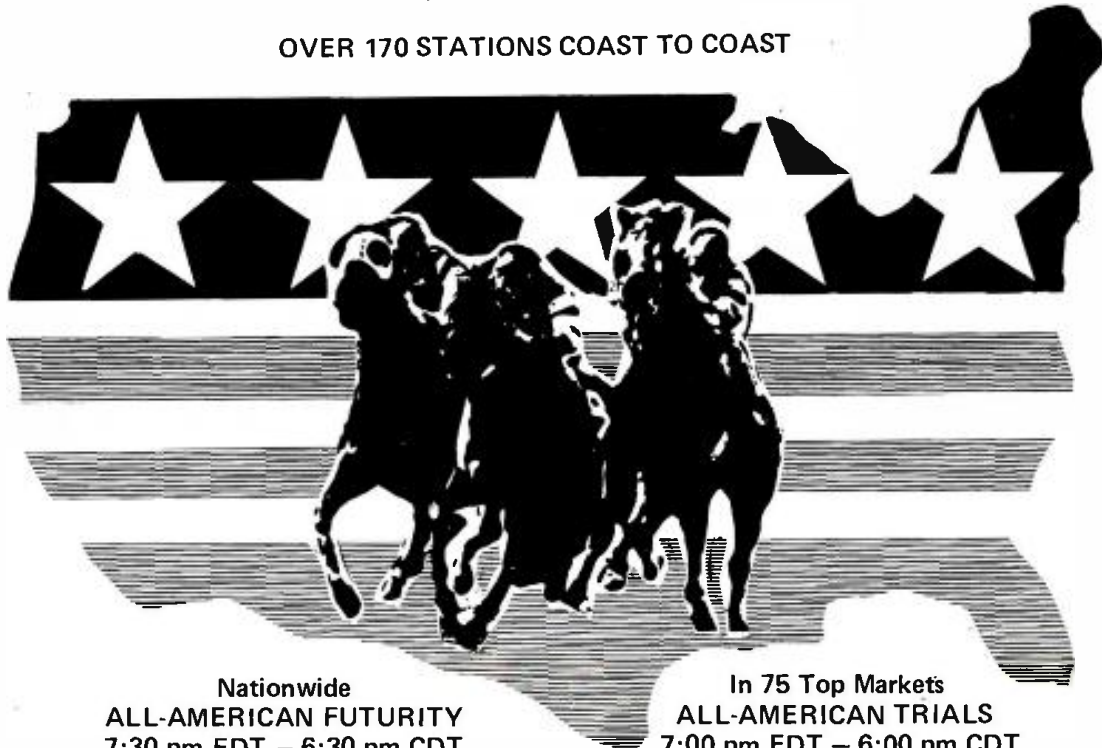
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**Laurence J. Farley**, VP, financial resources, RCA Corp., New York, named to additional post of treasurer, succeeding **Warren E. Hendrickson**, who is retiring after 34 years with corporation.

## Allied Fields

**Alan McKie**, assistant chief for management of FCC's Common Carrier Bureau, named deputy executive director, succeeding **Stanley McKinley**, who joined Justice Department's Immigration and Naturalization Service (BROADCASTING, Jan. 19). **Jeffrey Krauss**, director, regulatory affairs/economic and regulatory analysis, American Satellite Corp., Germantown, Md., named counsel, FCC's Office of Plans and Policy, Washington.

**Steven H. Blackwell**, staff assistant to Tennessee Governor Winfield Dunn, Nashville, named program analyst-intergovernmental affairs, Office of Telecommunications Policy, Washington. **Thomas K. McKnight**, attorney, Cable Television Bureau of FCC, Washington, named OTP general counsel.

**Joseph Mancini**, account executive, A.C. Nielsen Co., Northbrook, Ill., named VP.

**Melanie M. Berney**, staff writer, *White House News Summary*, Washington, named managing editor.

**Harvey N. Gersin**, research/development director, ABC News, New York, named executive VP, Reymor & Co., TV news consultancy/market research firm based in Southfield, Mich.

**James W. Bentley**, U.S. project director, Hashemite Kingdom of Jordan Television System, named television division director, Los Angeles City College.

**Gordon R. Mallick**, associate, Marmet Professional Corp., Washington, has joined **Keith E. Putbresi** and **Richard F. Kennedy** to continue practice of communications law under firm name of Putbresi, Kennedy & Mallick, McLean, Va.

## Deaths

**Howard E. Griffith**, 61, owner/general manager, KUZN(AM)-KYEA(FM) West Monroe, La., died Feb. 9 at Glenwood hospital there after heart attack. He founded KUZN in 1954 and KYEA in 1965 and has been stations' only general manager and engineer. He is survived by four daughters, one son and three grandchildren.

**James M. Galnes**, 64, former VP/director, NBC radio-TV stations, died after heart attack Feb. 17 in San Antonio, Tex. He left NBC in 1954 after 12 years with network to become president of WOAI-AM-TV, San Antonio, which were later sold. He is survived by his wife, Eugenia, and seven children.

**Louis Derman**, 61, TV writer-producer, died after heart attack in Los Angeles, Feb. 15. Mr. Derman was on staff of *All In The Family*. Past credits include *Life With Luigi*, *Our Miss Brooks*, *Mr. Ed*, *December Bride*, *Playhouse 90* and *Good Times*. He is survived by one daughter.

**Lee J. Cobb**, 64, stage, film and TV actor, died Feb. 11 at his home in Woodland Hills, Calif., after apparent heart attack. He is most noted for his portrayal of Willy Loman in Broadway play *Death of a Salesman* in 1949 and in same role on TV in 1966. He was star of NBC-TV's *The Virginian* and appeared in *Playhouse 90*, *The Young Lawyer*, and *G.E. Theatre* on TV. Mr. Cobb is survived by his wife, Mary, three sons and one daughter.

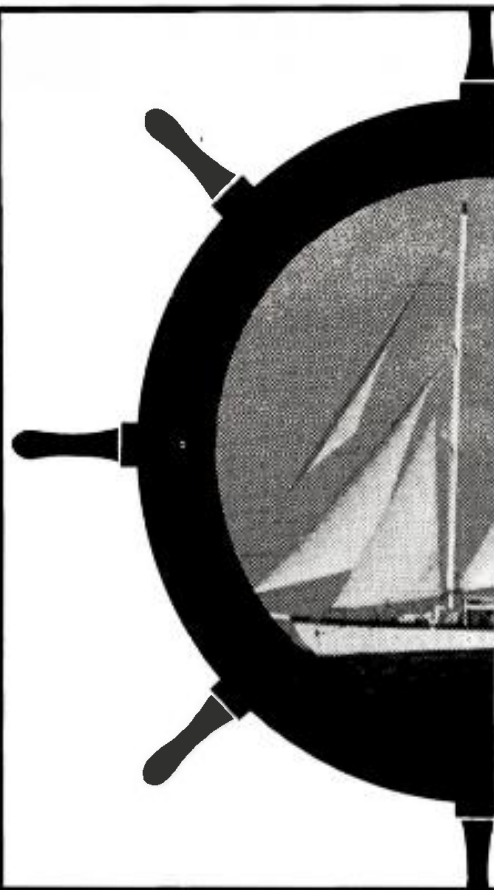
**Elmer Griffith Sulzer**, 72, professor emeritus/organizer, department of radio/TV at Indiana University, Bloomington, died after heart attack Feb. 15 at Sarasota, Fla., hospital. He is survived by his wife, Dorothea, and two daughters.

**Carmine J. (Pip) Maisano**, 70, for 25 years administrative assistant to Senator John Pastore (D-R.I.) until retirement in 1974, died Feb. 15 of cancer in Providence, R.I. He is survived by five brothers, five sisters.

**Richard J. Raiczuk Sr.**, 52, assistant controller, CCA Electronics, Gloucester City, N.J., died Feb. 11 after heart attack. He had been with CCA since 1970. He is survived by his wife, Catherine, one son and one daughter.

**Paul Gilbert**, 58, TV and film comic, died after stroke in his Hollywood home Feb. 12. He had his own variety show on NBC-TV in the 1950's and was guest on Ed Sullivan and Dean Martin shows. Surviving are one son and one daughter.

**Hanoch Givton**, director general of Israeli Broadcasting Authority from 1960 to 1967, died Feb. 14 at Midway hospital, Los Angeles, after heart attack. He was Israeli consul-general at time of death. He is survived by his wife, Minna, and one son.



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continued from p. 16.

submit sample 15-minute radio or TV news script prepared by applicant along with statement of interest in the career field.

■ **March 15**—Deadline for applications for six scholarships in 1976-77 academic year provided by *The Sigma Delta Chi Foundation of Washington, D.C.* Applicants must be full-time students in sophomore or junior year at a college or university in Washington area. Applications and correspondence: Theodore F. Koop, president, SDX Foundation of Washington, D.C., 2737 Devonshire Place, N.W., Apartment 7, Washington 20008.

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

**March 17-18**—*Kentucky CATV Association* spring meeting. Continental Inn, Lexington.

**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) 765-4321, 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 19-21**—Pacific Northwest region meeting of *Women in Communications Inc.* Battelle Research Center, Seattle.

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

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

**March 24**—Forum on comparative advertising, sponsored by *United States Trademark Association*. Co-chairmen: Byron Hackett, J. Walter Thompson Co., and Lionel Wetnick, BBDO, both New York. Speakers: Robert L. Froelich, Ted Bates & Co.; Stockton Helffrich, National Association of Broadcasters; Alfred Schneider, ABC; Stephen A. Nye, Federal Trade Commission; Roland P. Campbell, National Advertising Division, Council of Better Business Bureaus; Kathryn Feakins, Ogilvy & Mather; and Gilbert Weil of Weil Guttman & Davis. Plaza hotel, New York.

**March 26-27**—*Alabama Cable Television Association* annual award meeting. George Lindsey, who sponsors *Celebrity Golf Weekend* in Montgomery, Ala., to aid special Olympics for Alabama's handicapped children, will receive *Citizen of the Year Award*. Kahler Plaza hotel, Birmingham.

**March 28-29**—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 7-8**—*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 10**—*Iowa Broadcast News Association* annual seminar. Iowa Memorial Union, Iowa City, and Carousel Inn, Coralville. Information: Thomas Bauer, School of Journalism, University of Iowa, Iowa City 52242.

**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 Service 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 25-30**—Annual Broadcast Industry Conference, sponsored by *San Francisco State University* SFSU campus. San Francisco.

**April 29-30**—*Minnesota Broadcasters Association* spring meeting. Lhotel 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. Speakers include John Eger, acting director of Office of Telecommunications Policy; Ray Seddon, FCC chief of Emergency Broadcast System; Paul Peterson, Federal Trade Commission, and Carl Stevens of Personnel Management Workshops. 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 16-18**—*Illinois-Indiana Cable Television Association* 12th annual convention. Forum 30 hotel, Springfield, Ill.

■ **May 17-18**—*Virginia Cable Television Association* spring conference. Holiday Inn, Afton Mountain, Waynesboro. Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804) 797-4131.

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

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

■ **May 21-22**—*Public Radio in Mid-America (PRIMA)* spring convention. KIOS-FM Omaha, Neb.

**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. Maquette Inn, Minneapolis.

**June 3-5**—*American Advertising Federation's* 71st annual convention. Statler-Hilton hotel, Washington.

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

**June 6-25**—Eighth annual *Institute for Religious Communications*. Loyola University, New Orleans. Contact: Dr. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118; (505) 866-5471.

**June 8-11**—Annual convention of *National Broadcast Editorial Association*. Mayflower hotel, Washington.

**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 10-12**—*South Dakota Broadcasters Associ-*



ation annual meeting. Holiday Inn of Northern Black Hills, Spearfish.

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

■ **June 12-15**—Television Programing Conference (TVPC), Marco Island, Fla. Contact: Tay Voye, secretary for TVPC, WTVI(TV) Miami.

**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.

**June 15-20**—Broadcasters Promotion Association 21st annual seminar. Statler Hilton, Washington.

■ **June 16-19**—Virginia Association of Broadcasters spring convention. Mariner's hotel, Virginia Beach. Convention chairman: Larry Saunders, WTAR(AM)-WKEZ(FM) Norfolk, Va.

**June 20-22**—New Jersey Broadcasters Association 40th annual convention. Great Gorge hotel, MacAfee.

**June 20-23**—NBC's 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.

**June 24-27**—Rocky Mountain Broadcasters Associ-

ation annual convention. Jackson Lake Lodge, Jackson Hole, Wyo.

**June 26-29**—Georgia Association of Broadcasters annual convention. Lanier Lake Islands.

## July

**July 7**—Texas Association of Broadcasters annual convention. Americana Inn of Six Flags, Arlington.

**July 14-17**—Colorado Broadcasters Association summer meeting. Wildwood Inn, Snowmass.

**July 19-20**—Institute of Broadcasting Financial Management-Broadcast Credit Association quarterly board of directors meeting. Washington Plaza, Seattle.

**July 18-30**—National Association of Broadcasters 10th management development seminar. Harvard University Graduate School of Business Administration, Boston.

**July 23**—Motion Picture Laboratories-Memphis State University film seminar. University Center, MSU, Memphis.

## August

**Aug. 12-13**—Arkansas Broadcasters Association summer convention. DeGray State Park Lodge and Convention Center, Arkadelphia.

## September

**Sept. 12-14**—Southern Cable Television Association convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, P.O. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.

■ **Sept. 15-17**—Tennessee Association of Broadcasters annual convention. Glenstone Lodge, Gatlinburg.

**Sept. 19-22**—National Radio Broadcasters Association Conference & Exposition. Hyatt Regency Embarcadero, San Francisco.

**Sept. 24-29**—Fifth Vidcom-The International Market for Videocommunications, including exhibits of equipment for broadcast program production and cable television. Palais des Festivals, Cannes, France. U.S. contact: J. Nathan, suite 1103, 250 West 57th Street, New York 10019.

■ **Sept. 26-28**—Nebraska Broadcasters Association convention. Lincoln Hilton, Lincoln.

