

Great expectations to keynote NCTA convention
'Humbly arrogant' ABC takes wraps off fall schedule

Broadcasting Apr 5

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

ANOTHER GREAT WELCOME

WTCG Atlanta	KTTV Los Angeles
KIVI Boise	WCIX-TV Miami
WCSC-TV Charleston	WTCN-TV Minneapolis
WBTV Charlotte	WNEW-TV New York
WXIX-TV Cincinnati	KPHO-TV Phoenix
KEZI-TV Eugene	WTAE Pittsburgh
KTVT-TV Ft. Worth	KCRL Reno
KMPH-TV Fresno	KOVR Sacramento
WKJG-TV Ft. Wayne	WEYI-TV Saginaw
WOTV Grand Rapids	KTVU San Francisco
KGMB-TV Honolulu	WSPA-TV Spartanburg
WJAC-TV Johnstown	KREM-TV Spokane
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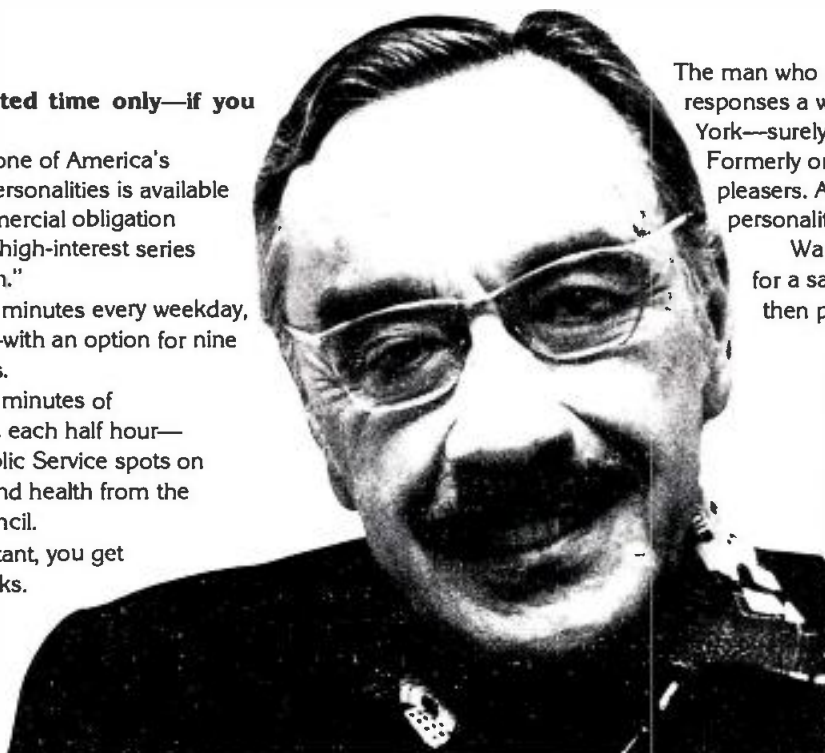
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Closed Circuit

Insider report: behind the scene, before the fact

San Diego story

Certain to be topic of conversation at National Cable Television Association convention in Dallas this week is report that Storer Broadcasting's ABC-affiliated UHF in San Diego led CBS and NBC affiliates, both VHF's, in February-March Arbitrons (BROADCASTING, March 29). Cable interests will read that as rebuttal to broadcaster arguments that cable can decimate local station audiences.

San Diego has most cable penetration of any major market in U.S. Cox system there alone counts more than 100,000 subscribers, carries not only local stations (which include Mexican VHF) but also four Los Angeles signals and Optical Systems pay service. Altogether, Storer's KCST(TV) is received in 168,000 cable homes, 31% of all TV homes in its ADI. Station also installed new high-power transmitter and antenna last year, vastly improving reception in noncable areas.

Bulls are loose

Those big gains in prime-time homes that ABC-TV affiliates are credited with in February-March ratings sweeps (BROADCASTING, March 29) have already been translated into higher prime-time national spot and local rates in many cases. But reps say many stations are so thoroughly sold out that resultant revenue gains lie in future—unless, as apparently happened in number of cases, stations raised rates beforehand, based on heavy demand for time and confidence that ABC's surge in network ratings would be reflected in sweeps. Strength of spot and local business is described by some reps as "extraordinary" and "almost unbelievable."

Similar adjectives apply to radio business, according to long-time radio sales experts. Best current estimates put first-quarter national spot radio sales 10% to 15% ahead of year ago over-all. Strength is credited to stronger general economy, resurgence in broadcast advertising generally and help from Radio Advertising Bureau's "Radio: Adflation Fighter" campaign. Whatever reason, RAB says year is starting with such strength it's urging members not to become complacent.

Marked down

Another measure of boom in television network sales and rising prices: Many costs-per-thousand are now coming in over \$6, prompting prediction that salesmen may soon start to quote C-P-M's on basis of 30's instead of 60's, as at present. Result, of course, would be to halve apparent price, which wouldn't affect actual value but would sound better.

Second thoughts

It's late in game, but National Association of Broadcasters staff so dreads prospect of spreading next year's annual convention exhibits over three hotels in Washington that it's thinking of recommending another city. If accommodations could be found in Las Vegas, Atlanta, Houston or Chicago at about scheduled period (dates now are March 27-30, 1977), there'd be strong temptation to make reservation. All those four have big convention centers. NAB executive committee is to consider problem at Washington meeting tomorrow (April 6).

Wherever it's held, next year's convention will incorporate changes based on experiences in Chicago two weeks ago. There'll be message center (missing in Chicago) where delegates can locate one another. Opening day's program will include fewer features. In Chicago it ran behind; delegates, getting tired, walked out before last speaker, Senator Vance Hartke (who may become chairman of Communications Subcommittee), got on. Not best way to cultivate legislative relations.

Bugging out

Independent test of Nielsen's new metered TV rating service in Chicago will have to be supervised by someone else if one is done at all: Industry's Committee on Local Television and Radio Audience Measurement (COLTRAM) has decided not to take on that chore. It had agreed to consider idea, at request of NBC ("Closed Circuit," March 15), but in end rejected it, at least partly on theory job would be outside its normal sphere. NBC, which wants independent study because its WMAQ-TV's ratings have suffered under new meters, and Nielsen reportedly are scouting for another impartial body to supervise test.

Persistent rumor

A report that repeated denials haven't been able to keep down—perhaps because it seems so far-out—is that Robert D. Wood, president of CBS-TV, will move to NBC. Speculation does not clearly describe what his new job would be but suggest it might be newly created and would obviously be topside. He and NBC sources both deny even harboring thoughts toward that end, but report was still circulating last week—and still being denied—more than two months after it first gained currency.

Mr. Wood, whose seven years in job already qualify him as longest-tenured CBS-TV president, has two big devotions aside from network TV business. One is southern California. Other is University of

Southern California (of which he is a trustee). Associates figure some combination of these two would exert strongest possible pull on him—if one developed.

Candidates

Only race now shaping up for forthcoming National Association of Broadcasters board elections is for vice chairman of radio board. Robert Gordon of WCPO-TV Cincinnati and Kathryn Broman of Springfield TV Broadcasting, Springfield, Mass., current chairman and vice chairman of TV board, respectively, have had posts only since March and it's assumed they'll be re-elected when board votes at June meeting in Washington. Donald Thurston of WMNB-AM-FM North Adams, Mass., will probably run unopposed for radio board chairmanship. Terms of Harold Krelstein of Plough Broadcasting, Memphis, and V. Kay Melia of KLOE(AM) Goodland, Kan., current chairman and vice chairman of radio board, end in June.

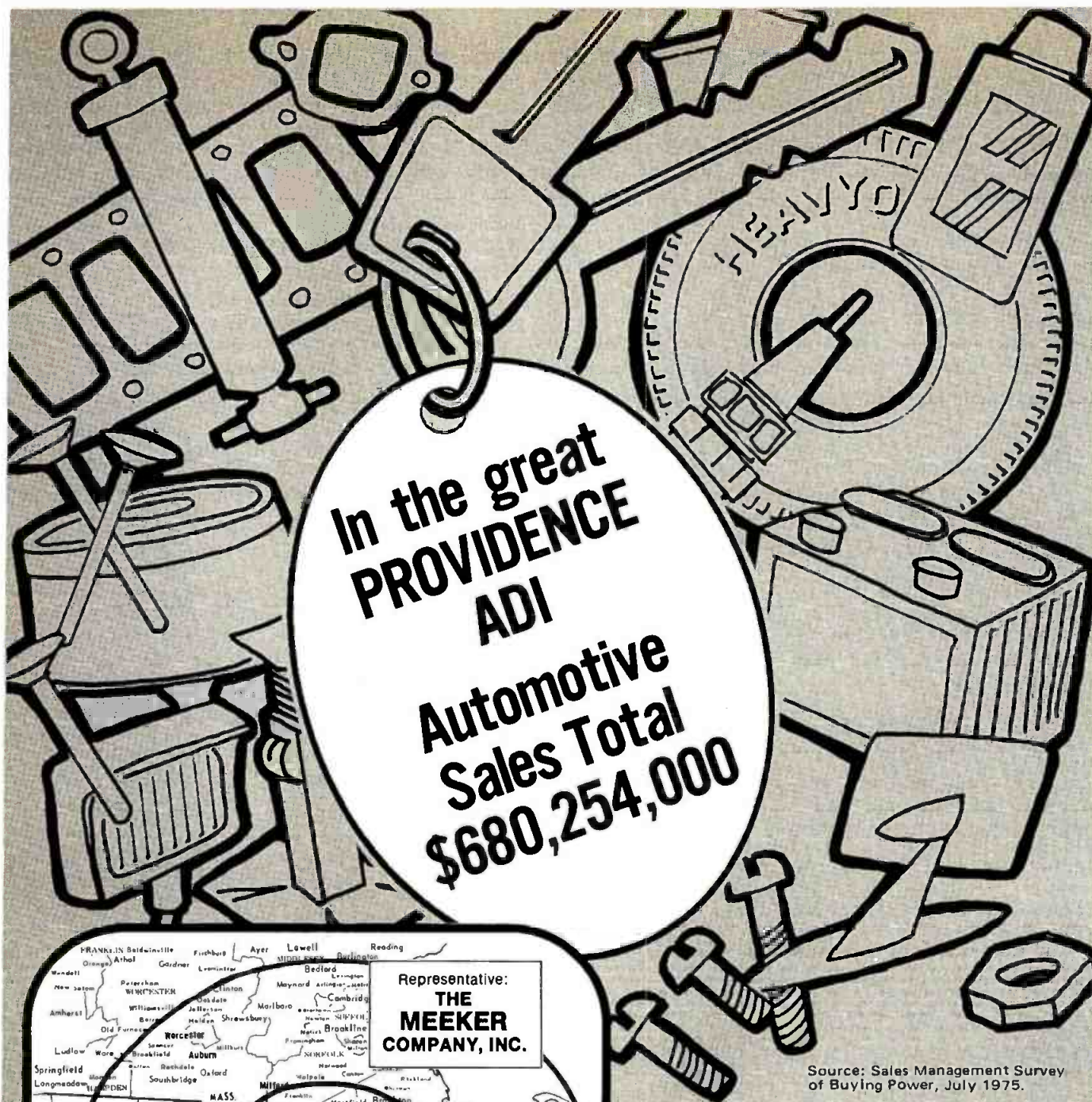
For radio vice chairmanship, candidates are Virginia Pate Wetter of WASA(AM)-WHDG(FM) Havre de Grace, Md.; Ben Laird of WDUZ-AM-FM Green Bay, Wis.; Don Jones of KFIZ(AM) Fond du Lac, Wis. William O'Shaughnessy of WVOX-AM-FM New Rochelle, N. Y., is possibility but says he hasn't made up mind. Mr. Laird says he has enough commitments from radio board members now to get elected.

Trade deal

Bartering of entertainment series, well established practice in TV, is about to start in radio. Charles Michelson Inc., New York, distributor of vintage radio shows, has made deal with V&R Advertising, New York, agency specializing in record-album sales, for barter in *Guns, Smoke, The Shadow, Tarzan, Fibber McGee & Molly* in top-75 markets.

Itch for pay

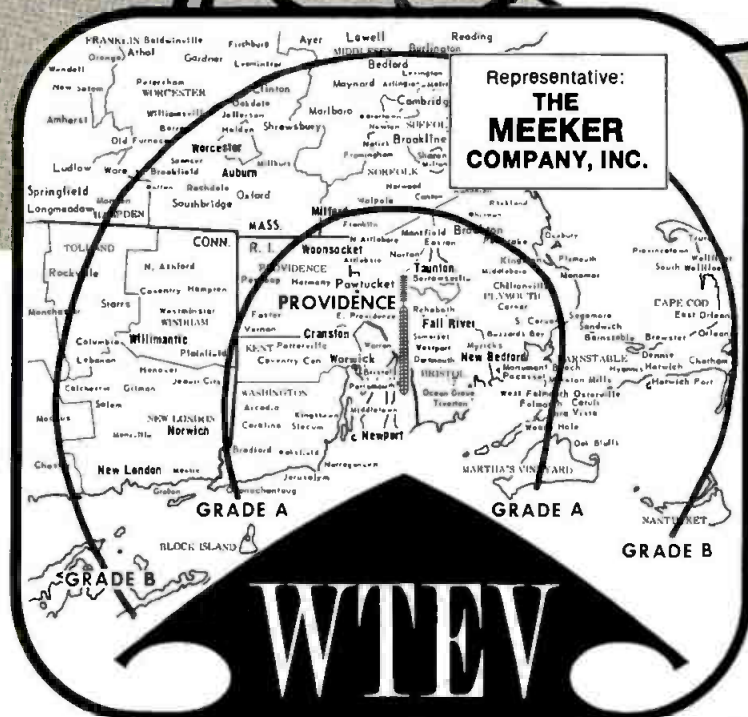
There's plenty of interest north of border in pay cable, although that service is still unauthorized by Canadian Radio Television Commission. Canadian CATV operators, as in past, will be at Dallas cable convention this week, and Canadian Cable Television Association has planned session entitled "Breakthrough for Pay TV in U.S." at its June convention with invited U.S. panelists: Russell Karp, Teleprompter Corp., Gerald Levin, Home Box Office Inc., and Alan Greenstadt, Optical Systems Corp. HBO, which now serves major regions of the U.S., has held "exploratory talks" with Canadians on possibility of providing pay service.



In the great
PROVIDENCE
ADI

**Automotive
Sales Total
\$680,254,000**

Source: Sales Management Survey
of Buying Power, July 1975.



**For complete coverage
of the Providence ADI**

WTEV 6
abc

PROVIDENCE, R.I. • NEW BEDFORD-FALL RIVER, MASS.
NEW LONDON, CONN.

Vance L. Eckersley, Manager

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

STEINMAN TELEVISION STATIONS

'HUMBLE ARROGANCE' □ ABC is the first network to take the wraps off its schedule for fall. Nine new shows will replace equal number of current series. Preview is done in lavish style in keeping with network's surge in prime-time ratings. **PAGE 19.**

BEARING GIFTS □ FCC Chairman Wiley, as he did before the broadcasters convention, pushes through package of items to present to NCTA's gathering this week in Dallas. Among the items: relaxation of 1977 rebuild requirements, inquiry into rate regulation, rulemaking on technical standards. **PAGE 20.**

GERBNER REPORT IS OUT □ University of Pennsylvania professor issues annual index of television violence. His report says that a reduction of violence in prime time was offset by a sharp increase in weekend children's programming. House Communications Subcommittee Chairman Macdonald reacts quickly. **PAGE 22.**

NABET OUT AT NBC □ Network and owned stations are struck by union over jurisdictional issues, including new technologies in news gathering. **PAGE 24.**

NCTA IN DALLAS □ In a pre-convention interview with BROADCASTING, President Robert Schmidt predicts regulatory improvements, "turnaround" in cable construction and dramatic pay cable growth. **PAGE 26.** Complete management and engineering agenda is featured. **PAGE 28.** With registration already topping 4,000 last week, one official at Washington headquarters expects the silver anniversary convention will be an "unbelievable show." **PAGE 30.** For a listing of equipment exhibitors, their product and personnel. **PAGE 31.**



Schmidt

HARD TO DEFINE □ FCC's definition of "indecent" language is questioned during oral arguments in the Pacifica case before the U.S. Court of Appeals in Washington. **PAGE 38.**

SHOWDOWN SET □ That family-viewing court suit in Los Angeles this week will pit writers, actors, producers against networks, NAB, FCC. **PAGE 39.**

ABC AGREES □ ABC affiliates urge Congress to approve NAB's copyright proposal, say Teleprompter plan would be a continuation of an "unfair competitive advantage." **PAGE 42.**

NRBA PRIORITIES □ Board of new radio association goes on record as opposing shorter FM spacing, discusses problems of daytimers, gets an update on radio renewal bill and confirms conference plans. **PAGE 46.**

CBS-TV IN SPOKANE □ Network says it will affiliate with KREM-TV, KXLY-TV may switch to the ABC-TV vacancy that will result. **PAGE 49.**

TOE THE LINE, TOO □ FCC's Robinson urges review of commission policy that exempts noncommercial licenses from the duopoly rule. **PAGE 50.**

BROADCAST BUREAU REVAMP □ FCC shuffles some elements to speed up the rulemaking process and to permit a more rational approach to the rulemaking function. **PAGE 53.**

FUNDS FOR LEAK PROBE □ House votes \$150,000 instead of requested \$350,000 for investigation of Schorr incident. **PAGE 53.**

SHIFTING GEARS □ With six primaries completed, each network has a claim to a different honor. All three adjust for the remaining contests. **PAGE 54.**

BIGGER WATCHDOG □ National News Council votes to enlarge its size and scope. **PAGE 56.**

SDX HONORS □ Six broadcast outlets are among the 16 award winners of the journalism society. **PAGE 56.**

REAGAN GETS ON NBC □ But the other two networks turn down his request for prime time. **PAGE 57.**

AT&T RATES □ Broadcasters and wire services voice displeasure over the FCC's proposal to change Bell System's rate-making methods. **PAGE 58.**

HARD ACT TO FOLLOW □ Rex Bradley tenure as NCTA chairman has been marked by successes for the cable industry. He will give up the chair, but not the fight. **PAGE 81.**

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Avis □ Rent-a-car company, through Doyle Dane Bernbach, has agreed to join Mobil Oil (DDB), American Express (Ogilvy & Mather), the Mennen Company (Case & McGrath, New York) and Sony (direct), as network sponsor of National Hockey League's Stanley Cup championship finals. League itself, through its marketing arm, NHL Services Inc., New York, is putting together advertisers and line-up of stations and will telecast 12 playoff games, beginning with quarter-final game next Sunday (April 11) from Philadelphia and continuing through third week in March. Eleven network minutes are available, with five sponsors already signed paying about \$9,000 for each 30-second spot, and stations will be allowed total of 14 minutes in each telecast to sell to local advertisers. NHL Services has signed 62 markets as of now, among them WOR-TV New York, KTLA-TV Los Angeles, WFLD-TV Chicago, WTAF-TV Philadelphia and WKBD-TV Detroit.

Pratt and Lambert Paint □ Buffalo, N.Y.-based company is now into TV for first time with network campaign on NBC. Spots use original Norman Rockwell paintings as backdrop and are being carried on *Today* and *Tonight*. Campaign will also run in May, August and September. Supplementing network TV will be dealer participations in local radio in large number of markets. Stahlka/Faller Inc., Buffalo, is trying for men and women, 25 to 49.



Sabena □ In first use of television, Belgian airline begins spot TV flight this month in New York and Philadelphia for 10 weeks. Sabena is earmarking \$500,000 for 10-week splurge, which includes spot radio in New York and Philadelphia and some magazines, but TV will be backbone of effort. Ries Cappiello Colwell Inc., New York, is seeking to reach men and women, 21 to 49, and particularly upper income viewers through buys on late evening news,

weekend early news and local discussion programs.

American Dairy Association □ Milk and milk products will be featured in month-long campaign with promotional tie-in to Sara Lee baked goods to run May 31 through June 27. Network TV schedule on NBC and ABC will use daytime, fringe and prime-time 30's with supporting local TV in approximately 100 markets. Target audience is women, 18 to 49. D'Arcy-MacManus & Masius, Chicago, is agency.

General Mills □ Bisquick pancake mix goes national on TV after test on West Coast. Two flights, April 5 to 25 and May 3 to 23 will use fringe and daytime 30's in 60 markets, targeted to total women. Budget is approximately \$1 million. Needham, Harper & Steers, Chicago, is agency.



Alexander's □ This New York department store, which tested television briefly two years ago, is now into its first sustained use of medium. Spring fashion campaign began March 29 on four TV stations and it will run for 12 weeks, supplemented by spot radio buy on 12 stations. Cost of effort is estimated at \$500,000. Commercials feature actress Valerie Fitzgerald singing song from "Funny Lady" titled "How Lucky Can You Get?" Barnett, Zlotnick Advertising, division of Young & Rubicam Enterprises, New York, is targeting women, 18 to 35.

Bell & Howell □ Consumer products division plans TV campaign next month (May 3-30) for 35mm Mamiya camera. This is preliminary to major campaign in fall; current flight is in two markets with news 30's geared to men and women. Production/import schedule from Japan will determine future plans. Robert L. Cohn, Northbrook, Ill., is agency.

Avon Products □ Nine-week campaign begins May 3, will feature various cosmetic products in fringe 30's

in substantial number of markets. Ogilvy & Mather, New York, is agency.

Union Carbide □ Glad plastic products are in spot television May 31 to June 30 in number of markets. Daytime and prime-time 30's targeted to women are handled by Leo Burnett, New York.



Spanish National Tourist Office

□ Six-week effort on TV and radio breaks April 12 with TV spots running in New York, Boston, Miami, Chicago, Los Angeles and Baltimore. Campaign directed at affluent men and women, 18 to 49.

Horace Longacre □ New product called "Chicken Franks" is being tested in spot TV only with commercials beginning in New York last week and slated to start soon in Chicago. Other test markets are Philadelphia, Hartford, Conn., and Wilkes Barre-Scranton, Pa., with flights to last eight to 10 weeks. Warren Pfaff Inc., New York, is aiming commercials at women, 18 to 49, and has created catchline, "What this country needs is a chicken in every frankfurter."

Stokely-Van Camp □ Beanie Weenies frankfurters and beans spot TV campaign is scheduled to start May 23 in 23 major markets for three weeks. Handley & Miller, Indianapolis, is focusing on women, 18 to 49.

A. E. Staley □ Spot TV is being purchased for Sta Puf fabric softener for campaign to begin in early May in long list of markets, with flight lasting for two to three weeks, depending on market. Earle Ludgin & Co., Chicago, is seeking time periods catering to women, 18 to 49.

Beecham □ Spot TV campaign for Macleans toothpaste breaks in May for approximately five weeks in more than 50 markets. Kenyon & Eckhardt, New York, is aiming commercials at women, 25 to 49.

Conwood □ Hot Shot insecticides buys



Hour Leader.

**His series is the highest-rated
hour in all of television!**

**His 18-49 audience is the largest
in all of television!**

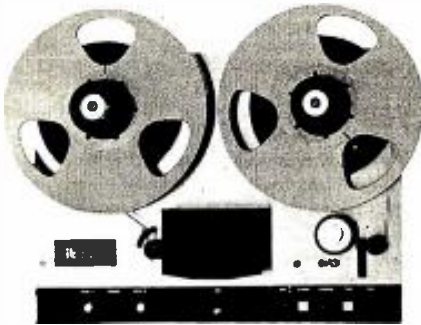
**Will Hour Leader be your leader?
Or theirs?**

The Six Million Dollar Man^{*} from **mcatv**

*Or another appropriate title.

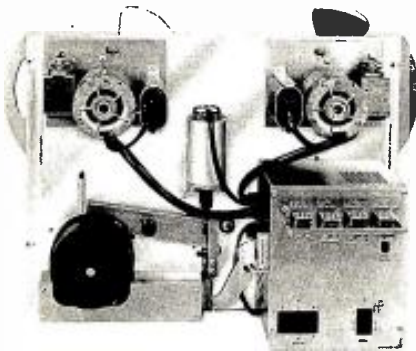
Source: NTA Averages, full-season programing, Sept. 14, 1975 - Mar. 14, 1976. (Subject to survey limitations).

Professional



ITC's 750 Series Reproducer 1/2 Track Stereo \$1150

- Fully serviceable in the equipment rack.
- Straight-line tape threading.
- Complete access to head with flip-top head cover.
- Professional +8 dBm output with 10 dB headroom.
- Safe tape handling provided with differential braking.
- Optional motion sensing/start memory.
- ITC's two year warranty.



For more information contact your automation company or call ITC collect at 309-828-1381.

ITC INTERNATIONAL
TAPETRONICS
CORPORATION

2425 S. Main; Bloomington, Illinois

Marketed exclusively in Canada by
McCurdy Radio Industries, Ltd., Toronto

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BAR reports television-network sales as of March 7

ABC \$162,244,600 (31.6%) □ CBS \$175,573,200 (34.2%) □ NBC \$174,820,700 (34.1%)

Day parts	Total minutes week ended Mar. 7	Total dollars week ended Mar. 7	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.	135	\$ 759,000	1,182	\$ 6,646,400	\$ 5,851,800	+13.6
Monday-Friday 10 a.m.-6 p.m.	1,020	12,551,700	9,411	112,819,500	100,262,100	+12.5
Saturday-Sunday Sign-on-6 p.m.	340	6,435,600	3,002	66,742,400	46,157,500	+44.6
Monday-Saturday 6 p.m.-7:30 p.m.	105	3,148,900	970	28,367,900	24,513,700	+15.7
Sunday 6 p.m.-7:30 p.m.	22	801,000	225	10,350,400	4,574,400	+126.3
Monday-Sunday 7:30 p.m.-11 p.m.	414	28,158,700	3,904	254,397,100	240,659,100	+5.7
Monday-Sunday 11 p.m.-Sign-off	209	3,791,400	1,843	33,314,800	28,655,600	+16.3
Total	2,245	\$55,646,300	20,537	\$512,638,500	\$450,674,200	+13.7

BAR reports television-network sales on of March 21

ABC \$212,197,600 (31.4%) □ CBS \$235,915,100 (34.8%) □ NBC \$229,108,500 (33.8%)

Day parts	Total minutes week ended March 21	Total dollars week ended March 21	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.	132	\$ 750,800	1,584	\$ 8,916,600	\$ 7,186,200	+24.1
Monday-Friday 10 a.m.-6 p.m.	1,010	12,167,400	12,457	149,574,900	121,106,300	+23.5
Saturday-Sunday Sign-on-6 p.m.	328	6,292,900	3,985	85,730,800	57,532,400	+49.0
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,981,200	1,270	37,314,300	29,449,000	+26.7
Sunday 6 p.m.-7:30 p.m.	18	675,700	280	12,591,300	5,213,400	+141.5
Monday-Sunday 7:30 p.m.-11 p.m.	410	27,070,300	5,138	337,737,900	291,688,200	+15.8
Monday-Sunday 11 p.m.-Sign-off	209	3,989,400	2,476	45,355,400	34,116,200	+32.9
Total	2,207	\$53,927,700	27,190	\$677,221,200	\$546,291,700	+24.0

Source: Broadcast Advertisers Reports

spot-TV campaign in more than 70 markets, to start in late April and early May for 13 weeks. Tucker Wayne & Co., Atlanta, is seeking women, 25 to 49, via daytime and fringe periods.

Thompson-Hayward

Chemical □ Kansas City, Kan., maker of DU-TER peanut fungicide begins campaign April 12 on TV and radio stations in Alabama, Florida, Georgia, North Carolina and Texas. Spokesman will be Verne Strickland, farm editor for Capitol Broadcasting Co., Raleigh, N. C., whose radio farm shows are carried daily on 15 TV outlets and 370 radio stations in Southeast. Agency is Valentine-Radford, Kansas City.

L. K. International □ Marketer of new line Jimmy Connors sports shoes will

include TV in upcoming campaign. Commercials featuring Mr. Connors will be placed on major tennis tournaments to be televised on networks. Newly appointed agency is Eisner and Associates, Baltimore.

Crunchola □ Breakfast cereal, through Doyle Dane Bernbach, is readying 15-market TV splurge to kick off April 15 and to run, alternating, for seven weeks. Markets include New York, Los Angeles, Chicago and Philadelphia. Demographic target is women, 18 to 49. Agency will buy spots in access and early fringe.

Rep appointment

□ Bill Dahlsten & Associates, Los Angeles, has been named national representative for KOBO(AM) Yuba City, KBLF(AM) Red Bluff and KIKU(AM)-KKTU(FM) Ukiah, all California.



DUANE DOW



LARRY BADDERS



CHERIE BANK



ROBIN SMITH



GENE RANDALL



DON MARSH



NANCY COZEAN



STEPHEN RAY



MIKE STROOT



DR. JANE BROWNSTONE

GENE TUCK and the Channel 2 News Team

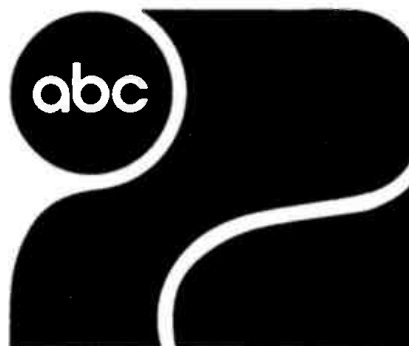


NOON

5:00 P.M. and 10:00 P.M.



"The Best and the Brightest"



**KTVI St. Louis
Missouri**

Represented by MMT SALES, INC.

Monday Memo®

A broadcast advertising commentary from Thomas T. Johnson, vice president-marketing, Daniels Properties, Denver

Cable firm takes leaf from notebook of movie advertisers

We now foresee the future of the entertainment/communications industry to include cable television. The cable industry is growing every day. And, as in every growth business, it needs to advertise. Cable TV does advertise. And it has received phenomenal results by advertising on broadcast television.

I would like to share with you some of the new marketing/advertising approaches we have taken with cable television, specifically how we market the exciting new concept of a movie channel as part of the basic cable service. Cable television is an undiscovered, unexplored, virtually untapped source of revenue for the advertising agency and for regular broadcast television stations.

Daniels Properties Inc., Denver, a large cable television brokerage, consulting and management firm, has helped to pioneer the "movie channel" concept which is now being adopted by most of the cable television industry.

Our major thrust has been to advertise the movie channel on commercial television stations. We also use direct mail, newspapers and radio, but the chief medium we have chosen is broadcast television. After all, television is the medium that cable is selling.