## October

**Oct. 6-8**—Indiana Broadcasters Association annual membership meeting. Executive Inn, Vincennes.

**Oct. 7-10**—Women in Communications Inc. national meeting. Marc Plaza hotel, Milwaukee.

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

**Oct. 13-16**—Western Educational Society for Telecommunications conference. Sheraton Anaheim, Anaheim, Calif.

**Oct. 18-19**—National Association of Broadcasters regional conference. Hyatt Regency hotel, Houston.

**Oct. 21-22**—National Association of Broadcasters regional conference. Brown Palace hotel, Denver.

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


**Oct. 25-26**—National Association of Broadcasters regional conference. Thunderbird Motor Inn, Portland, Ore.

**Oct. 28-31**—Missouri Broadcasters Association fall meeting. Crown Center, Kansas City.


## November

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


■ **Nov. 11-12**—National Association of Broadcasters regional conference. Waldorf Astoria hotel, New York.



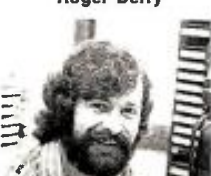
6 A.M. - 10 A.M.  
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10 A.M. - 2 P.M.  
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2 P.M. - 6 P.M.  
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6 P.M. - 12 M.  
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1970 256 pp. \$11.50

**504. Koontz, H: APPRAISING MANAGERS AS MANAGERS.** Here, from a leading practitioner, is a system of appraising managers as *managers*. It supplements the present programs of appraising managers by their performance against verifiable objectives. *Effective* managers must be able not only to perform in setting and achieving objectives, but also for their assurance of effectiveness over the long run, must be appraised on their *quality* of managing.  
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**505. Levitt, T: MARKETING FOR BUSINESS GROWTH, 2nd Ed.** In this new edition of *Marketing for Business Growth* (formerly titled *The Marketing Mode*) the author presents a money-making view of the whole business operation. Included are many ingeniously practical schemes that show how to foresee important trends, how to influence them, and how to make them yield the greatest gains.  
1974 288 pp. \$11.50

**506. Lewis, H: THE BUSINESSMAN'S GUIDE TO ADVERTISING AND SALES PROMOTION.** This six-chapter "how-to" book emphasizes the practical application of professional advertising rules by the retailer or small businessman who must prepare an advertising campaign without the benefit of an agency. There is no other manual available which looks at advertising, sales promotion, and positive communications from the small businessman's vantage point of cost control, budget, media selection, and production problems.  
1974 224 pp. \$6.95

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# Where Things Stand

Status report on major issues in electronic communications

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**Antitrust/networks.** Justice Department antitrust suits charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court. 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 of House floor proceedings has been voted out of House Rules Ad Hoc Subcommittee on Broadcasting (BROADCASTING, Feb. 9). Resolution (H. Res. 875), which now goes to full Rules Committee, would have networks and Public Broadcasting Service producing and administering distribution of broadcast feed under contract with House. Future of H.Res. 875 is uncertain; it has powerful opposition from House Speaker Carl Albert, Rules Committee Chairman Ray Madden (D-Ind.) and Jack Brooks, chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage led to current activity. Mr. Brooks has introduced resolution. Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, 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). Private interparliamentary conference of members of U.S. Congress and Canadian Parliament also produced some hope ("Closed Circuit," Feb. 9). 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 national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21, 1975).

■ **Commercials contract.** Negotiators for Joint 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 has been submitted to membership for ratification (see story, this issue).

**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. Promised veto by President apparently has stalled conference to resolve differences between two bills.

■ **Copyright legislation.** Both houses are moving on omnibus copyright revision bills, both establishing copyright liability for cable TV operators and public broadcasters. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, after lengthy hearings, has begun markup of its bill, H.R. 2223. Senate bill, S. 22, already past Judiciary Committee, is in floor debate stage (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 television).** FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 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 (see story, this issue).

**Fairness doctrine bills.** Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's 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. Court has turned down defendant's motions to dismiss (BROADCASTING, Feb. 16). 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, commis-

sion'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.** House Communications Subcommittee appears to be nearing hearings on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). So far more than 150 representatives and 20 senators have sponsored or co-sponsored renewal bills; 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. Senate will take no action until House makes first move. Meanwhile, National Radio Broadcasters Association continues to work toward introduction in Congress of radio-only renewal legislation.

**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). Justice Department has filed on side of cable (BROADCASTING, Feb. 9). 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 December (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 have gone on trial before District Judge Frederick D. Lacey in Newark, N.J. (see story, this issue). 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).

**Public broadcasting funding.** House Appropriations Subcommittee on Labor, Health, Education and Welfare has held hearings on appropriation for Corporation for Public Broadcasting. CPB asked subcommittee to appropriate money according to ceilings provided in first-ever long-range authorization bill passed by Congress last year—\$88 million for fiscal 1976, \$103 million for 1977, \$121 million for 1978 and \$140 million for 1979. CPB would have to match every federal dollar with \$2.50 from private sources. Administration has

recommended \$70 million for 1976 and '77, \$80 million for 1978 and \$90 million for 1979. CPB appropriation measure, which will be included in larger Labor, HEW appropriation package, will emerge from subcommittee sometime in April. CPB President Henry Loomis testified before subcommittee two weeks ago (BROADCASTING, Feb. 16).

**Ratings.** Nielsen prime-time averages season-to-date (23 weeks): CBS 19.7, ABC 18.4, NBC 18.2. Twenty-third week alone: ABC 21.3, CBS 19.1, NBC 19.3.

**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. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

**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 in another session, yet unscheduled. 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.

## For the Record

As compiled by BROADCASTING, Feb. 9 through Feb. 13 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 applications

■ Swainsboro, Ga.—WSJ Radio Inc. seeks 1590 khz, 2.5 kw-D. P.O. address: 1025 Red Oak Drive, Macon, Ga. 31204. Estimated construction cost \$9,100; first-year operating cost \$37,210; revenue \$48,000. Format: C&W, folk, religious. Principals: Charles R. Witt (35%), Grady Spires (35%) and Donovan Jones (30%). Mr. Witt is salesman for WIBB(AM) Macon, Ga. Mr. Grady is cab company dispatcher. Mr. Jones is chief engineer at WRTH(AM) Wood River, Ill. Ann. Feb. 9.

■ Clinton, Ky.—Hickman County Broadcasting Co. seeks 1130 khz, 250 w-D. P.O. address: 1124 Circarama Drive, Murray, Ky. 42071. Estimated construction cost \$33,981; first-year operating cost \$40,000; revenue \$60,000. Format: MOR. Principals: Charles R. Shuffett, Clarence E. Cole, Jack B. Kennedy and Larry R. Mayfield (25% each). Mr. Shuffett was recently owner of WNBS(AM)-WAAW(FM) Murray, Ky. Mr. Cole and Mr. Kennedy have building supply interests. Mr. Mayfield has interest in Kentucky bank. Ann. Feb. 9.

■ Norfolk, Mass.—Norfolk County Broadcasting Co. seeks 1170 khz, 1 kw-D. P.O. address: 118 Main St., Norfolk, Mass. 02056. Estimated construction cost \$97,605; first-year operating cost \$85,920; revenue \$90,000. Format: Soft contemporary. Principals: John M. Quinlan (51%); Joseph J. Lorusso (20%), et al. Mr. Quinlan is former state senator. Mr. Lorusso owns real

estate interests and sandstone company. None of the applicants have broadcast interests. Ann. Jan. 27.

#### AM action

■ Amherst, Va.—Amherst Broadcasting Associates. Broadcast Bureau granted 1420 khz, 1 kw-D. P.O. address: 5952 N. 10th Rd., Arlington, Va. Estimated construction cost \$11,845; first-year operating cost \$17,686; revenue \$40,000. Format: C&W, contemporary, MOR. Principals: Michael R. Starling and Christopher L. Crosswhite (each 50%). Mr. Starling is engineering supervisor and Mr. Crosswhite is chief maintenance and engineering supervisor for Mutual Broadcasting System (BP-20013). Action Feb. 4.

#### AM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WXEW Yabucoa, P.R. (BL-13955); WBQN Barceloneta, P.R. (BL-13912). Action Feb. 6.

#### FM applications

■ Indio, Calif.—Classic Broadcasting Corp. seeks 103.1 mhz, 525 w, HAAT 628 ft. P.O. address: 45521 Oasis St., Indio, Calif. 92201. Estimated construction cost \$54,261; first-year operating cost \$65,172; revenue \$75,000. Format: classical, standard pops. Principals: Norman L. Posen (51%), David Weinstein (35%) Andy Fakas (10%), et al. Mr. Posen is general manager of KWKW(AM) Pasadena, Calif. Mr. Weinstein is hotel and casino employee in Las Vegas. Mr. Fakas owns KCAL-AM-FM Redlands, Calif. Ann. Feb. 9.

■ Valdosta, Ga.—Radio Valdosta seeks 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Val-Tech Rd., Valdosta, Ga. 31601. Estimated construction cost \$82,872; first-year operating cost \$31,700; revenue \$48,000. Format: beautiful music. Principal: William Orson Woodall has interests in banking, land development and security firm. He is also part owner of WGRA(AM) Cairo and WGAF(AM) Valdosta, both Georgia. Ann. Feb. 9.

■ \*Cherry Hill, N.J.—Board of Education of the township of Cherry Hill seeks 88.1 mhz, 10 w, HAAT 100 ft. P.O. address: Markkress Rd., Cherry Hill, N.J. 08003. Estimated construction cost none (materials to be donated); first-year operating cost none. Format: educational, information. Principal: Applicant is public educational institution. Ann. Feb. 11.

■ Odessa, Tex.—Tower Power Corp. seeks 99.1 mhz, 100 kw, HAAT 413 ft. P.O. address: c/o J.R. McClure, 4 Estanolle St., Greenville, S.C. 26907. Estimated construction cost \$4,900; first-year operating cost \$50,525; revenue \$72,000. Format: religious, inspirational. Principal: J.R. McClure is owner of KHYM(AM) Gilmer, Tex. and 50% owner of several non-media oriented firms. Ann. Feb. 11.

#### FM action

■ Lubbock, Tex.—Radio Lubbock application for 102.5 mhz, 100 kw, HAAT 228 ft. dismissed at request of applicant. Ann. Feb. 12.

#### FM starts

■ KRAD-FM E. Grand Forks, Minn.—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 145 ft. Action Jan. 30.

■ KMIS-FM Portageville, Mo.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 230 ft. Action Jan. 30.

■ \*KIPC Albuquerque, N.M.—Authorized program operation on 91.5 mhz, ERP 8.3 kw, HAAT 4160 ft. Action Jan. 30.

■ \*WNWR Canal Fulton, Ohio—Authorized program operation on 90.9 mhz, ERP 840 w, HAAT 47 ft. Action Jan. 29.

■ \*KEPO Eagle Point, Ore.—Authorized program operation on 89.1 mhz, TPO 10 w. Action Feb. 3.

### Ownership changes

#### Applications

■ WADS(AM) Ansonia, Conn. (AM: 690 khz, 500 w-D)—Seeks assignment of license from Valley Broadcasting Co. to A.D.S. Broadcasting for \$160,000. Sellers: wish to devote time to personal professional interests. Buyer is Jerome D. Dawson, retired dentist. Dawson family also owns WKND(AM) Windsor, Conn. and WXLS(FM) Willimantic, Conn. Ann. Feb. 9.

■ WLIV-AM-FM Livingston, Tenn. (AM: 920 khz, 1 kw-D; FM: 95.9 mhz, 3 kw)—Seeks transfer of control of WLIV Inc. from Richard Gillespie (51% before; 33-1/3% after) to Millard V. Oakley and Drew Huffines (36.5 & 12.5% before; 33-1/3% each after). Consideration: \$25,000. Principals: Mr. Gillespie's sale reflects realignment of stock ownership with him relinquishing majority control. Mr. Oakley is commissioner of Tennessee insurance department with banking interests and majority ownership of WCSV(AM) Crossville, Tenn. and part owner of WHAL-AM-FM Shelbyville, Tenn. He has applications pending for three Tennessee AM stations. Mr. Huffines is program director of WLIV-AM-FM. Ann. Feb. 9.

■ WSHF(AM) Sheffield, Ala.—Broadcast Bureau granted assignment of license from J.B. Falt Jr. to Sheffield Broadcasting Co. No consideration. License remains in family with Mr. Falt maintaining control (BAL-8586). Action Feb. 2.

■ KEZR(FM) San Jose, Calif. (106.5 mhz, 50 kw)—Broadcast Bureau dismissed application for assignment of license from PSA Broadcasting to Radio Uno Corp. Ann. Feb. 12.

■ KKIK(AM) Waco-Marlin, Tex. (1010 khz, 10 kw-D)—Broadcast Bureau granted assignment of license from Centrum Corporation to Jamar Media for \$265,000. Sellers: Ronald J. Romanski, David Fricker, Dwight Parks, et al. have no other broadcast interests and are selling due to substantial losses (granted exception of three-year holding rule). Buyers are William W. Jamar (51%) and wife Jane Ellen Lamar (40%). Lamars, along with Ms. Lamar's brothers, have owner-

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## 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	4,483	50	4,513
Commercial FM	2,704	0	83	2,767	123	2,890
Educational FM	764	0	40	804	58	862
<b>Total Radio</b>	<b>7,900</b>	<b>3</b>	<b>131</b>	<b>8,034</b>	<b>231</b>	<b>8,265</b>
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
<b>Total TV</b>	<b>929</b>	<b>10</b>	<b>23</b>	<b>962</b>	<b>68</b>	<b>1,030</b>

\*Special temporary authorization

\*\*Includes off-air licenses

ship in, to varying degrees, KBWD(AM)-KOXE(FM) Brownwood; KSNY(AM) Snyder; KVXM(AM) Monahans; KVOP(AM)-KPLA(FM) Plainview; KCRS(AM) Midland; KNOW Austin; KVIC Victoria, all Texas; also cable and publishing interests. Action Jan. 29.

Room 26 Phelan Hall, San Francisco; install new trans. and ant.; make change in ant. system; ERP 5 kw (H&V); ant. height 300 ft. (H&V); conditions (BPED-1818). Action Feb. 4.

■ KOKL Okmulgee, Okla.—Broadcast Bureau granted CP to make changes in ant. system for addition of FM antenna (BP-20205). Action Feb. 4.

## Facilities changes

### AM applications

- KTHO South Lake Tahoe, Calif.—Seeks CP to increase daytime power to 2.5 kw. Ann. Feb. 9.
- WHIC Hardinsburg, Ky.—Seeks CP to increase daytime power to 1 kw, install 500 w-CH. Ann. Feb. 9.
- KURL Billings, Mont.—Seeks CP to increase daytime power to 5 kw. Ann. Feb. 9.
- WDLA Walton, N.Y.—Seeks CP to increase daytime power to 5 kw. Ann. Feb. 9.
- WAKS Fuquay Springs, N.C.—Seeks CP to increase daytime power to 5 kw, install DA. Ann. Feb. 9.
- WIXE Monroe, N.C.—Seeks CP to increase daytime power to 1 kw. Ann. Feb. 9.

### AM start

■ Following station was authorized program operating authority for changed facilities on date shown: WFLA Tampa, Fla. (BPH-8073), Jan. 30.

### FM applications

- \*KCBX San Luis Obispo, Calif.—Seeks CP to change from Class D to Class B station; install new trans.; install new ant.; change TPO; ERP 2.02 kw and HAAT 1440 ft. Ann. Feb. 11.
- KHOO Waco, Tex.—Seeks CP to install new trans.; install new ant.; change TPO; ERP 100 kw (H&V) and HAAT 427.25 ft. (H&V). Ann. Feb. 9.

### FM actions

- KBFE Casa Grande, Ariz.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 600 East First Street, Casa Grande; ERP 3 kw (H&V); ant. height 70 ft. (H&V) (BMPH-14735). Action Feb. 9.
- \*KUSF San Francisco—Broadcast Bureau granted CP to change trans., studio and remote control locations to 2345 Golden Gate Avenue, USF Campus,

### FM starts

- Following stations were authorized program operating authority for changed facilities on date shown: WDCS Portland, Me. (BPH-9562) Jan. 29; WIOB Ann Arbor, Mich. (BPH-9353), Jan. 30; WNIC-FM Dearborn, Mich. (BPH-9505), Jan. 30; WOCB-FM W. Yarmouth, Mass. (BPH-9113), Jan. 29; WPWR St. George, S.C. (DKT No.19,981), Jan. 29; WXLM Savannah, Ga. (BPH-8968), Jan. 29; \*KCHO Chico, Calif. (BPED-1955), Feb. 2; \*WHHI Highland, Wis. (BPED-2103), Feb. 3.

## In contest

### Review board decisions

- Fort Smith, Ark., **FM proceeding**: KFPW Broadcasting Co. seeking 100.9 mhz (Doc. 18241)—FCC Review Board granted application of George T. Herneich. Action reversed ALJ John H. Conlin's supplemental initial decision released last Nov. 18. In July 1974, commission determined that Herneich, as sole owner of KAIT-TV, personally and knowingly conducted dishonest transactions to advance private interests of station. Accordingly, FCC denied KAIT-TV's renewal application. Commission, however, granted Herneich's license application for KFPW-TV, since it found no evidence of misconduct at that station and because it was unlikely misconduct involving KAIT-TV would be repeated in operation of KFPW-TV. In his supplemental initial decision, Judge Conlin had said commission's grant of KFPW-TV application did not represent an overall endorsement of Herneich's good character. He concluded that given Herneich's prior history of wrongful conduct in operating KAIT-TV, a grant to him of new broadcast license would not be in public interest. Action Jan. 28.
- KFDR(AM) Grand Coulee, Wash., **renewal proceeding**: New Deal Broadcasting Co. (Doc. 20461)—Commission dissolved stay order, vacated order cancel-

ing further hearings, closing record and terminating proceeding and remanded proceedings to ALJ Walter C. Miller. Renewal application of William Y. Tankersley and Frank A. Del Vecchio (New Deal Broadcasting Co.) for renewal of license of KFDR was designated for hearing on April 23, 1975, on 21 issues including Del Vecchio's past criminal convictions (arson, petit larceny, burglary and grand larceny), other misconduct by Del Vecchio and misrepresentations by Del Vecchio and Tankersley. Prehearing conference was held on June 16 but neither Del Vecchio, Tankersley nor their attorney appeared. On same day, but after conference was over, Broadcast Bureau counsel received letter from Del Vecchio advising FCC that licensee intended to cease operations and requesting cancellation of KFDR license and withdrawal of renewal application. As result, ALJ Miller dismissed renewal application for failure to prosecute and ordered New Deal to cease operations by 11.59 P.M., July 20. Judge Miller's order was stayed by commission order of July 16, 1975, pending FCC consideration and disposition of Broadcast Bureau appeal from termination order. Bureau's appeal involves question of whether or not New Deal intended to prosecute its application. Bureau submitted telegram from Del Vecchio to commission, received June 16, 1975, which asked FCC to disregard earlier letter from Del Vecchio requesting cancellation of license and withdrawal of renewal application. Action Feb. 10.

## Fines

- KMMT(FM) Mammoth Lakes, Calif.—Broadcast Bureau notified of apparent liability for forfeiture of \$100 for failing to employ at least one first-class radiotelephone operator, readily available at all times. Action Feb. 6.
- KBIX(AM) Springfield, Mo.—Broadcast Bureau notified of apparent liability for forfeiture of \$500 for operating with excessive power. Action Feb. 6.

## Allocations

### FCC took following actions on FM allocations:

- Moorpark, Calif.—Commission proposed assigning educational FM ch. 216 (91.1 mhz). Action was result of petition for rulemaking by Moorpark College. Commission noted ordinarily rulemaking is not required to assign educational FM channel to particular community. Unlike procedure for commercial FM, it said, use of educational FM channels is usually governed by demand system based on filing of application rather than amending table of FM assignments. Commission said, however, that since Moorpark is within 199 miles of U.S.-Mexican border, establishment of station there requires suitable channel listed in table of assignments of FM channels adopted according to terms of U.S.-Mexico broadcasting agreement (Doc. 20702). Action Feb. 3.
- La Belle, Fla.—Assignment of FM ch. 221A (92.1 mhz) to La Belle, Fla., as its first FM assignment and deletion of ch. 221A from Naples, Fla., has been proposed by broadcast bureau. Assignment was suggested in petition by Thomas A. Smith. Commission said ch. 221A at La Belle would have to be located east of La Belle to meet minimum mileage separation of 65 miles from WAMR-FM Venice, Fla., which operates on ch. 221A. Although Smith did not propose replacement channel for Naples, bureau said ch. 249 (97.7 mhz) could be substituted for ch. 221A at Naples. (Doc. 20705). Action Feb. 4.
- Versailles, Ind.—Broadcast Bureau proposed assignment of 103.1 mhz (ch. 276A). Assignment of 103.9 mhz (ch. 280A) had been requested by James Robert Albritton but bureau noted this would be impossible since ch. 280A had been assigned to Batesville, Ind., only 12 miles from Versailles. Bureau noted since Versailles is located within 250 miles of U.S.-Canadian border, concurrence of Canadian government would be required for assignment (Doc. 20708). Action Feb. 4.
- Ida Grove, Iowa—Broadcast Bureau proposed assignment of 92.7 mhz (ch. 224A) and deletion of same from Carroll, Iowa. Assignment was suggested by Midwest Industries (Doc. 20710). Action Feb. 4.
- Mansfield and Marshfield, Mo.—Broadcast Bureau proposed assignment of 95.9 mhz (ch. 240A) to Mansfield, and 104.9 mhz (ch. 285A) to Mansfield. Webster County Broadcasting Co. requested assignment of ch. 285A to Marshfield and Herbert Starbuck requested assignment of same to Mansfield.

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Bureau noted either community could be assigned ch. 285A in conformity with minimum mileage separation rule but it could not be assigned to both communities as they are only 24 miles apart. Bureau proposed substituting ch. 240A for Mansfield, since that channel would not restrict selection of antenna site as it would at Marshfield (Doc. 20711). Action Feb. 4.

■ Enterprise, Ore.—Broadcast Bureau proposed substitution of ch. 221A (92.1 mhz) for ch. 244A. Substitution was proposed in petition by STL Inc. Bureau pointed out that ch. 244A is unoccupied and unapplied for and ch. 221A could be assigned to Enterprise without affecting any other existing FM assignment. STL said substitution of ch. 221A would eliminate 6.78 mile short spacing from transmitter site it had proposed for station on ch. 246 at Walla Walla, Wash., to reference point of second adjacent ch. (244A) in Enterprise. Bureau noted that due to proximity of Enterprise to U.S. Canadian border, concurrence of Canadian government would be necessary (Doc. 20706). Action Feb. 4.

■ Broadcast Bureau proposed assignment of first FM channels to six communities. They include chs. 261A (100.1 mhz) to Nisswa, Minn., 269A (101.7 mhz) to Collins, Miss., 285A (104.9 mhz) to Blackshear, Ga., 272A (102.3 mhz) to Clintwood, Va., and Hinton, W.Va., and 265A (100.9 mhz) to Yuma, Colo. Bureau said none of the communities is near urban area and all assignments could be made in conformity with minimum mileage separation rule without affecting any assigned FM channels (Doc. 20709). Action Feb. 4.

## Cable

Following operators of cable TV systems requested certificates of compliance, FCC announced (Stations listed are TV signals proposed for carriage):

■ Centennial Communications Corp., for Hartford City, Ind. (CAC-06078): Requests certification of existing operations and add: WGN-TV Chicago.

■ Valley Microwave Transmission, for Raymondville, Tex. (CAC-06079): Requests certification of existing operations.

■ Huntingdon TV Cable Co., for Huntingdon (borough of), Walker township, Oneida township, Penn township, and Porter township, all Pa. (CAC-06080-4): WOR-TV, WPIX, New York.

■ Huntingdon TV Cable Co., for Alexandria borough, Petersburg (borough of), and Smithfield township, all Pa. (CAC-06085-7): WOR-TV, WPIX, New York.

■ Lykens TV Company for Elizabethville, Gratz, Hubley township, Lykens, Washington township, etc., Pa. (CSR-979): Petition for special relief relief to permit its cable systems to continue present operations without certificate of compliance until March 31, 1977, or until new or substantially amended franchises for those systems are received, whichever occurs first.

■ Service Electric Cable TV, for Sugar Notch, (borough of), Pa. (CAC-05858): Delete: WNEW-TV New York.

■ STV Cable Television, for Niagara Falls, Lewiston, (village of) Lewiston, (town of) and Niagara, (town of), N.Y. (CAC-06047-50): WOR-TV, WPIX, New York, and delete CKGN-TV Uxbridge, Ontario; CICA-TV Toronto.

■ Warner Cable of Warrensburg for Warrensburg, Mo. (CAC-06051): Requests certification of existing operations.

■ Delaware Teleservice Co., for Dover, Del. and Smyrna, Del. (CAC-06022-3): WBOC-TV Salisbury, Md. and delete WMAR-TV Baltimore.

■ Peninsula Cable Television Corp. of San Carlos and Menlo Park, for San Carlos, Redwood City, and San Mateo county, (unincorporated areas), all Calif. (CAC-06052-4): KDTV San Francisco; KMUV-TV Sacramento, Calif. and delete: KTLA, Los Angeles.

■ Belmont Cable Television Co., for Belmont, Calif. (CAC-06055): Same as above listing.

■ Muskegon Cable TV Co., 700 W. Broadway, Box 978, Muskegon, Mich. 49443, for Laketon township, Mich. (CAC-06056): WOTV, WZZM-TV, WGVC, Grand Rapids, Mich.; WKZO-TV Kalamazoo, Mich.; WUHQ-TV Battle Creek, Mich.; WKBD-TV Detroit; WSNS, WGN-TV, Chicago; WMVS Milwaukee.

■ Central New York Cable TV, Box 105, Utica, N.Y. 13503 for Frankfort (town of), New York Mills (village of), and Paris (town of), N.Y. (CAC-06074-6): WHEN-TV, WSYR-TV, WNYS-TV, WCNV-TV,

## Call letters

### Applications

Call	Sought by
<b>New AM's</b>	
KAKA	Southeast Arkansas Radio, Dermott, Arkansas
KGUD	Frederick R. Cote, Banning, Calif.
KVRN	Sonora Broadcasting Co., Sonora, Tex.
<b>New FM's</b>	
WQMT	Cohutta Broadcasting Co., Chatsworth, Ga.
*WDCB	College of DuPage, District 502, Glen Ellyn, Ill.
KMSR	Dairyland Broadcasters, Sauk Centre, Minn.
*WRLC	Lycoming College, Williamsport, Pa.
KORM	Morris J. Jones, Orem, Utah
*WWLR	Lyndon State College, Lyndonville, Vt.
KENE-FM	Radio Broadcasters, Toppenish, Wash.
<b>Existing TV</b>	
KGME-TV	KMAU-TV, Maui, Wailuku, Hawaii
<b>Existing AM's</b>	
KNIX	KTUF Tempe, Ariz.
WCMD	WCUM Cumberland, Md.
WCBC	WUOK Cumberland, Md.
WDRR	WSUF Patchogue, N.Y.
<b>Existing FM's</b>	
KXKX	KHOW-FM Denver
WBYP	WCAO-FM Baltimore
WRRK	WMTE-FM Manistee, Mich.
KLLS	KBEV Okmulgee, Okla.
KEOK	KTLO-FM Tahlequah, Okla.
WTCV	WHAL-FM Shelbyville, Tenn.
KTYL	KZAK-FM Tyler, Tex.

### Grants

Call	Assigned to
<b>New AM's</b>	
KOKI	Teche Broadcasting Corp., Bayou Vista, La.
WVNH	Salem Broadcasting Co., Salem, N.H.
WKZE	Cavallaro Broadcasting Corp., San Juan, P.R.
<b>New FM's</b>	
KTAP	Airwaves Broadcasting Services, Crete, Neb.
KIKT	Greenville Radio Corp., Greenville, Tex.
<b>Existing TV's</b>	
WECA-TV	WSTC Tallahassee, Fla.
KGMD-TV	KPUA-TV Hilo, Hawaii
WTHR	WLWI Indianapolis
WCMH-TV	WLWC Columbus, Ohio
KVIJ-TV	KFDO-TV Sayre, Okla.
<b>Existing AM's</b>	
KEWS	KCFH Cuero, Tex.
KWMS	KNAK Salt Lake City
<b>Existing FM's</b>	
KNIX-FM	KNIX Phoenix
WWRK	WSGC-FM Elberton, Ga.
KOMO	KGMO Honolulu
WMIL	WAUK-FM Waukesha, Wis.