Movie theater owners and promoters have, in the last few years, discovered the value of advertising movies on television. Promoters find out the reach of a particular television buy and book their attraction into multiple theaters within the TV station's coverage. It is called the "four-wall" concept, renting the four walls of theaters within the TV market. It is done in every major television market. And it works.

The advertising is done this way: Short exciting "preview-type" clips of the movie shown are used in the commercial, with some copy about the excitement and story of the movie. Then the spot is tagged with a list of theaters and cities in which the film is playing. In this manner, an entire region can be reached by advertising solely on the major television stations of the area. The cost-per-thousand factor goes way down, as any good salesman will tell you.

Four-wall was and still is a major marketing breakthrough for the entertainment industry. Therefore, three significant marketing strategies occurred to us at DPI.

(1) Add a movie channel (featuring six different films per week) to all of our existing cable television systems. And eliminate the commercials. This adds greatly to the appeal of the cable television service.

(2) Offer these films at different times



Tom Johnson has been with Daniels Properties for 11 years. He currently is responsible for all marketing management, advertising, public relations, sales development and direct sales throughout the cable systems owned by Daniels Properties. He also heads the pay television division of the company. Before joining Daniels Properties, Mr. Johnson was with Telesystems Corp., a CATV firm with headquarters in Glenside, Pa. Previously, he was involved in the movie theater business. Daniels & Associates, a division of Daniels Properties, owns or manages 15 systems with over 100,000 subscribers.

each day, so that a viewer can catch the movie when convenient. Offer different types of movies each week. For example, a particular Western in a given week could be seen at 1 p.m. Monday, 7 p.m. Tuesday, 1 a.m. Wednesday and so on.

(3) Four-wall our advertising of the movies as the movie theater advertisers do. Cluster the cable systems under the umbrella of the TV station's coverage.

We at DPI know that the basic cable movie channel is more important to the success of a cable system than adding an independent channel. It's a subscriber builder and a subscriber holder.

Broadcast television stations are locked into a single channel which has severe limitations: the viewer must be available at exactly the time his desired program is being aired; the viewer must search out his program choice from one of the varied types of programs on the single channel; each television show must be promoted individually.

Our cable television pattern allows greater flexibility and convenience for the viewer: a particular program type (e.g. Westerns) is available for the viewer at multiple times, and the cable viewer knows the starting times of each movie;

the movie channel has a specific identity that is highly promotable.

We chose the Waco-Temple-Killeen complex in Texas as our initial market for broadcast television advertising.

Everyone benefited.

The local television stations did very well. During a two-week period, DPI spent \$10,000 on television in that area.

The residents themselves benefited from learning what entertainment could be available, right in their own homes. And the cable systems benefited from the results of our advertising.

In the Waco area alone, the two-week TV campaign, combined with print and direct mail, produced a two-week increase of 3,679 new subscribers and 825 additional outlets in already cabled homes.

In an 18-month period and two TV campaigns later, we acquired 15,262 new subscribers in central Texas. This led to a total subscriber count of 46,812 homes out of a potential 84,467. Or a 56% saturation.

Television was the significant factor in these sales figures. We found that newspapers simply do not do the job that broadcast television does. Television gives movies "life." The print media tend to take the emotion out of an emotional experience. Today, there is a vast audience that only experiences television. For cable, it's a natural.

Our television advertising includes a portion of the original movie film clip (20 seconds) and a special offer tag (10 seconds). The spots are designed to take advantage of television's visual impact. Those films that have visual appeal are selected to be featured in the TV commercials. Sheer entertainment pictures make the best commercials.

There is a new opportunity here for advertising agencies to create their own four-wall versions of cable-television merchandising. The agency can contact different cable-system owners within one broadcast television market and suggest they pool their funds, pool their creative and media buying efforts, and reach many different cable markets with a singular message. This four-wall concept could be a breakthrough for cable systems.

The advertising agency gains a new client with a solid budget who, like us, will advertise 52 weeks per year on commercial television. The local stations acquire a new source of revenue. The cable systems profit from new subscribers. And in-home entertainment expands its horizons, once again.

The catalyst for all of this can be the advertising agency. I suggest they find this undiscovered client, market his service the way theaters are now doing so successfully on broadcast television, then watch the new well of profit come in.

■ indicates new or revised listing

This week

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 5—FCC's new deadline for comments on commission's inquiry as to its role in format changes at radio stations (Docket 20682). Previous date was Feb. 19. Replies are now due May 5. FCC, Washington.

April 5-8—*Washington Journalism Center* conference on "The Crisis of the Cities" to provide perspective on such key issues as the future of the central cities, urban problems and race relations, the role of government employe unions in cities today and proposals for federal aid to cities. Fifteen speakers in and outside of government will lead discussions 2401 Virginia Avenue, N.W., Washington

■ **April 6-8**—*Rocky Mountain Public Broadcasting Network* annual meeting. Participating station managers will also remain for an April 9 round robin meeting with top officials of the Corporation for Public Broadcasting and the Public Broadcasting Service. Arizona Inn, Tucson, Ariz.

April 7-8—*Kentucky Broadcasters Association's* spring convention. Stouffers Inn, Louisville.

April 9-10—New England chapter of *American Women in Radio and Television* 24th annual meeting. Sheraton Tara Hotel, Framingham, Mass. Contact: Joan Sanborn, WCVB-TV Boston; (617) 449-0400.

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

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 9-11—*NBC News's* annual conference of news directors from TV and radio networks and News and Information Service. Drake hotel, Chicago.

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 10-11**—Region 2 Bicentennial conference. *The Society of Professional Journalists, Sigma Delta Chi*, for members in Maryland, District of Columbia, North Carolina, Virginia. Panels will be conducted on "Black Journalism," "Today's Toryism" and "News Specialization." Speakers will include Representative Parren J. Mitchell (D-Md.); Chuck Stone, *Philadelphia Daily News*; Frank Mankiewicz, former White House news secretary; Representative Robert Drinan (D-Mass.); Dick Schmidt, counsel, American Society of Newspaper Editors; Bill Small, CBS News; Jim Slade, WMAL(AM) Washington; James L. Roe, *Washington Post*; Edward Bliss, American University, and Charles Long, editor, *Quill*. Adult Education Center, University of Maryland, College Park, and National Press Club, Washington.

April 10-11—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

Also in April

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

April 15-18—*American Advertising Federation* fourth district convention. Speakers will include Dr. Mortimer Fineberg, Psychological Associates Inc.; William Sharp, advertising manager, Coca-Cola Co.; Mark Tully, vice president and advertising manager of Maison Blanche, New Orleans. Hilton hotel, Tallahassee.

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 20-24—Annual TV Newfilm Workshop, sponsored by *National Press Photographers Association* and *University of Oklahoma* UO, Norman, Okla.

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

April 21-23—*International Radio and Television Society* 13th annual college conference. Richard

Pinkham Jr., CBS Television Sales, chairman. Billmore hotel, New York. Contact: IRTS, 420 Lexington Avenue, New York, N.Y. 10017; (212) 532-4546.

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

April 22-24—*Kansas Association of Broadcasters* spring convention. New Hilton Inn, Wichita.

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 23-24—Annual meeting of *International Broadcasters Idea Bank*. Host: WPOC-FM Baltimore. Cross Keys Inn, Baltimore.

April 24—*Georgia AP Broadcasters Association* annual meeting and awards luncheon. Midnight Sun Restaurant, Peachtree Center, Atlanta.

April 24—Special meeting of *Chicago section of Society of Motion Picture and Television Engineers*.

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April 24—*Sigma Delta Chi* annual Distinguished Service Awards banquet, Rochester, N.Y.

April 24-25—*Ohio AP Broadcasters* spring meeting, Carrousel Inn, Columbus.

April 25—*International Broadcasters Idea Bank* sales seminar, Cross Keys Inn, Baltimore.

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 28-29**—*Television Bureau of Advertising* retail television workshop, Hotel Billmore, New York.

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

April 30—FCC's new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are now due May 21. FCC, Washington.

April 30—FCC's deadline for comments on possible expanded uses for FM multiplex channels of noncommercial educational stations (Docket 19079). Replies are due May 28. FCC, Washington.

April 30—*Association of Broadcasting Executives of Texas* workshop and seminar, Marriott hotel, Dallas information and registration: Steve Hapeman, P.O. Box 5975, Dallas 75222; (214) 638-8100.

May

May 1—*White House Correspondents' Association* annual dinner to honor the President, Washington Hilton hotel, Washington.

May 1-2—*Illinois News Broadcasters Association* spring convention, Ramada Inn, Carbondale.

■ **May 3**—FCC's deadline for comments on proposals to insure adequacy of New Jersey VHF service (Docket 20350). Replies are due May 24. FCC, Washington.

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

May 3-7—Annual meeting and symposium co-sponsored by the *Society for Information Display* and the *University of California at Los Angeles*. Keynote speaker will be Dr. James Hillier, executive vice president, RCA Corp. Among topics: advantages and limitations of contemporary color picture tubes; flat panel displays for TV and color broadcasting and video disk systems, Beverly Hilton hotel, Beverly Hills, Calif.

May 4-5—Annual convention, *CBS-TV affiliates*, Century Plaza hotel, Los Angeles.

May 4-6—Video Expo Chicago '76, second annual video users show. Included in agenda is one-day seminar on "ENG for the Broadcast Professional," presented by the International Industrial Television Association in conjunction with Bell & Howell, Holiday Inn—O'Hare/Kennedy, Chicago.

■ **May 5**—Presentation luncheon for winners of George Foster Peabody awards, sponsored by the *Broadcast Pioneers*, Hotel Pierre, New York.

May 5-9—*American Women in Radio and Television* 25th annual national convention, Helen Thomas, chief of UPI's White House bureau, will be keynote speaker, Marriott hotel, Philadelphia.

May 7-8—Conference on "Communications Policy in the Public Interest," sponsored by *City of Boulder, Colo., Boulder Public Library and Community Free School of Boulder*. Purpose is to inform/involve

Major meetings

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. 1977 meeting will be held in St. Louis; site and date to be announced.

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

June 16-18—*Broadcasters Promotion Association* 21st annual seminar, Statter-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

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

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

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

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

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

Nov. 10-13—*Society of Professional Journalists, Sigma Delta Chi*, national convention, Marriott hotel, Los Angeles

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.

Jan. 23-26, 1977—*National Religious Broadcasters* 34th annual convention Washington Hilton hotel, Washington.

Feb. 12-16, 1977—*National Association of Television Program Executives* 14th annual conference, Fontainebleu hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.

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

citizens in the media. Principal speakers include FCC Commissioner James H. Quello, Representative Timothy Wirth (D-Colo.), Charles B. Howe, state representative, and James Richards, Office of Communications for United Church of Christ. Panelists will include representatives of various government and state agencies, broadcast organizations, citizen groups, trade press, universities and research and motivation companies. Boulder Public Library and Boulder City Council chambers. Contact: Tom Cross, project director, P.O. Box 791, Boulder 80302; (303) 441-3009.

May 10—FCC's deadline for comments on commission's review of rules regulating network radio broadcasting (Docket 20721). Replies due June 7. FCC, Washington.

May 10—FCC's new deadline for filing comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20693). Replies are now due May 25. FCC, Washington.

May 11—*Connecticut Broadcasters Association*

spring convention, Western Connecticut State College, Danbury.

■ **May 11-14**—Electro '76, Bicentennial convention of *The Institute of Electrical and Electronics Engineers*, Hynes Auditorium and the Sheraton-Boston hotel, Boston.

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—Eighth World Telecommunications Day, developed by the *International Telecommunications Union* in co-operation with the *United Nations Educational, Scientific and Cultural Organization*. Theme this year is "Telecommunications and the Mass Media."

May 17—*Emmy Awards* presentation, carried live on ABC-TV (9-11 p.m.). From Century Plaza hotel, Los Angeles.

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—*Advertising Research Foundation* second mid-year conference, Hyatt Regency O'Hare, O'Hare International Airport, Chicago.

May 20-21—*FCC-Federal Trade Commission* joint panel discussions on over-the-counter drug advertising, FCC, Washington.

May 20-21—*Practicing Law Institute* program on "Legal and Business Problems of Television and Radio," St. Regis Sheraton hotel, New York. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

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

May 21—FCC's new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due June 25. FCC, Washington.

■ **May 24-27**—Annual convention, *ABC-TV affiliates*, Century Plaza hotel, Los Angeles.

May 27-28—*Practicing Law Institute* program on "Legal and Business Problems of Television and Radio," Stanford Court hotel, San Francisco. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

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

■ **May 30**—Tenth World Communications Day, coordinated in U.S. by the communications department of the *United States Catholic Conference*, Washington.

June

■ **June 1-4**—*Canadian Cable Television Association* 19th annual convention and trade show, Four Seasons Sheraton hotel, Toronto.

■ **June 2**—FCC's new deadline for comments on proposed relaxation of TV tuning accuracy standard

for channels 70-83 (Docket 20719). Replies are now due June 16. FCC, Washington.

June 3-4—Fifth annual national *Publi-Cable Conference*. Campus, Kutztown State College, Kutztown, Pa. Contact: Dr. Robert P. Fina, executive director of Public-Cable, Kutztown State College.

June 3-5—*Associated Press Broadcasters* sixth annual convention. William Sheehan, ABC News president, will be keynote speaker. FCC Chairman Richard Wiley; Jack Thayer, NBC Radio president; Vincent Wasilewski, National Association of Broadcasters president; attorney F. Lee Bailey and Senator Hubert Humphrey (D-Minn.) will be featured speakers. Marquette Inn, Minneapolis.

June 3-5—*Alabama Broadcasters Association* 30th annual spring convention. Admiral Semmes hotel, Mobile.

June 3-5—*Oregon Association of Broadcasters* spring conference. Sunrver Lodge, Bend.

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

June 5-9—*American Advertising Federation's* 71st annual convention. Statler-Hilton hotel, Washington.

■ **June 6-9**—*Mutual Advertising Agency Network* annual meeting. Drake hotel, Chicago.

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 8-10**—*Armed Forces Communications and Electronics Association* 30th annual convention. Sheraton Park hotel, Washington.

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 Association* 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 Voyer, secretary for TVPC, WTVJ(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. Wienen, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.

June 16-18—*Broadcasters Promotion Association* 21st annual seminar. FCC Chairman Richard Wiley will be luncheon speaker June 16. 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 18-19—*Alabama AP Broadcasters Association* annual meeting and awards presentation. Rode-way Inn, Birmingham.

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.

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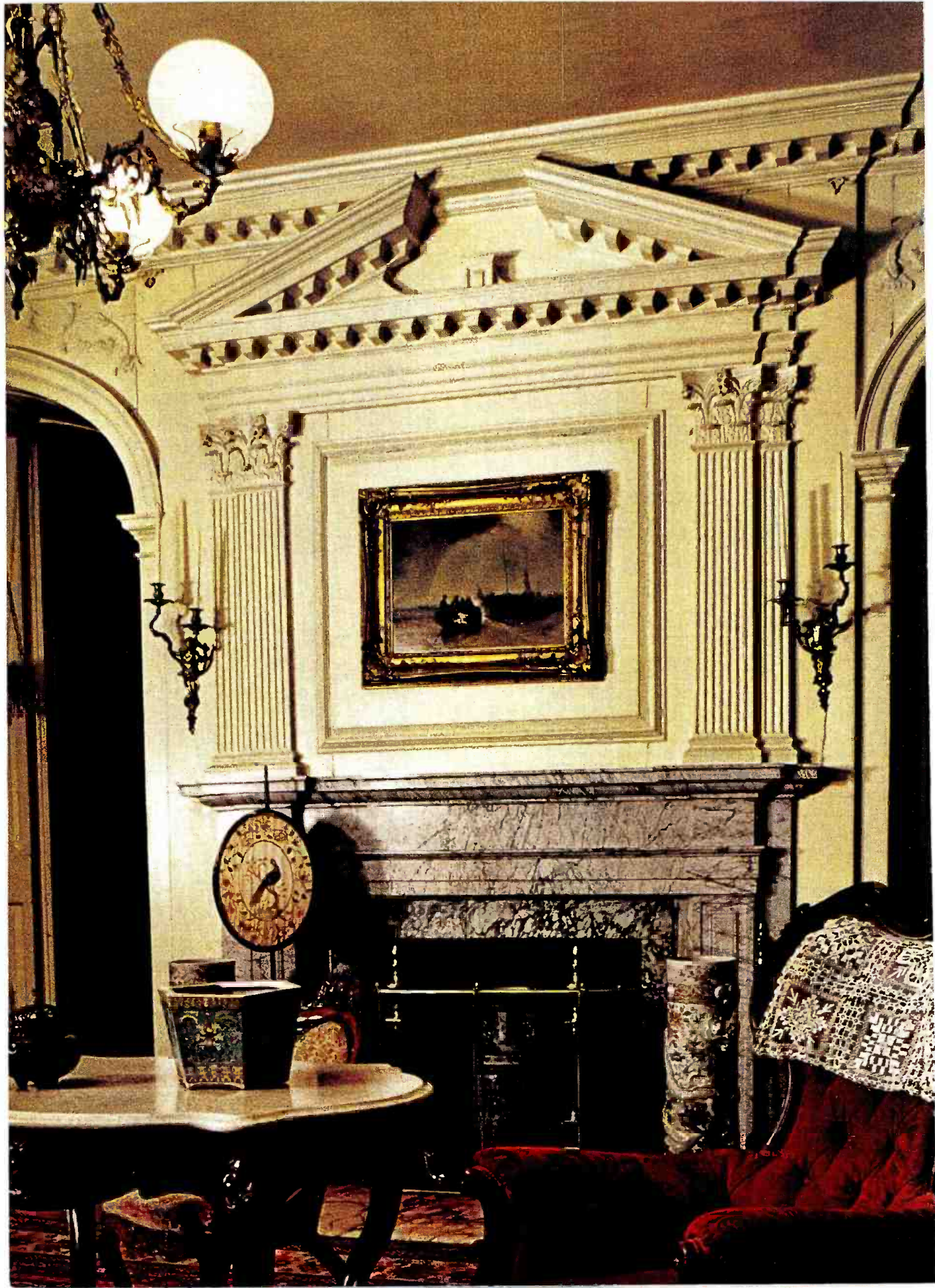
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CBS Affiliates

Fair warning

EDITOR: A short note appeared in the March 15 issue of BROADCASTING concerning a subject that deserved more attention.

As many as 20 to 25 radio companies have been concerned with their dealings with a Las Vegas travel firm, Compass Inc., which appears to have worked a nationwide fraud on broadcasters. This company, Compass Inc., began with Mark Parr, a former Vegas advertising executive, as its president and with initial investment from John Walton, a broadcast group owner in Texas. Parr appears to have sold out to Ashley Allen of Las Vegas in January 1976.

The Beasley Broadcast Group had paid approximately \$24,000 to Compass after checking with the Las Vegas Better Business Bureau and several broadcasters who had made successful trips with Compass. Our trip was to be Feb. 21-24. We were informed that Hughes-Airwest was our carrier and that we would stay at the Hacienda hotel in Las Vegas.

On Feb. 17, I received a call from Jim Rylander of Hughes-Airwest indicating that they had made no such agreement with Compass. A check with the Hacienda hotel indicated that they had no agreement for rooms for our group through Compass. My calls to the headquarters of Compass were not returned.

A telegram arrived some 24 hours before departure from Compass informing us that due to some scheduling problems they must re-schedule our group for March 16 through March 19. In the week of March 8, I flew to Las Vegas to try to determine whether Compass was capable of performing. It was there that I determined that our company and several other radio stations had been the victims of a huge rip-off. Ashley Allen has been served with a federal grand jury subpoena and Mark Parr, now living in Los Angeles, has agreed to return to Las Vegas to be served. This was brought about by diligent work on the part of the Las Vegas postal inspector. The Las Vegas district attorney's office had been alerted several weeks before my trip and had given us absolutely no cooperation.

I note that Las Vegas is the site of a future National Association of Broadcasters convention. The actions of the Las Vegas district attorney's office in not following up quickly this evidence of mail fraud and fraud by wire on such a massive scale lead me to conclude that this city may not be appropriate for a broadcasters convention.—*Tom Joyner, executive vice president, Beasley Broadcast Group, Goldsboro, N.C.*

Schorr defenses

EDITOR: Daniel Schorr has offended the most powerful coterie in the world [the corporate elite]. Unless every reporter, every broadcaster who values his/her First Amendment rights stands up for Mr. Schorr's work on behalf of a citizen's right to know, they will all find themselves crippled in the future.

Mr. Schorr had the guts to stand up for freedom of information. Whether he did it with proper form is quibbling. This is a profession that desperately needs his courage, his standards, his relentless honesty. And the people in power don't like courage when it runs counter to their interests.—*Loretta Lotman, freelance, New York.*

Super power alternative

EDITOR: Allowing the 12 remaining unduplicated class 1-A clear channel stations authority to operate with power in excess of 50,000 watts . . . would not serve the public interest. Indeed, a move to "super powers" would further serve to deteriorate service to "white" areas of the nation and further degrade the concept of using precious spectrum space to provide local service to areas of the country currently receiving limited access to AM signals. The move to higher power would prevent the further expansion of class II stations which are sorely in need of additional nighttime service.

The FCC would better serve the public interest by pursuing a policy of expanding the use of most, or all, of the present I-A clears by class II stations more qualified and more capable of fulfilling the needs of local or regional populations. The end result of super power stations would be to provide an economic windfall for those clear channel stations in major markets that would, in time, exploit their newly defined roles while decreasing the likelihood that the "white" areas to be served would in fact receive any benefit from stations 1,000 miles or more away from them.

I seriously doubt, for example, that a clear station in a large metropolitan area of the East would adequately ascertain the public interests and needs of those persons residing in Redstone, Mont., or Mohave, Utah, and adequately provide programming that serves that interest and need. On the other hand, stations such as KRVN(AM) Lexington, Neb., do a far better job of serving those persons residing in central and western Nebraska than does WCBS(AM) New York.—*Robert Greenlee, general manager, KADE(AM) Boulder, Colo.*

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Bill Merritt, Western sales manager.
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"SHOK AND SHER"



"THE BLACK MOUNTAIN"

 **CBS TELEVISION
NETWORK**

Broadcasting Apr 5

Vol. 90 No. 14

Top of the Week

ABC scrubs 9 in introducing new line-up of lighter fare

'Welby,' 'Rookies,' 'Harry O' lead casualty list for 1976-77 as exuberant network is first to unveil its new-season schedule

ABC-TV is emphasizing comedy, variety and tongue-in-cheek adventure in the 1976-77 prime-time schedule it released last Wednesday (March 31).

Speaking before a packed house of advertiser and agency executives in New York, Fred Silverman, president of ABC Entertainment, unveiled the line-up which includes nine new shows, only one of which could be considered hard action. Nine existing shows were canceled, including the seven-year veteran *Marcus Welby, M.D.*, the four-year-old *The Rookies* and—a surprise to many—*Harry O*.

CBS and NBC are expected to announce their prime-time schedules some time this week.

Four of the nine new ABC shows are situation comedies:

■ *The Nancy Walker Show* (Tuesday, 9-9:30 p.m., NYT). Miss Walker, who has lent her support as *Rhoda's* mother and as the housekeeper to *McMillan and Wife*, will detonate her insults as a combination career woman (show-business talent agent) and wife/mother/grandmother. Norman Lear's T.A.T. Communications will produce.

■ *The Tony Randall Show* (Tuesday, 9:30-10 p.m.). Mr. Randall plays a widower (surrounded by two children and a housekeeper who treat him with wisecracking disdain) and a judge of the Superior Court of Philadelphia (surrounded by a secretary and court stenographer who are equally disdainful). Tom Patchett and Jay Tarses (*The Bob Newhart Show*) are the executive producers for MTM Enterprises.

■ *Holmes and Yoyo* (Saturday, 8-8:30 p.m.). Universal Television and Leonard Stern (*Get Smart*) have put together this farcical comedy about a bumbling detective and his partner, a humanoid robot whose computerized wiring occasionally misses connections.

■ *Mr. T and Tina* (Saturday, 8:30-9

p.m.). James Komack (*Chico and the Man*, *Welcome Back, Kotter*) is the executive producer of this domestic comedy focusing on a Japanese businessman (Pat Morita, the malt-shop owner of *Happy Days*) and his harebrained governess.

Three of the new ABC shows are melodramas:

■ *Charlie's Angels* (Wednesday, 10-11 p.m.). Farrah Fawcett-Majors, Kate Jackson and Jaclyn Smith play former policewomen who now work as investigators for a private eye who's never seen on camera. (The voice is John Forsythe.) Spelling-Goldberg Productions will employ a lighter touch than usual (*The Rookies*, *S.W.A.T.*, *Starsky and Hutch*).

■ *Most Wanted* (Thursday, 10-11 p.m.). This is the one new hard-action show, centering on a special police unit detailed to go after the "most wanted" criminals (The pilot's "most wanted" man was a rapist-killer of nuns.). Robert Stack stars and Quinn Martin is executive producer.

■ *Feather and Father* (Saturday, 10-11 p.m.). This comedy-drama revolves around a defense lawyer (Stefanie Powers, the former *Girl From U.N.C.L.E.*) and her father, who serves as her investigator but who is also a former con man not above bending the law. Larry White Productions is in charge, under the aegis of Columbia Pictures Television.

The two new variety series are:

■ *The Bill Cosby Show* (Sunday, 7-8 p.m.). Mr. Cosby will aim his monologues and sketches and improvisations at children and teen-agers, and "novelty acts" on the show will include "acrobats, jugglers, magicians, puppets and chimps."

Chris Bearde, half of the former Blye-Bearde team (*The Sonny and Cher Show*), is the producer.

■ *The Captain and Tennille* (Monday, 8-9 p.m.). Flip Wilson's former producer, Bob Henry, will preside over this show, which stars Daryl Dragon and his wife, Toni Tennille, who have turned out a string of hot records recently, starting with *Love Will Keep Us Together*.

Of all of ABC's returning shows, only one will shift time slots: *Starsky and Hutch*. It was ABC's highest-rated new cop show this season in its Wednesday, 10-11 p.m., time period, and Mr. Silverman will move *Starsky* to Saturday at 9 in an attempt to shore up ABC's weakest night by counterprogramming CBS's hit comedies, *The Mary Tyler Moore Show* and *The Bob Newhart Show*. ABC tried a similar ploy last season, moving the high-rated cop show, *S.W.A.T.*, into Saturday at 9, but the experiment ended in failure: *S.W.A.T.* barely made a dent in the CBS comedies, and ABC has canceled it.

Mr. Silverman said that one time slot is still up in the air—the 60 minutes beginning Tuesday at 10 p.m. It will be filled with either another cycle of *Rich Man, Poor Man* or a continuation of the current mini-series, *Family*. At week's end, ABC sources said that the likely choice would be *Rich Man, Poor Man*. Irwin Shaw, author of the original novel on which the show was based, is now working with Universal Television on a new outline for 22 or 24 hours that would continue the show's serialized, cliffhanger nature. It would be called *Rich Man, Poor Man: Book II*.

In addition to Universal's *Marcus*

Difference a year makes. ABC TV introduced its 1976-77 prime-time schedule to a standing room only crowd of 500 advertiser and agency executives in the Waldorf-Astoria in New York last Wednesday afternoon, a bare four hours after the last pieces were in place. Thanks to 11 straight weeks of first-place ratings, the atmosphere was headier than at any ABC introductory party in recent memory.

James T. Shaw, sales vice president, who opened the proceedings, set the tone—which he described as one of "humble arrogance." "We've waited 15 years for this," added James E. Duffy, president of the ABC-TV Network. And chief strategist Fred Silverman, president of ABC Entertainment, who gave the prospective buyers a night-by-night rundown, also gave them this word: "There's no question that we have the momentum, and we're determined to keep it in 1976-77."

The audience responded to the film clips with something more than polite applause, and an informal sampling afterward indicated that the prospective clients were generally impressed with the new schedule—but unwilling to go too far in rating it without first seeing what CBS and NBC plan to program against it.

The scene of the screening said as much as anything about ABC's improved circumstances this year. A year ago, when the best ABC officials were hoping for was to get out of third place—and some only hoped to make a better third-place showing—the screening was in a New York theater. Last week ABC rented the Waldorf's plush Empire room, laid on cocktails and an elaborate buffet afterward—and then duplicated the performance in Chicago for about 200 members of the advertising community there the next day.

Welby, Spelling-Goldberg's *The Rookies*, and Warner Bros. Television's *Harry O*, ABC will cancel Spelling-Goldberg's *S.W.A.T.*, Twentieth Century-Fox's *Swiss Family Robinson*, John Rich Productions' *On the Rocks*, Columbia Pictures Television's *Good Heavens*, Banner/Vertue's *Almost Anything Goes* and Quinn Martin's *Bert D'Angelo Superstar*.

ABC's 1976-77 schedule reads: Monday, 8-9 p.m.: *The Captain and Tennille*; 9 p.m.-conclusion: *ABC Monday Night Football*.

Tuesday: 8-8:30 p.m., *Happy Days*; 8:30-9 p.m., *Laverne and Shirley*; 9-9:30 p.m., *The Nancy Walker Show*; 9:30-10 p.m., *The Tony Randall Show*; 10-11 p.m., *Family or Rich Man, Poor Man*.

Wednesday: 8-9 p.m., *The Bionic Woman*; 9-10 p.m., *Baretta*; 10-11 p.m., *Charlie's Angels*.

Thursday: 8-8:30 p.m., *Welcome Back, Kotter*; 8:30-9 p.m., *Barney Miller*; 9-10 p.m., *Streets of San Francisco*; 10-11 p.m., *Most Wanted*.

Friday: 8-9 p.m., *Donnie and Marie*; 9-11 p.m., *ABC Friday Movie*.

Saturday: 8-8:30 p.m., *Holmes and Yoyo*; 8:30-9 p.m., *Mr. T and Tina*; 9-10 p.m., *Starsky and Hutch*; 10-11 p.m., *Feather and Father*.

Sunday: 7-8 p.m., *The Bill Cosby Show*; 8-9 p.m., *The Six Million Dollar Man*; 9-11 p.m., *ABC Sunday Movie*.

Wiley's gift to the NCTA: rebuild rules are relaxed

Other commission actions he'll announce at Dallas convention: subscriber-rate inquiry, rulemaking on technical standards

FCC Chairman Richard E. Wiley arrives in Dallas for the start of the National Cable Television Association convention today (April 5) with three commission accomplishments in cable television to talk about.

The principal one, as expected, was relaxation of the cable rebuild rules ("Closed Circuit," March 22). Beyond that, the commission issued a notice of inquiry on cable television subscriber rate regulation by state and local governments—an inquiry the commission said was not a prelude to federal pre-emption of rate regulation—and proposed modifications of its cable television technical rules.