Syracuse, N.Y.; WNEW-TV, WOR-TV, WPIX, New York; WKTV, WUTR, Utica, N.Y.; WTEN, WAST, Albany, N.Y.; WRGB, Schenectady, N.Y.; CKWS-TV, Kingston, Ontario (for Frankfort); requests certification of existing operations.

■ Missouri Valley TV Company, for Chamberlain, S.D. (CAC-06077): KSFY Sioux Falls, S.D. and add: KPRY-TV Pierre, S.D.; KBTV Denver.

■ Warner Cable of Olean, for Portville, (town of) N.Y. (CAC-06064): Requests certification of existing operations.

■ Liberty TV Cable, for Kiskiminetas township, Pa. (CAC-06065): Requests certification of existing operations.

■ Central New York Cable TV, for Kirkland (town of), Whitesboro, (village of), Westmoreland, (town of), Oriskany (village of), Marcy (town of), New Hartford (village of), Deerfield (town of), and Yorkville (village of), N.Y. (CAC-06066-73): Requests certification of

existing operations and add WHEN-TV, WSYR-TV, WNYS-TV, WCNV-TV, Syracuse, N.Y.; WNEW-TV, WOR-TV, WPIX, New York; WKTU, WUTR, Utica, N.Y.; WTEN, WAST, Albany, N.Y.; WRGB, Schenectady, N.Y.; CKWS-TV, Kingston, Ontario (for Westmoreland).

■ Televents, for Castro Valley (unincorporated area) Calif. (CAC-05912): Delete: KHSL-TV Chico, Calif.

■ Bee Line, for Madison, Anson, Skowhegan, Farmington, Me. (CAC-06059-62): WCEB Augusta, Me. and delete: WMEB-TV Orono, Me.

■ Maine Cable Television, 61 Coffee St., Box 1405, Bangor, Me. 04401 for Hampden, (town of), Me. (CAC-06063): WLBS-TV, WABI, WEMT, Bangor, Me.; WMEB-TV Orono, Me.; WMTW-TV Poland Spring, Me.; WCSH-TV, WGAN-TV, Portland, Me.; WCBG Augusta, Me.; CHSI-TV St. John, New Brunswick; CKCW Moncton, New Brunswick; WSBK-TV Boston; CHLT-TV Sherbrooke, Quebec.

■ Cablevision Systems of Long Island Corp., 366 N. Broadway, Jericho, N.Y. 11753 for Glen Cove, N.Y. (CAC-06057): WCBS-TV, WNBC-TV, WNEV-TV, WABC-TV, WOR-TV, WPIX, WNYE-TV, WNYC-TV, New York; WNET, WBTB-TV Newark, N.J.; WLIW Garden City, N.Y.; WEDW Bridgeport, Conn.; WPHL-TV, WTAF-TV, Philadelphia.

■ Liberty Video Corp., Box 311, Liberty, N.Y. 12754 for Fallsburg, (town of) N.Y. (CAC-06058): WNBC-TV, WABC-TV, WCBS-TV, WNEV-TV, WOR-TV, WPIX, New York; WBNG-TV Binghamton, N.Y.; WNET Newark, N.J.; WBRE-TV Wilkes-Barre, Pa.

### Certification actions

■ Chadron, Gordon and Rushville, Neb., Chadron Cablevision and Gordon Cablevision—FCC granted certificates of compliance to Chadron for existing cable system at Chadron, Neb., and Gordon for existing systems at Gordon and Rushville. Systems are commonly-owned and are in Hay Springs, Neb., smaller television market. Chadron and Gordon systems were allowed to continue carrying signals of KDUH-TV (NBC), Hay Springs, \*KTNE-TV Alliance, Neb., and KWGN-TV (ind.), KOA-TV (NBC), KMGH-TV (CBS), and KBTU (ABC), Denver. Also granted was certificate of compliance to Rushville system for carriage of KDUH-TV, KTNE-TV, KWGN-TV, KMGH-TV and KBTU, but deny application for carriage of KOA-TV, and instruct system to notify commission within 30 days that it ceased carriage of KOA-TV. Action Feb. 10.

■ Groton, N.Y., Cerracche Television Corp.—Commission granted petition for reconsideration of action partially granting certificates of compliance. Also granted due to reconsideration are WENY-TV (ABC), Elmira, WROC-TV (NBC), WHEC-TV (CBS), WOKR (ABC), Rochester, WBJA-TV (ABC), WICZ-TV (NBC), Binghamton, WNEW-TV (ind.), New York and WNEP-TV (ABC), Scranton, Pa. (CAC-3802, 4883). Action Feb. 10.

■ Trumansburg, N.Y., Cerracche Television Corporation—Commission granted petition for reconsideration of action partially granting certification for new cable system. FCC, in granting reconsideration, waived signal carriage rules applicable to smaller television markets, to allow Cerracche to carry signals of WROC-TV (NBC), WHEC-TV (CBS), WOKR (ABC), and WNEP-TV (ABC) Scranton, Pa. (CAC-4996). Action Feb. 10.

■ Towner, N.D., Towner Cable TV—Cable TV Bureau dismissed application for certificate of compliance (CAC-4996). Action Feb. 12.

### Other actions

■ Sausalito, Calif., South Sausalito Cable TV—Commission denied waiver of mandatory signal carriage rules, and directed cable operator to begin carriage of KDTV (Spanish language) San Francisco within thirty days. Company had requested waiver, stating its systems already carried one Spanish language station, and since it had fewer than 500 subscribers, could not afford necessary equipment for station its subscribers neither wanted nor would watch. Action Feb. 10.

■ New York, Valley TV Cable Co.—Cable TV Bureau denied petition for special relief by operator of cable television systems at Athens, Athens township, Sayre, South Waverly, Pa., and Waverly and Barton, N.Y., with respect to request by WSYE-TV (NBC), Elmira, N.Y., for nonduplication protection for New York Yankee baseball games to be broadcast simultaneously on WSYE-TV and WPIX New York (CSR-692). Action Feb. 11.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## 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.

**California daytimer**, seeking an experienced sales manager, who can sell, lead and direct sales staff. Salary, incentives and benefits. Box P-46, 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.

**Are you a motivator?** An organizer? A successful sales manager with well rounded knowledge all phases of radio? Ready to move into station management? Midwest opportunity. Stable small company, broadcaster owned. Send qualifications background and references to Box P-122, BROADCASTING.

**If you're strong** on sales there's an excellent small market opportunity for you in growing East Texas of in Michigan's beautiful Upper Peninsula, including co-ownership. Box P-200, BROADCASTING.

**Radio station manager or sales manager**, Monterey, California. Must have outstanding local sales record in competitive market. Strong references relative to ability, honest, stability and sobriety essential. EOE/MF. Charlie Powers, 415-376-0397. Box 68, Moraga, CA 94556.

### HELP WANTED SALES

**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.

**Sales proven** community minded General Manager needed for long established midwest AM daytimer in growth area. Station doing strong gross. Position offers challenge, opportunity to build. Box P-123, BROADCASTING.

**Owner established FM** on Southeast Florida coast seeks semi-retirement. Need strong on-street salesperson. Good potential for future management, possible ownership. Box P-176, BROADCASTING.

**Eastern Michigan AM-FM** operation desires experienced salesperson Company benefits. Guaranteed wages. Announcing experience helpful but not necessary. Write Box P-182, BROADCASTING.

**Black formatted** North Carolina FM needs strong, aggressive sales person. Potential unlimited. Large chain operation. Box P-184, BROADCASTING.

**Sales Manager** for aggressive AM-FM Fulltimers in half-million Great Lakes market. Requires background of proven broadcast sales ability, strong organizational and supervisory skills. A challenging turnaround situation with unusual potential for a serious business-comes-first executive. Send full particulars. EOE. Box P-199, 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.

**Sales persons**, KSOM AM/FM, Ontario, California. Top draw-commissions, excellent fringe benefits, contact Ross Adkines, PO Box 1510, Ontario, CA 91762.

## HELP WANTED SALES CONTINUED

**Immediate opening** for experienced salesperson. Send resume to: WBTR, PO Box 569, Carrollton, GA.

**Combo account executive/announcer** position at No. 1 contemporary station. Excellent growth opportunities. Send resume, tape to WKWK, Wheeling, WV 26003.

**Religious station** has a position open for an announcer-salesperson. Send tape, resume to Dan Miller, Sales Manger, WQXL Radio, PO Box 3277, Columbia, SC 29230, Phone 803-779-7910.

**Sales Mgr.** Need aggressive pro, who can sell & supervise. Great opportunity/med. Ill. mkt. Resume to: Home Office, Decatur Broadcasting, 2800 S. Walnut, Springfield, IL 62704.

**Young expanding company** needs experienced salespeople. All formats, Kansas, Oklahoma, and Colorado. Bob Freeman, President, American Media, 7397 W. Central, Wichita, KS 67212.

### HELP WANTED ANNOUNCERS

**Help wanted.** Play by play Mississippi State University baseball. High school football. Sales or announce. Box P-171, BROADCASTING.

**Morning person** for stereo station in Arizona, immediate opening for stable, responsible announcer with 3rd, salary commensurate with ability. Send resume Box P-197, BROADCASTING.

**Immediate opening** for experienced announcer. Send resume and tape to: WBTR, PO Box 569, Carrollton, GA.

**Top 40 afternoon** drive personality, production, new facilities, tape/resume to WELK, Box 1294, Charlottesville, VA 22902.

**If you're major market material**, but need credentials, we'll help you move after one year. Help us stay No. 1 this year. Modern country, clear channel, ABC network AM. Covers Southern Indiana and Western Kentucky. Low base plus commission. One year hard work expected on air/in sales. You'll get your return on investment. Others have moved to Washington, Nashville, Indianapolis, Minneapolis. Send tape/resume to WKCM, Box 1140, Tell City, IN 47586. EOE.

**Combo announcer/account executive** position at No. 1 contemporary station. Excellent growth opportunities. Send resume, tape to WKWK, Wheeling, WV 26003.

**Small market** southwest Virginia contemporary seeking announcer with news and production. Third ticket. Tape, salary, resume first letter. No calls. Dennis O'Bryan, WLPM, Box 1267, Suffolk, VA 23434.

**Experienced announcer**, WQWQ/FM has an immediate opening for a staff announcer with a mature quality voice. Position has potential of advancement to PD. Applicant must have good knowledge of beautiful music. Daily air shift and production responsibilities. 3rd class FCC license required. Contact Bill Winchell, WQWQ/FM, Box 296, Muskegon, MI 49443. 616-722-1681.

**New medium market** contemporary needs jocks. Personable approach, program content and experience. 3 weeks vacation; 5 day week. Send tape and minimum salary requirements to Lee Sommers, 14a Warwick Ave., Albany, NY 12205.

**Western Oregon** radio needs announcer salesperson combo. Should be experienced in both. Sports and engineering ability preferred. not required. 1-503-367-6381.

## 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.

**Chief Engineer** Midwest Class IV AM/stereo FM. Must have solid experience in all phases of transmitter and studio maintenance as well as complete knowledge of FCC rules. Send confidential resume and salary requirements to Box P-133, BROADCASTING.

**1st class engineer**, automation background, offered opportunity for increased responsibility and technical control. Must have production background. Mid Atlantic region, access to No. 1 market. Box P-135, BROADCASTING.

**Chief Engineer**, needed at once for top rated AM and FM stereo automated stations on Florida's east coast. Must be experienced in all phases of maintenance, audio and automation. Good pay and benefits for the right person. Need is yesterday. EOE. Write Box P-144, BROADCASTING.

**Experienced professional** chief engineer. Leading AM-FM Midwest (Ohio-Ky-Ind) medium market. Good future, excellent starting salary. Reply held in confidence. Box P-160, BROADCASTING.

**Immediate opening** for chief engineer, 3 tower, night directional, 5,000 W. Midwest contemporary AM station. New transmitter. Good pay and hours. EOE. Reply to Box P-187, BROADCASTING.

**Combo CE/DJ's**. Expanding group has openings midwest and west. Full time non-directionals in excellent family growth areas. Possible group Chief. Valid first. Sharp on FCC regs and maintenance. \$750 month. EOE/MF. Box P-190, BROADCASTING.

**Outstanding opportunity** for bright first class engineer to learn from real pro. Will work with our director of engineering on AM. FM stereo, SCA and soon directional operation. Chance to learn data processing in our in house computer. Stable position, good future and excellent fringes. Equal Opportunity Employer. Complete details, including experience, salary desired and references, first letter. Rick Jakle, WJKL/WRMN, 18 1/2 Douglas Ave., Elgin, IL 60120.

**Chief operator** 5000 watt dA. SCM Automation. Need aggressive self starter with at least three years experience in radio station maintenance. Salary open. Black Hills recreation area nearby. Excellent company benefits. EOE. Write Fred Wuenschel, Director of Engineering, Duhamel Broadcasting Enterprises, PO Box 1760, Rapid City, SD.

**Chief Engineer** NY area for a progressive stereo FM'er. Experienced in construction and maintenance of all audio and RF equipment. Call 516-485-9200.

### HELP WANTED NEWS

**Experienced morning** newspaper or newspaper-announcer wanted for Michigan full-time station. Box P-204, BROADCASTING.

**Experienced, aggressive newspaper** to work a small, midwestern market. Sports background desirable. We are strong in news with seven mobile units and emphasis on live reporting. Opportunity for advancement. Equal Opportunity Employer. Box P-205, BROADCASTING.

**Inside and outside**. Good digger and strong on the air. We want local news. No rip and read. Send tape and resume to Duane Stacker, News Director, WTL, AM & FM, Lansing, MI, PO Box 1010. No phone calls.

## HELP WANTED NEWS CONTINUED

**WOBB: Toms River**, New Jersey needs an experienced newscaster. Good delivery, writing, typing and references a must. Call 201-269-0927. Equal Opportunity Employer. Particularly interested in experienced New Jersey broadcasters.

**News Director** Long hours, six day week. One man plus stringers setup. Honest dedication to total, factual, unbiased local reporting. EOE. Peter Bardach, Pres., WSUS Franklin, NJ 201-827-2525.

**Immediate opening** for experienced newscaster to head news department in medium market. Must be heavy on local news gathering. Send resume, tape to Bob Brewer, Box 756, Okmulgee, OK 74447. 918-756-3646. Equal Opportunity Employer.

**Aggressive, gutsy news reporting.** Must have ability to dig, write, edit and read news. Plus, a flair for showmanship in the gathering and reporting of strictly local news in rapidly growing small market station. Equal Employment Opportunity. Send resumes to Box 1566, Sierra Vista, AZ 85635.

**Associate producer News.** Responsible for preparation and voicing of newscasts, assist in production of news modules and develop ideas for spot coverage, short features and news series. Minimum starting salary: \$13,500. Requirements: 4 yrs. college + 2 yrs. radio journalism or 2 yrs. college and 3 yrs. experience. Send resume and newscast tape to Judith Rowe, National Public Radio, 2025 M Street, N.W., Washington, DC 20036. NPR is an Affirmative Action/Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program and promotional director**, who can positively build great numbers. We want to be number one, and stay there. Possible air shift, position requires community involvement. Salary open, benefits. Box P-189, BROADCASTING.

**Brown Institute** graduate to teach at Florida school. Minimum of three consecutive years experience in radio required. First phone preferred. Immediate opening. No phone calls, please. Send letter and resume to Personnel, Brown Institute, 111 N.E. 44th Street, Fort Lauderdale, FL 33334.

**Radio/TV news and editing instructor.** Media and teaching exper. Ph.D. preferred; M.A. required. Affirmative Action, Equal Opportunity Employer. Write Dean of Liberal Arts, University of Texas at El Paso, 79968.

**Production Assistant/Tape Editor.** Must have good background and interest in daily news, some college and 1-2 years experience. Minimum starting salary: \$9,600. Candidates will be judged principally on their on-air product. Send resumes, scripts written and/or tapes of programs produced to Judith Rowe, National Public Radio, 2025 M Street, N.W., Washington, DC 20036. NPR is an Affirmative Action/Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**GSM, Leader**, salesman, innovator. Hard working builder of outstanding sales organizations, Professional broadcaster. Box P-127, BROADCASTING.

**Sales Manger**, proven record as AE in medium market, 13 years sales, 5½ in radio. Looking to develop sales dept. Northeast. Resume. Box P-174, BROADCASTING.

**Management position** with permanent future in Pennsylvania. Excellent track record in sales. RAB trained. Very knowledgeable in newspaper, TV & agency side of advt. Box P-178, BROADCASTING.

**Aggressive sales manager** with management experience ready for top job with growing company. Box P-183, BROADCASTING.

## SITUATIONS WANTED SALES

**AE, was successful** in medium market, want to return to radio in or around Pennsylvania. Resume. Box P-175, BROADCASTING.

**Have paid my dues** as a jock. All market sizes. Degree. Desire medium market Top-40 sales. Southwest. Box P-191, BROADCASTING.

## SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone**, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Basketball play-by-play.** One of the best Radio or TV. Box N-223, BROADCASTING.

**Sportscaster/RAB** salesman. 7 year pro. Basketball/football PBP/college and pro. Box P-119, BROADCASTING.

**Is your station** in or near a big city? Looking for that pro to complete your staff? Then try the exciting communicative style of this announcer. College grad with major market experience in news plus tops in production & sales, currently employed. So you don't forget send your requests for both tapes and resumes before midnight tonight to Box P-124, BROADCASTING.

**Hard working**, dependable announcer seeking progressive rock station. 2 yrs. experience, 3rd endorsed, I want progressive rock, will relocate. Box P-168, BROADCASTING.

**DJ, 26**, Navy vet, no experience, seeks first break. Broadcast school grad, 3rd endorsed, willing to travel, 914-666-2623 after 6 PM. Box P-169, BROADCASTING.

**Eight years experience** News and music. Want to contribute to and benefit from professional team at adult-oriented contemporary station. Desire Pacific Northwest or similar scenic area. Pleasant working and living environment a must. Box P-173, BROADCASTING.

**Young D.J.**, announcer, 3rd phone seeking break, anywhere, know music. Inexperienced but willing. Joseph Sarica. Box P-195, BROADCASTING.

**D.J. Co-prod** news, 3rd, 5 yrs college radio, progressive and easy FM. Still working, good chords, vibes. I deserve a break today! I'm mobile bee bee. Box P-201, BROADCASTING.

**News oriented** staff anncr. looking. Hard worker. 24 mos. exp. 1st phone. MD-Mass. preferred. Interview ability. Box P-203, BROADCASTING.

**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 Holiday, 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.

**Announcer-engineer** available to adult MOR station anywhere. Interview preferred. Call after 7:30 PM. 717-264-2120.

**Sportscaster**, Did only basketball in college, interested in doing baseball. 3rd endorsed. Bill Sova, 329 Palmer Terrace, Mamaroneck, NY 10543. 914-698-4826.

**Contemporary** or Top 40 announcer. Production/traffic. 2 years experience. Box 71, Park Forest, IL 60466.

**Here's one** that sounds good: Contemporary personality, experienced innovative production; degree, third. 217-787-3295.

**Suburban NYC!** 5 yr pro returning home. MOR or rock. Jerry Allen, 515-424-3165, 240½ 6th SE, Mason City, IA

**Experienced air personality** from No. 1 station seeks progressive MOR. Good production & creative. Robert Hollowell, 226 N. Magdalen, San Angelo, TX. 915-653-4971.

**Enthusiastic** young announcer, trained in all phases of broadcasting, first class FCC. Tape, resume. Call Dave, 213-790-0417.

**There's no doubt**, I can be an asset to you. Willing to travel for good organization. Call Mike, 716-833-1806.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Comedy writer/producer/entertainer** is looking for an audience that needs cheering up. If your station has such an audience call Ed Janik at 312-389-2230, after 7 PM, or write: 1851 High St., Blue Island, IL 60406. Prefer Midwest.

**Exciting, young and aggressive** 3rd endorsed announcer with one year experience and the ability to take direction is looking for full time position. Jim Sacony, 1447 Benner St., Phila., PA 19149. 215-743-4710.

**Southern California stations**, I am an experienced dj-newscaster. Will work any schedules and weekends. Available now. Call 213-874-7236.

## 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.

**Available:** Experienced AM-FM Engineering Director, with a talent for organization and an ear for quality in sound. Experience includes AM-FM studio and audio systems design and construction, and transmitter facility design and construction. Audio processing, remote control, STL's, automation, RF and audio proof of performance. Extensive experience includes directional antenna installation and adjustment, all maintenance, also management and supervision. Overseas employment considered. Currently engaged. Box P-126, BROADCASTING.

**Chief Engineer**, mature, experienced AM-FM desires change. Fine references. Box P-143, BROADCASTING.

**Chief Engineer** with long experience all phases radio and TV wants chief engineer or director of engineering position in Metro area of Southeast. Excellent credentials. Box P-177, BROADCASTING.

**CE-DA**, FM exp 6 yrs. Some CET TV Radar. 301-944-1750.

## 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.

**Newsman and/or sportscaster**, 2 years experience, seeking advancement, currently small market news director, strong local news and actualities, 2 years PBP, prefer Northeast. Box P-156, BROADCASTING.

**Investigative field reporter.** Award winning with top LA station. News format changes forcing me to look elsewhere. I can give you big stories, I've proven it. Box P-179, BROADCASTING.

**News Director** Highly professional broadcast journalist with network experience for eight years. Military broadcast, both TV-radio, since 1954, primarily as news director. Good organization man. Resume available. South or Southwest preferred. Write Box P-181, BROADCASTING.

**Sports Director** medium market station seeks minor league baseball PBP or step up. Mark Buchanan, 1143 NW 56th, Seattle, WA 98107. 206-782-1729.

**Experienced, news**, sports director. Dedicated to professional gathering, writing, reporting. All PBP, talk. Likes travel. Mike 716-833-1806.

**Heavy news** and programing background. Seeking major-medium market news director or operations manager challenge. 20 years experience. First phone, Consider telephone talk, programing, 214-528-3555. 4619 Lake Avenue, Dallas, TX.

**Experienced Washington news** team will cover the Montreal Olympics, and Democratic and/or Republican Convention, National or local coverage. We also offer daily coverage of Capitol Hill. Contact Connie Lawn, 560 N St., SW, Apt. N-303, Washington, DC 20024. Phone: 202-554-3434.



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**SITUATIONS WANTED NEWS  
CONTINUED**

**News and sales.** Permanent position wanted. College graduate, 3 yrs. Voice prep., post graduate study in journalism. Strong re-write, strong voice. Tape avail. 3rd ticket. Own car. Will relocate. Single, West Coast or Northeast desired. Small station. Contact: Alex Simis, 252 West 76th Street, NY, NY 10023.

**Newsman/Interviewer.** Radio/TV 5 yrs. own show. Contemp MOR air personality and newscaster. Strong, clear voice. Investigative and documentary newsreporting exp. on award winning team. Edit/copy/comm/prod. 3rd endorsed. Paula Ollick, PO Box 1984, Hato Rey, PR 00919.

**I'm tired** of major market rip and read. Looking for medium or small market station that values local news. 4 years experience, degree, third. John, 219-844-8694.

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**SITUATIONS WANTED PROGRAMING, PRO-  
DUCTION, OTHERS**

**Experienced airround organizer!** High on creativity, professionalism, promotion, people management, profit-making ideas. Am now (and always have been) successful at my job. Good PD, good jock too; 50 share 18-49. Contemporary medium market stations write Box P-193, BROADCASTING.

**Production** that produces! Experienced, mature, creative personality, seeks position at growing station. Over 50 character voices for imagine-eared spots. Prefer West of Rockies but will consider all. Let's sell your time. \$600 month start. 213-696-2375.

**Strong production, copywriting pro.** Ten years experience medium/large markets. Automation or shift work. Rock or MOR formats. 9K now. Ron. 602-268-4998.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

**Traffic Manager** for major market group owned network affiliate. Must have strong leadership with ability to motivate. Computer background helpful but not essential. Call George Coles, WTVN-TV, 614-228-5801. An Equal Opportunity Employer.

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**HELP WANTED TECHNICAL**

**VTR Maintenance Engineer.** Familiar with AVR-1's and 1200's for Chicago and Los Angeles locations. Box P-62 BROADCASTING.

**Corporate/Industrial** video center seeks chief engineer. Will assist in selection and installation of equipment for production facility now being planned, operate and maintain all production equipment. Eastern Pennsylvania. Send resume, salary requirements to Box P-129, BROADCASTING.

**Television Technician** to operate, maintain and repair CCTV production equipment. Experience trouble-shooting 1" IVC video recorders desired. Salary \$10-12,000 depending upon experience. Please send employment history to Box P-155, BROADCASTING.

**Transmitter supervisor** must have some experience 40 hour week most normal fringes. Chief Eng., KXLF TV, Box 3500, Butte, MT 59701. 406-792-9111.

**Broadcast Engineer,** graduate of technical school with 1st class FCC license to operate and/or maintain color television, FM radio and audio-visual equipment. Experienced engineer preferred. Competitive salary. Position available March 1, 1976. Contact Leslie Davis, Director of Telecommunications Engineering, UPO 916, Morehead State University, Morehead, KY 40351. Phone 606-783-3106. Morehead State University is an Equal Opportunity Employer.

**Chief Engineer.** If you can capably replace a top-notch small market UHF chief engineer, we may have an immediate opening for you in a pleasant midwest community. Contact Harold Shiveley, 317-463-3516.

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**HELP WANTED TECHNICAL  
CONTINUED**

**Home Box Office,** a subsidiary of Time, Inc., the national terrestrial and satellite program distributor to the cable industry, is looking for an experienced TV & audio engineer with background in microwave, cable & pay TV hardware. Duties include signal quality control & interfacing with cable systems. 30% travel in the Northeast anticipated. Send resume to Mr. George Gilbert, Director of Network Operations, Time/Life Building, Rockefeller Center, NY, NY 10020.

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**HELP WANTED NEWS**

**No. 1 station** in Mid-South looking for feature reporter with that special touch. Box P-159, BROADCASTING.

**Meteorologist,** Large news AM-FM-TV operation with a reputation for excellence has a first rate opportunity for a meteorologist with pleasing personality and delivery. Box P-196, BROADCASTING.

**Reporter** for Washington Radio-TV bureau. Some investigative reporting. Experience necessary. Send resume and photo to Box P-206, BROADCASTING.

**Reporter/Cinematographer** with solid experience producing, anchoring TV newscasts. Field reporting/film qualifications essential. Excellent salary, fringe benefits. Send VTR audition, and resume to: Kirk Winkler, News Manager, WOI TV, Ames, IA 50010. An Equal Opportunity Employer.

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**HELP WANTED PROGRAMING, PRODUCTION,  
OTHERS**

**Director,** To direct & switch local news. Must have commercial news directing experience. Upper Midwest. Resume & salary needs to Box P-192, BROADCASTING.

**On-air promotion manager.** If you're ready for the No. 2 promotion spot at a top-5 station that knows the value of on-air promotion, we want to hear from you. Film and tape experience a must. An Equal Opportunity Employer. Box P-202, BROADCASTING.

**SOF Cameraperson,** able to adapt to quick-paced Washington coverage. Newsfilm experience required. Send resume to Box P-206, BROADCASTING.

**Producer/Director** for aggressive, ind. station with proven experience in writing commercials as well as "on air" work. Send resume/letter to Operations Director, KMPH-TV, 2600 S. Mooney, Blvd., Visalia, CA 93277.

**Art Director,** wanted to supervise 3 person department in full range of print and television graphics. At least 2 years television experience necessary. Send resume and samples of your work to: Program Director, WJXT, Broadcast House, Jacksonville, FL 32207. An Equal Opportunity Employer.

**Producer-Director** for University instructional television unit. Responsibilities: 1) Work with college faculty in developing instructional productions 2) Full responsibility for producing, directing, editing above productions. Qualifications: 1) Demonstrated experience and ability in instructional production. 2) B.S. required, M.S. helpful. 3) Film or radio experience helpful. Available: Immediately. Resume, reference and demo tape to: Joel L. Hartman, Center for Learning Resources, Bradley University, Peoria, IL 61625. Bradley University is an Equal Opportunity Employer.

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**SITUATIONS WANTED NEWS**

**Currently sports director** in top 40 market. Young, extremely knowledgeable. Major college PBP. Good television production. Top references. VTR and resume on request. Box P-134, BROADCASTING.

**Looking for** medium market anchor slot: 32 yr. old, with experience as anchor/producer/reporter. Employed, but can't advance at present station. Box P-142, BROADCASTING.

**Versatile talk show host/emcee-heavy** large market background as weatherman, news anchor, commercial announcer, and reporter. Box P-157, BROADCASTING.