One job left undone was redefining a cable television system. The commission will return to that matter in two or three weeks.

The commission said its aim in changing the rebuild requirements that cable systems had been expected to meet by 1977 was to remove "unreasonable bur-

In Brief



NBC News photo

Workers at Ronald Reagan's California campaign headquarters reported Friday they were "overwhelmed" with letters and telephone calls after 30-minute speech by candidate on NBC-TV March 31 (see page 57). Appearance drew low third in national Nielsen overnights for period (9.3 rating, 17 share, against ABC's *Starsky and Hutch*, 23.2/43, and CBS's *Blue Knight*, 17.6/33), but estimated 15 million in Reagan audience were viewed as that many

potential contributors. (NBC's *McNaughton's Daughter* in same period week earlier did little better than Mr. Reagan, with 10.6 rating and 21 share.) Meanwhile, Reagan forces appealed FCC affirmation of decision by wckt(tv) Miami denying Mr. Reagan equal time after station edited 30-minute interview with President Ford into six-minute segments stripped in 6 p.m. news program in week before Florida primaries (BROADCASTING, March 8). FCC said news program was exempt from equal time under provisions of Section 315. Mr. Reagan filed for review by U.S. Court of Appeals, Washington.

- **Senator Frank Church** (D-Idaho), late-blooming candidate for Presidency, said he wanted to buy half hour of prime time on one television network. Aides are to meet separately with officials of all three networks today (April 5) in New York.
- **NBC News was shot at from two sides:** Howard H. (Bo) Calloway, former Army secretary who resigned last week as President Ford's national campaign director denounced NBC as cause of his downfall over accusations that he used his cabinet post to aid Colorado ski resort owned by him and brother-in-law. He said NBC investigative reporter, Jim Polk, uncritically used information from weekly newspaper editor in Crested Butte, Colo., site of resort. Mr. Polk rejected charge, said NBC "did its own work," noted interview of Mr. Calloway defending his actions was used in news report. ■ International Brotherhood of Teamsters officials charged—and NBC News denied—that first report on *NBC Nightly News's* new investigative—report segment was timed to coincide with union negotiations and put union in "unfavorable light." NBC News spokesman said initial segment, "Teamster Power," had been in work for three months and was aired as soon as ready. Spokesman said NBC News "repeatedly" invited union president, Frank Fitzsimmons, to present his views for inclusion in program but that he declined.
- Larry Grossman, president of Public Broadcasting Service, late last week sent formal requests to three commercial TV networks for **free access to political convention pools** so PBS can provide gavel-to-gavel coverage, as it has been under pressure to do ("Closed Circuit," March 29). No immediate answers.
- Arbitron Television made it official, to no one's surprise: It has **no intention of changing four-week local TV sweep measurements** at any time "in the foreseeable future." Despite agitation for eight-week sweeps, announcement said, no "common consensus" has developed in favor of them and broadcasters preponderantly oppose them. Announcement did not mention but seemed to shelve Arbitron's own tentative suggestion that alternate-week measurements might be one way to resolve the controversy (BROADCASTING, Jan. 12, et seq.).
- **Television is largely to blame** for declining performance of students, president of National Education Association, John Ryor, said last week. Speaking at National Town Meeting in Washington, Mr. Ryor said average high-school student spends more time in front of "idiot box" than in class and that "this reliance on TV makes it harder to teach." Students, he said, "expect to be entertained and never bored by schooling. But schooling often isn't easy or entertaining."
- Warner Cable Corp.'s report for 1975 showed **profit for first time** since company was formed in 1971. Pretax income was \$2 million, after \$7.3 million deficit in 1974 attributed to \$6 million write-down on certain small systems. Revenues increased 24% over 1974 to \$38 million. Financial gains were attributed to "new executive team" and 164 individual rate increases affecting 95% of Warner's 532,400 cable subscribers. Earnings per share of parent Warner Communications Inc. rose 22% over 1974 to \$2.84.

- ABC News has **sold its foreign news-film** syndication service to UPITN, London-based international news service, for undisclosed price. ABC News had 44 foreign clients, mostly in Far East; UPITN some 85, mostly elsewhere. Deal follows one, which continues, in which ABC News and one of UPITN's owners, Independent Television News of Great Britain, buy each other's news coverage (BROADCASTING, Oct. 6, 1975). ITN owns 25% of UPITN; U.S. publisher John McGoff owns 50% and UPI owns 25%.
- "Folies Bergere," revue featuring **show-girl nudity** at Tropicana hotel, Las Vegas, will be taped for 90-minute special presentations by Home Box Office for pay subscribers on 150 cable systems April 23, 24 and 27. No editing.
- **Boston court denied** application by striking International Brotherhood of Electrical Workers Local 1228 for criminal complaints against. Sy Yanoff, general manager, WBZ-TV Boston, and Bill Cusack, general manager, WBZ-AM-FM, for allegedly hiring strikebreakers (BROADCASTING, March 22).
- Globetrotter Communications Inc., Chicago, has agreed in principle to sell its two **Harlem Globetrotter** basketball teams and associated GCI Merchandising Inc., to Metromedia Inc., New York, for undisclosed price. GCI is retaining ownership of its radio stations, WVON(AM) Cicero, Ill. (Chicago); WGCI(FM) Chicago; WIXY(AM)-WDOK(FM) Cleveland, and WDEE(AM) Detroit. Year ago state of Globetrotter's whole operation to Combined Communications Inc. for \$35 million fell through (BROADCASTING, April 28, 1975).
- Federal Trade Commissioner Elizabeth Hanford Dole is expected to announce FTC rulemaking to impose **restrictions on advertising for antacids**, in speech today (April 5) before annual meeting of Washington-based Proprietary Association in Palm Beach, Fla.
- FCC **ordered investigation** of "leak" of instructions to staff to write opinion denying renewal of license of KORK-TV Las Vegas (BROADCASTING, March 22) but confirmed correctness of report ("Closed Circuit," March 15). Investigation was sought by Western Communications, licensee of KORK-TV. FCC rejected Western's allegation that leak constituted legal error.
- Bill requiring FCC and other independent agencies to **include competitive-impact appraisal** in any ruling affecting competition and giving Justice Department and Federal Trade Commission antitrust oversight over other agencies sailed through Senate Antitrust Subcommittee unanimously. Broadcasters testified against it, cablecasters for it (BROADCASTING, Dec. 8, 1975; Feb. 9).
- Rulemaking aimed at preventing broadcasters from **giving favored candidates break** in final days of election campaign issued by FCC. Broadcaster who made time available to candidate within 72 hours of election would be required to notify all rival candidates promptly of their rights to equal time ("Closed Circuit," Feb. 9).
- After year-long investigation Senator Philip Hart's (D-Mich.) Antitrust Subcommittee staff has drafted report recommending FCC lift all restrictions on **pay-cable access** to feature films.



Block



Kornblum

Late Fates. *Willard Block*, former president, Viacom Enterprises, and more recently VP, international sales, MCA TV, named VP-general manager of Taft, H-B International, Los Angeles, new company formed to market Hanna-Barbera TV library internationally and also to engage in "development, co-production with an acquisition from other companies worldwide." Hanna-Barbera is subsidiary of Taft Broadcasting.

ing. ■ *Len Kornblum*, executive VP, Independent Television Corp., New York, named executive VP, corporate administration, finance and business affairs. New post is second to that of Abe Mandell, ITC president. ■ *Frank Stanton*, retired vice chairman, CBS, reappointed by President Ford as chairman, American National Red Cross, position he has held three years. ■ National Association of Broadcasters TV code review board has new chairman, *Robert J. Rich* of KBJR-TV Duluth, Minn., replacing *Wayne Kearl* of Harte-Hanks TV, San Antonio, Tex., who retired after finishing four-year term. *James Conley* of Meredith Broadcasting Group, New York, is new member.

dens" on cable systems in meeting access and channel-capacity requirements, to relieve smaller systems entirely from federally imposed access-channel requirements and conform the rebuild requirements to the time in which most systems would normally be rebuilt as the result of obsolescence.

And by changing the basis of determining the systems affected from size of market to number of subscribers—larger systems are those with 3,500 or more subscribers—the commission said it would extend the channel capacity and access channel requirements to larger systems located outside of major markets.

The principal rebuild requirements for the larger systems—reconstruction and compliance with the 20-channel and two-way requirements—now need not be met for 10 years, the length of time in which systems now in operation are expected to be rebuilt.

The commission has deleted the requirement that major market systems have the capacity to provide one nonbroadcast channel for each one used to distribute broadcast programming, and it will not apply the channel capacity and access rules to systems with fewer than 3,500 subscribers as counted from the headend.

What's more, the access channel requirement will be applied on a headend or conglomerate system basis. As a result, only one access channel will be required per integrated system, even if it serves more than one community.

The requirement that four access channels be provided will apply only to systems with the necessary capacity where there is a demand for full time use. Where that capacity is not available, a system would be required to provide one composite channel if possible or make access time available on a blacked-out channel. Similarly, two-way capacity is now required only on larger systems with the necessary capacity.

The subscriber rate inquiry was initiated, the commission said, because of the consideration being given to the long-range regulatory framework that should govern the cable industry. It stressed that it did not intend to become involved in setting subscriber rates, but it noted that both cable operators and local franchise authorities have expressed concern about the machinery of the rate regulation process and that the operators are concerned about costs and delays involved. Accordingly, the commission said, it felt the inquiry would provide a useful forum.

The proposed modification of the cable television technical standards is aimed at basing application of the technical rules on physical characteristics of the system rather than on the number of communities served; relaxing frequency standards in the case of certain television signals received by translator stations; clarifying the frequency standards for cable television converters by replacing the frequency accuracy requirement by a frequency stability requirement, and broadening the applicability of the requirement for minimum ratio of visual signal level to system noise.

Violence count finds decline in family time, nowhere else

Gerbner's latest report provokes outbursts on Hill about new network hearings

The television networks, especially CBS, were true to their word about reducing violence during the family viewing period, begun last fall. But that decrease was offset by a sharp increase in violence on weekend children's programs, with the result that the over-all level of violence remained about the same in the fall of 1975 as in recent years.

So concludes the nation's leading tracker of TV violence, Dr. George Gerbner of the Annenberg School of Communications at the University of Pennsylvania in his "Violence Profile No. 7," issued last week.

In the summary of the report, Dr. Gerbner and his colleague, Dr. Larry Gross of the same school, assert that "it is safe to say that network policy seems to have responded in narrow terms, when at all, to very specific pressure, and only while the heat was on." They continued: "After nine years of investigations, hearings, and commissions, eight out of every 10 programs (nine out of every 10 weekend children's-hour programs) still contain some violence. The over-all rate of violent episodes, 5.6 per play, is, if anything, highest on record."

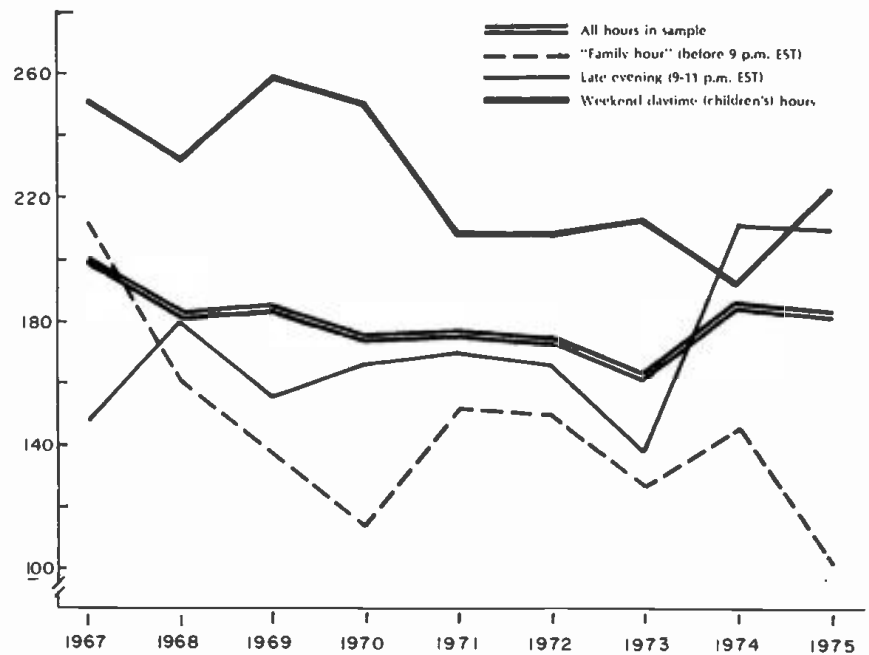
The two researchers made special note that the number of violent acts on children's weekend shows, although well below the 1969 high of 28.4 per hour, nevertheless rose from the 1974 low of 12.1 per hour to 16.2. That is twice the number of violent acts per hour for TV programming over-all and more than four times the rate during the family hour (designated as 8 p.m. to 9 p.m. EST weekdays).

The picture that emerges from the Gerbner study is that the networks redistributed violence, taking it off the family hour, and inserting it somewhere else.

However, the suspicion that most of the violence taken off the family hour was



Dr. Gerbner



Ups and downs. This graph from the Gerbner study charts the violence indices for the three networks combined for different hours of dramatic programming over nine years. The violence index (left side of graph) is an abstract number that takes into account the number of programs with violence, the amount of violence in them and the numbers of perpetrators and victims involved in the violence.

simply moved back to time periods after family viewing proved wrong. Drs. Gerbner and Gross make much of the fact that violence increased in the 9-11 p.m. weekday periods, but that increase happened in 1974, before the imposition of family viewing. Violence at 9-11 p.m. did not drop in 1975, but neither did it increase.

Predictably, the networks immediately came under fire from House Communications Subcommittee Chairman Torbert Maddonald (D-Mass.), who was waiting for the Gerbner results before undertaking his own hearings into TV violence, which he hopes now to hold "later this year." "Extremely distressing" was Mr. Macdonald's pronouncement about the study last week. "Dr. Gerbner's study confirms my prediction about family viewing—that it is going to be used as an excuse to increase violence at other times." He also said, "I'm very disappointed that the Saturday morning children's television violence index show a big increase over 1974... The networks have been assuring us that this is where there have been dramatic improvements." The networks have also been promising for years "that they were making a good faith effort to reduce the amount of violence," said Mr. Macdonald. "Despite their self-serving studies, this objective report indicates that their performance has been dismal."

Representative John Murphy (D-N.Y.), another member of the House Communications Subcommittee and a frequent critic of TV, said last week that the Gerbner report confirms his belief that "the family hour is a fraud, an excuse to overload subsequent prime-time shows and Saturday viewing hours with unfettered murder and mayhem." He said, "For 25 years the net-

works have been promising to reduce violence on TV, while they've been giving us more."

CBS, made to sound the least violent of the three networks in the report, was the one that protested loudest last week. "The so-called Gerbner Index is fallacious," the network said. Based on its own monitoring of programming, CBS asserted that the number of incidents of violence on all three networks declined this season by 24%, at CBS alone by 36%. The other two networks had not studied the Gerbner report last week and reserved comment for later.

In defense of his methods last week, Dr. Gerbner said there is a major difference between his definition of violence and CBS's. He said CBS does not count violent incidents committed in a humorous context such as in cartoons, which means the network researchers ignore what he said "may well be half" of the incidents he counts. By not counting humorous violence, Dr. Gerbner said, CBS "presumes an effect of violence," and that because of that the network's research is "erroneous and invalid." He added, "In constructing their definition, they (CBS) want to come out as good as they can."

This is the seventh violence index Dr. Gerbner has done. It and the cumulative results of the previous six span a period of nine years. The money for it came from the National Institute of Mental Health, a government agency under the jurisdiction of the Department of Health, Education and Welfare. The NIMH grant for the violence study, itself part of a larger TV monitoring project called "Cultural Indicators," was \$262,871 for this fiscal year, of which about \$80,000 went to the Uni-

Harris MW-5 5kW AM transmitter has PDM* going for it.

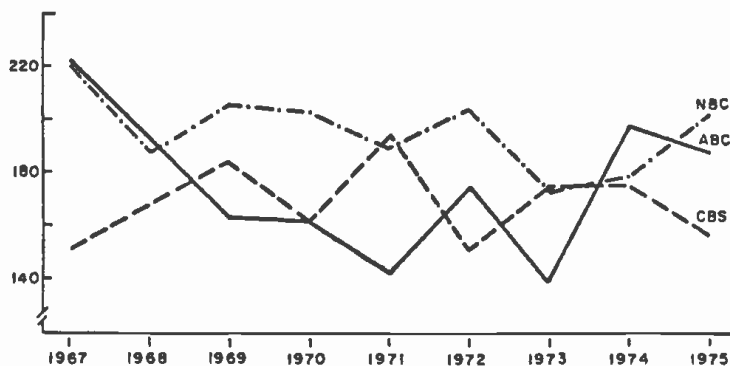
Harris' MW-5 transmitter needs only two tubes for 5,000 watts—provides 125% positive peak modulation capability for a louder sound—has plate efficiency approaching 90% for lower operating cost. All this possible because of Harris' patented Pulse Duration Modulator* (PDM) also featured in our top-selling 50,000 watt MW-50 transmitter. For complete information write, Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301.



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Similarities. The graph above compares the over-all violence indices of the three networks over nine years. Drs. Gerbner and Gross say it shows "remarkable long-term stability and similarity among them."

versity of Pennsylvania for overhead. Last year's grant was \$108,375 of which about \$33,000 went to the university. Dr. Gerbner estimated last week that about 60-70% of the NIMH funds were devoted to the violence study.

The study gives CBS most of the credit for the large decrease in violence during family viewing. There was a sharp drop in violence during that period on ABC in 1975 after what appears on the chart as an equally sharp increase in 1974, and there was a slight drop in violence in shows on NBC over the past two years. But CBS's violence index during the 8-9 p.m. time slot in 1975 appears about half that of the other two networks.

Drs. Gerbner and Gross also note in their summary that weekend children's programs became more violent on NBC and ABC in 1975. There was no change in that reading for CBS in 1975. Its weekend children's shows have less violence than NBC's, and more than ABC's, according to the chart.

In all, the researchers found that between six and seven out of every 10 leading characters in all network programs (between eight and nine for children's shows) are involved in some violence. Between one and two of every 10 are involved in killing. They note there has been a reduction over-all in the portrayal of on-screen killers, especially during children's programs.

The study does more than log the frequency of violence and killing on TV. It also tries to characterize those doing the violence on TV shows and those who are victims. Among the conclusions is that there were nearly two male killers for every male killed on TV; the "good guy" was likely to be the killer, while old, married, lower class, foreign or nonwhite males were likely to be killed.

It says women were "especially vulnerable," with one female victim for every female killer on the screen. As with men, old, poor, foreign and nonwhite women were likely victims of killers, but unlike men, "good" women were not killers. And old, poor and black women were never shown as killers.

What if anything do the statistics prove about the effect of violence in viewers? Nothing for sure, says Drs. Gerbner and Gross. "But we do have evidence to sug-

gest that television viewing cultivates a general sense of danger and mistrust."

Their evidence comes from interviews conducted with TV watchers. They contrast the answers of heavy viewers (those who watch four hours or more a day) with those of light viewers (two hours or less) to questions such as: "During any given week, what are your chances of being involved in some type of violence—about 50-50, one in 10 or one in 100?"

Their conclusion is that heavy viewers, including children, "significantly overestimate the extent of violence and danger in the world." Those under 30 years old, the "television generation," are "even more imbued with the television view of life" than the over-30 audience, they say. They also say that education and regular reading of newspapers tend to lessen the number of "TV answers" but heavy TV viewing tends to counter these other influences.

The statistics for the Gerbner study were collected from the monitoring of a week of fall programming in 1975 and 1974 and from another week's worth of random samples gathered both years from several different weeks in the fall. Dr. Gerbner said last week he and his research team have begun this year to include a week of spring programming. That sample will show up in the next profile.

NABET on strike against NBC over manning new technology

Wages are outside dispute; company charges sabotage

NBC's television and radio networks and owned stations were struck by the National Association of Broadcast Employees and Technicians early Thursday morning (April 1) but on-the-air operations were maintained through use of management and other nonunion personnel.

The strike followed six weeks of negotiations in San Diego between NBC and NABET officials to frame a new three-year

contract to replace one that expired March 31. A union spokesman said salary was not an issue in the discussions and the strike was touched off by "NBC's effort to weaken our ranks through demands that would reduce our staff and downgrade our jobs."

Among NBC's demands to which NABET is objecting, he said, are: limiting the jurisdiction of the union over electronic newsgathering assignments to 50 miles, rather than the present 250 miles; the surrender by NABET of arbitration awards that have given the union jurisdiction over work associated with various technological devices; the right by NBC in certain instances to place workers on a per diem instead of a regular staff basis.

NABET members involved in the strike total about 1,700 nationwide, located in New York, Washington, Cleveland, Chicago, Los Angeles and San Francisco. They include engineers, maintenance workers, cameramen and news writers (the last in New York, Chicago and Los Angeles only). Technician/engineers, the largest group, earn an average of \$375 weekly, exclusive of overtime.

NBC issued a statement on Thursday saying that management crews replacing the striking NABET members found instances of "extensive sabotage of film and video-tape equipment" in New York. They found that 18 video playback/record heads had been destroyed, cable in the studio remote control systems was disconnected and film studio controls were misaligned. NBC said repair costs are estimated at \$50,000.

Because of "the sabotage," NBC said, WNBC-TV New York and NBC-TV were unable to present commercials in several late-evening programs on March 31. The revenue loss to WNBC-TV was estimated at \$46,000 and to the network at \$60,000.

A network spokesman said management personnel have repaired the damage and the regular broadcast schedule will be maintained indefinitely. He added that live coverage of the Greater Greensboro (N.C.) Open golf tournament, planned for last weekend, would go on as scheduled.

Shortly after NABET set the strike in motion on April 1 at 12:01 a.m., NBC stated it had made a new proposal to the union and regretted that NABET had elected to strike. NBC said there are "complex issues" involved in the negotiations and noted that the federal mediator in San Diego had urged both parties to extend the present agreement until May 1. The NBC statement said: "We stand ready to resume talks at any time."

No meetings were scheduled after NABET ordered members off their jobs. NBC negotiators left San Diego for New York.

ABC's contract with NABET expires next year. CBS's pact with the International Brotherhood of Electrical Workers expired last September but has been extended until the end of this month. NABET struck NBC for three weeks in 1959 and ABC for nine weeks. An IBEW strike against CBS in 1972 lasted almost two months.

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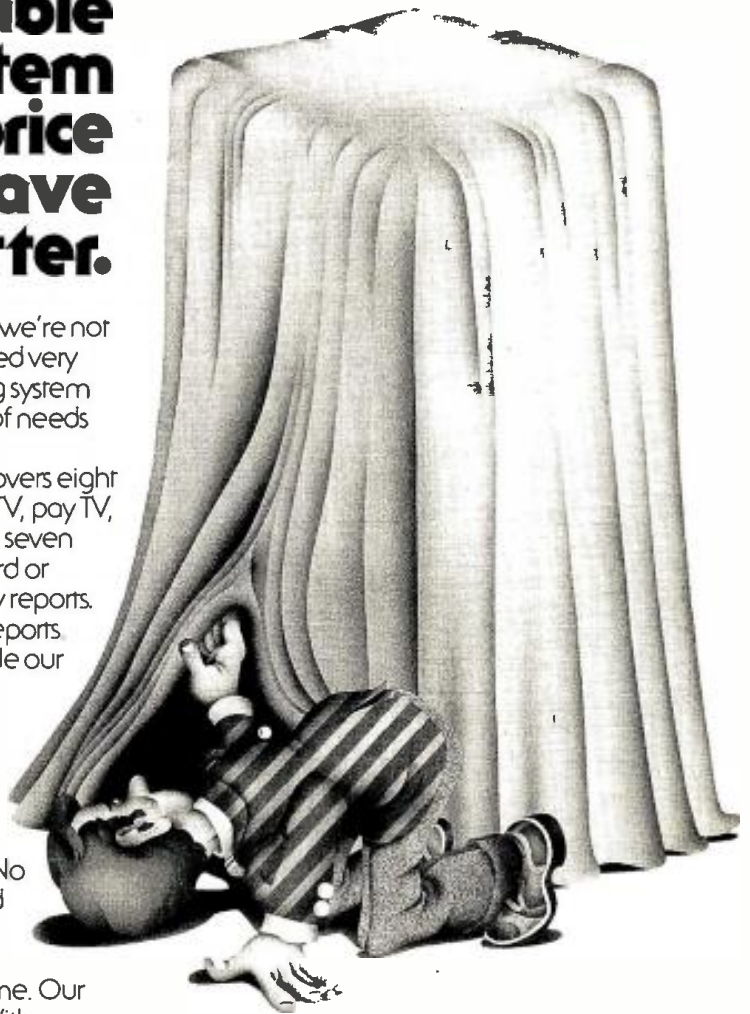
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New surge of cable growth on horizon, says Schmidt

NCTA president goes before his first convention bearing tidings of joy on both regulatory and business fronts

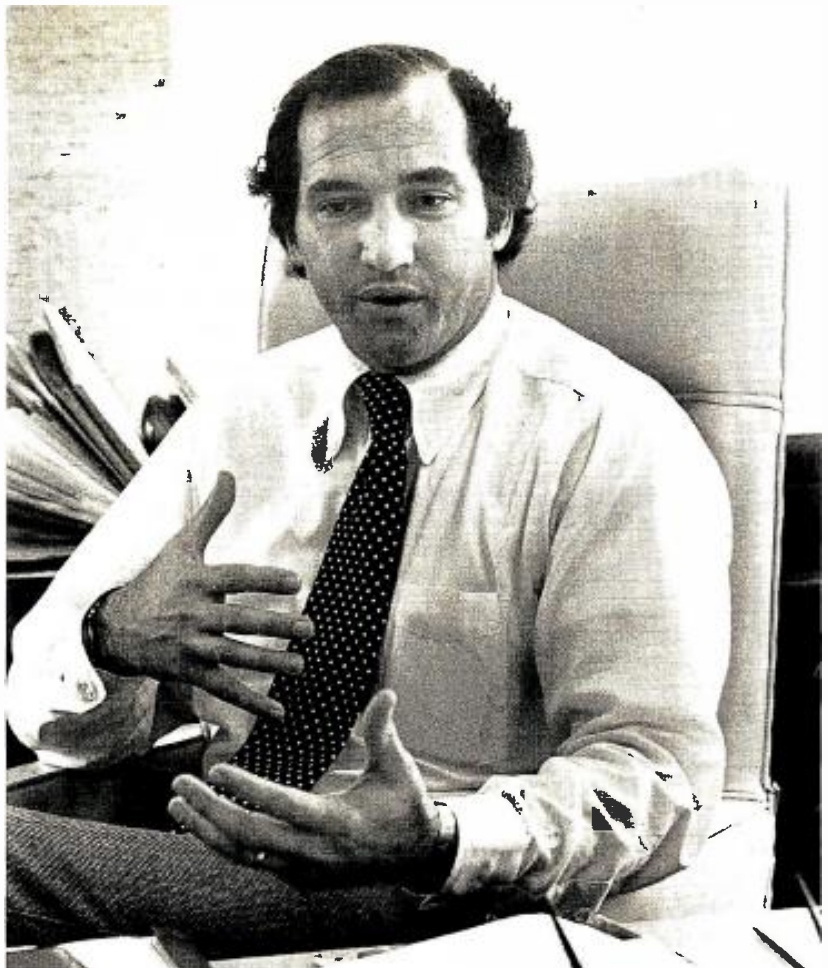
Robert L. Schmidt has been president of the National Cable Television Association for eight months and, at last count, 60,000 miles. Generally speaking, they've been good months for the industry and instructive miles for him. This week, he will travel a few more to tell NCTA's members that even better times are ahead.

Last Tuesday (March 30), in an interview with BROADCASTING before taking off for Dallas and his organization's silver anniversary convention, Mr. Schmidt held out expectations for "continual improvement in the regulatory environment" and pointed to a "turnaround" in cable construction that should lead to a "steady 10% growth in subscribers for the next several years." He describes cable as having been "dormant" for the past few years, but as an industry "now getting back into business."

Even more dramatic is Mr. Schmidt's forecast for pay-cable growth: He believes it will double by the end of this year, to about 1.2 million pay TV homes. That would be 11% of the present 10.8 million cable homes universe.

Cable's advantage in general, and pay cable's in particular, says Mr. Schmidt, is "a general dissatisfaction with what we're trying to compete with." By that he means that the public wants new television services, and is willing to pay for them. Broadcasting's great payers of the freight—all those commercials—he lists among the considerations that the viewer is anxious to avoid. Among pay's capital advantages at the moment is that its growth comes relatively inexpensively—far less, by comparison, than building new miles of plant. Now, he says, "we've got the makings of a [nationwide] grid" for pay TV.

The extent of cable growth, in Mr. Schmidt's view, hinges in large part on what evolves from the present three-tier (federal-state-local) cable regulatory framework and the outcome of current court battles over the FCC's revised pay-cable rules. Whatever happens, Mr. Schmidt believes pay cable penetration is never likely to pass the 50% mark in relation to over-all basic service subscribers—a factor he cites in challenging broadcasters' fears that pay will be able to out-



Mr. Schmidt's olive branch:

"I want to offer partnership to the broadcaster. We're not the plague that we're portrayed to be. To call us 'parasites' is to use a rhetoric that's as out of style as high-button shoes."

bid conventional TV for product.

Copyright legislation remains atop the list of NCTA's legislation priorities—an assertion that broadcasters (1) will find not surprising and (2) will greet with skepticism. Once NCTA can get the copyright issue "behind us," says Mr. Schmidt, other regulatory areas will open up—"the White House says so, the FCC says so, the Congress says so," Mr. Schmidt reports, emphasizing that NCTA has heard them all, loud and clear.

Accordingly, much of Bob Schmidt's time as NCTA president has been taken up with the copyright issue and lobbying efforts on Capitol Hill. "NCTA has gained more ground on the copyright issue," said Mr. Schmidt, "than many of its adversaries and friends thought was possible." As evidence he points to the Senate passage of a copyright bill that was amended to favor certain cable views (BROADCASTING, Feb. 26) despite a general feeling that the Senate bill would go through as originally written. Mr. Schmidt also claims there is serious attention given to a local-distant signal-pay-

ment based on a market type approach on the House side.

The time Bob Schmidt has spent on copyright has taken away from the time he might have spent in other areas. But that doesn't mean NCTA's interests have gone unrepresented. Rex Bradley, NCTA's present chairman, has been active on the FCC front; among other things, he's given major credit for cable's victory on leapfrogging. Such help from the hinterlands suits Bob Schmidt just fine: "It's important for the [NCTA] executive committee to be up there in the trenches," is how he puts it. The work of getting cable's story told, Mr. Schmidt believes, is a joint effort by the staff, the board and industry leaders.