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**SITUATIONS WANTED NEWS  
CONTINUED**

**Professional:** 13 years RTV journalism, respected ability, and common sense have made a street-smart reporter, excellent anchor, and real writer. Heavy film/ENG. References, like work, outstanding. Available quickly. 32. Degreed. Box P-188, BROADCASTING.

**Photojournalist.** Awards. Net stories. 5th year. Can add unique dimension to your news operation, as outdoor, recreational, and "on the road" editor, and/or provide seasonal weekly half-hours, hunting, fishing, skiing, snow mobiling, camping, boating, horsing, etc. Box P-194, BROADCASTING.

**Anchorman/reporter** 10-years news experience. 31, degree, family, award winner. 305-295-3024.

**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.

**Sports Director,** experienced, production background. Box 177, Yardley, PA 19067.

**12 year radio/TV bet.** Seeks large market. Currently TV Sports Director voice-over, on camera commercials my specialty. 305-878-3839.

**Newsman/Interviewer** R/TV. Total 5 yrs, exp. own show. Investigative, documentary news exp./award winning team. Currently anchorwoman 6 PM News. Interviewer of greats/near-greats. Edit/copy/comm/prod. Paula Ollick, PO Box 1984, Hato Rey, PR 00919.

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**BUY-SELL-TRADE**

**Mobile radios.** (10) Motorola D24CCA3000D Transtype CC 4155 UHF 464.325 relay frequency. Contact R.E. Joslin, Big Valley Cablevision, Inc., 4955 West Lane, Stockton, CA 95207, 209-466-1567.

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**WANTED TO BUY EQUIPMENT**

**Paul Schafer** wants to buy good used FM transmitters all sizes. Phone 714-459-0222 or write Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037.

**We need used** 250, 50, 1 KW 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

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**FOR SALE EQUIPMENT**

**RCA Type TTU-2A** UHF Television transmitter. Condition like new. Box P-167, BROADCASTING.

**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.

**SMC 3060 Automation** system accomodates up to 10 audio sources, with carousels, reel to reels, cart machines. Further details from KPFL, Box 653, Carson City, NV. 702-882-1319.

**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.

**Video Microwave Link** studio to transmitter and on-location newsgathering. Cliff Fields, Communications Carriers, Inc., 33 River Road, Cos Cob, CT 06807. 203-661-7655.

**Gates RDC-10A,** brand new remote control. Studio and transmitter units. Cost \$1550 new. Make offer. WGUF Radio, PO Box 789, Gulfport, MS 39501. 601-863-1130.

## FOR SALE EQUIPMENT CONTINUED

**Television Equipment** for sale. 2 RCA TTU 60 transmitters; 2 TK-27 film chains with projectors and multiplexers; 3 TR-70 VTRs; 1 TR-4 HB VTR and assorted terminal equipment. Contact: Harry Sykora, phone: 216-845-6043. 8443 Day Drive, Cleveland, OH 44129.

**Hellax-styroflex.** Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

**1 RCA TK-43** color camera and 2 CEI 270 color cameras. Best offer on one or all. For further information contact Bruce G. Dumas, Orth Tec Corporation, Box 566, Salem, NH 03079. 603-893-4552.

**General Electric** TT25A UHF television transmitter tuned Channel 40 less klystrons. 200 feet 3 and one-eighth inch RCA Universal transmission line elbows and patch panels. Malcolm Street, WHMA-TV Aniston, AL.

**Bell & Howell** JAN 16mm OPT/MAG Film Chain projector, pedestal, switching, remote, excellent condition \$1495.00. Other video equipment available—free list. International Cinema Equipment Company, 13843 NW 19th Avenue, Opalocka, FL 33054.

**VTR. One** RCA High band TR5 with new H.B. Air head. Air compressor included. Like new. World Video, Inc., Box 117, Boyertown, PA 19512. 215-367-6055.

**For sale.** One FM Jampro antenna. Twelve bays. PH. 803-761-2518. W. Burckhalter's Tower Service, PO Box 114, Ladson, SC 29456.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**What can we** tell you about Comedy today? Nothing! Nothing, because the only true measure of a "gag" service is the quality of the material. Let us show you what we mean. Query brings sample. Write: S.F. Comedy Pool, c/o Cantu, 350 Turk St., No. 1501, San Francisco, CA 94102.

## MISCELLANEOUS

**Prizes Prizes!** Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Custom embroidered emblems,** your design, low minimum, Emblems, Dept. 702, Littleton, NH 03561.

**45 RPM.** Record Shuck choose from a variety of colors: write for free samples and price too. Pic-a-Disc Products, 2717 Gibson St., Flint, MI 48503.

## INSTRUCTION

**San Francisco,** FCC license, 6 weeks 3/15/1976. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

**FCC license** through correspondence. Free brochure. Grantham, 2002 Stoner Avenue. Los Angeles, CA 90025.

**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.

**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.

## INSTRUCTION CONTINUED

**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.

**Job opportunities** and announcer-dj.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

**No FCC License?** Tried every way but the right way? It's time for Genn Tech., free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

## RADIO

### Help Wanted Management

**Manager to replace retiring owner single market pioneer N. Central AM grossing 200K + and growing. You take my salary, all profit, all responsibility. Pay me 15% of gross. List first letter.**

Box P-207. BROADCASTING.

### Help Wanted Announcers

**ON-AIR-PERSONALITY & PROGRAM DIRECTOR for ONE OF AMERICA'S TOP STATIONS**

Major group operator, modern, contemporary MOR format needs on-air personality-program director with proven track record in major or medium markets to work afternoon traffic shift. Excellent potential for advancement. Stability. Remuneration commensurate with record and experience. Equal Opportunity Employer. Send complete resume, including salary required, etc. Box P-158, BROADCASTING.

### TOP FIVE MARKET

We're putting together a brand new FM Powerhouse in Detroit. We need pleasant, natural-sounding experienced announcers to make it happen. If that sounds like you, send your tape and resume to:

RADIO STATION  
BOX 20056  
DETROIT, MICH. 48220  
EOE/MF

For Fast Action Use  
BROADCASTING'S  
Classified Advertising

## Situations Wanted Management

**EXPERIENCED MANAGER.** Proven history of successful selling background. Positive motivator. Strong references from important and well-known people in broadcasting. I am strictly Company-minded and dedicated to my career. I will relocate. Available for interviews, wherever and whenever needed. Write to:

PO. BOX 2177 Union, N.J. 07083

**Owners and GMs capitalize on 16 years experience.** Includes sales, programming, radio and TV news and public relations. Will parlay this experience for management level position. Can increase morning audience with strong news sound. Rest of day devoted to making money and winning new friends and clients. Will relocate. Contact Lincoln Holmes, 5 King Arthurs Way, Newington, Conn. or call 203-667-2619.

## Situations Wanted Announcers

### HELP! BEING HELD CAPTIVE IN

**Total Concept—AM Drive. No. 1 All Demos. Sincere, warm personality. Characters, humor, phones, interviews, community involvement. Believability. Proven track record. Larger markets only. Race to your phone. Call for Ray Tings 314-727-8721.**

### GUARANTEED SATISFACTION or YOUR MONEY BACK

That's right!! Guaranteed satisfaction of your money back. Minimum: One year; 15-20K. Sports/News (PBP, copy, production, if necessary). Over 5,000 hours air time, dependable, experienced, mature. Available NOW, relocate anywhere. Call: 714-737-8713.

## Situations Wanted Programing, Production, Others

### MEDIUM MARKETS ONLY

Working professional at Philadelphia AM/FM. Extremely strong on music and production, seeks good programing opportunity. Knowledgeable, sensitive and creative. Also, BA plus First Class phone license. Reply Box P-180, BROADCASTING, or call answering service at 215-MA7-8142, anytime.

## TELEVISION Help Wanted Technical

### PRODUCTION ENGINEERS

Ted Johnson, President of Communications 21, is establishing an independent video tape production facility in Jacksonville, Florida.

Communications 21 is an established motion picture and audio-visual production company which has grown to producing on film over 2,000 TV commercials per year for the past five years, in addition to its other activities. It is this growth that has brought about the expansion into video tape.

The new facility will include the following equipment:

**4 each RCA TR-600 video tape recorders**

**TK-45A color camera**

**TK-27 film chain camera**

**TP-88 film projector**

**TP-55B multiplexer**

**Datatron 5050/300 SMPTE time code editing system**

**All support equipment**

We have immediate openings for production oriented engineers. Call or write Mr. Joe Atkins at 150 Riverside Avenue, Jacksonville, Florida 32202. (904) 354-7000.

**Leading video switching company needs design and maintenance engineers. Experience in color video preferred.**

Contact: Mr. Buzan Vital Industries, Inc.

3700 N.E. 53rd Avenue

Gainesville, Florida 32601

Phone: 904-378-1581

## Help Wanted News

### TV NEWS DIRECTOR

Our station: A successful group-owned network affiliate.

Our market: Prosperous, progressive, medium size, Midwest.

Our need: A take-charge news professional who knows how to build journalistically sound, unified, briskly-paced newscasts. And who has the experience and personal leadership ability to manage a well-equipped news staff for maximum effectiveness.

Resume with salary history, please.  
Box P-128, BROADCASTING.  
An Equal Opportunity Employer

## Help Wanted Programing, Production, Others

### TV PROGRAM DIRECTOR

We're searching for a dynamic programing executive to take over the top program post at this respected group station.

The successful candidate will have a comprehensive background of experience: a solid grasp of all phases of television production, the ability to administrate our Program Department effectively, and a thorough understanding of long-term planning and day-to-day scheduling.

Please submit your resume and earnings history.

Box P-138, BROADCASTING.  
An Equal Opportunity Employer

## DIRECTOR OF BROADCASTING

Top five market television station is seeking a creative individual with extensive experience in program content, writing, promotion, syndication, administration. News and film documentary background a must. Applicants responding to ad in 2/16 issue of Broadcasting who wish to be interviewed at NATPE should indicate.

Equal Opportunity Employer  
Box P-172, BROADCASTING.

## Tower Service

### SWAGER TOWER CORPORATION CABLES PRESTRESSED FOR TALL TOWERS SOCKETS ATTACHED

All work supervised by Certified Engineer

Box 658, Fremont, Indiana 46738  
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



6806 S. TERRACE RD. TEMPE, ARIZ 85283 (602) 839-4003 Collect

## Employment Service

WE HAVE THE JOBS !!!  
Subscribe To:



Box 61, Lincolnale, N.Y. 10540  
Number "One" In Weekly Nationwide  
Employment Listings for Radio,  
TV, DJ's, PD's,  
News, Announcers, Sales & Engineers.  
\$15.00 3 mo. (12 issues); \$30.00 12 mo.  
(50 issues) No C.O.D.'s, Please

## Wanted To Buy Stations

I am interested in considering the purchase of an AM or AM and FM radio station or stations in a community of not less than 30,000 to 45,000 people in New York, New Jersey, Pennsylvania, Connecticut, or Massachusetts. Will require complete financial report for 1974 and 1975.

Box P-153, BROADCASTING.

## For Sale Stations

Fulltime regional Class III facility. Licensed to a state capital. Perfect for NIS program. Cash buyers only need reply. Please write on company letterhead indicating financial qualifications. Principals only.

Box P-132, BROADCASTING.

\$90,000.00 down gets you: 5000 watts (PSA); \$50,000.00 cash flow; approximately \$55,000.00 in land & building; Top 100 market; upper 1/3 in market ratings; Mid-South. Principals only, stock sale. Reply to owner.

Box P-165, BROADCASTING.

## NORTHEAST

Major Market - Suburban Full Time AM Absentee owned; should be billing much more than present \$300,000/yr. Big suburban market. Needs strong sales oriented owner; manager. Priced \$650,000 with terms to qualified buyer. Price includes valuable Tx/ Studio site. Box P-198, BROADCASTING.

Small Mkt. Midwest Daytimer  
\$125,000.00

Terms to qualified buyer  
Ralph E. Meador, Media Broker  
Box 36, Lexington, MO 64067

## MEDIA BROKERS APPRAISERS

RICHARD A.  
**SHAHEN** INC.  
435 NORTH MICHIGAN - CHICAGO 60611  
312-467-0040



## W.R. IKE

Communications Investments

66 Post Street

San Francisco 94104

(415) 981-5510 - (408) 824-7710

## For Sale Stations Continued

### BAY STATE AM/FM

Recent FM plus established daytime AM in very attractive metro market of 100,000. An unusually fine growth opportunity for a good operator. Asking price of \$375M is about two times present gross. Contact associate Bob Kimel for details at (802) 425-5963.



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

M.W.	Metro	FM	500	29%
S.E.	Small	Daytime	135	40
M.W.	Metro	AM/FM	550	160
S.E.	Small	Daytime	138	40
West	Major	FM	1.8KK	Cash

Atlanta - Boston - Chicago - Dallas  
New York - San Francisco



CHAPMAN ASSOCIATES®  
nationwide service

5 Dunwoody Park

Atlanta, Georgia 30341

## LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact: William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553

## 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.

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

Rates, classified listings ads:

- Help Wanted, 50c per word - \$10.00 weekly minimum.

(Billing charge to stations and firms: \$1.00).

- Situations Wanted, 40c per word - \$5.00 weekly minimum.

- All other classifications, 60c per word - \$10.00 weekly minimum.

- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.

- All other \$45.00 per inch.

- More than 4" billed at run-of-book rate.

- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.



# Stock Index

Stock symbol	Exch.	Closing Wed. Feb. 18	Closing Wed. Feb. 11	Net change in week	% change in week	1975-76 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	ABC	N 26 1/4	26	+ 1/4	+	27 3/8	13 1/8	10	17,187	451,158
CAPITAL CITIES	CCB	N 49 3/4	51 3/4	- 2	-	52 1/4	22	17	7,208	358,598
CBS	N	54 7/8	54 5/8	+ 1/4	+	56 3/8	20 1/2	14	28,313	1,553,675
CDX	N	34 1/4	34 1/8	+ 1/8	+	36 1/8	10 1/4	18	5,852	200,431
GROSS TELECASTING	GGG	A 11	11 3/8	- 3/8	-	11 1/2	6 7/8	8	800	8,800
LIN	LINB	O 16 1/8	14 5/8	+ 1 1/2	+	16 1/8	2 5/8	17	2,382	38,409
MOONEY	MOON	O 3 7/8	3 7/8			3 7/8	1 1/4	10	385	1,491
RAHALL	RAHL	O 4 5/8	4 5/8			6 1/4	2 1/4	10	1,297	5,998
SCRIPPS-HOWARD	SCRP	O 23 1/2	23 1/2			23 1/2	14 1/4	8	2,589	60,841
STARR	SBG	M 4 1/2	4 1/2			7	2 3/4	4	1,091	4,909
STDRER	SBK	N 20 3/8	20 5/8	- 1/4	-	21 1/4	12 1/8	10	4,548	92,665
TAFT	TFB	N 27 1/4	26 3/4	+ 1/2	+	28 1/2	11 5/8	9	4,042	110,144
TOTAL									75,694	2,887,119

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 3 1/2	3 1/4	+ 1/4	+	7.69	3 1/2	3/4	21	1,250	4,375
AVCO	AV	N 8 7/8	8 1/2	+ 3/8	+	4.41	8 7/8	2 3/8	2	11,481	101,893
BARTELL MEDIA	BMC	A 1	7/8	+ 1/8	+	14.28	1 5/8	1/2	1	2,257	2,257
JOHN BLAIR	BJ	N 8 1/8	7 1/2	+ 5/8	+	8.33	8 1/2	3 7/8	39	2,403	19,524
CHRIS-CRAFT	CCN	N 5 7/8	5 1/8	+ 3/4	+	14.63	6 3/4	2 1/8	22	4,167	24,481
COMBINED COMM.	CCA	N 15	16 1/2	- 1 1/2	-	9.09	16 7/8	5	9	4,673	70,095
CDWLES	CWL	N 8	7 1/2	+ 1/2	+	6.66	9	4 1/8	7	3,969	31,752
DUN & BRADSTREET	DNB	N 31 7/8	33	- 1 1/8	-	3.40	33	18 3/4	21	26,527	845,548
FAIRCHILD IND.	FEN	N 8	8 1/8	- 1/8	-	1.53	9 1/2	3 3/4	7	5,708	45,664
FUQUA	FOA	N 7 1/2	7 1/2			.00	7 1/2	3 1/4	13	8,689	65,167
GANNETT CO.	GCI	N 39 3/8	39	+ 3/8	+	.96	39 3/8	23	24	21,108	831,127
GENERAL TIRE	GY	N 22	22			.00	22 1/8	10 5/8	7	21,523	473,506
GLOBETROTTER	GLBTA	O 2 1/4	2 1/8	+ 1/8	+	5.88	3 5/8	7/8	11	2,783	6,261
GRAY COMMUN.	O	6 1/4	6 1/4			.00	7	6	5	475	2,968
HARTE-HANKS	HHN	N 22 1/4	22 3/8	- 1/8	-	.55	22 3/8	6 1/4	14	4,369	97,210
JEFFERSON-PILOT	JP	N 29 1/8	28 1/2	+ 5/8	+	2.19	38 3/4	26 1/4	12	24,068	700,980
KAISER INDUSTRIES	KI	A 10 1/2	10 3/8	+ 1/8	+	1.20	11 5/8	4 5/8	6	27,575	289,537
KANSAS STATE NET.	KSN	D 4 3/4	4 1/4	+ 1/2	+	11.76	4 3/4	2 7/8	8	1,815	8,621
KINGSTIP	KTP	A 6 5/8	6 1/2	+ 1/8	+	1.92	7 3/8	1 7/8	13	1,154	7,645
KNIGHT-RIDDER	KRN	N 34 3/4	34 1/4	+ 1/2	+	1.45	34 3/4	14 1/4	23	8,305	288,598
LEE ENTERPRISES	LNT	A 23 1/2	23	+ 1/2	+	2.17	23 1/2	12	13	3,352	78,772
LIBERTY	LC	N 15	14 1/8	+ 7/8	+	6.19	15	7 1/8	7	6,762	101,430
MCGRAW-HILL	MHP	N 15 7/8	15 3/8	+ 1/2	+	3.25	15 7/8	6	13	24,569	390,032
MEDIA GENERAL	MEG	A 19 1/8	19	+ 1/8	+	.65	19 1/8	9 3/8	7	7,221	138,101
MEREDITH	MDP	N 15 1/8	15 3/8	- 1/4	-	1.62	15 1/2	8 3/8	6	3,041	45,995
METROMEDIA	MET	N 19	20 1/8	- 1 1/8	-	5.59	20 1/8	5 1/4	15	6,553	124,507
MULTIMEDIA	MMED	O 18 1/4	17 1/2	+ 3/4	+	4.28	18 1/4	8 3/4	12	4,390	80,117
NEW YORK TIMES CO.	NYKA	A 14 1/4	14	+ 1/4	+	1.78	15 5/8	7 1/2	9	10,938	155,866
OUTLET CO.	OTU	N 17	17 1/2	- 1/2	-	2.85	17 1/2	8	6	1,387	23,579
POST CORP.	POST	O 8 3/4	8 1/2	+ 1/4	+	2.94	8 3/4	3 1/4	35	871	7,621
PSA	PSA	N 7 3/8	7 1/4	+ 1/8	+	1.72	7 3/8	3 3/4	15	3,181	23,459
REEVES TELECOM	RBT	A 1 7/8	1 3/4	+ 1/8	+	7.14	2 1/4	3/4	8	2,376	4,455
ROLLINS	ROL	N 25 3/4	26 1/2	- 3/4	-	2.83	26 7/8	11 1/4	18	13,404	345,153
RUST CRAFT	RUS	A 8 1/8	7 5/8	+ 1/2	+	6.55	9 3/4	4 3/4	6	2,328	18,915
SAN JUAN RACING	SJR	N 8 3/8	8 1/2	- 1/8	-	1.47	14 1/4	5 3/4	6	2,509	21,012
SCHERING-PLOUGH	SGP	N 54 3/4	56	- 1 1/4	-	2.23	67 1/4	44 1/2	23	53,956	2,954,091
SONDERLING	SDB	A 10 3/8	10	+ 3/8	+	3.75	10 3/8	4	7	727	7,542
TECHNICAL OPERATIONS	TO	A 4 1/8	3 1/4	+ 7/8	+	26.92	6 1/4	2 3/8	5	1,344	5,544
TIMES MIRROR CO.	TMC	N 21 1/2	22	- 1/2	-	2.27	22	10 1/4	13	33,823	727,194
WASHINGTON POST CO.	WPO	A 31 3/8	29	+ 2 3/8	+	8.18	31 3/8	16 7/8	11	4,751	149,062
WDMETCO	WOM	N 18 3/8	17	+ 1 3/8	+	8.08	18 3/8	6 5/8	12	6,332	116,350
TOTAL									378,114	9,436,006	

## Cablecasting

AMECO**	ACD	O 3/8	3/8			.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELBA	O 1 1/8	1 1/8			.00	2 3/8	1/2	9	1,672	1,881
AMERICAN TV & COMM.	AMTV	O 19 1/2	21 3/4	- 2 1/4	-	10.34	21 3/4	6	35	3,322	64,779
ATHENA COMM.** *	O	1 1/8	1 1/8			.00	2 1/4	1 1/8		2,125	265
BURNUP & SIMS	BSIM	O 5 3/4	6 1/4	- 1/2	-	8.00	7 3/4	3	11	8,361	48,075
CABLECOM-GENERAL	CCG	A 7 1/8	7 3/4	- 5/8	-	8.06	7 7/8	1 5/8	13	2,560	18,240
CABLE FUNDING	CFUN	O 7 1/2	7 1/2			.00	7 3/4	4 1/4	188	1,121	8,407
CABLE INFO.	O	3/8	1/2	- 1/8	-	25.00	1 1/4	1/4	1	663	248
CDMCAST	O	2 3/4	2 3/4			.00	3	3/4	11	1,708	4,697
COMMUNICATIONS PROP.	COMU	O 2 3/4	3	- 1/4	-	8.33	3 1/2	1 1/4	17	4,761	13,092
COX CABLE	CXC	A 16	17 1/4	- 1 1/4	-	7.24	17 3/8	4 3/8	25	3,560	56,960
ENTRON	ENT	O 1 3/4	1 3/4			.00	1 3/4	5/8	13	1,358	2,376
GENERAL INSTRUMENT	GRL	N 13 1/4	12 3/8	+ 7/8	+	7.07	31 1/2	7 1/2	9	7,201	95,413
GENERAL TV	O	3/4	3/4			.00	3/4	1/4	38	1,000	750
SCIENTIFIC-ATLANTA	SFA	A 18	17 3/8	+ 5/8	+	3.59	18	11 1/8	15	1,374	24,732
TELE-COMMUNICATION	TCOM	O 4 5/8	5	- 3/8	-	7.50	5	1	3	5,181	23,962
TELEPROMPTER	TP	N 8 1/8	7 3/4	+ 3/8	+	4.83	9 1/2	1 1/2	18	16,604	134,907
TIME INC.	TL	N 64 5/8	66 3/4	- 2 1/8	-	3.18	67 1/2	24 3/4	13	9,975	644,634
TOCOM	TOCM	O 3	3 1/8	- 1/8	-	4.00	3 1/4	1 5/8	7	617	1,851

Stock symbol	Exch.	Closing Wed. Feb. 18	Closing Wed. Feb. 11	Net change in week	% change in week	High	1975-76		PIE ratio	Approx. shares out (000)	Total market capitalization (000)
							Low	High			
UA-COLUMBIA CABLE	UACC	O 12 1/2	12 1/4 +	1/4 +	2.04	13	4 5/8	18	1,714	21,425	
UNITED CABLE TV	UCTV	O 3	2 3/4 +	1/4 +	9.09	4 1/8	1 1/4	6	1,879	5,637	
VIA COM	VIA	N 10 1/2	10 3/4 -	1/4 -	2.32	10 3/4	2 3/4	14	3,654	38,367	
VIKOA**	VIK	A 2 1/4	2	1/4 +	12.50	2 3/4	5/8	2	2,534	5,701	
TOTAL									84,144	1,216,849	
<b>Programing</b>											
COLUMBIA PICTURES	CPS	N 7 3/8	6 7/8 +	1/2 +	7.27	9 5/8	2 3/8	28	6,748	49,766	
DISNEY	DIS	N 59 1/8	60 7/8 -	1 3/4 -	2.87	62 1/4	21 1/4	32	30,977	1,831,515	
FILMWAYS	FWY	A 9 1/8	8 5/8 +	1/2 +	5.79	9 1/8	2 3/4	12	1,792	16,352	
FOUR STAR *			3/8	3/8	.00	1/2	1/4	1	666	249	
GULF + WESTERN	GW	N 23 1/2	23 3/4 -	1/4 -	1.05	24 5/8	18 1/4	3	30,058	706,363	
MCA	MCA	N 73 7/8	75	- 1 1/8 -	1.50	89 1/8	27 3/4	10	8,478	626,312	
MGM	MGM	N 15	15		.00	18 3/4	12 1/4	6	13,118	196,770	
TELETRONICS INTL.	O	9 1/4	7 1/2 +	1 3/4 +	23.33	9 1/4	1 3/8	19	831	7,686	
TRANSAMERICA	TA	N 10 7/8	11	- 1/8 -	1.13	11 1/2	6	16	64,947	706,298	
20TH CENTURY-FOX	TF	N 13 3/4	13 3/8 +	3/8 +	2.80	15 1/2	5 1/8	14	7,562	103,977	
WALTER READE**	WALT	O 3/8	3/8		.00	3/8	1/4		4,296	1,611	
WARNER	WCI	N 21 1/4	21 3/8 -	1/8 -	.58	22 7/8	8 1/4	8	16,718	355,257	
WRATHER	WCO	A 5	4 7/8 +	1/8 +	2.56	5 7/8	1 1/2	9	2,229	11,145	
TOTAL									188,420	4,613,301	
<b>Service</b>											
BBDO INC.	BBDO	O 20 3/4	20 3/4		.00	20 3/4	11 1/8	9	2,513	52,144	
COMSAT	CO	N 30 7/8	28 1/2 +	2 3/8 +	8.33	46 1/2	24 1/2	7	10,000	308,750	
DOYLE DANE BERNBACH	DOYL	O 11 3/4	11 5/8 +	1/8 +	1.07	13	6 1/4	7	1,816	21,338	
FOOTE CONE & BELDING	FCB	N 13	13		.00	13	5 1/2	9	2,121	27,573	
GREY ADVERTISING	GREY	O 9 1/2	9 1/8 +	3/8 +	4.10	9 1/2	5 1/2	5	1,213	11,523	
INTERPUBLIC GROUP	IPG	N 21 1/2	22 3/8 -	1 1/4 -	5.49	22 3/4	8 5/8	7	2,290	49,235	
MARVIN JOSEPHSON	MRVN	O 9 1/8	9	+ 1/8 +	1.38	10 3/8	2	6	1,962	17,903	
MCI COMMUNICATIONS	MCIC	O 3 3/8	2 3/8 +	1 +	42.10	3 7/8	1 3/8		13,339	45,019	
MOVIELAB	MOV	A 1 3/4	1 1/4 +	1/2 +	40.00	1 7/8	5/8	9	1,407	2,462	
MPO VIDEOELECTRONICS	MPO	A 3 1/8	3	+ 1/8 +	4.16	4 1/8	1	17	537	1,678	
NEEDHAM, HARPER	NDHMA	O 6	6		.00	6 3/4	3 7/8	9	853	5,118	
A. C. NIELSEN	NIELB	O 24 1/4	23 1/4 +	1 +	4.30	24 1/4	10 5/8	23	10,598	257,001	
OGILVY & MATHER	OGIL	O 24	24 1/4 -	1/4 -	1.03	24 3/4	11 1/2	8	1,805	43,320	
J. WALTER THOMPSON	JWT	N 10 1/8	10	+ 1/8 +	1.25	10 1/8	4 1/8	14	2,649	26,821	
TOTAL									53,103	869,885	
<b>Electronics/Manufacturing</b>											
AMPEX	APX	N 8 1/8	7 3/8 +	3/4 +	10.16	8 1/8	2 5/8	8	10,885	88,440	
CETEC	CEC	A 1 7/8	2	- 1/8 -	6.25	2 1/8	1	9	2,319	4,348	
COHU, INC.	COH	A 2 7/8	3	- 1/8 -	4.16	3 5/8	1 1/4	32	1,617	4,648	
CONRAC	CAX	N 23	23 1/2 -	1/2 -	2.12	30 1/4	10 7/8	10	1,282	29,486	
EASTMAN KODAK	EASKD	N 106 3/4	112 3/8 -	5 5/8 -	5.00	115	63	27	161,347	17,223,792	
FARINON ELECTRIC	FARN	O 10 1/4	8 1/2 +	1 3/4 +	20.58	14 3/4	6 1/4	19	3,937	40,354	
GENERAL ELECTRIC	GE	N 52 5/8	52 5/8		.00	54 3/4	32 3/8	17	182,885	9,624,323	
HARRIS CORP.	HRS	N 39 5/8	40 3/4 -	1 1/8 -	2.76	40 3/4	14 1/2	26	6,066	240,365	
HARVEL INDUSTRIES *	HARV	O 6	6		.00	9	3	38	480	2,880	
INTERNATIONAL VIDEO	IVCP	O 3	2 3/4 +	1/4 +	9.09	3 3/4	3/4	6	2,730	8,190	
MICROWAVE ASSOC. INC	MAI	N 19 1/4	19 1/2 -	1/4 -	1.28	26 7/8	9 3/4	10	1,320	25,410	
3M	MMM	N 58 5/8	60 1/2 -	1 7/8 -	3.09	66 7/8	46 1/8	29	114,240	6,697,320	
MOTOROLA	MOT	N 48 3/8	49 5/8 -	1 1/4 -	2.51	57 7/8	33 3/4	22	28,198	1,364,078	
N. AMERICAN PHILIPS	NPH	N 28 3/4	29 1/4 -	1/2 -	1.70	29 1/4	12 3/8	14	12,033	345,948	
OAK INDUSTRIES	OEN	N 8 7/8	9	- 1/8 -	1.38	11 1/2	5 1/2	3	1,639	14,546	
RCA	RCA	N 25 1/2	26 1/2 -	1 -	3.77	26 5/8	10 3/8	20	74,547	1,900,948	
ROCKWELL INTL.	ROK	N 28 1/2	28 3/4 -	1/4 -	.86	28 7/8	18 7/8	9	31,200	889,200	
RSC INDUSTRIES	RSC	A 1 7/8	2 1/8 -	1/4 -	11.76	2 1/2	1 1/4	6	3,440	6,450	
SONY CORP.	SNE	N 8 5/8	8 7/8 -	1/4 -	2.81	13 1/4	5	23	172,500	1,487,812	
TEKTRONIX	TEK	N 59	57 1/4 +	1 3/4 +	3.05	59	18 1/8	21	8,671	511,589	
TELEMATION	TIMT	O 1	3/4 +	1/4 +	33.33	1 1/2	3/4	6	1,050	1,050	
VARIAN ASSOCIATES	VAR	N 16 3/4	16 7/8 -	1/8 -	.74	18 1/2	6 1/2	15	6,838	114,536	
WESTINGHOUSE	WX	N 15 1/2	15 3/4 -	1/4 -	1.58	20	9 3/4	43	87,091	1,349,910	
ZENITH	ZE	N 34 3/4	34 1/4 +	1/2 +	1.45	34 3/4	10	145	18,797	653,195	
TOTAL									935,112	42,628,818	
GRAND TOTAL									1,714,587	61,651,978	