Mr. Schmidt prefers to achieve goals "quietly" and does not feel he needs a public profile unless it is related to a particular issue. In his own words, he is "not a knocker, but a booster" and doesn't seek "contests."

For four months, Mr. Schmidt has been searching for a "number two"—an executive vice president and director of govern-

ment relations—to take some of the administrative burden from his shoulders. He does not want to give up the administrative area completely, although he plans to retain his own posture as chief lobbyist for the NCTA. "I'll carry out the functions of this job wherever the issues are," he says.

Mr. Schmidt claims to have interviewed between 40 and 50 people for the number two position and hopes to make a final choice before the convention—although that is not an overriding factor in his decision. He has sifted potential candidates down to three, all of whom have been reviewed by the executive committee. Mr. Schmidt said he is looking for a "balance" between an inside and outside person—an "alter ego" for himself. He admits that the association is "suffering through" the period of understaffing, but claims no "faux pas" have occurred as a result of the situation. He is also looking for a vice president in charge of subscription television, which Mr. Schmidt said is a new position required because of the importance of pay cable to the industry and the need to counter the strong anti-pay effort launched by broadcasters.

The cable industry must now set goals that go beyond its present condition, but not so far out as the blue-sky days ("the traps of the past"), said Mr. Schmidt. Those goals include (1) pay cable, which he calls an "important step" toward the development of other ancillary services, and one that will involve small operators in addition to the MSO's; (2) resolution of the FCC's rebuild requirements which remain over the industry's head, although the 1977 deadline has been removed, and (3) elimination of the exclusivity rules on syndicated product. That's not an all-inclusive list, but it does describe immediate priorities.

Mr. Schmidt's management philosophy for NCTA is borrowed, he admits, a good deal from his previous boss—Harold Geenen, president of IT&T. Mr. Schmidt believes in a "professional approach to problem solving" and is not at all averse to bringing in professionals who are not based in the cable industry. Running NCTA is like running a small business, says Mr. Schmidt; people must wear one hat one day and another the next. NCTA does not need a "cadre of specialists," he believes—a luxury that only organizations with a lot more money can afford.

For his own part, Mr. Schmidt says he is comfortable as president of NCTA and claims that what motivated him in the first place is "still there and growing. I have not lost my zeal," he says.

Mr. Schmidt would like to see a rapprochement with broadcasters, but doesn't feel they are ready for that now. "Broadcasters still consider us a threat," he said, especially those not involved with cable, whose fear of CATV's impact on their operations is their "prime motivation" in dealing with cable. Mr. Schmidt nevertheless believes there is room for both broadcast and cable television and offers broadcasters a "partnership" so both can grow.


Cable is not the "parasite," said Mr. Schmidt, that some broadcasters make it out to be—a tactic that Mr. Schmidt feels is as out of style as "high button shoes." No one, Mr. Schmidt adds, either a broadcaster or a cable operator, has an inherent right to stay in business. If marginal broadcast outlets are forced out of operation because cable is introduced in their market, Mr. Schmidt said, then public interest considerations will have to be weighed. However, just because cable is introduced in an area and a broadcast outlet there is failing does not necessarily mean cable should be held responsible, he added.

Mr. Schmidt seems genuinely concerned about equal employment opportunity in the cable industry. He calls EEO an "absolute imperative for us to deal with" and would like to see the cable industry take the lead in the EEO area over what he characterizes as a generally negligent communications industry. Mr. Schmidt feels cable still has some time in that respect—but not that much time—before EEO policy is forced on the industry from outside. He hopes to give cable industry leaders an insight into "methods and means" for accomplishing "true affirmative action plans" by setting up forums with minority and citizen leaders. That process will begin at the Dallas convention this week; an EEO session is scheduled for Tuesday afternoon, with Mr. Schmidt as moderator. "We've got to get the attention of our key people now," he said.


Bob Schmidt's long range goals for NCTA include establishing a planning organization in which five- and 10-year goals can be evaluated. The wired nation concept isn't going to happen as quickly as earlier industry forecasters believed, adds Mr. Schmidt. The advent of new technologies such as fiber optics, said Mr. Schmidt, is not an area precluded to the cable industry. "NCTA is here to utilize other transmission systems and to be competitive in its own way," he notes.

Mr. Schmidt says the cable industry has a story to tell, but admits it hasn't been able to tell it as well as it should. There aren't many people in government or even noncable-involved broadcasters that have a great understanding of cable, said Mr. Schmidt. It is the telling of that story that Mr. Schmidt sees as NCTA's key task.

**NCTA convention
agenda is on
pages 28 and 29;
advance story
begins on page 30;
exhibitor lists
begin on page 31**



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The NCTA convention: On the agenda in Dallas

Sunday, April 4

Opening session. 1:30-3 p.m. Parquet ballrooms A and B. *Bicentennial opening.* Musical program by the First Baptist Church of Dallas choir followed by a patriotic glimpse of the nation's past. *Greetings from city of Dallas.* Adlaine Harrison, mayor pro-tem of Dallas. *Chairman's address.* Rex Bradley, NCTA chairman. *Keynote address.* Mike Wallace, CBS News.

Society of Cable Television Engineers annual meeting. 3-5 p.m. Rooms N224 and N227, level two. *Presentation of Robert Beiswenger memorial award.*

Exhibitors' reception. 5-6 p.m. Grand hall.

Monday, April 5

Management eye-opener sessions. 8-9:30 a.m.

Pole attachment negotiating. Room E404. Moderator: Amos B. Hostetter Jr., Continental Cablevision, Boston. Panelists: Barry Simons, Teleprompter, New York; Harold Farrow, Farrow, Schildhouse & Dent, Oakland, Calif.; Jay Ricks, Hogan & Hartson, Washington; Lloyd D. Young, Chadbourne, Parke, Whiteside & Wolf, Washington.

Tax accounting/property and sales. Rooms E406-7. Moderator: Ed Hopper, United Cable Television, Tulsa, Okla. Panelists: Robert C. Gray, Coopers & Lybrand, Chicago; Julian A. Brodsky, Comcast, Bala Cynwyd, Pa.; Bill Ingram, Sutton Capital Associates, New York; Arthur G. Cooper, Viacom, New York.

Legislation concerning CATV. Rooms E402-3. Moderator: Bruce Lovett, American Television & Communications, Washington. Panelists: William Coates, legislative assistant to Senator Storm Thurmond (R-S.C.); Andrew Margeson, House Communications Subcommittee; Barry Zorthian, Time Inc., New York; Barbara Ringer, register of copyright; John V. Kenny, NCTA.

Pay cable: hardware/software. Rooms E409-10. Moderator: William Bresnan, Teleprompter, New York. Panelists: Robert Weisberg, Telemanagement Program Services, New York; Nate Levine, Sammons Communications, Dallas; Gerald Levin, Home Box Office, New York; Allen Adler, Columbia Pictures, Burbank, Calif.; Alan Greenstadt, Optical Systems, Burlingame, Calif.

Privacy concerns. Room E401. Moderator: Stuart Feldstein, NCTA. Panelists: Delbert D. Smith, attorney, Madison, Wis.; John Sie, Jerrold Electronics, Horsham, Pa.; Robert Ross, Office of Telecommunications Policy; George D. Burns, Cablecommunications Resource Center, Washington.

Technical eye-opener workshop. 8-9:30 a.m.

Quality improvements and zero defects. N230-1, lower level. Moderator/organizer: Robert Bilodeau, Suburban Cablevision, East Orange, N.J. Speaker: Philip B. Crosby, ITT, New York. Panelists: James Palmer, C-Cor, State College, Pa.; Kenneth S. Gunter, UA-Columbia, San Angelo, Tex.; Grady Perkins Jr., Community TV System Inc., Greenwood, Mo.; Sruki Switzer, Switzer Engineering Services, Mississauga, Ont.

Cable regulation: a government forum. 9:45-11:45 a.m. Parquet ballrooms A and B. Moderator: Dean Burch, Pierson, Ball & Dowd, Washington. Panelists: Thomas Keller, general counsel, OTP; David Kinley, chief, FCC Cable Television Bureau; Andrew Miller, attorney general, state of Virginia; John Moss (D-Calif.), chairman, House Commerce Committee's Subcommittee on Investigation and Oversight; Jonathan Rose, deputy assistant attorney general, antitrust division, Department of Justice.

Main technical sessions. 10-11:45 a.m.

Satellite interconnection. Rooms N224 and N227, level two. Chairman: Richard B. Marsten, City University of New York. "Multipoint distribution of satellite reception." Stanley P. Lapin, Microband Corp. of America, New York. "The range of video and radio program distribution options via satellite." Isadore Lieverman, Western Union, Upper Saddle River,

N.J. "Cable and satellites—new opportunities for service." Frank Norwood, Joint Council on Educational Telecommunications, Washington. "Regulatory aspects of earth station licensing." Hubert J. Schlafly, Transcommunications Corp., Greenwich, Conn. "Space telecommunications—the future is now." Albert A. Whalen, Goddard Space Flight Center, Greenbelt, Md. "Future of broadband communications: a user's point of view." John P. Witherspoon, Public Service Satellite Consortium, San Diego.

Tests and maintenance. Rooms N222-3, level two. Chairman: Frank Bias, Tele-Vue Systems, Pleasanton, Calif. "Unattended CATV measurements for system maintenance and proof of performance." Albert Helfrick, Kay Elemetrics Corp., Pine Brook, N.J.; George Fenwick, Telecommunications Inc., Dover, N.J. "Practical routine maintenance." Thomas J. Poliss, Magnavox CATV Division, Manlius, N.Y. "Solving ingress problems of foreign signals." Walter Gerber, Guam Cable TV, Tamuning, Guam. "Waveform testing." Vic Nicholson, Cable Television Information Center, Washington. "FCC technical standards." Robert Powers, FCC.

Luncheon. Noon-1:30 p.m. Parquet ballrooms C and D. Moderator: Rex Bradley, NCTA chairman. Invocation: Berl Cavin, Dallas Baptist Association. Speaker: FCC Chairman Richard E. Wiley.

Annual NCTA membership meeting. 2:30-4:30 p.m. Rooms E409-10. Presiding: Rex Bradley, NCTA chairman. *Reports of standing and special committees. Election of Group B directors. Other business.*

Engineer's reception. 6-8 p.m. Statler Hilton hotel, Embassy Garden ballroom. *Presentation of technical achievement awards.*

Tuesday, April 6

Management eye-opener sessions. 8-9:30 a.m.

Franchising: new and renewal. Room E401. Moderator: John Gault, American Television & Communications, Washington. Panelists: Sheila Mahoney, Cable Television Information Center, Washington; Katharine C. Lyall, Johns Hopkins University, Baltimore; Robert J. Ball, United Cable Television, Tulsa, Okla.; Stephen Ross, FCC Cable Television Bureau; Daniel Polsby, FCC.

Options in Pay TV. Rooms E409-10. Moderator: Henry Harris, Cox Cable Communications, Atlanta. Panelists: Marc Nathanson, Harris Cable Corp., Los Angeles; James Lahey, Muskegon Cable TV, Muskegon, Mich.; Robert Rosencrans, U-A Columbia Cablevision, Westport, Conn.; Solomon Sagall, Teleglobe Pay-TV System Inc., Rego Park, N.Y.

Regulation: how to cope. Rooms E402-3. Moderator: Edward Allen, Western Communications, Walnut Creek, Calif. Panelists: Jane Belau, Minnesota Cable Communication Board, Rochester; Henry Geller, Aspen Institute, Washington; John P. Cole Jr., Cole, Zylstra & Raywid, Washington; Bill Johnson, FCC Cable Television Bureau; Charles S. Walsh, Fleischman & Walsh, Washington.

News and political cablecasting. Room E404. Moderator: Barry LeMieux, Continental Cablevision of Ohio, Springfield. Panelists: B. Jay Baraff, Stambler & Shrinky, Washington; Brian Lamb, Communications Publishing Corp., Englewood, Colo.; Representative Charles Rose (D-N.C.); William J. Ryan, Gulf Coast TV, Naples, Fla.

The money action ahead. Rooms E406-7. Moderator: Frank Nowaczek, Blackburn & Co., Washington. Speakers: Herbert Ornstein, Jerrold Electronics, Horsham, Pa.; Richard Briggs, Fidelity Bank, Philadelphia; Edward H. Zukerman, Firstmark Financial Corp., Indianapolis; David O. Wicks, Warburg Paribus Becker Inc., New York; Paul Kagan, Paul Kagan Associates, Rockville Center, N.Y.; John M. Snead III, Society National Bank of Cleveland; J. Patrick Michaels Jr., Communications Equity Association, Bloomington, Minn.

Credit and collections—how to improve performance. Room E405. Moderator: Sanford Sussman, Cerro Communications Products, Freehold, N.J. Speakers: William J. Parsons, National Association of Credit Management, St. Louis; William Van Juss, Firstmark Financial Corp., Indianapolis. Panelists: Philip D. Hamlin, Hamlin International Corp., Seattle; James Loudon, Anixter Pruzan, Seattle; Thomas A. Olson, Tomco Communications, Mountain View, Calif.; Stanley Searle, Communications Publishing Corp., Englewood, Colo.

Technical eye-opener workshops. 8-9:30 a.m.

Alphanumeric and nonstandard baseband formats in cable. N224 and N227, level two. Moderator: Steve Dourdoufis, Vision Cable, New York. Panelists: James Dalke, Metro Data, Seattle; Lyle Keys, Telemation, Salt Lake City; Robert Dickinson, E-Com, Berkeley, N.J.; Robert McAll, Vital Industries, Hicksville, N.Y.; Donald Lolli, Catel, Mountain View, Calif.

Designing reliable systems. N222-3, level two. Chairman: G.C. Kleykamp, UA-Columbia Cablevision, San Angelo, Tex. "Computer-aided analysis of coaxial cable attenuation as a function of frequency and temperature." Jacob Shekel, Eric Winston, Jerrold Electronics, Horsham, Pa. "Operational experience with an automated CATV system analyzer and status monitor." Jans Kliphuis, Intech Laboratories, Ronkonkoma, N.Y. "Equipment design considerations for reliability of cable television distribution systems." James R. Palmer, C-Cor Electronics, State College, Pa.

Perspectives on cable television. 9:45-11:30 a.m. Parquet ballrooms A and B. Moderator: Russell Karp, Teleprompter, New York. Panelists: Andrew Heiskell, Time Inc., New York; Dennis Weaver, past president, Screen Actors Guild; Richard E. Wiley, chairman, FCC; Alan J. Hirschfeld, Columbia Pictures Industries, Los Angeles; Robert LaBlanc, Salomon Brothers, New York.

Main technical sessions. 10-11:45 a.m.

Advance techniques. Rooms N224 and N227, level two. Chairman: Joe Stern, Stern Telecommunications, New York. "Amplifier linearization by complementary post predistortion." A. Prochazka, P. Lancaster, R. Neuman, Delta-Benco-Cascade, Rexdale, Ont. "Communications applications of fiber optics." W.M. Caton, TRW Defense and Space Systems, Redondo Beach, Calif.; D.J. Albares, Naval Electronics Laboratory Center, San Diego. "SHF—new quality for cable TV." I. Switzer, Switzer Engineering Services, Mississauga, Ont. "Bode's variable equalizer." Donald E. Groff, Jerrold Electronics, Horsham, Pa.

Two-way and auxiliary services. Rooms N222-3, level two. Chairman: Nick Worth, Telecable, Norfolk, Va. "A low cost interactive data terminal for CATV." D. Stevens McVoy, Coaxial Scientific Corp. Sarasota, Fla. "Transmission of high speed PCM signals on CATV systems." FF Reed, GTE Sylvania, El Paso, Tex.; G.O. Shelton, GTE Lenkurt, San Carlos, Calif. "Two-way is alive and well." Donald T. Rozak, Tocom, Woodlands, Tex. "Cable television—its role in commercial data transmission, a case study at Bankers Trust Co. Alan C. Maltz, Bankers Trust, New York.

Luncheon. Noon-2 p.m. Parquet ballrooms C and D. Moderator: Burt I. Harris, NCTA chairman-elect. Invocation: Rabbi Jack Bemporad, Temple Emanu-el. Speaker: Robert L. Schmidt, NCTA president.

Firing line: problems and systems operations. 2-4 p.m. Rooms E409-10. Moderator: W.R. Felder, Mahoning Valley Cablevision, Niles, Ohio. Panelists: Jim Landon, Cox Data Systems, Atlanta; Glyn Bostick, Microwave Filter Co., East Syracuse, N.Y.; Jim Allen, Tulsa Cable, Tulsa, Okla.; Dick Barron, Pasadena Cablevision, Pasadena, Tex.; John Karl, Buckeye Cablevision, Toledo, Ohio; Oz Gutche, Western Communications, Walnut Creek, Calif.

Informal session on EEO. 2 p.m. Room to be announced. Moderator: Robert Schmidt, NCTA president. Participants: Charles Tate, Cablecommunications Resource Center; William Dabney, East Bay Skill Center, Oakland, Calif.; Sheila Mahoney, Cable Television Information Center.

NCTA annual banquet. 7 p.m. Fairmont hotel, Regency ballroom. Master of ceremonies: Henry Harris, Cox Cable Communications, Atlanta; Presentation of Larry Boggs and Idell Kaitz Awards. Entertainment: Danny Davis and the Nashville Brass.

Wednesday, April 7

Management eye-opener sessions. 8-9 a.m.

Rate adjustments. Rooms E402-3. Moderator: Gustave M. Hauser, Warner Cable, New York. Panelists: John Goddard, Viacom, Dublin, Calif.; Richard M. Sykes, Teleprompter, New York; E.C. Oldfield Jr., Telecable, Norfolk, Va.; Stephen B. Dodge, First National Bank, Boston; Alan Gerry, Liberty Video Corp., Liberty, N.Y.

Future cable services. Room E401. Moderator: Joseph L. Stern, Stern

Telecommunications, New York. Panelists: Harold Katz, Interactive Systems Inc., Ann Arbor, Mich.; Ted Turner, Turner Communications, Atlanta; Red Burns, Alternate Media Center, New York.

Marketing: system and pay. Rooms E409-10. Moderator: Bill Brazeal, Telecommunications Inc., Denver. Panelists: Sheldon Satin, Throckmorton/Satin Associates, New York; Ken Silverman, Cinemarica, Beverly Hills, Calif.; Trig Myron, American Television & Communications, Denver; Roderick A. MacLeod, Continental Cablevision, Lansing, Mich.; John Calvetti, Oceanic Cablevision, Honolulu; Everett Kochheister, Peoples Cable, Rochester, N.Y.

Labor relations: EEO, OSHA. Room E404. Moderator: Sam Cooper, Cohn & Marks, Washington. Panelists: John Matthews, Dow, Lohnes & Albertson, Washington; John Wright, Cox Cable Communications, Atlanta; Lionel Monagas, chief, FCC Industry EEO Unit; R.D. Douglas Jr., Douglas, Ravenel, Hardy, Crihfield & Bullock, Greensboro, N.C.

Internal financial controls. Rooms E406-7. Moderator: Warren Weed, Communications Properties, Austin; Panelists: Rodney Hansen, Cabledata, Sacramento, Calif.; Carolyn Chambers, Liberty Communications, Eugene, Ore.; Don Carroll, Oceanic Cablevision, Honolulu; Len Fowlkes, TeleMedia Corp., State College, Pa.; Ronald L. Holley, Sammons Communications, Dallas; Norman Johnson, Cablefacts-Tymshare Inc., Lexington, Ky.

Reliable CATV market data—is it attainable? Room E405. Moderator: Nat Marshall, Systems Wire and Cable, Phoenix. Panelists: Elmer W. Metz, Metz & Jarvis, Newtown, Pa.; James R. Palmer, C-Cor Electronics, State College, Pa.; Charles Maki, Theta-Com, Phoenix; Robert Titsch, Titsch Publishing, Denver; Joseph Romasco, Jerrold Electronics, Horsham, Pa.

Technical eye-opener workshops. 8-9:30 a.m.

Practical considerations for terrestrial reception and distribution, N224 and N227, level two. Moderator: Glenn Chambers, American Television & Communications, Appleton, Wis. Panelists: Robert C. Tenten, Home Box Office, New York; A.W. Brook, RCA Global Communications, New York; Dan Yost, Compucom Inc., Dallas; Albert K. Fowler, RF Systems, Cohasset, Mass.

Pay TV. Rooms N222-3, level two. Chairman: Richard Hickman, Cox Cable Communications, Atlanta. "Desired specifications on pay cable traps." Dan Pike, United Cable Television, Tulsa, Okla. "Thick film technology for pay TV security: the TEST system." Balazs Becht, BEST Inc., Van Nuys, Calif. "Design criteria—multifunction addressable tap." Lewis D. Dumbauld, Ameco, Phoenix.

Pay cable: an overview. 9:45 a.m.-noon. Moderator: Ralph Baruch, Viacom International, New York. Panelists: Benjamin Hooks, FCC commissioner; Jack Valenti, Motion Picture Association of America; Kathleen Nolan, president, Screen Actors Guild; C. Wrede Petersmeyer, Corinthian Broadcasting, New York; Michael Burke, Madison Square Garden Center Inc., New York.

Main technical session; engineering forum. 10-11:45 a.m. Rooms N224 and N227, level two. Chairman: James Lahey, Muskegon Cable TV, Muskegon, Mich. Engineering Advisory Committee members: Frank Bias, Tele-Vue Systems, Pleasanton, Calif.; Robert Bilodeau, Suburban Cablevision, East Orange, N.J.; Jack D. Cauldwell, Arvin Systems, Dayton, Ohio; Caywood C. Cooley, Philadelphia Communications, Bala Cynwyd, Pa.; Robert V.C. Dickinson, E-Com Corp., Berkeley Heights, N.J.; Kevin Gossman, Teleprompter, New York; Robert L. Grant, Magnavox Consumer Electronics, Fort Wayne, Ind.; Richard Hickman, Cox Cable Communications, Atlanta; E.M. Hinsdale, RCA Consumer Electronics, Indianapolis; Terry L. Hulseberg, American Television & Communications; Michael P. Jeffers, Jerrold Electronics, Horsham, Pa.; Nate Levine, Sammons Communications, Dallas; James A. Luksch, Texscan Corp., Indianapolis; Henry Marron, Scientific-Atlanta, Atlanta; Herbert P. Michels, WKMB(AM) Sterling, N.J.; O.D. Page, consulting engineer, Washington; John Pranke, Theta-Com of California, Phoenix; Joseph L. Stern, Stern Telecommunications, New York; James Stilwell, Communications Properties, Jenkintown, Pa.; Nick Worth, Telecable, Norfolk.

Luncheon. Noon-2 p.m. Parquet ballrooms C and D. Moderator: Robert L. Schmidt, NCTA president. Invocation: the Rev. Walter E. Boyter, Christ the King Rectory. Speaker: former Texas governor John Connally.

Adjournment. 2:15 p.m.

NCTA board of directors meeting. 2:30-4:30 p.m. Room E408.

A heady NCTA goes to Dallas to celebrate

With pay-cable taking off, satellite systems in formation, government regulation easing, industry is in bullish mood

The Washington headquarters of the National Cable Television Association were bustling last week, getting ready for what one official predicted would be an "unbelievable show" this week in Dallas. Registration is up from last year with over 4,000 registrants so far. That's not counting on-site registration, which last year was heavy. (Total registration last year was 3,741.)

If on-site registration this year is like last year, said Wally Briscoe, NCTA's senior vice president, "we can expect around \$450,000 in total revenues." NCTA has budgeted for \$413,000 in total revenues from this convention. Exhibit revenues have already exceeded budgeted amounts by \$4,000 and general registration by \$6,000. Of the convention proceeds, \$175,000 goes into the NCTA's operating budget, representing about 13% of its total \$1.3 million annual revenue.

The present cable environment of continuing regulatory gains and blossoming pay cable could well make NCTA's 25th annual convention a high point among the peaks and valleys of past conventions.

Three years ago in Anaheim, Calif., Teleprompter Corp. demonstrated its "spacecast" cable feed by satellite; cable was billed as an "industry of boat rockers" by David Foster, then the NCTA president and the wiring of major cities was discussed.

A year later in Chicago things had changed. The financial pinch hit cable expansion, though Mr. Foster proclaimed: "The 'worst is behind us.'"

The pay-cable seed, which had been planted for some years, began to sprout at last year's NCTA convention in Dallas with Home Box Office Inc.'s announcement of a pay-cable satellite network. UA-Columbia Cablevision and American Television and Communications climbed on board the satellite network and gave the HBO plan a real life potential.

Since then, pay cable, both in the air via satellite and on the ground, has witnessed steady growth. Multiple system operators and even independents, although on a much smaller scale, have come into the pay-cable flock. At the same time the FCC has eliminated or modified several of its cable rules to the benefit of the industry, and Congress and the White House are engaging in discussion about a new framework for cable regulation.

Those developments are mirrored in the NCTA's convention agenda for this week. Heavy emphasis on both a management

HURRICANE

When the wind howls in from the sea with hurricane force, what chance has a microwave tower for survival? The tower shown here, one of three linking Ft. Walton Beach with Panama City in Florida, suffered no structural damage during hurricane "Eloise" in 1975. It was built by Stainless to withstand 160 mph winds while supporting up to eight horn antennas. We have always met rigid demands in microwave towers, whether designed to carry parabolic, high-performance or horn antennas for telephone or other systems. So for microwave, choose the company with over a quarter century of experience—Stainless—we build to last. For more information, contact:

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and technical front will be devoted to pay cable. And the broader regulatory topic of de-regulation is expected to outweigh particular issues that have been prominent in the past.

Nowhere can the dominance of pay cable be expected to come into sharper focus this week than on the exhibit floor. A total of 112 paid exhibitors will attend, and heavy traffic is anticipated for manufacturers of earth terminals and pay-cable security devices, especially the new addressable or "smart" taps.

A half dozen manufacturers will feature satellite earth terminals this week as compared to last year's show where only Scientific-Atlanta was in evidence. Three firms—Andrew Corp., Radio Mechanical Structures and RF Systems will have earth terminals set up in the parking lot outside the Dallas convention center, pulling in HBO programming to closed-circuit receivers in exhibit booths inside ("CLOSED CIRCUIT," March 22). Scientific-Atlanta, Terracom and Collins will also be on the inside with models of their earth stations.

Addressable taps, which can disconnect and reconnect subscribers by the flipping of a switch at a central location, are also expected to generate interest on the exhibit floor this week. It is already obvious, said one manufacturer, that the smart tap will be an "extremely competitive device." At least four companies will be showing addressable taps, and several others—although not ready to exhibit—are in the development stages. So far state-of-the-art addressable taps appear to be an expensive installation that may be beyond the reach of many of those attending the show, but certainly the interest is there for protecting cable service—especially pay programming—from illegal hookups without sending out service crews to individual pole-mounted taps.

Not all manufacturers wanted to divulge prices before the show, but general evidence indicates addressable taps will fall in the \$100 range (as compared to currently used taps with price tags of under \$10) and will require a central computer in the thousands-of-dollars range.

Among those exhibiting addressable

taps are: Delta-Benco-Cascade, which is featuring an "intelligent tap" to fit in a line-extender housing and provide for four outputs in the \$80-\$100 range ("CLOSED CIRCUIT," Oct. 27, 1975); Ameco Inc., which is also showing a four-port tap that can be expanded to 50 or more outputs for custom design; Pro-Com Electronics Inc., which is showing a 24-tap version for apartment house installation that has a three-channel option and is priced at approximately \$825; and Mag-

navox CATV division, which will show a prototype the size of a standard Magnavox tap with a two-and-a-half-inch "bump" on the back for the memory unit. Availability of these units ranges from a month to a year off.

Others involved with addressable taps though not planning to show them at this week's show include: Tocom Inc., which had shown its eightport tap at last fall's Western Cable Show; Eagle Comtronics, and Telcin Inc..