Standard & Poor's Industrial Average 112.0 113.1 -1.1

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	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Eikins Institute	1/8	11/20/74
Lamb Communications	1 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

## Another president out of Grand Rapids: Marv Chauvin of NATPE

The members of the National Association of Television Program Executives found their current president, who will serve NATPE in its biggest year yet, in the 39th television market. Marv Chauvin is station and program manager of WOTV Grand Rapids, Mich.

One of Mr. Chauvin's peers in the seventh TV market, Detroit, Jim Major, program director of WJBK-TV, says Mr. Chauvin's election is "a measure of the programing executives' confidence in Marv." Mr. Major continues: "The reason for our confidence is that Marv's all business. He's a serious, hard-working guy who feels strongly about television and who's constantly on the lookout for all that's positive about the medium."

Mr. Chauvin's hard-workingness has been both tested and well used in readying for this week's NATPE convention in San Francisco. It will be NATPE's most ambitious conference to date: 1,800 registrants are expected, nearly a 40% increase over last year's attendance, and some 120 exhibitors will be on hand.

This year's NATPE gathering should, like Mr. Chauvin, be all business. In recent years, the dominant issue at the conference was prime-time access. That, says Mr. Chauvin, is a "nonissue" now. And it will probably stay that way for a while, he feels. There won't be any FCC tinkering with or court tests of the rule in the foreseeable future, he says.

With access out of the way, this year's item will be the family hour. It will compete, however with such other down-to-earth agenda topics as "The Syndication Syndrome," "Bicentennial Programing," "Movie Time Matinee" and "Do Cable Systems Make Good Bedfellows?"

Not that NATPE could have done without prime-time access. It, more than any other factor, put NATPE on the map, says Mr. Chauvin.

To start with, Mr. Chauvin says, there was the obvious boon to syndicators, who had a whole new marketplace of half hours and who needed a convenient yearly event (preferable in February) that would bring the distributor-sellers of programs and the station-buyers together in one place.

But, even more noteworthy for Mr. Chauvin, the station executives who bought programs for their individual markets were now accorded a new status. "Before the rule," he says, "a programing executive's main scheduling task was to run movies and strip off-network stuff in fringe time. The access rule changed the role of the program manager. His judg-



Marvin Richard Chauvin—president, National Association of Television Program Executives, program and station manager, WOTV(TV) Grand Rapids; b. Oct. 17, 1935, Detroit; BA, communications, Michigan State, 1957; stage manager, WWJ-TV Detroit, 1957-58; copywriter, Solomon-Sayles, Detroit, 1958-59; production assistant, WJRT-TV Flint, Mich., 1959-60; producer/director, WOOD-TV Grand Rapids, Mich., 1960-67; producer/director, WFIL-TV Philadelphia, 1967; production manager, WOOD-TV, 1967-68; program manager for station, which became WOTV, 1968-75; present post, summer 1975; m. Shirley Nemeth, Feb. 24, 1973; children (all by previous marriage): Michele, 17; Lynn, 16; Jim, 13; Lisa, 12; Bob, 11; Jimmy, 6; Tom, 5.

ment was now being called on. I remember, when the rule first started a few years ago, the question was should you go with game shows and wildlife shows, which were fairly cheap and safe, or should you try something different, like *Doctor in the House* or *Norman Corwin Presents* or *Ozzie's Girls*." The latter three were failures, and Mr. Chauvin got the message.

The message being that the way to put a station in the number-one position in a given market is to stay on the beaten path. Mr. Chauvin has captured the lead for WOTV in all dayparts in Grand Rapids (according to the most recent Arbitron sweeps) by programing game shows (*Hollywood Squares*, *The Price Is Right*, *Let's Make a Deal*) and animal shows (*Wild Kingdom*) in prime access, stripping *The Partridge Family* and *Ironside* in late afternoon fringe and stripping an hour's worth of the 90-minute *Mike Douglas Show* mid-afternoons.

With access out of the way, Mr. Chauvin says, most of NATPE's attention will be directed toward family viewing and its effect on stations and syndicators. As a programer for an NBC affiliate, he's particularly sensitive to the question of sex and violence on television because "Born Innocent," the now notorious made-for-

TV movie NBC unleashed in September 1974, "did more to bring about the family-hour rule than anything else I can think of," in his words.

"Born Innocent," which featured a graphically detailed broom-handle rape of a young girl, "caused a public furor and outcry," Mr. Chauvin remembers, and applied the brakes to what had been an increasing erosion of the puritanical standards usually associated with TV.

NBC did some editing of the rape scene for the first rerun of "Born Innocent," But Mr. Chauvin says he decided not to carry it on WOTV. "My market in the Midwest," he says, "is much more sensitive to sex and violence than larger markets in other areas of the country."

Mr. Chauvin is making such decisions today because he's been involved in programing in one way or another since college. He went to Michigan State, majoring in communications to follow the lead of a couple of his friends, he says.

After graduation, he jumped straight into station production jobs, first at WWJ-TV Detroit and then at WXYZ-TV Detroit, where he learned the ropes on all the live programs those stations broadcast in the late fifties.

The chance to be a copywriter at an ad agency (Solomon, in Detroit) induced him to abandon the TV-station end of the business. But after six months he got restless and left the agency for a cameraman's job with WJRT-TV Flint, Mich., in 1958. "It was a brand-new station," he remembers, "and they did an awful lot of live production. Not only the standard news, weather and sports, but live religious programing; a guy who was a pilot did a show I worked on called *Wings Over Michigan*, and, for example, the Buick Open at Warwick Hills, where I was the cameraman on the 18th hole."

A TV director's job opened up at WOTV (it was known as WOOD-TV at the time) in 1961 and for the next six years he directed the local news and many of the station's remotes, everything from automobile races to golf matches.

The siren call of a bigger market lured him away to WFIL-TV Philadelphia as a producer-director for four months in 1967, but just as he was about to make the decision to move his family WOTV offered him the production manager's job. His fortunes have been tied to the station ever since.

These days, however, his concerns are not so local. The nuts-and-bolts preliminaries to the NATPE conference occupy his mind and hjs time. As Jim Major says, "Marv's got to keep things running smoothly because NATPE keeps growing in size and importance—there's more riding on it this year than ever before."



## Dress rehearsal

The National Association of Broadcasters mustered 160 of its members to crowd the FCC hearing room last Tuesday while NAB witnesses testified to the perils of cable de-regulation. In what may become a test of the strength in numbers, the National Cable Television Association will show its flag at a similar audience with the FCC. It can practice one-upmanship by turning out, say, 175 cable operators to nod solemnly as its witnesses testify to the cruel repressions cable suffers from a government that excessively protects the bloated broadcasters.

Maybe it makes sense to rally at the FCC, although for broadcasters the time seems late. The NAB witnesses were really asking the FCC to undo some of its recent works, such as the relaxation of leapfrogging restrictions and its liberalization of anti-siphoning rules. The rallying might have had more effect if conducted before the FCC took the undesired actions. At best it is likely to serve now as a deterrent to further easing of the cable rules, unless, of course, it is negated by cable counterrallying.

The real problem that broadcasters face is to find new ways to present their case against cable de-regulation. No matter the size and evident passion of the crowd assembled in the cause last Tuesday, the arguments were essentially those that have been repeatedly advanced since cable became a factor in communications. True, there were accounts of real-world damage to small-market stations by cable competition, but in the main the broadcasters were merely saying what the FCC has heard time and time again.

A less jaded audience is promised when the scene of action on cable regulation shifts to Capitol Hill, as expected next month. The turnout at the FCC last week takes on more meaning if viewed as a warm-up to the anticipated hearings of the House Communications Subcommittee. Congress may turn out to be the writer of the ultimate cable rules.

That is the prospect that confronts both broadcasters and cable operators. If the people's elected representatives are to make the rules, they will in the end choose regulation that promises the most public service. Broadcasters and cable operators must keep that in mind as they prepare their cases.

## The end

In all the reports that have been circulated about the recruitment of journalists to serve the intelligence community, little if anything has been said about the general support that all media gave to Radio Free Europe in the days before it was publicly unmasked as a government enterprise. While RFE was still pretending to be a private service, broadcasting "the truth" beyond the Iron Curtain, U.S. broadcasting leaders were prominent in RFE affairs, and many broadcasting stations carried its fund-raising appeals. Whether they knew it then, they knew later that RFE all along had been a government propaganda vehicle and cover for the Central Intelligence Agency.

This says quite a bit about the differences in public attitudes now and during the Cold War that followed World War II. The country back then was emerging from a period of national peril and common purpose. News media had become accustomed to protect confidences in the name of security. If journalism and government were never exactly arm in arm, they were closer than the arm's length that normally separates them.

It was in that period that the CIA, then growing into a large post-war bureaucracy of expanding responsibilities, began to use journalists. If that practice had been publicly announced at the

time, it would have caused far less reaction than its recent revelation had caused. Cooperation with government programs to contain the Eastern bloc, then generally regarded as "the enemy," was accepted as a patriotic duty.

Times have changed of course. Today's society cannot tolerate accommodations between journalism and government intelligence. It is pertinent, however, to recall that whatever arrangements still existed when the practice was disclosed can trace their origins to a simpler time in U.S. history.

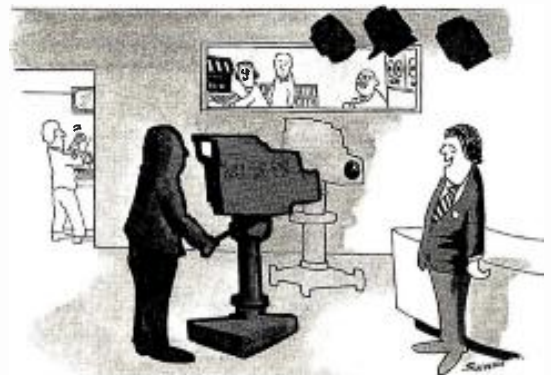
This publication is willing to accept the word of George Bush, new director of the CIA, that the agency has ended all use of journalists in its apparatus. It further believes no useful purpose would be served now to identify journalists who have been in the CIA's employ while acting as journalists. As Eric Sevareid has said (BROADCASTING, Feb. 16), revelation would "not allay suspicions that the list is not complete," and as for the individuals involved, their futures might be seriously damaged if the anonymity that they were promised were now compromised.

It is enough to say now that the use of journalists went on too long. Its revelation is enough to stop it.

## Alternative television

Among the other distinctions that attach to the annual conference of the National Association of Television Program Executives is a reputation for identifying new directions in TV programing. NATPE began as a forum in which the station program director could find himself; its annual meeting has become the place where those with a vested—or even unshirtd—interest in non-network programing can find the way.

This year's conference differs from its immediate predecessors in an important element: The prime-time access rule, to which NATPE and the syndication market owe so much, is for the first time not subject to imminent challenge or change. As a result—even as its proponents said would happen—new and more ambitious program forms are emerging to compete for the ground once held almost exclusively by game and animal shows. How long the reach of program ambition that can be supported outside the three main rings of television's circus remains to be demonstrated. It needs no proving, however, that there is a growing fourth force in the medium. Its ministers are meeting this week in San Francisco.



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