NCTA's exhibitors: still more hardware than soft

*indicates new product

Aberdeen Cable TV Supply <i>P.O. Box 2663, Culver City, Calif. 90230</i>	312	mett Renfrow.
AEL Communications <i>P.O. Box 507, Lansdale, Pa. 19446</i>	212	AVA Electronics Corp. 230 <i>242 Pembroke Avenue, Lansdowne, Pa. 19050</i>
Alpha Engineering Co. <i>1520 East Osborn Road, Suite 106, Phoenix 85011</i>	1028	Avantek 1007 <i>3175 Bowers Avenue, Santa Clara, Calif. 95051</i>
Ameco 1225/1227/1229/ 1231/1233/1235 <i>P.O. Box 13741, Phoenix 85002</i> <i>Product:</i> Nova addressable tap for remote control by channel or program*, Nova 300 mhz two-way trunk and distribution equipment*, Super Nova 300 line extender*, Nova P-II two-way trunk and distribution equipment, 300 mhz passive devices, sub low transportation system, pay TV traps, Channeleer II audio-video processors. <i>Personnel:</i> R.W. Behringer, R. Wilson, Bruce Merrill, Lew Dumbauld, Don Morton, R. Oberloh, R. Perez, Milford Ritchy, Dave Coe, Don Countryman, Jim Emmick, Steve Grossman, Walter Merrill, Leonard Pate, Maynard Polkinghorn, Gene Wampler.		Avtel 528 <i>1280 Blue Hills Avenue, Bloomfield, Conn. 06002</i>
Andrew Corp. 113/115 <i>10500 W. 153rd Street, Orland Park, Ill. 60462</i> <i>Product:</i> Satellite receive earth terminals, microwave antennas, wave guides and heliack cable. <i>Personnel:</i> Robert Bickel, Erik Engenbrigtsten, John Gyurko, William Moore, Eric Munro, Rene Savalle, Carl Van Hecke, H. Woodbury.		Belden 202/204 <i>2000 South Batavia Avenue, Geneva, Ill. 60134</i>
Anixter-Pruzan Inc. 812 <i>P.O. Box 3777, Seattle 98124</i> <i>Product:</i> Sony program origination equipment, construction and pole line equipment, active and passives, cable and connectors, tools and safety equipment. <i>Personnel:</i> Herb Pruzan, Gordy Halverson, Matt Plonsky, Phil Glade, Gene Robinson, Steve Monson, John Egan, Larry Gay, Jeff LeHecka, Tony Barclay.		Bestvision 1018 <i>5540 West Glendale Avenue, Glendale, Ariz. 85301</i>
Arvin Systems 1107 <i>1771 Springfield Street, Dayton, Ohio 45403</i> <i>Product:</i> Signal lever meter, 700T trap filter*, digital channel programmer, modular directional tap, 400LA line extender*, A/B switch, 602B-L lockable A/B switch. <i>Personnel:</i> Jack Cauldwell, George Mierisch, Ken Jones.		Blonder-Tongue Labs. 418 <i>One Jake Brown Road, Old Bridge, N.J. 08857</i> <i>Product:</i> Pay cable encoders and decoders, modulators, headends, amplifiers and accessories. <i>Personnel:</i> George S. Bahue, Ike Blonder, Ben Tongue, Sam Stone, Jay Shapson, Ray St. Louis, Marc Winchester, Wiley Stackley, Bob Dettman, Charlie Goetch, Glenn Stawacki.
Associated Press 718/720/722/817/819/821 <i>50 Rockefeller Plaza, New York 10020</i> <i>Product:</i> AP News Cable. <i>Personnel:</i> Robert Sundy, Gene Foster, Bill Greer, Aiden Beste, Paul Freeman, Terry Devine, Jim Mangan, Em-		Broadband Engineering. 831 <i>535 East Indiantown Road, Jupiter, Fla. 33458</i>
		Broadcast Electronics Inc. 901 <i>8810 Brookville Road, Silver Spring, Md. 20910</i> <i>Product:</i> Audio consoles, processors, multi and single deck tape cartridge machines, Modtec high resolution monochrome monitors. <i>Personnel:</i> Andy Szegda, Charles Beard, Mel Black, Dave Durst.
		Burnup & Sims 808/810 <i>P.O. Box 2431, West Palm Beach, Fla. 33402</i> <i>Product:</i> Aerial and underground construction, engineering services. <i>Personnel:</i> Robert E. Gruno, M.D. Hill, Steve Stewart, Allen Leder, Barry Ankeny, Frederick Bodnarchuk.
		Cable Casting/NCTA 1121/1123/ 1022/1024 <i>918 16th Street N.W., Washington 20006</i>
		CableData 316 <i>3200 Arden Way, Sacramento, Calif. 95825</i>

FCC attendees. FCC Chairman Richard Wiley and Commissioner Benjamin Hooks are among a number of commission officials slated to appear on the National Cable Television Association's convention program this week. Commissioner Abbott Washburn is scheduled to be in the Dallas area and may stop in for a Wednesday morning panel. Other FCC officials include David Kinley, Cable Bureau chief; William Johnson, policy review and development division chief; Roger Seltzer, special relief branch chief; Robert Powers, cable engineering chief; Ray Daly, engineer in microwave branch; Stephen Ross, assistant chief in certificate of compliance division, Lionel Monagas, chief, industry EEO unit, and Cynthia Jeffries, head of cable complaints branch.

- Product:** Data processing services. **Personnel:** Robert J. Mathews, Rodney A. Hansen, James DeSorrento, Larry Pfister, Raymond Matteson.
- Cablefacts** 307
2444 Palumbo Drive, Lexington, Ky. 40509
- Cable Communication Resource Center** 1126
1900 L Street N.W., Washington 20036
- Cable Network Television** 924
12636 Beatrice Street, Los Angeles 90066
Product: Commercial programming. **Personnel:** Donald Havens Jr., Arden D. Moser, Paul Berkowitz, Rex Waggoner.
- Cable Program Services** 1124
39 West 16th Street, New York 10011
- Cadco** 103
2706 National Circle, Garland, Tex. 75041
- Cambridge Products** 333
101 Foley Street, Somerville, Mass. 02145
- Carro Communications Products** 301/
303/305
Halls Mill Road, Freehold, N.J. 07728
- Catel** 909
1400-D Stierlin Road, Mountain View, Calif. 94043
Product: VFMS-2000 video FM transmission system. **Personnel:** Dick Old, Don Lolli, Jerry Lindholm, Art Osborn, Ray Brown, Joe Greenlee, Frank Genochio, Ed Bolton, John Leslie, Bill Shand.
- C-Cor Electronics** 912
60 Decibel Road, State College, Pa. 16801.
Product: Amplifiers and distribution equipment. **Personnel:** D.O. Cummings, James R. Palmer, Barbara R. Palmer, John A. Hastings, Stan I. Lindsay, John R. Yack.
- CCS Hatfield** 206
12 Commerce Drive, Cranford, N.J. 07016
- Channelmatic Electronics** 330
1234 Adobe Lane, El Cajon, Calif. 92021
- Christian Broadcasting Network** 119
Pembroke 4, Virginia Beach, Va. 23463
- Cinamerica** 1207/1209
9477 Brighton Way, Beverly Hills, Calif. 90210
Product: Motion pictures, pay-cable programming, marketing and consulting services. **Personnel:** Kenneth P. Silverman, Joan M. Peterson, Claudia B. Joseph, Lawrence D. Feinberg.
- Collins Radio** 234
Building 407-321 Dallas 75207
Product: Earth station terminals. **Personnel:** Jim Webb, Don Snodgrass.
- Comm/Scope** 422
P.O. Box 2406, Hickory, N.C. 28601
Product: Coaxial cable and drop wire. **Personnel:** Frank M. Drendel, James E. Webb, Fred Wilkenloh, Bill Barbour, Carroll Oxford, Gene Swithenbank, Frank Logan, Joe Teague, Jack Wardell.
- Communications Carriers** 1023
33 River Road, Greenwich, Conn. 06807
- Communications Marketing** 1001
P.O. Box 2276, La Mesa, Calif. 92041
Product: Consulting, development and subscriber development services. **Personnel:** Jim Bloxham, Keith Company, William Company, Ronald Lederer, Suzanne Bloxham, Bonnie Saiz, J. Randall Steward, James Vernon, Thomas Wotruba.
- Compucon** 117
13749 Neutron Road, Dallas 75240
Product: Earth station placement, microwave frequency planning and coordination.
- Comsonics** 1128/1130
P.O. Box 1106, Harrisonburg, Va. 22801
- Control Technology** 225
620 Easy Street, Garland, Texas 75042
Product: PAX power supplies and systems. **Personnel:** Chuck Turner, Don McNeal, John Sipes, Ron Dow, Marilyn Ranspot, Ted Kaufman, Tom Carbaugh, Don Countryman, Jerry Smith, Ken Johnson.
- Coral** 616
400 Ninth Street, Hoboken, N.J. 07030
Product: Amplifiers, line extenders, traps, cable fittings. **Personnel:** Louis Jaffe, John Monte, Marion Carver, Mike Holiman, Donald Dworkin, Bob Cross, Bil Bodenstein, Frank Lifman, Dave Sheffer.
- Cox Data Services** 1019
5600 Roswell Road N.E., Atlanta 30342
Product: Billing and accounts receivable service, data base management systems for MSO's. **Personnel:** Ron Jones, Jim Landon, Dick Weiderhorn, Lou Kaib, Frank Crane, Pat Toombs.
- Daniels & Associates** 902/904
2930 East Third Avenue, Denver 80206
Product: CATV brokers, appraisers, consultants and negotiators. **Personnel:** Bill Daniels, John Saeman, Jerry Buford, Frank Griggs, Keith Burcham, Tom Johnson, Steve Halstedt, Bob Holman, Hugh McCulloh, Dick Zell.
- Davis Manufacturing** 719/721/723
1500 South McLean Boulevard, Wichita, Kan. 67201
Product: Fleetline 7+2*, Mini-Sneaker, Fleetline 30+4. **Personnel:** Milt Tuell, Larry Sloop.
- Delta-Benco-Cascade** 917/919/818/820
124 Belfield Road, Rexdale, Ont. M9W 1G1
Product: IT-4* four-output headend addressable tap. IT-60* multi-output headend addressable tap. **Personnel:** T.A. Cross, P. Lancaster, D. Fear, W. Tack, P. Allman, K. Galko, M. Hamilton, B. Martin.
- Ditch Witch Division** 1020
P.O. Box 66, Perry, Okla. 73077
- Dotson & Brown Insurance** 433
P.O. Box 276, Tyler, Tex. 75701
- Durnell Engineering** 328
Highway 4 South, Emmetsburg, Iowa 50536
Product: Truck-mounted aerial personnel lifts. **Personnel:** Jack R. Adams, Bob Hasbrouck, Ed Dart.
- Eagle Comtronics** 1025
8016 Chatham Drive, Manlius, N.Y. 13104
- Eastman Kodak** 908/910
343 State Street, Rochester, N.Y. 14650
Product: Television film chain, Supermatic film videoplayer. **Personnel:** J.C. Brunton, M.E. Johnson, FR. Reinking, R.A. Stellnack, J.M. Tripoli, A.P. Willis.
- Entertainment Productions Inc.** 329/331
270 East Pulaski Road, Greenlawn, N.Y. 11740
- Farinon Electric** 302
1691 Bayport Avenue, San Carlos, Calif. 94070
Product: FV13F all solid-state microwave radio for CARS band. **Personnel:** Jim Hurd, Joe Baker.
- FCC** 1117
1919 M Street N.W., Washington 20554
- Firstmark Financial** 906
110 East Washington Street, Indianapolis 46204
Product: Financial services. **Personnel:** William K. Van Huss, Ed Zukerman, Phil Thoben.
- Forgey-Lysek-Hamlin** 1203
1 Professional Plaza, Newtown, Pa. 18940
- Fort Worth Tower** 811/813/712/714
1901 East Loop 820 South, Fort Worth, Tex. 76112
Product: Towers, equipment buildings and accessories. **Personnel:** T.W. Moore, Fred Moore, Betty Moore.
- Gamco Industries** 128/130/227/229
291 Cox Street, Roselle, N.J. 07203
- General Cable Corp.** 716
500 West Putnam Avenue, Greenwich, Conn. 06830
- Gilbert Engineering** 425
3700 North 36th Avenue, Phoenix 85019
- GTE Data Service** 620/622
P.O. Box 1548, Tampa, Fla. 33601
Product: CATV management information services. **Personnel:** Buddy Anthony, Bill Wallace.
- GTE Sylvania** 621
114 South Oregon Street, El Paso, Tex. 79901
Product: Series 3900* drop filter, series 320 video pilot automatic control module, trunk amplifier station. **Personnel:** D.G. Cowden, R.W. Pawley, R.J. Thorpe, W.M. Thomason, D.W. Phillips, S.J. Manley, C.E. Auer, L.W. Dolby, FF Reed, R. Sherwood, R.G. Covell.
- Gulton Industries** 431
13041 Cerise Avenue, Hawthorne, Calif. 90250
Product: Standby power supplies. **Personnel:** George Heffner, Stanley Boyle.

Home Box Office 208/210
Time & Life Building, New York 10020
Product: Pay TV programming, marketing services, live satellite feed*. *Personnel:* Donald E. Anderson, Peter W. Frame, George W. Gilbert, James O. Heyworth, John Barrington, W. Thomas Oliver, Robert C. Tenten, Edward D. Horowitz, Gerald M. Levin, Bruce P. Sawyer Harlan P. Kleiman, Paul M. Eisele, William Hooks, Albert Jones, Leslie Read, Stuart Chuzmir, J. Richard Munro.

Intech Laboratories 922
4175 Veterans Highway, Ronkonkoma, N.Y. 11779
Product: Broadband RF digital data modems*, remote monitoring system*, remote network analyzer system*. *Personnel:* Jans Kliphuis, Alan Entenman, Luis Taveras, George Benton, John Abrams, Bonnie Gnehus.

Jackson Communication
207/209/108/110
P.O. Box 6, Clayton, Ohio 45315

Jerrold Electronics 612
200 Wümer Road, Horsham, Pa. 19044

Product: Future Features tap, transformers, signal processing systems, pay-TV scramble systems and terminals, test equipment, distributions systems, amplifiers. *Personnel:* Bob Eisenhardt, Herb Ornstein, Bill Lambert, Mike Jeffers, Joe Romasco, Robert Mai, Ray Pastie, John Sie, Phil Semish, Colen O'Brien.

JVC Industries 828
50-35 56th Road, Maspeth, N.Y. 11378
Product: CR-4400U* portable video-cassette recorder, CR-8300U* video-cassette recorder/editor, CR-6060U* video-cassette recorder for educational market, CD-1636* lightweight portable audio/stereo cassette deck, GS-4600U* black and white portable camera, MI-E60* portable six-channel stereo mixer, various accessories. *Personnel:* Douglas I. Sheer, John Chow, S. Hori, Ken Kubota, Hank Hermes, George Bassler.

Kansas State Network 918/920
2937 South Kansas Avenue, Wichita 67216
Product: CG-400* and CG-410* character generators, CG-400 Newsmaster, PA-400 helical scan proc amp*, CG-200 Weathermaster, CG-600 Titlemaster*, TC-100B time base corrector, pulse cross adapter*. *Personnel:* Larry Bitler, Don Hogg, Rod Herring.

Kay Elemetrics 232
12 Maple Avenue, Pine Brook, N.J. 07058

Keeble Selectra 830
1216 Lawrence Avenue, Toronto, Ont. M6A1E3

Larson Electronics 931
P.O. Box 185, Carrollton, Tex. 75006

LRC Electronics 219/221
901 South Avenue, Horseheads, N.Y. 14845
Product: Line of CATV connectors including Sealmetic connectors*, extensions* and jumpers*. *Personnel:* Keith McIntosh, Clayton Blanchard, John McQuaid, Terry French, Don Thompson, Tom Carbaugh, Ben Duval, Carl Rosekrans, Steve Grossman, Al Klugman, Skip Hudel, Sam Scheibe, Rich Richmond.

Magnavox CATV Division 916
133 West Seneca Street, Manlius, N.Y. 13104
Product: MX-404 series amplifiers, 4MC-2 one-way distribution, 4MC-8 two-way distribution, 4MT* microline amplifier, MX MU-1 one-channel pay cable descrambler, MX MU-2 two-channel pay cable descrambler, MX SED* audio/video pay cable descrambler, addressable tap*. *Personnel:* Hedrick Hartong Jr., Dan Mezzalingua, Ken Siegel, Joe Ostuni, Don Nash, Tom Olszewski, Chet Syp, Ted Slopey, Tom Polis, Marty Zelenz, John Weeks, Tom Gardner, Bill Ewing, Bob Greiner, Jack Reed, Bob Finnerty, George Newman, Shelley Rittenburg, Andre Lussier.

Metrodata 224/226
1250 Mercer Street, Seattle 98109

Microwave Associates 223/124
Northwest Industrial Park, Burlington, Mass. 01803

Product: FML total solid state CATV multi-channel microwave system. *Personnel:* Curt Kring, Erik Stromsted, John Van, Dave Erikson, John Morrissey, Mert Knold, Carl Guastalero, Les Fisher, Phil Cass, Clyde McCauley.

Mid State Communications 306
59 North Second Avenue, Beech Grove, Ind. 46107

Product: Signal level meters, radiation detector, meter calibrator, signal processors and counters. *Personnel:* Lawrence C. Dolan.

MSI Television 201/203/102/104
4788 South State Street, Salt Lake City 84107
Product: Automated character generator displays, news selector system*, microprocessor news selection without computer, TV Program Guide (automatic update every half-hour), Cable TV Marquee Channels*, NCRN National Cable Radio Network. *Personnel:* D. Kent Wright, Bob Hall, Gerald A. Van Mondfrans, Joe Burdett, Ivan Curtis, Marvin Douglass, Carl Rosekrans, Bruce Robertson, Ken Wootton.

Multipier Industries 1009
464 South 10th Avenue, Mt. Vernon, N.Y. 10550

Product: Vehicle, aerial bucket, work area, linemen/personnel safety and construction equipment; office and warehouse safety equipment, and ladders, generators, ladder racks, pedestals, etc. *Personnel:* Walter Ullrich, Jack Lepore, Walt Clarke, Steve Grossman, George Gunter, Don Thomsen, Neville Johnson, John Weeks.

NCTV/PAC 1020
918 16th Street N.W., Washington 20006

N & W Sales 1127
P.O. Box 13501, Arlington, Texas 76013

Oak Industries, Communications Group 728

Crystal Lake, Ill. 60014
Product: Converters, addressable tap for per-

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John Andre and Mark Harrad request

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program or subscription pay TV, single and multiple channel pay TV systems, communications industry financing. Trimline II Converter* (26 or 31 channel AFC varactor unit), Mini-Code System* nonconverting, single low-band channel decoder for subscription cablevision, Econobloc II* single conversion unit using all 11 midband channels to provide 23 channel capacity addressable multiple subscriber tap* with four functions selectively addressed from headend (controls 8,000 homes in seven seconds). *Personnel:* Carl Bradshaw, Werner Koester, Eugene Keys, Donald Pascarella, Loren Young, Sam Eichenfield, Joseph Spells, Loris Thacker, Arthur Johnson, Sean O'Neill, Paul Wheaton, Mike Shaughnessy, Dan Green, Tom Anderson, Rick Burns, Doug Lindquist.

Parallex Co. 107
10528 Shaver Road, Kalamazoo, Mich. 49002

Pro-Com Electronics 909
182 North Hamilton Street, P.O. Box 190, Poughkeepsie, N.Y. 12612
Product: PASS III addressable system*, single-channel converter*, band elimination filters, notch filters, band pass filters, PG-key, diplexers, splitter, traps, indoor directional taps. *Personnel:* Eli Gordon, Tom Stockton, Jim Greene, George Gunter, Stan Deutsch, Neil Phillips.

Pyramid Industries 1215
2602 West Encanto Boulevard, Phoenix 85009
Product: CATV coaxial connectors, fittings, security devices. *Personnel:* Paul Rhodes, Earl Gilbert, Neil Phillips.

Radio Mechanical Structures 1120/1122
2600 North Longview Street, Kilgore, Tex. 75662
Product: Eleven-meter antenna earth station, pedestal features, S/N ratio of 55 with 34 dbw EIRP. *Personnel:* Don Branum, Rex Vardaman, Dave Hershberg, Marty Bandler, George Bell, Roger Yamini, Bill Anton, Dub White, Bob Corbin.

RCA Community Television Systems 702/710/801/809
7355 Fulton Avenue, North Hollywood, Calif. 91605

RCA Global Communications 802
60 Broad Street, New York 10004

Repco Products 423
7400 State Road, Philadelphia 19136

Reuters 328A
1700 Broadway, New York 10019
Product: Reuters news-view, high-speed information retrieval system, multi-channel package. *Personnel:* Glen Renfrew, Michael Blair, Nick Vasilakis, John Hull, Scott Rumbold, Marty Glynn, Harvey Cooper, Peter Holland, Gene Nagler, David Mitchell, Al Dalimonte, Mel Beiser, Ed Kay, Bowley Moore.

RF Systems 126
155 King Street, Cohasset, Mass. 02025

RMS Electronics 1219/1223
50 Antin Place, Bronx, N.Y. 10462

Sadelco 325
299 Park Avenue, Weehawken, N.J. 07087

Satori Productions 1211/1213
250 West 57th Street, New York 10019

Scientific-Atlanta 816
3845 Pleasantdale Road, Atlanta, Ga. 30340
Product: Full line CATV supplier including antennas, headend equipment, satellite ground stations, video receiver*, automatic switching equipment*, demodulator. *Personnel:* Sidney Topol, Howard Crispin, Jay Levergood, Jim Hart, Alex Best, Jim Farmer.

Summit Cinividea Corp. 928/1027
171 West Orangethorpe, Placentia, Calif. 92670

Systa-Matics 211/213/215
510 North Sheridan, Tulsa, Okla. 74115
Product: VJB-12 video juke box, VMP-3 video movie player*, VC-40A vari-card, VJB-1 U-matic deck programmer. *Personnel:* Ed Covington, Mike Richardson, Mel Williams, Todd Britt, Doyce Self, Chris Noland, Ed Breedlove, Jim Trecek.

System Concepts 335
80 West Truman Avenue, Salt Lake City 84115
Product: Q-II automated television information display, Q-IV television production titler. *Personnel:* Ray M. Unrath, Roy Romijn, Leonard F. Zaller, Ken Otto, Lowell Woodbury, Barbara Woodbury, Carol Unrath, K.B. Schneider.

Systems Wire & Cable 1011
3500 South 30th Street, Phoenix 85040

Tanner Electronic Systems Technology (T.E.S.T.) 1108
16130 Stagg Street, Van Nuys, Calif. 91406
Product: TV encoders*, decoders*, converters*; CATV MDS compatible premium television scrambling on any VHF or midband channel, passive decoders; single channel or broad-band, mid- or superband-to-UHF converters compatible with any more than 12 channel system, with or without pay TV. *Personnel:* James L. Tanner, Marlene Tanner, Bruno A. Rist, Balazs Becht, Paul Rebeles, Robert Akin, John Guedel.

Tape-Athon 1005
502 South Isis, Inglewood, Calif. 90301

Tektronix 1110/1116
P.O. Box 500, Beaverton, Ore. 97077

Telcin 1012
2604 Malt Avenue, Commerce, Calif. 90040
Product: Anaconda Century II amplifiers, coaxial cables, passive devices, apartment house amplifiers, turn key systems, subscriber terminal devices. *Personnel:* Don Chandler, Jack Thompson, Kirk Hollingsworth, Larry Fry, Vic Tarbutton.

Telemation 402/410/501/509
P.O. Box 15068, Salt Lake City 84115
Product: Programatic automatic television display system, Programatic satellite system, non-duplication switchers. *Personnel:* Paul Warnock, Lyle Keys, David Quebbeman, George Elsaesser, Barry Kenyon, Jack Daniels.

Telemation Program Services 401/403/405

1133 Avenue of the Americas, New York 10036
Product: Full range of services including film negotiations, marketing, promotion, financial planning, technical assistance. *Personnel:* Robert Weisberg, Hank Feinstein, Burt Rosenburgh, Michael Klein, Jeanne O'Grady, Ed Michalove.

Terra Com 109/111
9020 Balboa Avenue, San Diego 92123
Product: Microwave systems for STL and ENG television pickup and transmission, TCM-6 series, TCM-5 series*. *Personnel:* Bruce Jennings, Bob Boulio.

Theta-Com 502/602
2216 West Peoria Avenue, Phoenix 85068
Product: AML local distribution service microwave, CATV equipment including XR2PLUS and Phoenician II amplifiers. *Personnel:* D. Ashcroft, I. Bigelow, D. Couig, R. Davis, E. Foust, A. Heiny, J. Taglia, C. Maki, A. Sonnenschein, R. O'Hara, D. Crist.

Times Wire and Cable 414
358 Hall Avenue, Wallingford, Conn. 06492
Product: Coaxial cable for trunk and feeder, drop cable for CATV applications. *Personnel:* R.W. Burton, Jack Arbutthnott, Ray V. Schneider, FF. (Bud) Desmond, Rex Porter, Dean Taylor, John Patterson, Jerry Stovall, Kevin Barry, Jim Morton, Frank Hamilton, John Glass.

Tocom 407/409
P.O. Box 47066 or 3301 Royalty Row, Dallas 75247
Product: 240 series amplifiers, Blue Chip bi-directional amplifiers, heterodyne head-end processing equipment, Rocom remote control converter-DC-1000 series, Tocom II computer controlled two-way system. *Personnel:* John Campbell, Michael R. Corboy, Jim Smith, Charles Lowe, Joe Wormser.

Tomco Communications 804/806
1077 Independence Avenue, Mountain View, Calif. 94043

Toner Cable Equipment 1002-4/1101-3
418 Caredean Drive, Horsham, Pa. 19044
Product: Lindsay Specialty Products antennas, Mitty-taps, amplifiers and connectors; Blonder Tongue scramble system for pay TV; Wavetek sweeper systems*, Toner Security devices for pay TV*; Toner Squeller security system for pay TV*. *Personnel:* Bob Toner, Shawn Toner, Marty Ingram, John Thomas, Don Vanalstyne.

Triple Crown Electronics 105
42 Racine Road, Toronto M9W 2Z3

TRW Semiconductors 903/905
14520 Aviation Boulevard, Lawndale, Calif. 90260

20th Century-Fox Film 304
10201 W. Pico Boulevard, Los Angeles 90035
Product: Feature films and series. *Personnel:* Donald Krintzman.

United Press International 323
220 East 42d Street, New York 10017
Product: 24-hour automated cable news wire. *Personnel:* Roy Mehlman, Jack Klinge, I.J. Vidacovich, Robert E. Crennen, Frank Schultz.

WHO-TV Eyewitness News is all over town, doubling news on film.

"There isn't a single piece of newsfilm equipment in this studio that hasn't paid for itself, one way or another," claims Lisle Shires, proudly. And that's only one aspect of their film production facility that has doubled the amount of film coverage for half-hour shows in one year.



Lisle Shires, Newsfilm director of WHO-TV in Des Moines, Iowa.

Jack Cafferty, WHO's Television News director, recalls: "WHO-TV used to average about six film reports per show. Then, management made some drastic changes in news programming.

"We jumped from six to twelve film stories per news show, as a result, and we now have a dozen reporter-photographers.

"WHO-TV has always had a high percentage of film footage winding up on the air. Now we're shooting two to two-and-a-half times as

Here's Lisle with Robert Kress in the smooth-functioning, surgically clean environs of WHO's deluxe processing lab.



much film and one-third of it is still being broadcast.

"Our field reporters have some of the finest film equipment available today. And although some of our film is still shot with silent cameras, we have a continuing program to upgrade our sound equipment.

"Presently, we're shooting all prestriped Kodak Ektachrome EF film 7242 (tungsten). You never can tell when we may want to add voice-over later or use silent footage as a B roll with sound effects. We're in the process of converting to the new Eastman Ektachrome video news film 7240 (tungsten) and while 7242 looks good on the air, we're looking forward to the finer grain and low-light capability of 7240."



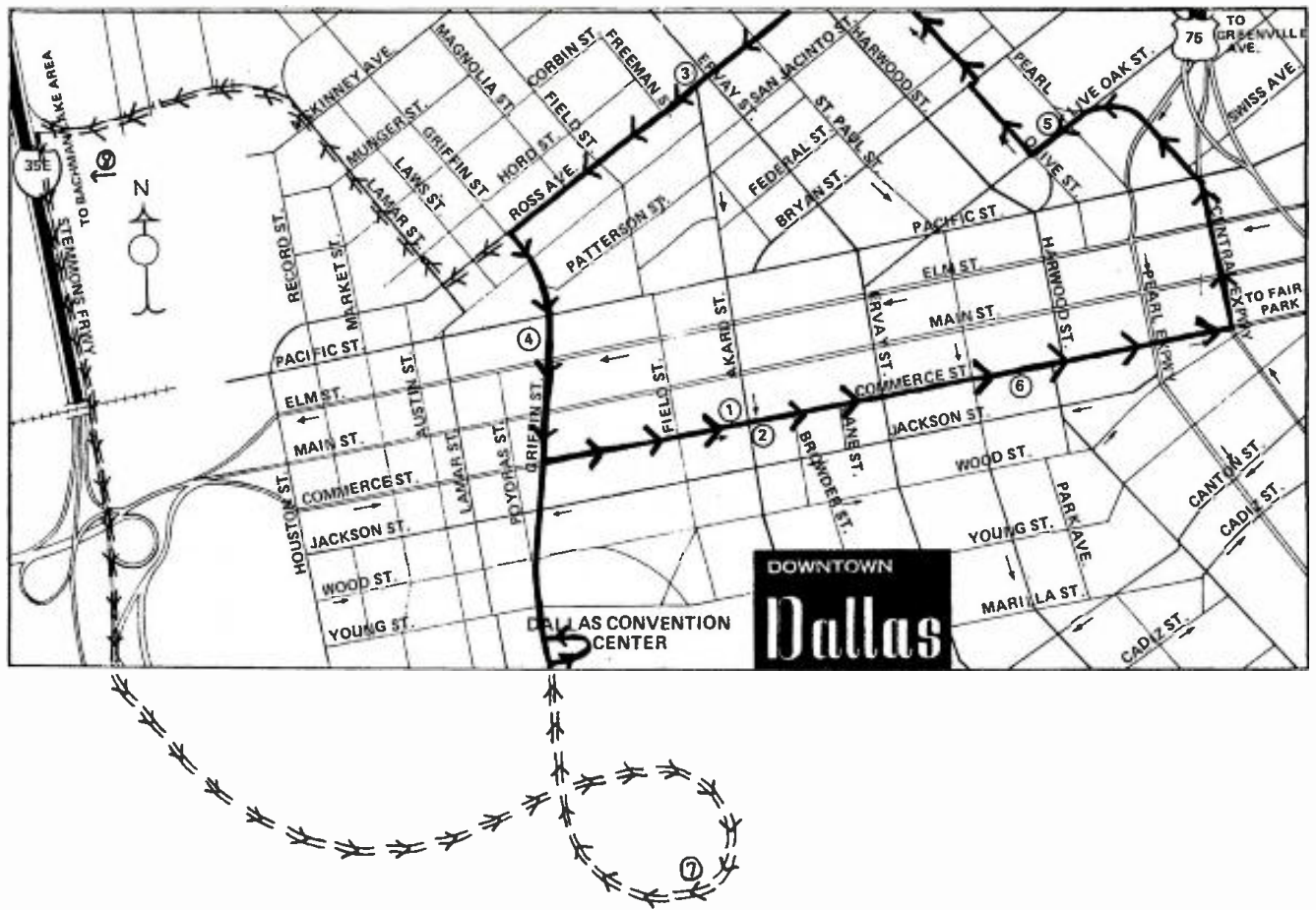
One of the most popular film features is "Cafferty is —," in which Jack takes on different jobs. Like driving a semi or in this case, working in a hospital where he first gives — and then gets — a cardiogram.

Cafferty anticipates continued heavy use of film. "With film, I can send a man out with a 16-pound camera and he'll come back with pictures that are simple to edit — and to store, too.

"One more thing — our news is getting a lot of attention. We've been getting very good response from our viewers. And that's what it's all about, isn't it?"

Film is good news.





Getting around to it. Shuttle busses will provide transportation from Dallas hotels to the convention center for National Cable Television Association registrants. Buses will run every 10 minutes, except for service from the Ramada Inn and Marriott hotel, which will be every 20 minutes.

Sunday service begins at 10 a.m. and ends at 7 p.m., service on Monday and Tuesday is 7 a.m.-6 p.m. and service on Wednesday is 7 a.m.-4 p.m. Hotels served include: (1) Adolphus, (2) Baker, (3) Fairmont, (4) Holiday Inn, (5) Sheraton Dallas, (6) Statler Hilton, (7) Ramada Inn, (8) Marriott.

Utility Equipment Co. 1119
P.O. Box 18879, Oklahoma City 73118

Utility Products 926
6565 North 60th Street, Milwaukee 53223
Product: Above ground buried cable enclosures, related items for CATV. Personnel: Jack B. Olson, Kurt F. Glaisner, Dennis J. Ellmaurer, James G. Gridley.

Van Ladder Inc. 112/114/116/118
P.O. Box 709, Spencer, Iowa 51301

Viacom Enterprises 1025A
345 Park Avenue, New York 10022
Product: Feature films, cartoons and program series. Personnel: Michael Lambert, Mort Slakoff

Videocraft Manufacturing 624
P.O. Box 1878, Laredo, Texas 78040

Video Data Systems Inc. 324/326
657 Old Willets Path, Hauppauge, N.Y. 11787

Vitek Electronics 430
200 Wood Avenue, Middlesex, N.J. 08846

Wavetek Indiana 308/310
66 North First Avenue, Beech Grove, Ind. 46107

Weatheralert 217
639 South Dearborn, Chicago 60605

Weather Scan Inc. 1017
Loop 132 & Highway 79, Olney, Tex. 76374
Product: Weather Scan II, Sony color cameras, video cassette recorders, Shintron swithter/fader, DataVision video titler. Personnel: R.H. Tyler, Bill Tyler.

Worldvision Enterprises 1106
660 Madison Avenue, New York

WTCG(TV) Atlanta 1118
1018 West Peachtree Street, Atlanta 30309

Cable Briefs

Cox construction. Cox Cable Communications Inc. will begin construction of 550-mile cable system in Spokane, Wash., scheduled to begin next fall. Spokane system plans to use Home Box Office pay cable service, brought in via earth station.

On NCTA board. Newly elected district directors to National Cable Television Association board are: James H. Doolittle, American Television & Communications;

Don Shuler, Viacom TV of Dayton (Ohio); Carl E. Gainer, Richwood (W.Va.) TV Cable Co., and Patrick J. Nugent, Karnack Corp., Austin, Tex. They will serve three year terms.

Cable society. Cable Television Administration and Marketing Society Inc. has been incorporated as nonprofit organization to promote ideas and information exchanges between cable TV operators and those in related industries. Membership is on individual, rather than company basis, and CTAM will be involved with specialized areas similar to the broadcast industry's Broadcast Promotion Association, Radio Advertising Bureau or Society of Motion Pictures and Television Engineers. It will not be affiliated with any other trade association. Gregory J. Liptak, vice president of marketing at Communications Properties Inc., Austin, is president of CTAM which has three other officers and 10 directors. Annual membership dues are \$20. Contact: Gail F. Sermerheim, Telesis Corp., 1018 Lincoln Avenue, Evansville, Ind. 47714.

Favoritism charged. Prompted by request of New York State Assembly Speaker Stanley Steingut (D-Brooklyn), Assem-

bly's Small Business Subcommittee is probing allegations by small cable television operators that state and federal regulations favor multi-system operators. Speaker Steingut also urged New York cable television commission to proceed quickly with its inquiry of ownership practices in CATV industry.

Pay cable in Akron. Warner Cable Corp., New York, has begun its "Star Channel" service (pay cable) to more than 11,000 initial subscribers in Akron and Canton, both Ohio, areas. Subscribers will receive feature films (eight per month plus bonus programming) for fee of \$6.95.

System sold. Edwin E. Miller, owner of Walton (N.Y.) Community Antenna System Inc., has announced agreement to sell system, which serves 1,450 subscribers on 28 miles of plant, to Stefran Inc., limited partnership of New York City businessmen who have just entered cable industry. Sale pends state and local approval.

Pay decoders. Clarion Corp., Japanese electronics manufacturing firm, and Telease Inc., national licensee of Teleglobe Pay-TV System, have entered into contract for manufacture of pay TV decoders to be delivered to pay-TV operators including American Subscription Television of California Inc., serving Los Angeles viewers from KWHY-TV, channel 22. Initial production order is for 250,000 decoders with delivery of first 20,000 to ASTC.

Cable and the FCC will join to fight state regulation of pay cable rates

**Suit will be filed against
New York assertion of jurisdiction**

The cable television industry, particularly those elements in New York state, and the FCC are gearing up for a legal confrontation with the state of New York on its challenge to the commission's pre-emption of the regulation of pay cable rates.

The New York State Commission on Cable Television last month warned cable systems in the state that its rule requiring them to obtain local approval of all rates, including those for pay cable, must be complied with by April 30. The state commission said the commission's pre-emption of pay cable rate regulation had never been tested in court.

The National Cable Television Association and major as well as smaller companies involved in pay cable operations are preparing to provide that test; they will file suit—possibly this week, during the NCTA convention—in federal court in New York, seeking to enjoin the state from enforcing that rule on the ground that the commission has pre-empted pay cable rate regulation.

The commission last week decided to join in the court fight. The general



**TAKE A
CLOSE
LOOK...**

counsel's office will intervene in the suit when it is filed.

Teleprompter and Home Box Office, two of the biggest names in pay cable operations, and the New York State Cable Television Association are among those aiding NCTA in preparing the suit and will help finance the litigation. However, it was not settled last week who the actual plaintiffs will be.

10-year lid put on franchises by N.Y.

The New York Commission on Cable Television has issued its rules on franchise renewals. They provide for a maximum 10-year franchise, and for a municipality to open the franchise to competition after the franchise expires.

The state commission also deleted an alternate renewal procedure issued in its proposed rules, which would have allowed a municipality that did not want to get involved in the franchising procedure to defer to the commission.

The actual duration of a franchise is open to negotiation between the CATV operator and the franchising authority, as long as it does not exceed 10 years.

Cable 'Big Brother' said to be in Albany

State association spokesman claims New York commission misinterprets its mission

Bill Kenny, executive director of the New York State Cable Television Association, speaking at the spring NYSCTA meeting in Albany, attacked the state cable commission, charging it with "Big Brother" overtones and labeling it as a "runaway bureaucracy."

Mr. Kenny's remarks followed the New York Commission on Cable Television's assertion of jurisdiction over all subscriber rate matters—including pay cable (BROADCASTING, March 8). Accordingly, he accused the state commission with interfering with national goals set by the FCC. (The FCC has pre-empted pay cable rate regulation.)

Mr. Kenny also charged the state commission with "regulatory overkill" in its attempt at a "power grab" over total telecommunications developments in the state. He pointed to state commission actions to broaden its regulatory jurisdiction to include master antenna television and its intent to regulate multipoint distribution service systems.

Mr. Kenny noted the language of the state law setting up the cable commission was "extremely broad," but suggested the intent was to insure that regulatory requirements, as needed, could be implemented. However, he added, the commission is interpreting this law as requiring it to initiate actions.

Programing

FCC definition of indecency under attack

Agency can't invent standards that differ from Supreme Court's, Pacifica lawyer argues in appeal

The FCC's effort to define the kind of language that is "indecent" and therefore barred from the air came under sharp questioning in oral argument before a panel of the U.S. Court of Appeals in Washington last week, and not only from the counsel urging reversal of the commission's ruling. Two of three judges on the panel asked questions indicating they thought the commission had invaded an area protected by the First Amendment.

At issue was the declaratory ruling the commission issued in a case involving the airing by Pacifica Foundation's WBAI(FM) New York of a George Carlin comedy record, *Occupation Foole*. The record contains words that the commission said were indecent when broadcast, as the record was, during the afternoon, when it could be heard by children (BROADCASTING, Feb. 17, 1975). Pacifica said the monologue was played as part of a discussion of the use of language in society.

The commission, which acted in response to a growing number of complaints from members of Congress and the public about allegedly offensive material on the air, acknowledged it was barred by the Communications Act and the First Amendment from censoring broadcasters. But it also said it and the Justice Department were responsible for enforcing the statute that prohibits the broadcast of obscene, indecent or profane language. And it said its ruling was designed to advise licensees of what it considered indecent language. Although the commission had been affirmed by the appeals court in a case in which it held that two "topless" broadcasts of WGLD-FM Oak Park, Ill., were obscene, the courts had never defined indecency.

The commission's definition referred to the kind of material—words describing "sexual or excretory activity and organs" in a "patently" offensive manner as measured by contemporary community standards—as well as to the likelihood that children would be in the audience. Thus, the definition differed from that of obscenity which the Supreme Court has said must "appeal to prurient interest" and cannot be redeemed by the claim it has literary, artistic, political or scientific value.

Pacifica's counsel, Harry Plotkin, said the distinction is fatal. He said that the Supreme Court has held that where the language of a criminal statute is vague, government must apply it only in terms of language clearly defined by the court, and, therefore, that indecent "must be con-

strued only in the same manner as obscene." Where the commission does not follow that directive, he said, "it stretches its authority and tries to make a crime that which isn't."

The mere fact that people may be "offended" by language does not entitle the commission to ban it, Mr. Plotkin said, adding: "You cannot indulge in the assumption that you can suppress words without suppressing ideas." He contended that the commission can act only to ban obscene language which, in appealing to prurient interest, might lead to antisocial behavior.

The commission's counsel, Joseph Marino, argued that the Carlin record did not constitute an obscenity case, and that appeals courts have distinguished between obscenity and indecency. But he did not get very far into his presentation before Chief Judge David Bazelon and Judge Harold Leventhal were on him with questions.

Judge Bazelon pressed him on the fact that appeal to prurient interest is not part of the commission's definition and that the language could not be permitted even in works of "serious artistic merit," and on whether the commission based its ruling on information concerning the effect of the banned words on children.

Mr. Marino said the commission considered the words "patently offensive by contemporary community standards," was making "common sense ... intuitive" judgments regarding such standards and was attempting to channel allegedly indecent material into the late-evening hours to protect "the parents' rights."

But Judge Leventhal, who wrote the opinion upholding the commission's obscenity ruling in the topless-radio case, said the words "might not be patently offensive to the audience involved." Indeed, he said, Pacifica is known for presenting "avant garde" material, and he doubted that "one licensee in a thousand" would present the programming at issue in the case. "But these words are held to be violating the commission's standards everywhere there are children in the audience."

On the basis of the judges' reactions as well as the arguments, some lawyers in the audience predicted that the court would rule in favor of Pacifica. However, judges' questions do not always reflect their views, and one member of the panel, Edward Allen Tamm, did not ask a single question.

Judge Leventhal, put some questions to Mr. Plotkin indicating concern over the impact of the language involved on children. He asked, for instance, whether it would be unconstitutional to ban offensive language on Saturday-morning television, programed for children. Mr. Plotkin did not answer that directly, and later, when he said children do not come to such words innocently, that they have heard them in their daily lives, Judge Leventhal asked whether there is not a difference "between hearing this in the gutter and through approved institutions," such as radio and television.

Whether children know the words or

not, Judge Bazelon was moved to remark at the close of the one-hour argument that no one had mentioned any of those in the Carlin record that form the basis of the case. Mr. Plotkin, who took the question, said the words "do not come naturally" to him, although they seem to come easier to his younger colleagues. Nevertheless, he said, the fact that the words are not part of the vocabulary of a certain group is no reason to ban them. The words at issue include "shit" and "fuck."

Family time heads for trial where objectors say it hurts

Los Angeles federal court will be scene for long session

Some are calling it "the trial of the century," but that may be only because it will be held in Los Angeles, hard by Hollywood, where hype is a way of life. But the personalities involved in the family-viewing suit scheduled to get under way Tuesday before U.S. Judge Warren Ferguson are major, and so are the questions involved.

The case involves two suits—one brought by writers, directors and actors guilds, as well as a number of individual writers, directors and producers, and another by Norman Lear's Tandem Productions—aimed at banning family-viewing time, the policy under which stations reserve the first two hours of prime time for programming they consider suitable for the entire family. The defendants are the television networks, the National Association of Broadcasters and the FCC.

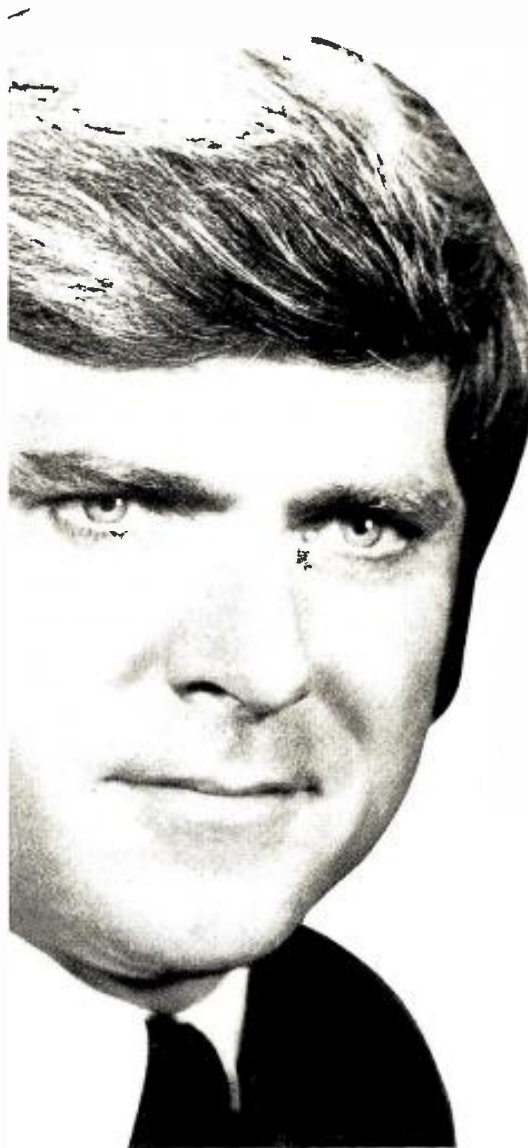
To those who have brought the suits, the policy cramps their creative style. Indeed they are calling it the "prime-time censorship rule." But to the critics of those critics—those at the commission and in Congress who support the policy—the creative types are worried principally about their bank accounts, fearful that family viewing will reduce their earning power.

The witnesses who may be called—53 are on tap, though not all may be summoned—include some of the principal executives of the networks and the NAB, leading members of the Hollywood creative community and the chairman of the FCC.

As for the questions the suits raise, the immediate one is whether the networks and NAB will be forced to abandon family viewing as an industry policy. But there are other fundamental questions that go to the relationship between the commission and the broadcasting industry that exists outside the formal procedures laid down by law.

There is the question, for instance, of government by raised eyebrow. Did the private conversations that FCC Chairman Richard E. Wiley had with network and

The more you look, the better he looks!



***Donahue is #1 at WAGA — Atlanta.**

Ratings — 6. Share — 34.
Homes — 57. Women — 48.
Women (18-49) — 25.

Donahue is #1 at WBAL — Baltimore.

Ratings — 4. Share — 26.
Homes — 31. Women — 24.
Women (18-49) — 12.

Donahue is #1 at WKBW — Buffalo.

Ratings — 9. Share — 42.
Homes — 56. Women — 50.
Women (18-49) — 27.

Donahue is #1 at WLWT — Cincinnati.

Ratings — 9. Share — 41.
Homes — 58. Women — 51.
Women (18-49) — 20.

Donahue is #1 at WJBK — Detroit.

Ratings — 8. Share — 44.
Homes — 128. Women — 105.
Women (18-49) — 67.

Donahue is #1 at WITI — Milwaukee.

Ratings — 8. Share — 36.
Homes — 55. Women — 44.
Women (18-49) — 26.

Donahue is #1 at WPVI — Philadelphia.

Ratings — 5. Share — 30.
Homes — 124. Women — 107.
Women (18-49) — 56.

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*NSI, February 1976 **NSI, November 1975 Report on Syndicated Programs.

Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.

NAB officials and that led to the promulgation of family-viewing time—hailed by those individuals as self-regulation at its finest—constitute government action, and the kind that required the commission to follow the Administrative Procedure Act?

A related one is whether the policy amounts to a violation of the First Amendment or whether the networks are simply exercising their right to edit in what they consider the public interest.

The suit filed by Tandem raises another question: Can it obtain a monetary judgment from the defendants on the ground that the family-viewing policy has diminished the future syndication value of its programs? Tandem is seeking \$10 million. However, part of that answer is already in. Judge Ferguson has ruled that the FCC commissioners and the agency itself cannot be sued for damages.

And the trial starting Tuesday will deal with only half the case. The plaintiffs in the two suits also claim that the networks and the NAB are guilty of violating the antitrust laws. That portion of the case, however, has been severed for a later trial.

Besides the individuals and issues involved, the trial may be major in another respect—the length of time it consumes. Some lawyers involved originally felt the trial could be held to two weeks if Judge Ferguson made an effort to speed its course and not all the witnesses listed were called. But last week estimates were high-

er—six to eight weeks.

The witness lists for each of the parties, all of them tentative, follow:

Plaintiffs—Norman Lear; Dean Johnson, attorney for Tandem Productions; Jerry Perenchio, Tandem Productions; Alan Burns, Danny Arnold, and Larry Gelbart, writers; Michael Franklin, executive director, Writers Guild West; David Rintels, president, WGW; Donald Parker, Screen Directors Guild; Kathleen Nolan, president, Screen Actors Guild; Barry Cole, former economic consultant to the FCC; Henry Geller, former FCC general counsel now associated with Aspen Institute on Communications and Society; Nicholas Johnson, former FCC commissioner and now chairman of the National Citizens Committee for Broadcasting, and Jack Gould, former radio-TV critic for the *New York Times*.

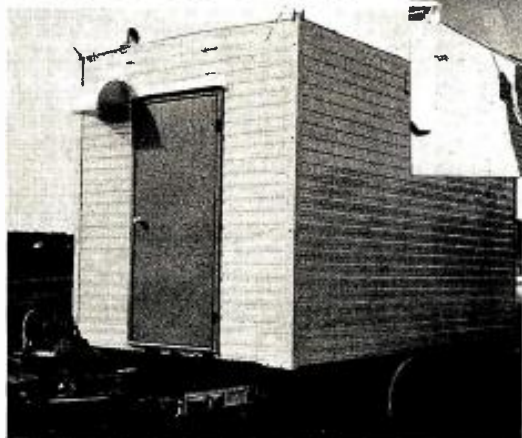
ABC Inc.—Elton Rule, president, Everett H. Erlick, senior vice president and general counsel; Alfred R. Schneider, vice president, television broadcast standards; Fred Silverman, president, ABC Entertainment; Edward Vane, senior vice president and national program director; Michael D. Eisener, vice president, program planning and development; Joseph C. Drilling, KJEO(TV) Fresno, Calif.; Dr. Melvin S. Heller, child psychiatrist; Tom Kersey, director, broadcast standards and practices, West Coast; and Robert E. King, WPVI-TV Philadelphia.

CBS Inc.—Arthur Taylor, president; John A. Schneider, president, CBS/Broadcast Group; Thomas Swafford, vice president, program practices; Robert Wood, president, CBS-TV; James Bearg editor, program practices, West Coast; Homer Lane, KOOL-TV Phoenix, Ariz.; Charles Brakefield, WREC-TV Memphis; Dr. Paul Stevens, Southern Baptist Radio and Television Commission, and Dr. Seymour Feshbeck, professor of child psychology.

NBC—Herbert Schlosser, president; David C. Adams, vice chairman; Robert Kasmire, vice president, corporate affairs; Herminio Traviesas, vice president, broadcast standards, West Coast; J. McMahon, vice president programing, West Coast; Dwane Ratliff, manager, program standards; Raymond Dewey, manager, program and advertising standards; and Frederick Paxton, WPSD-TV Paducah, Ky.

NAB—Wilson Wearn, Multimedia Inc., chairman; Vincent Wasilewski, president; John Summers, executive vice president for legal affairs and general counsel; Charles Batson, Cosmos Broadcasting, Columbia, S.C., and Ray Johnson, KMED-TV Medford, Ore., both television board members; Wayne Kearn, KENS-TV San Antonio, Tex., chairman of the television code review board last year when the NAB adopted family viewing as an amendment to its code; Wallace Jorgensen, WBTV(TV) Charlotte, N.C., TV code board member, and Robert Rich, KBJR-TV Duluth, Minn.,

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JVC

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present chairman of the TV code board and a member at the time family viewing was adopted.

FCC—Chairman Wiley and Lawrence Secret, legal assistant to the chairman.

Thames TV blitz set for WOR-TV New York

British programmer buys 30 hours for fall sample of its wares, will sell commercials in time

Thames Television, which produces "more than 2,000 hours" of programs a year for England's commercial-TV networks, has purchased more than 30 hours of time on WOR-TV New York to present a sampling of its shows.

Howard Thomas, chairman of Thames, and Robert Williamson, vice president and general manager of WOR-TV, said that for five straight days, beginning Monday, Sept. 6, Thames will program WOR-TV from 5:30 p.m. to the end of the broadcast day. "In addition to examples from our staple diet of drama, comedy and variety shows," said Jeremy Isaacs, the director of programs for Thames (which also runs a commercial-TV station in London Mondays through Fridays), "we expect to show New York viewers a special play or two and some of our documentaries and children's

drama." Most of the shows will be on tape or on film, with tentative plans, according to Mr. Williamson, for at least one live satellite feed, possible of Thames's nightly newscast.

Mr. Thomas said that Thames's aim is to sell a series or two to an American syndicator for distribution in the U.S. (Gottlieb-Taffner Programs Inc., New York, syndicates Thames shows like *The World at War*, *The Rivals of Sherlock Holmes* and the upcoming *Destination America*, about the waves of European immigrants to this country). Mr. Thomas admitted that the chances of one of the three networks' buying a Thames series are almost nil.

Thames will run about 10 minutes of commercial time per hour. Mr. Thomas said the company is trying to line up British advertisers, and five of its salesmen will be in New York this month to solicit American companies. A single 30-second spot will cost an advertiser about \$2,500 (which, according to station sources, is, on the average, more than twice as much as WOR-TV charges for 30 seconds in those same time periods), with a package of five spots running to \$11,000 and a package of 10 spots fetching \$20,000. Department stores and other retail organizations will be able to get a package of five 30-second spots for \$4,500.

Sources close to Thames said the company would pay WOR-TV about \$800,000 for time and facilities.

ABC group seconds NAB's plan for cable copyright, sees danger in Teleprompter idea

Suggested move within Congress could cause clock to run out on legislation this session

The ABC TV Affiliates Association, in a letter to Representative Robert Kastemeier (D-Wis.), has urged that the House give no special consideration to the cable TV industry in the copyright bill, but, failing that, that the House at least adopt the cable plan put forth by the National Association of Broadcasters.

The affiliates group also asked that the House Subcommittee on Courts, Civil Liberties and the Administration of Justice of which Mr. Kastemeier is chairman, refer the cable portion of the copyright bill (H.R. 2223) to the House Communications Subcommittee for consideration along with that subcommittee's investigation of a new scheme of cable TV regulation. As Congress moves closer to the Democratic and Republican conventions this summer, then to the fall elections, a move like that could kill the cable provision, if not the entire copyright bill in this Congress.

The NAB proposal referred to by the affiliate association would put cable systems on the same copyright footing as broadcasters in regard to the programs on their distant signals. Like broadcasters, they would have to negotiate for clearance of copyrighted materials with authors, publishers and composers. Small cable systems would get a break under the NAB plan; they would be given a compulsory license to carry copyrighted materials if their revenues are \$25,000 or less per quarter and they would not have to pay any royalties. All systems would be given compulsory licenses without payment for local signals. The NAB plan would also prohibit cable systems from substituting their own commercials for those on programs from over-the-air broadcasts.

The ABC affiliates letter, signed by Tom Goodgame of KTUL-TV Tulsa, Okla., chairman of the association's board of governors, said the current copyright bill's formula for cable liability, which it characterized as a fair solution for "mom and pop" cable systems, "is not an equitable copyright solution for the cable industry as it exists today—a major communications competitor, emphasizing, increasingly, pay television services. . . . We believe the time has come for the Congress to stop babying the industry and treat it in the same fashion as its competitors are being treated."

The letter said that under the alternative cable solution by Teleprompter Corp., cable systems would pay only \$2 million an-

Programming Briefs

WGA wins, Morris loses. Federal judge in Los Angeles has denied request for injunction brought by William Morris Agency against Writers Guild of America working rules that prohibit talent agency "packaging" of skills of TV writers, directors and performers. WGA Executive Director Michael H. Franklin said he expects disagreement will eventually go to court trial.

Preakness contract. CBS Radio Network has signed five-year contract with Maryland Jockey Club, to broadcast Preakness race from 1977 through 1981. Network has carried Preakness coverage annually for 23 years and will again this year on May 15 from Pimlico Race Track, Baltimore. CBS Radio has covered all three races of the Triple Crown annually since 1952, and has exclusive radio rights to Kentucky Derby and Belmont Stakes through 1979.

Singers everywhere. Four Star Entertainment Corp., Beverly Hills, Calif., has acquired distribution rights to two one-hour TV specials, *The San Francisco Serendipity Singers Special*, featuring Hal David and Serendipity Singers, and *The Great Fairs Special*, with Roy Clark, Jim Nabors, Fifth Dimension, Guess Who, Helen Reddy, Karen Stanton and Diana Trask.

For posterity. National Public Radio, Na-

tional Archives and Library of Congress, all Washington, have signed agreement for permanent preservation of all NPR programming, with Archives housing NPR's news and public affairs shows and Library gaining cultural programs. Estimated 10,000 hours of public affairs and cultural programs are involved, with future shows to be transferred on five-year delay basis.

TV facilities. Provisions for national and local TV production are included in \$2-million Atlantis Starlight theater at Sea World of Florida in Orlando. Catwalks, central stage access, special lighting, speaker clusters and mobile TV unit provisions will be included in 5,000-seat project to be completed by November on banks of 17-acre lagoon.

Think tennis. In its first venture into public broadcasting, GAF Corp., New York, has provided grant for production of six half-hour episodes of *Inner Tennis*, featuring Tim Gallwey as host. Series is based on Mr. Gallwey's book, "The Inner Game of Tennis," which advocates mental approach to sport. Programs are being produced by KCET(TV) Los Angeles for airing on PBS stations in mid-May. For GAF, association with PBS is part of company's move into cultural involvement, including its acquisition of WNCN(FM) New York, classical music station, which is subject to FCC approval.

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nually in copyright fees, compared to the \$7-8 million they would pay collectively under the Senate-passed copyright bill, S. 22 (BROADCASTING, Feb. 23). The \$2 million is less, the letter said, than ABC paid for a single showing of the "The Poseidon Adventure" movie (\$3.3 million). The Teleprompter formula, the letter, said, "would continue what is an essentially unfair competitive advantage."

NBC and CBS also back the NAB proposal, but only, they say, because there is not a better plan in circulation. There is no word yet on when the Kastenmeier subcommittee, currently occupied with other legislation, will resume markup.

Court upholds FCC's rejection of supplementary filing by Bamford

Danaher says Corpus Christi applicant was trying to overcome 'blatant' deficiencies that were in previous ascertainment effort

An application for a new station may be turned down by the FCC if its survey of community leaders fails to include all relevant groups in the area, even if the appli-

cant claims he has been denied the opportunity to remedy defects in the survey.

The U.S. Court of Appeals last week, in 2-to-1 decision, upheld the commission in such a case, involving A.V. Bamford's application for a new FM station in Corpus Christi, Tex. The community group said to have been overlooked in the leadership survey was the poor; and the effort to reopen the record that was denied was the applicant's third, and a reason given for the request was to overcome "the potentially disqualifying community needs issue."

The administrative law judge in the case had issued an initial decision which concluded that Mr. Bamford had minimally met the ascertainment requirement and granted the application. But when the Broadcast Bureau appealed the ruling, the Review Board reversed the ALJ and denied the application, and the commission later declined to review that decision.

The petitioner had originally filed his application on Jan. 20, 1970, in advance of the publication of the commission primer explaining procedures applicants were to follow in ascertaining community needs. After the application was set for hearing on a number of issues, including one involving the community survey, on Nov. 18, 1970, Mr. Bamford sought and was granted a delay pending publication of the primer. He conducted a survey in May 1971 and filed the results in an amendment in June; then, after hearings in Sep-

tember, he conducted additional surveys in October and December, and filed the results as a second amendment to the application.

Mr. Bamford sought to reopen the record for the filing of survey results once more, in the fall of 1973. The Corpus Christi hearing had been dormant while nonascertainment issues which had been severed from the case were under consideration in a proceeding involving another application of Mr. Bamford's. However, the judge refused to reopen the record for the new survey results.

Mr. Bamford had contended that the primer had not provided him with the information he needed to make a proper leadership survey. One of the Review Board's findings was that Mr. Bamford had failed to interview "leaders" of the Spanish-American population group in Corpus Christi, since Mr. Bamford's conception of a Spanish-American "leader" was one holding a prominent position in the community—a judge, for instance.

The court was prepared to accept that definition as not invalid, if outdated, but it could not accept the contention Mr. Bamford was not on notice that a representative of the poor or welfare groups was to be contacted. "There are sufficient references to the specific group found to be unrepresented in petitioner's survey in the report which accompanied publication of the primer and in pre-primer commission precedent," Senior Circuit Judge John A. Danaher said in the majority opinion.

The claim that Mr. Bamford was improperly denied his request to reopen the record to submit results of a survey made in October 1973 is "a closer" one, Judge Danaher wrote. If the purpose of the proposed amendment had been simply to update the old surveys in order "accurately to present a current assessment of the community's problems," he said, the commission would have been wrong to reject it.

But, Judge Danaher said, the judge had concluded the applicant was "merely attempting to overcome the blatant deficiencies of the previous ascertainment efforts." He noted that the applicant had acknowledged concern over the "potentially disqualifying" ascertainment issues. If that had been the first effort to reopen the record after publication of the primer, Judge Danaher said, that would have presented a different situation.

Comments by May 3 invited on N.J.'s TV plight

The FCC is soliciting comments on its proposed rulemaking to provide additional TV service to New Jersey (BROADCASTING, March 22), saying that state's "needs and its over-all circumstances constitute a special case warranting unique and responsive action by the commission."

A proposal to reallocate channel 7 from New York was ruled out by the FCC. Instead, it wants comments on possibly hy-

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phenating "certain out-of-state television allocations with New Jersey cities" and establishing "a New Jersey 'presence' by some or all of the New York and Philadelphia area VHF stations, whereby those licensees would regularly come in direct contact with the state and its citizens."

The deadline for comments is May 3 with reply comments due May 24. FCC Chairman Richard E. Wiley noted in a separate statement: "We intend to remedy this long-standing problem, and we intend to do so before the end of July 1976"

NRBA board calls signals for some of its priorities

Chicago session clarifies position on FM spacing, presunrise problem and radio-only renewal bill; more seminar, convention planning is announced

While the National Association of Broadcasters convention was getting started in Chicago's McCormick Place (BROADCASTING, March 29), the National Radio Broadcasters Association's board of directors was in session several blocks northward, at the Palmer House.

NRBA officials said the board, meeting

March 22 under the leadership of NRBA Chairman Robert G. Herpe, WPLR(FM) New Haven, Conn., took the following actions, among others:

■ Voted to oppose reduction in FM channel spacing from 200 khz to 150 khz or 100 khz as proposed in a recent report by the FCC's chief engineer, Raymond Spence. A special NRBA fact-finding committee will study the proposal further.

■ Discussed special problems facing daytime-only radio broadcasters and authorized NRBA's general counsel, Tom Schattenfield of the Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn, to draft comments to the FCC supporting presunrise authorizations for all daytime broadcasters who do not now have them.

■ Discussed progress in development of NRBA's projected radio-only license renewal bill, a draft of which has been submitted to the staff of the House Communications Subcommittee. The legislation is expected to be introduced in Congress "very soon, with strong bipartisan sponsorship."

■ Confirmed plans for sales seminars for NRBA members to be held at Chicago's O'Hare Hilton hotel on May 19 and in New York, New Orleans and Seattle in May or June, date to be determined. The New York session was subsequently scheduled for May 26 at the Essex House.

NRBA President James Gabbert, KIOI(FM) San Francisco, meanwhile has announced that the annual programming forum conducted by consultant Bill Gavin

will be incorporated into NRBA's 1976 National Radio Broadcasters Conference and Exposition, to be held Sept. 19-22 at the Hyatt Regency Embarcadero in San Francisco.

Elena Seldan, NRBA administrative director and secretary to the board, reported that approximately 100 stations had joined the association since February, bringing the total to about 700 stations. Among those added, she said, were the Buckley Broadcasting group and all stations in the Greater Media group that had not been members previously.

Robinson expands his postscript on fairness edict

Lone dissenter to FCC rejection last month of reconsideration pleas feels COM proposal gives reasonable choice to those troubled by doctrine

The FCC's decision last month to deny reconsideration of its report on the fairness doctrine (BROADCASTING, March 22), does not end the matter. Several petitioners are carrying their fight for a different version of the report to court. And one, the Committee for Open Media, will be heartened by the knowledge that one commissioner shares its view.

Commissioner Glen O. Robinson, the lone dissenter to the commission action rejecting the petitions for reconsideration, issued a 24-page explanation of his position, which concluded that COM's proposal of optional access-instead-of-fairness is both reasonable and legal.

He does not feel the same about the two other proposals. In these, former FCC General Counsel Henry Geller and Media Access Project object to the commission's decision not to apply the fairness doctrine to product commercials and, in addition, Mr. Geller contends that the commission should consider fairness complaints only in connection with a station's renewal application. (Besides the appeals expected to be filed by those three critics of the commission's action, the report has already been appealed in a joint filing by the National Citizens Committee for Broadcasting, and Friends of the Earth.)

COM had urged the commission to free from the obligation to air discussions of controversial issues in a reasonably balanced manner those broadcasters who choose to set aside time for members of the public to air their views. Commissioner Robinson said he is no admirer of access in and of itself, but the beauty of COM's proposal, he feels, is that it gives those licensees who are troubled by the doctrine or who feel "chilled" by it "to opt out in favor of an alternative that at least minimizes the risk of vexing the FCC."

Before reaching that point, Commissioner Robinson made it clear, as he has in the past, that he finds the doctrine itself disturbing. "I believe it has proved to be

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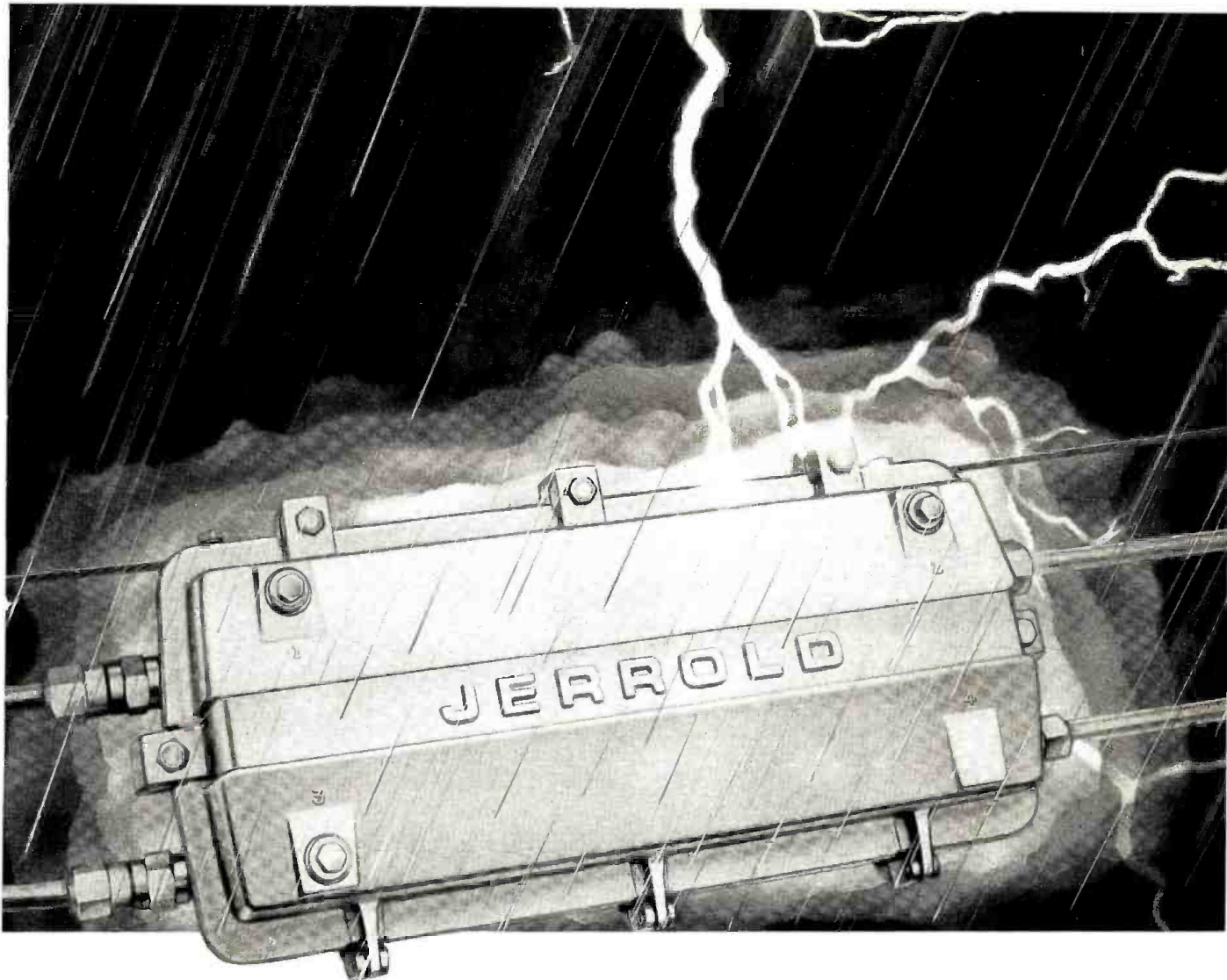
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unworkable and, at least potentially, dangerous—raising public expectations that cannot be fulfilled within the limits which the First Amendment places on our oversight of electronic journalism," he said.

Nevertheless, he agrees with the commission's view that the Supreme Court has held that the doctrine was incorporated into the Communications Act in 1959, when it exempted certain types of programming from the equal-time section. So the commission, he said, must enforce it. But that does not mean that the commission cannot seek alternatives to the doctrine's present formulation, and COM's access proposal, he feels, "is appealing." "By automating the process of permitting different views to be expressed, the subjective determinations that are now the core concern would be largely eliminated."

But in endorsing the access-instead-of-fairness proposal, the commissioner does not accept the idea many citizen groups have advanced in justification of demands for access—that the First Amendment affords listeners and viewers "rights" to receive various ideas. The position stems from a passage in the Red Lion decision asserting that "it is the right of the viewers and listeners, not the broadcasters, which is paramount." The commission itself quotes the passage in its order.

"The listeners' rights theory," Commissioner Robinson argued, "makes nonsense of the First Amendment; in fact, it

stands it on its head . . . To deny the individual right in the name of the collective right transforms the First Amendment from a guarantee of individual freedom into its very opposite, rule by public clamor." Although the "interference" is intended to further the "spirit" of the First Amendment, he said, "I prefer to entrust my political freedoms to the Constitution rather than to the ardent schemes of well-meaning people."

The commission rejected the proposal on the ground that the licensee is responsible for assuring that controversial issues are discussed, and in a balanced manner. But it said the proposal "has the potential to offer a format which acts consistently and complementarily with the purposes of the doctrine."

FCC Chairman Richard E. Wiley, in a concurring statement, expressed his opposition to the COM proposal. Stations, he said, should not be encouraged to abdicate editorial control. For editorial supervision, he said, "would result in a presentation which is more coherent and enlightening than we would expect from a series of random and unstructured individual appearances."

FCC Commissioner Benjamin L. Hooks, in another concurring statement, said he departed from the other members in the majority on the question of product commercials. The commission exempted from the doctrine those commercials that do not "obviously and meaningfully ad-

dress a controversial issue of public importance." Commissioner Hooks would exempt those, too, but would require broadcasters to provide time for "counter-commercial" spokesmen to present "responsible rebuttals to explicitly or implicitly controversial ads." That, he said, would take the commission out of broadcasters' day-to-day commercial operations.

Although his principal interest in access is as a means of dealing with responses to commercials, Commissioner Hooks also indicated sympathy for COM's proposal. Despite his "support—in the main—for the doctrine's present form," he said, he would have "little difficulty in experimenting" with COM's proposed alternative and "would not mind testing the 'access is fairness' postulate."

Changing Hands

Announced

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

■ **KJOI(FM)** Los Angeles: Sold by Able Communications Inc. to Coca-Cola Bottling Company of Los Angeles for \$3.9 million. Seller, owned by Louis Marx and Dan W. Lufkin, has also sold, subject to FCC approval, **KOAX(FM)** Dallas for \$1.7 million (BROADCASTING, Dec. 8, 1975). Buyer is publicly held soft drink and water bottler with no other broadcast interests. KJOI is on 98.7 mhz with 75 kw and antenna 1,180 feet above average terrain.

■ **WFCB-TV** Miami; Sold by Florida Christian Broadcasting Inc. to Lester Sumrall Evangelistic Association Inc. for \$900,000. Thomas I. Monroe is president-director of seller, a nonprofit, nonstock organization. Buyer, also licensee of **WHME(FM)** South Bend, Ind., is religious corporation with operating control in three trustees: Lester and Louise Sumrall and Leona Sumrall Murphy who are also officers of nonprofit **WHMB-TV** Indianapolis, Ind. WFCB-TV is on channel 45 with 447 kw visual, 89.1 kw aural and antenna 1,020 feet above average terrain.

■ **WKO(A)-WKOF(FM)** Hopkinsville, Ky.: Sold by brothers, William H. and John M. Higgins (50% each), to Hal King, Robert L. Cave, Stephen E. Underwood and Darryl R. Callahan (25% each) for \$410,000. Sellers have no other broadcast interests. Mr. King is manager of **WKO(A)-WKOF(FM)**. Mr. Cave is Pembroke, Ky., bank president; Messrs. Underwood and Callahan are attorneys in Hopkinsville and Lexington, Ky., respectively. WKO is 1 kw daytimer on 1480 khz. WKOF is on 100.3 mhz with 30 kw and antenna 93 feet above average terrain.

■ **WHIR(AM)-WMGE(FM)** Danville, Ky.: Sold by Joseph K. and Mary B. Beasley to John C. Farmer and Glen J. Goldenberg for \$339,500 including noncompetition covenant. Sellers have no other broadcast interests. Mr. Farmer is manager of the stations, and Mr. Goldenberg is Somerset,



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Ky., furniture store and real estate owner. WHIR is on 1230 khz with 1 kw day, 250 w night. WMGE is on 107.1 mhz with 3 kw and antenna 150 feet above average terrain. Broker: Chapman Associates.

■ WWLA(FM) La Crosse, Wis.: Sold by William E. and Louise A. Bruring to Family Radio Inc. for \$250,000 plus \$48,000 noncompetition covenant. Sellers have no other broadcast interests. Buyer, also licensee of WIZM(AM) La Crosse, is principally owned by Richard T. Record, William R. Walker, Joseph D. Mackin, Philip Fisher and Charles D. Mefford who all have interests in WISM-AM-FM Madison and WYTL(AM)-WOSH(FM) Oshkosh, both Wisconsin; WYFE-AM-FM Rockford-Winnebago, Ill.; WSJM(AM)-WIRX(FM) St. Joseph, Mo., and WITL-AM-FM Lansing, Mich. WWLA is on 93.3 mhz with 100 kw and antenna 540 feet above average terrain.

■ WNRS(AM) Saline-WIQB(FM) Ann Arbor, Mich.: Sold by Community Music Service Inc. to Ann Arbor Radio Inc. for \$235,000. Seller, also licensee of WCMF(FM) Rochester, N.Y., is principally owned by James Trayhern and Richard Wissell. Mr. Trayhern also has interest in KLVV(AM) San Jose-KARA(FM) Santa Clara, Calif. Buyer is owned by John Casciani, former general manager of WBNY(FM) Buffalo, N.Y., who has no other broadcast interests. WNRS is 500 w daytimer on 1290 khz. WIQB is on 102.9 mhz with 10 kw and antenna 155 feet above average terrain. Broker: Blackburn & Co.

■ WAAT(FM) Johnstown, Pa.: Sold by Community Broadcasters Inc. to Bland Group Inc. for \$120,000. Seller is owned by W. Ronald Smith (51%), sales manager of WHAG-TV Hagerstown, Md., and Warren Adler (49%) who has interests in WHAG(AM)-WQCM(FM) Halfway, Md., and has sold, subject to FCC approval, WAYE(AM) Baltimore for \$650,000 (BROADCASTING, March 15). Principals in buyer are William C. and Gail E. Bland who also own WNCC(AM) Barnesboro, Pa. WAAT is on 92.1 mhz with 175 w and antenna 1,000 feet above average terrain. Broker: Keith W. Horton Co.

■ Other sales reported at the FCC last week include: KDTA(AM) Delta, Colo. (see page 68).

Approved

The following transfers of station ownership were approved last week by the FCC;

■ KRKO(AM) Everett, Wash.: Sold by Everett Broadcasting Co. to Radion Corp. for \$850,000 including noncompetition covenant. Principal in seller is William R. Taft who has no other broadcast interests. Buyer is principally owned by Jon H. Marple (35%), James F. Hadlock (35%) and Trans Universal Investment Co. of Los Angeles (28%). Mr. Marple, Washington communications attorney, and Mr. Hadlock, former owner of radio stations in Montana, California and Nevada, are principals of Queen Mary Productions, California cable program producer. KRKO is full time on 1380 khz with 5 kw.

■ KOFY(AM) San Mateo, Calif.: Sold by Spanish Broadcasting System Inc. to Radio Espanol Inc. for \$800,000 including non-competition covenant. Principals in seller are FT. Crennan and H. Scott Killgore. Mr. Killgore also has interests in KUAM-AM-FM-TV Agana, Guam, and ZBVI(AM) Tortola, British Virgin Islands. Buyer's principals are Robert W. Day (32%), Douglas J. Pledger (32%) and Jess J. Carlos (26%). Messrs. Day and Pledger are executives in California public relations-advertising firms, and Mr. Carlos owns tax and immigration consulting firm and is vice president and station manager of KOFY, which is 1 kw daytimer on 1050 khz.

■ Other sales approved by the FCC last week include: WBAR(AM) Bartow, Fla.; WMLT(AM) Dublin, Ga.; WPRC-AM-FM Lincoln, Ill.; WCMY(AM) Ottawa, Ill.; KDEF(AM) Albuquerque, N.M.; WIRY(AM) Plattsburgh, N.Y.; WCOK(AM) Sparta, N.C.; WQIN(AM) Lykens, Pa.; KIUN(AM) Pecos, Tex. (see page 68).

KREM-TV will get CBS in Spokane

Question remains as to when switch will be made and whether KXLY-TV will be picked by ABC

CBS-TV dropped the other shoe in its Spokane, Wash., affiliation mystery last

week: The affiliation it is taking away from KXLY-TV Spokane (BROADCASTING, March 15) will go to KREM-TV Spokane, which is currently an ABC-TV affiliate.

Carl S. Ward, CBS-TV vice president for affiliate relations, who announced the KREM-TV addition, said the effective date will be determined shortly.

ABC-TV presumably will replace KREM-TV in its lineup with KXLY-TV—unless it can woo KHQ-TV away from NBC. Spokane has only three commercial TV stations.

The effective date of the changes reportedly will depend on whether differing termination dates of existing contracts can be compromised. CBS had given KXLY-TV notice that it planned to drop the station as an affiliate as of Aug. 18. ABC's affiliation agreement with KREM-TV reportedly extends to Oct. 1.

CBS served cancellation notice—an unusual move against a station that has been affiliated with that network almost from the time it commenced operations in 1953—on the ground that KXLY-TV was refusing to clear too many network programs. In addition, network sources indicated some reservations about KXLY-TV's audience position in the market.

KREM-TV, the new CBS-TV affiliate, is owned by King Broadcasting Co., whose other broadcast properties include KING-TV Seattle and KGW-TV Portland, Ore., both affiliated with NBC-TV. KREM-TV is on channel 2. KXLY-TV, one of the Morgan Murphy stations, is on channel 4, and KHQ-TV, owned by the *Spokane Chronicle*, is on channel 6.

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Thanks for the memories

Appeals court orders FCC staff and commissioners to come up with list of ex-parte contacts made during pay-cable proceeding; problem is, commission has no formal records of such meetings

FCC members and key staffers have been given the task of rummaging through old appointment calendars and searching their memories to come up with a list of persons who talked to them off the record about the pay cable rulemaking while it was pending. The U.S. Court of Appeals in Washington, which is considering appeals from the commission's action in the rulemaking, has asked for the list of the off-the-record contacts, along with details of each. It wants the information by April 13.

Commission lawyers say this haphazard approach to meeting the court's request results from the fact that the commission has no rules regarding prohibited ex parte contacts in rulemaking proceedings. Accordingly, there is no requirement that the kind of list requested by the court be kept by commission members or staff.

The court's request was in response to a brief filed in the case by a former FCC general counsel, Henry Geller. He said the commission had talked to representatives of the affected industries. That, he

claimed, was a violation of the court ruling in the Sangamon Valley case—that involved a dispute over a channel allocation—which held that in proceedings involving conflicting private claims to a valuable right, the commission should consider on-the-record presentations only, as it does in adjudicatory cases.

Mr. Geller made the same argument last year in a friend of the court brief filed with the U.S. Court of Appeals in New York in the prime time access rule III case. However, the court ignored his request.

The District of Columbia court has not yet, at least, gone as far as Mr. Geller asked it to go in the pay cable proceeding. He said the case should be sent back to the commission, and all parties given three weeks in which to comment on the off-the-record presentations that had been made.

The commission, in its response to Mr. Geller's brief, had contended that he had waived his right to object to the off-the-record contacts since he had been on notice from the start of the proceeding that the commission would not limit its consideration of the issues involved to written pleadings. It also said the Sangamon Valley case did not apply to the pay cable proceeding and said that, in any event, there was no allegation of improper conduct.

But that argument did not satisfy the District of Columbia appeals court. And since it did not, officials said the commissioners and affected staff have no choice

but to check whatever sources they have, including their memories, for the information.

It won't be easy; the rulemaking began with issuance of a notice on July 24, 1972, and ended on Aug. 8, 1975, when the commission denied petitions for reconsideration. But, one staff member said, "We'll do our best."

Hartke says funds in public broadcasting facilities bill are too low for the job

At same hearing, cable TV spokesman asks for some money for that medium

The Senate Communications Subcommittee last week held hearings on two bills to fund the construction and expansion of educational broadcasting facilities. One bill is H.R. 9360, which already passed the House, and authorizes \$30 million for educational facilities for 1977. The other, S. 1257, is the administration's bill authorizing \$35 million for the next five years.

Senator Vance Hartke (D-Ind.), who if re-elected plans to succeed Communications Subcommittee Chairman John Pastore (D-R.I.), presided at the hearing. He sided with the supporters of the House bill and chided spokesmen from the Department of Health Education and Welfare for recommending funds he considered inadequate to do the job. The spokesmen told the senator that \$277 million in government money is needed to extend educational TV and radio coverage to 90% of American homes. He suggested that on the weight of that statistic and of the "starvation diet" proposed in S. 1257, that HEW has a less than strong commitment to the facilities program. "In your heart, don't you know you're wrong?" he said to them.

Both the administration and House bills provide about \$1 million for demonstrations in telecommunications technologies for the distribution of health, educational and social service information. A cablecaster who testified urged that all those funds go to cable television. The witness, Earl Haydt of American Television & Communications Corporation, said cable TV, as a localized communications medium with a multiplicity of channels and two-way capability, is far better equipped than broadcast media to disseminate public health and welfare information.

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Apply duopoly rule to ETV's—Robinson

FCC commissioner makes point in case involving S.F. outlet

FCC Commissioner Glen O. Robinson is urging the commission to review its policy permitting noncommercial licensees to

operate two stations in the same service in the same market. Whatever purpose duopoly ownership of noncommercial stations once served, he says, "I doubt that it can be justified today."

The commissioner made the comment in a dissenting statement issued in connection with the commission order permitting KQEC(TV) San Francisco, which has been dark since Sept. 2, 1972, because of financial problems, to remain dark until Jan. 2, 1977. The station is licensed to KQED Inc., which is also the licensee of KQED(TV) San Francisco.

Commissioner Robinson's statement, in which Commissioner Benjamin L. Hooks joined, said that although the merits of common ownership problems are not at issue in the case, the "unwisdom" of that policy "deepens the error of allowing a jointly owned station to lie fallow."

Media Briefs

In support. Senator Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, has endorsed idea of Pacific Telecommunications Conference, meeting between U.S. and Pacific nations, proposed by John Eger, acting director of Office of Telecommunications Policy (BROADCASTING, March 8). Chairman said proposal has been "well received" internationally, said Japan and Australia have expressed frustration that no common meeting ground exists, and noted importance of telecommunications to import-export business through his home state. OTP is working with FCC and State Department on project; planning meeting is to be held this fall, but date and place have not yet been scheduled.

New to TIO. Seventeen stations have joined Television Information Office. New members are WCHS-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla.; WPTZ(TV) Plattsburgh, N.Y.; KCRG-TV Cedar Rapids, Iowa; KCST(TV) San Diego; KENS-TV San Antonio, Tex. WKOW-TV Madison, Wis.; KMED-TV Medford, Ore.; KOOL-TV Phoenix; KTVV(TV) Austin, Tex.; KYTV(TV) Springfield, Mo.; WBT(TV) Charlotte, N.C.; WCSC-TV Charleston, S.C.; WFIE-TV Evansville, Ind.; WFRV-TV Green Bay, Wis.; WHMA-TV Anniston, Ala., and WKEF(TV) Dayton, Ohio.

NBC add. KLZ(AM) Denver joined NBC Radio March 1. It operates 24 hours per day with 5 kw on 560 khz and is owned by Group One Inc.

With CBS Radio. WKHM(AM) Jackson, Mich., became affiliate of CBS Radio, March 1. Station is owned and operated by Patten Corp. and broadcasts at 970 khz 24 hours daily.

Southward, ho! Cowles Communications Inc. plans to move corporate headquarters on or before June 30, 1977, from New York to Daytona Beach, Fla. Cowles President M.C. Whatmore said that its current operations are all outside New York and there is no justification for its continued

presence there. Also cited was "substantial" savings that would be made from relocation as well as advantage of having corporate headquarters with its major profit center, WESH-TV Daytona Beach-Orlando, Fla. In addition to WESH-TV, Cowles owns KCCI-TV Des Moines, Iowa, and owns approximately 23% of the common stock of New York Times Co.

Advice from Quello. FCC Commissioner James Quello says broadcasters should remember that "broadcasting is not just a business," that they can help themselves as broadcasters and as citizens by participating in community and charitable affairs. Commissioner, in speech to Southern California Broadcasters Association, in Pasadena, said many businesses seek an image of community awareness in knowledge that community acceptance is good business. "This approach," he added, "makes even more sense" in industry regulated by government "which must be responsive to public concerns."

Under fire. Montgomery, Ala., chapter of National Organization for Women has petitioned FCC to deny license renewal of WCOV-TV there, claiming station didn't deliver promised programming, discriminated against blacks and women in hiring practices and plans to reduce news, public service and local programs.

Marital bliss. Corporation for Public Broadcasting dubbed it "symbolic merger" between CPB and Public Broad-

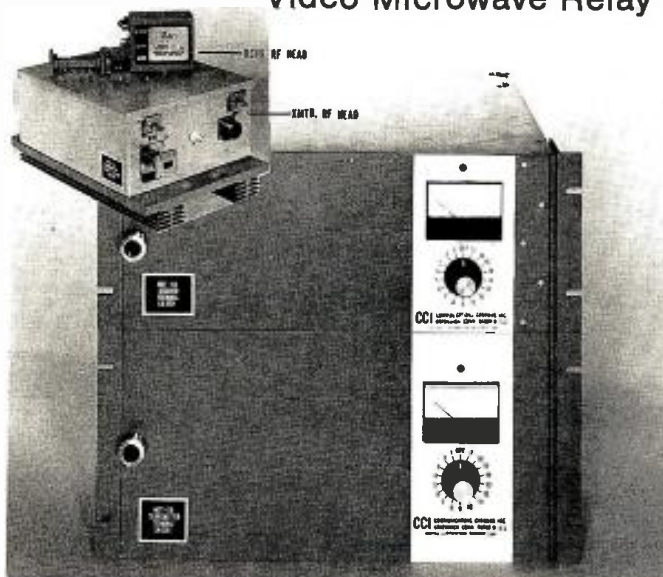
casting Service when Thomas Warnock, director of radio activities for CPB, married Elizabeth Ogden, assistant director of PBS station relations. Reverend Wallace A. Smith, general manager of public radio station KUSC(FM) Los Angeles, performed marriage ceremony—all contributing to "mutual effort to bring peace to public broadcasting factions," noted CPB announcement.

Another accolade. FCC Chairman Richard E. Wiley's "dedication and commitment" to his job and his awareness of "problems facing broadcasters in America's smaller cities and towns" was enough to earn him Keystone Broadcasting System's award. Keystone, radio programmer which serves more than 1,100 small market stations, presented award at its hospitality suite during the National Association of Broadcasters convention in Chicago last month.

Successful competitor to buy facilities of Burden's WIFE

Don Burden, the group owner whose five licenses were denied renewal by the FCC because he used newscasts to publicize his preferred political candidates (BROADCASTING, Feb. 3, 1975), has sold the facilities of one the stations—WIFE(AM)

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Indianapolis—to the competing applicant that had been given the frequency by the commission. The sale is subject to FCC approval.

Indianapolis Broadcasting Inc. was granted its competing application when the FCC denied the renewals and subsequently was upheld by the U.S. Court of Appeals in Washington (BROADCASTING, Dec. 22, 1975). Mr. Burden has since asked the Supreme Court to review the case in hopes of getting the other four stations back.

Indianapolis will pay Mr. Burden, according to the modification to its original application filed at the FCC, \$992,000 for the station's assets and will lease studio, transmitter and parking space for \$5,000 a month.

Indianapolis is principally owned by Jerry Kunkel, Stanley Cederquist and Murray Feiwell, local business and professional men. Their attorney said they hope to receive commission approval on or before June 1. WIFE operates on 1310 khz with 5 kw day, 1 kw night.

ACT's acid tongue in cheek

Annual awards take pokes at family viewing, FTC, INTV cartoons, post-bedtime kid shows

Action for Children's Television announced its annual Bent Antenna Awards last Thursday (April Fool's Day). Among them:

The Emperor's New Clothes Award to the broadcasting industry "for hoodwinking the American public into believing the family hour is an effective solution to the problems of violence on television."

The Marie Antoinette "Let 'em Eat Cake" Award to the Federal Trade Commission "for continuing to allow cake, candy and supersweet cereals to be advertised on children's television. . ."

The Code of Hammurabi Award to the Association of Independent Television Stations (INTV) "for failing to publish a written version of its code regulating commercial practices on children's television."

A Suspended Animation Award to the three TV networks "for continuing to bring back worn-out and outdated cartoons during Saturday morning children's programming."

The White Rabbit "I'm Late, I'm Late" Award to network vice presidents who "schedule children's specials after young viewers have already gone to bed."

Payday for PTV

Total of \$7.8 million pledged in drive by 86 stations

Public television's second annual nationwide fund-raising campaign, March 7 through March 21, drew \$7,841,474, accounting for 319,648 new public television subscribers. The total was amassed by 86



That time of year. May being National Radio Month, the National Association of Broadcasters mailed out its annual packet of radio promotion helps last week. "Thanks for the Radio" is the theme NAB chose this year. Included is a poster (above), a speech for managers to give before community gatherings, copy for 11 spot announcements and a record with jingle, prepared spots and instrumental beds to combine with the written spots. The material was written and produced by the NAB public relations staff in Washington. For the first time, there are no clearance restrictions on the audio material; it can be used year-round. Although designed to stress radio's good points in 1976, the copy and record acknowledge the Bicentennial with light-hearted comment on what might have happened if radio had been around 200 years ago. For one thing, one of the record spots notes, Paul Revere could have slept in.

stations in the *Festival '76* project.

A similar fund-raising and public-awareness campaign last year attracted just over 220,000 new subscribers who contributed approximately \$5 million. Eighty-two stations took part in the *Festival '75* campaign which lasted 11 days.

The figures from last month's campaign do not include several public stations that have scheduled local *Festival '76* programming line-ups on future dates. The campaign involved special news, entertainment, documentary, music and sports programs acquired by the Public Broadcasting Service from producers in the U.S. and abroad to supplement regular PBS programming. Special acquisition programs which attracted the most subscribers were: *I Regret Nothing*, a musical biography of the late Edith Piaf; *A Tribute to Johann Strauss*, featuring the Vienna Philharmonic Orchestra, and the *Boston Pops in Hollywood*.

The average pledge was \$24.58, up from \$21.84 a year ago.

The top fund-raising stations: WNET(TV) New York which raised \$740,500 in 10

days; WTTW(TV) Chicago, \$367,400 in 15 days; KCET(TV) Los Angeles, \$353,500 in 11 days; WGBH-TV Boston, \$298,300 in 15 days; WNED-TV Buffalo, N.Y., \$276,200 in 17 days, and WETA-TV Washington, \$275,800 in 15 days. A total of 12 stations exceeded \$200,000 in contributions.

Two-way reports for Dallas-Fort Worth set by Arbitron Radio

Separate trading-area reports for Dallas and Fort Worth, in the past an optional service of Arbitron Radio to its subscribers in that area, will become part of the measurement firm's regular report on the combined Dallas-Fort Worth radio market. Each station subscriber will pay \$2,450 a year extra for them.

This solution emerged from meetings between Arbitron officials and 10 Dallas-Fort Worth broadcasters who had protested that Arbitron seemed to be trying to do away with the separate reports by putting an "exorbitant" new price on them and proposing to delay their delivery. The separate reports are used by stations that primarily serve only one of the two markets. The \$2,450 a year the separate reports will cost is the same price Arbitron was charging for them as an optional service, according to Chester Maxwell of KBOX(AM)-KTLC(FM) Dallas, who said the new arrangement satisfied most but not all of the broadcasters involved.

IRTS sets agenda for college sessions

Luncheon speakers at the 13th International Radio and Television Society College Conference in New York April 21-23 will be Ralph M. Baruch, president of Viacom International Inc., FCC Commissioner Benjamin L. Hooks and Walter A. Schwartz, president, Stations Division, Blair Television, New York.

W. Thomas Dawson, vice president, division services, CBS Radio, will be executive producer of the session on Wednesday (April 21) and Richard A. O'Leary, president of the ABC Owned Television Stations, will assume that role on Thursday. The schedule on Friday includes a career clinic in the morning and a program of student/executive conferences in the afternoon.

\$1.5-million fire sweeps WALB-TV

An investigation has yet to determine the cause of a March 19 fire that gutted the control room, video-tape room, studios and prop room at WALB-TV Albany, Ga., forcing the station off the air until 6 p.m. that day. Ray Carow, vice president of Gray Communications Inc., and general man-

ager of the channel 10 facility, estimated damages at \$1.5 million. The fire, discovered at 2:15 a.m., shortly after sign-off, was brought under control three hours later.

According to Mr. Carow, local service resumed that evening via a mobile unit rented at about \$2,000 a day from WESH-TV Orlando, Fla. Southern Bell Telephone Co. installed emergency lines to bring in feeds from ABC-TV and NBC-TV, with which the station is affiliated.

An additional burden the station faced was contacting equipment suppliers. "Everyone was on a plane or train" heading for the National Association of Broadcasters convention which opened in Chicago the following Sunday, Mr. Carow said. The equipment eventually was purchased at the NAB convention. The mobile unit was returned when the equipment arrived eight days after the fire. Converted station offices currently house the equipment.

Although the station is insured, Mr. Carow noted that stations cannot afford to buy all the insurance they need to cover such damages.

FCC makes over Broadcast Bureau

Rules and standards and research and education divisions will merge into policy and rules division, which then will be broken into legal, engineering, policy analysis

The FCC is shuffling elements within its Broadcast Bureau in an effort to speed up the rulemaking process and, at the same time, approach the rulemaking function in a more rational way.

Although the decisions have been taken, the changes will not become effective until May 1. But officials are describing the new creation, and in general it resembles the one under consideration two months ago ("Closed Circuit," Feb. 16).

The rules and standards and the research and education divisions are being scrapped. Taking over most of the functions they performed, and more, will be a new policy and rules division, which will contain three branches—legal, engineering and policy analysis.

The legal and engineering branches will perform jobs rules and standards personnel have been performing. But since each will have its own chief, the hope is that the work will be done more speedily, and that there will be less need than in the past to farm work out to other areas of the commission. The rules and standards division has been plagued with backlog problems.

The policy analysis branch will represent something new. It will be given the job of doing analyses of economic, social and communications issues. For the most part, its staff will be drawn from the old research branch, whose members are oriented

toward economics and statistics. It will also include a lawyer and an individual trained as a social scientist.

The policy branch will advise and aid the other branches in the division, but will not have ongoing rulemaking responsibilities. The aim is to mesh the capacity for economic and social analysis with the rulemaking function.

Paul Putney, assistant chief of the Broadcast Bureau for law, who has had a hand in developing the new division, sees the new branch as having the ability, for instance, to do "sophisticated cost-benefits analyses" that would help the commission choose among various rule-making options.

And with the social science capacity, he said, "we hope to be able to stay abreast of developments in fields related to broadcasting—the effects of advertising, the effects of televised violence, for instance—and to know what studies are being done and to know what research is needed."

The re-regulation task force, which has been assigned to the rules and standards division, will occupy the same status in the new division. The only element from the divisions being eliminated that will be spun off is the educational broadcasting branch. Its new home will be the broadcast facilities division.

The reorganization began to take shape with the decision of Arthur Bernstone to retire on March 1. The creation of the new division with three branches means that four supervisory jobs are open.

'Hands Up' campaign wants stations to raise their hands

A nationwide drive to draft volunteers into a war on crime has begun, and according to its organizer, the General Federation of Women's Clubs, broadcasters are the prime recruits. The campaign, "Hands Crime" is an attempt to unite all segments of the community in determining and acting upon the best local preventative measures.

Broadcasters who choose to participate will receive materials including television and radio spots, a campaign song and a 26-minute documentary narrated by former pro football player, Roosevelt Grier, a member of the "Hands Up" advisory committee.

The campaign was launched with a Washington summit bringing together representatives of the 600,000-member federation as well as ex-offenders, social service representatives and criminal justice specialists. Hands Up resources include a \$380,000 grant from the Justice Department's Law Enforcement Assistance Administration and \$10,000 from the Kroger Co. supermarket chain.

The federation has headquarters in Washington.

Broadcast Journalism®

House unit has \$150,000 for investigation of leak to Schorr

Ethics committee begins work, but it's questionable whether it will ever interrogate newsmen; meanwhile, he picks up support from ex-CIA Director Colby

The House voted 278 to 87 last week to give its ethics committee \$150,000 to investigate the leak of the Intelligence Committee report on the Central Intelligence Agency to CBS correspondent Daniel Schorr. The committee had asked for \$350,000.

What part Mr. Schorr will play in the investigation is still uncertain. It was his admission of having passed the suppressed document to the *Village Voice* that set off the furor in the House. The ethics committee investigators were to begin their questioning late last week, according to a committee aide, and although it was not known whom they would call on, they did not begin with Mr. Schorr. In fact there was a question whether they would ever get to him.

Mr. Schorr has said that if asked, he will not disclose his source. If he made that

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refusal under oath to a congressional committee, he could be cited for contempt of Congress and imprisoned for up to 12 months. And that could trigger a spectacular clash over the First Amendment guarantee of free press. The committee would like to avoid that possibility.

Meantime, speculation about whether Mr. Schorr will ever be seen again on a CBS News program continues. He was suspended from the news staff Feb. 23 for the duration of the House investigation, but is still being paid. National Public Radio quoted unnamed sources at CBS as saying that Mr. Schorr and CBS have agreed that he will leave CBS after the House concludes its investigation. According to NPR, there are three years remaining on the 59-year-old Mr. Schorr's five-year contract with the company.

However, Mr. Schorr told BROADCASTING last week that he has had no discussions with CBS News since he was suspended and knows nothing of such an agreement. CBS sources said last week they were sure there had been some discussion about Mr. Schorr leaving "some time ago" but that the NPR report was wrong about there being an agreement now. They said the company and the man will stay together throughout the investigation.

In his confrontation with the House, Mr. Schorr has found support from an unexpected source—former CIA Director William Colby, who told an audience at Tulane University last week that Mr. Schorr "carried out his obligation to the First Amendment and to himself as a newsmen and should not be punished."

That pronouncement, however, came as no surprise to Mr. Schorr, who only three nights before had squired Mr. Colby at the Radio Television Correspondents Association dinner in Washington. Mr. Schorr said the dinner is an annual gala event at which correspondents are allowed one guest each; most usually pick prominent news contacts. He invited Mr. Colby in January, a few days after Mr. Colby was replaced as CIA head by George Bush. It was, Mr. Schorr said, a gesture "for auld lang syne." That Mr. Colby accepted his invitation, even after "the House fell in on me" in February, "was beyond the call of any duty," Mr. Schorr said. "I can't believe how classy that is."

Mr. Schorr introduced Mr. Colby to CBS President Arthur Taylor in the CBS suite at the dinner, and although the subject of the leak of the CIA report did not come up in their conversation, he said Mr. Colby told questioners all evening that Mr. Schorr had done no wrong and that there was nothing unusual about his being with the reporter.

Mr. Schorr characterized his relationship with the former CIA director as "two professionals—both on the shelf—who understand each other very well."

Daniel Schorr continues his crowded schedule of speaking engagements, has not heard from and is not looking to hear from anyone in the government about the investigation. The House ethics committee, with the grant of funds and sub-

poena power from the House, has all it needs to begin asking questions. The chairman of the committee, John Flynt (D-Ga.), has said as many as 400 people could be called, including members of the now-defunct Intelligence Committee, committee staff employes and anyone in and out of government who had access to or knowledge of the contents of the CIA report. An aide said last week that 10 investigators have been hired and that the services of a law firm will be contracted.

The funding measure was passed last week over the objections of a few Democratic liberals, among them Representative Bella Abzug (D-N.Y.), who said the investigation is "witch hunt" and a "very serious invasion of the freedom of the press." She said, "To insist that Mr. Schorr or any other correspondent should consider himself bound by such a vote [a reference to the House's decision to suppress the CIA report] or by a White House repression of a government document would be to say that even a President alone or the House by a majority vote can decide what a free press may or may not publish."

Representative Robert Drinan (D-Mass.) said the investigation would set a "dangerous precedent" of congressional inquiry into any publication distasteful to a majority of the House, regardless of "the apparent absence of any illegal action on the part of those involved . . . The dangers created by the funding of this investigation clearly exceed the maximum benefits which might be derived from it."

Representative Elizabeth Holtzman (D-N.Y.) said it seems "highly dubious" to pursue the investigation "when, on the basis of the number of members who have read the committee report and said that it contained no national security information, the House may well vote to publish the report on the ground that its publication would not be adverse to the security of our country."

But the supporters of the funding resolution were not persuaded. Representative Wayne Hays (D-Ohio) said freedom of the press is a "loose term" to apply to the privilege Mr. Schorr exercised. "As I understand it . . . it is not freedom of the press, but that Mr. Schorr tried to peddle this information for money . . . One can exhort and go on about freedom of the press and freedom of speech, but when a price tag is put on it, that sort of changes the complexion of it."

Representative Samuel Devine (R-Ohio) said, "This is not an investigation of Daniel Schorr as such; it is an investigation authorized by this House by a substantial vote to find out just exactly where the leak occurred. . . . If he is tripped up as a result of the investigation, so be it."

Latitude for news

In answer to a request to clarify or reconsider the indecency standard set forth in the Pacifica case involving WBAI(FM) New York (BROADCASTING Sept. 15, 1975), the

FCC has ruled that the standard would not be applied to live on-the-spot news broadcasts, "because licensees lose their ability to edit the contents of such broadcasts."

The request came from the Radio Television News Directors Association which was concerned that the commission's ruling forbidding "indecent" language "at times of the day when there is a reasonable risk that children may be in the audience" would cause licensees to censor programming.

In another action the commission vacated an earlier Broadcast Bureau ruling and dismissed a complaint against non-commercial WNET(TV) New York for allegedly broadcasting indecent language on a program, *51st State*, in December 1974. Since the incident in question took place before the Pacifica ruling, the commission said "no purpose would be served by an examination" of the case.

Networks shift gears along primary trail

Ratings, speed, accuracy honors spread among the three; ABC to try advance polling; NBC does some reassigning

With five primary nights (in six states) behind them, NBC has a lead in the election ratings, ABC has scored first most often in picking the winners and CBS has been most specific in projecting margins of victory for the candidates.

Tomorrow evening (April 6) for the Wisconsin and New York primaries, ABC News will introduce a political poll it conducted jointly with Louis Harris and Associates.

"We've been happy with our analyses, based on key precincts' returns, but we had no advance polling before. Now we'll know better what to look for," said Walter Pfister Jr., ABC News vice president in charge of special television news programs.

While Mr. Pfister has stressed that speed is secondary to accuracy in calling the races, ABC News has led in naming the winners in five out of 10 primary races. ABC has had the highest-rated "bulletin interrupts" (two prime-time two-minute reports, one for each party), because it has the highest-rated shows on which to place them on Tuesdays: *Happy Days* and *Laverne and Shirley*.

That none of the networks has made a wrong prediction is partly due to improved polling methods, but the one network to stick its neck out by calling percentages, CBS, has suffered a couple of misses.

Robert Chandler, vice president in charge of 1976 political coverage for CBS News, said some of the poll results "have been more volatile than I would have liked," namely in the Florida and Illinois primaries. "I must force myself to be more conservative" in the future in terms of

waiting later for more data and in "looking at what we've got," Mr. Chandler said. In North Carolina, for instance, CBS's early estimate of Jimmy Carter's win was "understated," but within a half-hour it was much closer to the final result; the projections for the Ford/Reagan percentages were on target. The CBS News survey done in conjunction with the *New York Times*, used by correspondent Roger Mudd for analysis of voting patterns, is to be shortened, Mr. Chandler said, since the range of issues has narrowed and some candidates have dropped out of the race.

The news about NBC's primary coverage is in the Nielsens. NBC maintained an edge in the ratings through the early primaries: Feb. 24 in New Hampshire (NBC 30 share, CBS 24, ABC 19); March 2 in Massachusetts (NBC 31, CBS 29, ABC 18) and, March 9 in Florida (NBC 33, CBS 22, ABC 21). But NBC slipped slightly March 16 in Illinois (NBC 28, CBS 30, ABC 23).

The NBC News election unit's personnel have undergone some reassignments, according to Lee Hanna, vice president, television news, NBC News. Irwin Lewis, formerly director of the election unit, has been named director of the NBC News poll; and Roy Wetzel, director of the radio News and Information Service for NBC News, is now director of the election unit, succeeded by Jo Moring, NIS producer-editor. The purpose is to devote fuller attention to the weekly polls, which have become a major undertaking, according to Mr. Hanna.

Both David Brinkley and John Chancellor will be in Milwaukee for NBC News coverage April 6 and John Hart will anchor the half-hour report 11:30-midnight from New York. Douglas Kiker, NBC News correspondent, Washington, for *Today*, will be in Milwaukee April 5-7, assigned to analysis. No specifics on NBC's plans beyond April 6 are available.

Anchormen for ABC and CBS will remain in New York for the April 6 primaries and for the April 27 Pennsylvania primary as well. Spokesmen at the news divisions of those two networks said they are skeptical of the journalistic value of the "traveling circus" technique, especially for those considered "beauty contest state primaries."

Sanders insists ABC will put woman beside Reasoner

Network executive sees younger, more attractive co-anchorwomen contrasting to '50-ish, graying' anchormen with 'lines of character'

"ABC is now actively looking for a woman to co-anchor the evening news with Harry Reasoner and we hope it will happen within a year," Marlene Sanders, vice president and director, television documentaries, ABC News, said in a speech prepared for delivery to the Women in

Communications' Matrix Award dinner in Dallas last Saturday (April 3).

The symbolic value would be measureless and the television audience will respond positively to the addition of a female anchor, Ms. Sanders said.

There have been denials of such an active search for a woman co-anchor but the name of Hillary Brown, ABC News correspondent, London bureau, who formerly reported from Vietnam, is said to be a frontrunner for the post. (ABC News executives declined to confirm or deny this.)

The co-anchorwoman of the future "will be younger, better-than-average looking and I'm betting on a blonde," Ms. Sanders said, contrasting that image to the 50-ish, graying anchormen with

"lines of character" etched into their faces." She also maintained that women might upgrade the quality of entertainment programming if they had more say in the kinds of pilots made and if they "could suggest the development of shows that portrayed women in less stereotyped ... and more innovative and imaginative ways." In news, more female assignment editors would assign more stories that affect women than are now covered, particularly on the local level, according to Ms. Sanders.

The progress women have made at ABC through an affirmative action program has been "excellent," she said, but the problem is not with top management but with middle management and sensitivity sessions are under way to ease "male dis-

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comfort in their dealings with the new breed of women" at the network. Despite recent gains, women in broadcasting continue to have the status of "unwelcome intruders in an area where the men who run the media have enjoyed a monopoly on power from the beginning," but the era of "confrontation tactics," such as license challenges, has resulted in straightforward communications with "the powers-that-be," according to Ms. Sanders.

News council enlarges its size and scope

Three new members to be added; two will be invited from radio and TV networks; group will now take on local complaints if they're national in impact

Members of the National News Council voted to broaden their purview at the council's regular bimonthly meeting in New York March 30. The council's rules of procedure were amended to include examination of "news reporting in all media, whether national or local in initial circulation, if the matter is of national significance as news or for journalism."

The action had been urged by an independent committee that evaluated the council (BROADCASTING, March 8).

The council also voted to expand from 15 to 18 members, adding two media and one public representative, bringing the total to 10 public and eight media members. Representatives from the national radio and television networks will be invited as the new media members.

Among the issues handled at the meeting was a complaint against a CBS News documentary, *FD.R.: The Man Who Changed America*, found warranted. An individual complainant alleged the documentary contained a "monstrous error" in depicting General Douglas MacArthur and then-Major Dwight Eisenhower as responsible for killing marchers and gassing children during the 1932 veterans' demonstration in Washington. "In fact, the deaths were connected with the Washington police," the council said.

A complaint against ABC News regarding a characterization of the Irish Republican Army on *The Harry Reasoner Report*, was found unwarranted.

The council's freedom of the press committee urged the International Olympic Committee to accredit Radio Free Europe for coverage of the Olympic games this summer in Canada.

The Council has responded to but not taken action on a complaint from the Committee for Rescue of Syrian Jewry, Brooklyn, N.Y., regarding the second CBS News *60 Minutes* broadcast (March 21) on Syrian Jews. A letter to the American Jewish Congress on the same subject defends the council's actions toward "ventilation and adjudication" of the AJC's complaint, in response to the AJC's charges of council dealings "with

deference and solicitude" for the media.

Additionally, the council decided to "stay on the sidelines" of the Daniel Schorr controversy, but expressed willingness to take up the matter if so requested.

Journalism Briefs

More descriptive. Associated Press has retired its title of regional membership executive. It now uses "broadcast executive" for its 20 representatives responsible for relations with broadcasters. Geographic areas and headquarters cities for staff will not be changed, according to Roy Steinfort, AP's assistant general manager for broadcasting.

Search report. CBS's Walter Cronkite told House subcommittee investigating missing in action in Indochina last week that his committee of journalists will continue search for 21 newsmen captured in Cambodia in 1970, even though "hope is very thin." He said Cambodian government has no information, but that from interviews with other prisoners and defectors, committee has evidence that at least 10 journalists survived capture and that some were alive as late as summer of 1973. Five of them are Americans, 12 worked for U.S. news media.

Wait until August. American Bar Association House of Delegates has deferred until ABA's annual meeting in August consideration of report of its Committee on Fair Trial and Free Press dealing with judicial restrictive orders. Edmund D. Campbell, chairman of the Communications Committee, which recommended deferral, noted that Supreme Court is now considering issues raised in fair trial-free press group's report in case involving press-gag order issued by Kansas judge. Report at issue contains resolution urging ABA to recommend that courts follow fair-trial, free-press guidelines committee adopted last November. Essentially, guidelines call for replacing standing orders concerning disclosure of information in criminal cases which are punishable by contempt with guidelines that would not be.

As long as it's regularly scheduled

"Regularly scheduled," as the words were used by Congress in describing the "bona fide" news interview program that would be exempt under the 1959 amendment from the equal time law, need not be restricted to daily or weekly programs. The FCC staff says the description could apply as well to an interview program that Storer Broadcasting's WSPD-TV Toledo, Ohio, airs "on an approximate quarterly basis." The program, *TV 13 Washington Reports*, features interviews with Ohio senators and representatives from the Toledo area filmed four times each year in Washington. Storer says the visits to the capital

produce enough material for as many as seven programs.

The FCC's chief of the complaints and compliance division, William B. Ray, said that although most interview programs are scheduled on a daily or weekly basis, "we can infer no congressional intent that this requirement be so strictly interpreted so as to exclude programs scheduled on a quarterly basis." He also said the Storer programs meet the main concern of Congress—that the exemption not be construed in a manner that would permit the creation of interview programs designed to aid particular political candidates.

Storer had asked for the ruling.

Three television and three radio stations picked for SDX honors

Journalism society names broadcast outlets among total of 16 award winners

Broadcast journalists will be honored in six out of 16 categories when the Society of Professional Journalists, Sigma Delta Chi, presents its 44th annual Distinguished Service in Journalism Awards April 24 in Rochester, N.Y.

The winners, announced last week, were selected from 1,266 print and broadcast entries and will receive bronze medallions and plaques during the society's Eastern conference April 23-24.

Top honors in television reporting went to the WHAS-TV Louisville, Ky., news department for its coverage of the city's busing situation. A five-part investigative and editorial series, "You Can Have an Abortion—Even if You Don't Need It" earned WCKT(V) Miami the public service in television journalism award. KING-TV Seattle's Don McGaffin and Charles Royer won the editorializing on television award for a series on improper use of money by special interests seeking to influence the state legislature and on the case against the state's senate majority leader.

Nabbing first place in the radio reporting category was the WHBF-AM-FM Rock Island, Ill., news team for its coverage of an explosion at a local foods plant. The public service in radio journalism award went to WRVA(AM) Richmond, Va., for its expose on the dangers of the chemical, Kepone. A series by WIND(AM) Chicago's Charles Cleveland on delays in processing unemployment claims won the editorializing on radio award.

Another award, for research in journalism, went to Marvin Barrett of Columbia University's Graduate School of Journalism for his book "Moments of Truth", published by the Thomas Y. Crowell Co., New York. The book, written and edited primarily by Mr. Barrett, is the fifth annual Alfred I. duPont-Columbia University survey of broadcast journalism.

NBC gives in to Reagan's request for prime time

All three TV networks first turned him down, but one relents, citing circumstances of Republican primaries; others attribute it to economic reasons

NBC broke what it said is its tradition of refusing network time to presidential candidates while state primaries are still in progress, and aired last Wednesday a campaign address by Ronald Reagan, President Ford's opponent for the Republican nomination.

Originally, all three networks had turned Mr. Reagan down—he wanted a prime time national TV audience to give a boost to his sagging campaign coffers—but NBC reversed itself, saying that “in view of the unique situation of the campaign for the Republican presidential nomination where (former California) Governor Reagan is one of two major candidates and opposes an incumbent President, NBC feels an exception to its general policy is warranted. . . .”

Mr. Reagan delivered his address on the network last Wednesday at 10:30 p.m. He paid \$100,000 for the privilege.

CBS President Arthur Taylor, in reply to Mr. Reagan's telegraphed request for time, told the candidate that he could buy time in time periods available to other presidential candidates—in one- and five-minute packages during the primaries and in up to 30-minute units during the fall.

ABC's official comment was that the Reagan request came too late and that the TV schedule was already committed.

A Reagan spokesman said last week that in the end the ABC and CBS rejections did not matter, because the Reagan campaign could only afford 30 minutes on one network.

Press accounts last week speculated that commercial considerations were most responsible for the network decisions about whether to make time available to Mr. Reagan. They noted that of the three networks, NBC had the least to lose by pre-empting 30 minutes of programming Wednesday night. NBC moved its new hour-long show, *McNaughton's Daughter*, up a half hour to 9:30 p.m., rank-empting *The Dumplings*, which ranked 65th among 72 shows in the latest Nielsen ratings.

At 10:30 p.m. Wednesday, ABC ran *Starsky and Hutch*, the number-one-ranked show, in the latest Niensens and CBS ran *The Blue Knight*, the 51st ranked show.

NBC became testy about such speculation last week, saying that it had nothing to

gain in the ratings by scheduling Mr. Reagan. If anything, a spokesman said, the ratings would be hurt. He noted that candidate addresses have consistently had low viewership in previous years. And, he said, NBC lost the advertising it normally would have run in that half hour.

CBS also denied that economics had anything to do with its decision.

The original rejection by all three networks brought protest from Capitol Hill by Representatives Torbert Macdonald (D-Mass.) and John Moss (D-Calif.). Mr. Macdonald, chairman of the House Communications Subcommittee, and Mr. Moss, chairman of the House Investigations Subcommittee, jointly wired the presidents of all three networks urging them to reconsider and warning them that failure to provide time might be a violation of the provision in the Communications Act requiring stations to allow “reasonable access” to federal political candidates. “You have a responsibility to inform the American public which should rise above the race for ratings,” they said.

In another telegram, they asked FCC Chairman Richard Wiley to “look into” the networks' refusals. They said they disagree with the FCC's decisions exempting presidential news conferences from equal time and rejecting a Reagan equal-time request to WKLT-TV Miami. (BROADCASTING, March 15). “If the networks refuse to sell time to a major presidential candidate and if the incumbent President is allowed to manipulate news coverage—all with the apparent approval of the FCC—then the American people and the American political process are being badly served,” the congressmen said.

FTC supports expanded powers

New chairman Collier testifies that commission favors higher fines and no 'forum-shopping'

Calvin J. Collier, during his first week as chairman of the Federal Trade Commission, last week appeared before the House Subcommittee on Consumer Protection and Finance to offer the FTC stance on amendments to its legislative charter. The “Federal Trade Commission Amendments” already have passed the Senate.

The FTC supported most of them, including one which would expand its reach from conduct “in commerce” to those “in or affecting commerce.” Another supported amendment would confine petitions for review of final FTC orders to the U.S. Court of Appeals in the circuit where the respondent resides or maintains its principal place of business. This would avoid what the FTC sees as the “temptation to forum shop.”

However, the amendment which appears to have caused the major controversy is one which would increase the penalties for noncompliance with FTC orders, from \$100 a day to \$1,000-\$5,000 a

day. The time period between service of a notice of default and beginning of penalties would be shortened from 30 to 15 days. According to the U.S. Chamber of Commerce, which also gave testimony, that reduction as well as the increased fines would impede the exercise of legal rights.

It would also limit the circumstances under which the FTC subpoena power for appearances and factual data can be challenged. Commissioner Stephen Nye has opposed the amendment claiming the pre-enforcement defenses involved would be too burdensome on the FTC. The American Bar Association, also testifying, said the amendment was of “extremely doubtful constitutionality.”

One amendment opposed by the FTC would require grant or denial of rule-making petitions within 120 days of receipt.

Appetizer for TVB workshop

It announces that department and discount stores break into top 10 of advertising categories; it also details seminar plans

Department and discount stores have more than tripled their use of television in the last five years to become the eighth largest TV advertiser category, the Television Bureau of Advertising reported last week.

TVB offered its report in announcing new details of its agenda for the retail television workshop it is holding April 28-29 in New York.

Department and discount stores' expenditures in television—local, national spot and network—rose from \$62,972,600 in 1970 to \$201,678,900 last year, with annual increases ranging from 20% to 32%, according to TVB.

The \$201.7-million total puts the category in the top 10, ahead of restaurants and drive-ins (\$191.3 million) and sporting goods and toys (\$142.1 million), but behind foods (\$881.5 million), toiletries (\$573.2 million), automotive (\$449.4 million), proprietary medicines (382.4 million), soaps, cleaners and polishes (\$300.3 million), household equipment and supplies (\$225.4 million), and confectionery and soft drinks (\$220.2 million).

TVB's April 28-29 retail workshop will feature 17 speakers offering case histories of TV's ability to sell for retail outlets throughout the year. Among these will be Jane Roggers, sales promotion vice president of Shillito's Federated department store in Cincinnati, who will show what happened when the store doubled its TV budget for a 1975 Father's Day campaign, and Milt Guttenplan, director of advertising and marketing for Barney's men's stores, New York, one of the oldest retail TV advertisers in the country.

Other topics will include “Ways To

Stretch Current Ad Budgets"; "How To Expand Your Customer Base Without Adding Production Dollars"; "Newest Equipment and Techniques for In-Store and On-Set Shooting," and "How To Move Selling Seasons for Your Own Advantage."

Lee M. Dubow, sales promotion vice president of Foley's department store, Houston, will accept TVB's Gold Screen Award honoring the store for its 26-year and still growing use of television. Mr. Dubow will address the April 29 luncheon.

The workshop will be held at the Hotel Biltmore and will include two receptions and two luncheons. The fee is \$150.

Advertising Briefs

Stretching TV with radio. CBS Radio has come up with analysis of recently released RADAR "Supplemental Report Volume," indicating that growing number of advertisers are turning to network radio to increase their advertising weight against both light and heavy television viewers. Among advertisers regularly on prime-time TV and now using network radio, according to Richard M. Brescia, vice president and general sales manager of CBS Radio, are Allstate, Amana, Armour-Dial, Budweiser, Buick, Datsun, Delco, Eastman Kodak, Ford Motor Co., General Electric, Goodyear, International House of Pancakes, Menley & James, Metropolitan Life, Midas Muffler, Plough, Quaker State, Ramada Inns and Standard Brands.

DDB relocates. Doyle Dane Bernbach has moved its corporate headquarters and New York office to 437 Madison Avenue, New York 10022. New phone: 212-826-2000.

Figures galore. Blair Television and Blair Radio have issued 12th edition of *Statistical Trends in Broadcasting*, 48-page publication containing statistics on advertising, revenues and growth trends for periods ranging up to 15 years. Copies may be obtained from John Blair & Co., 717 Fifth Avenue, New York 10022 or from any of Blair's 11 sales offices.

Equipment & Engineering

Affected users object to proposed changes in AT&T ratemaking

Broadcasters, wires and Bell say it will be disservice

Wire services and broadcasters are among those voicing their displeasure at the FCC Common Carrier Bureau's recommendations to change the Bell System's ratemaking methods (BROADCASTING, March 22).

According to AT&T, the proposed methods would result in rate increases of 5% for full time TV service, more than 115% for part time or occasional TV service, 50% for audio/radio lines and more than 300% for public broadcasting.

The recommended decision, said the National Association of Broadcasters, did not take into account that "increased line costs cannot be passed on to advertisers and must, instead, be absorbed in some way by the station." Most stations, especially those in small markets, NAB said, "indicated that increased prices would necessitate reductions in private line usage" most likely in local sports, church services and news and weather wires.

NAB also agreed with ABC, CBS and NBC that Bell's private line service is not a monopoly and should be priced as a competitive service. The networks said, "present AT&T television program transmission users do have alternatives of satisfying their communications requirements from substitute sources of supply and that they will shift to such substitute sources unless present rate levels are maintained." Other sources mentioned by NAB included "off-the-air" pickups, microwave and satellite transmissions—once deemed too costly, but if the private line service rates rise they "take on a new competitive stance," said NAB.

The AP said the decision "failed to recognize that there is a public interest in low nationwide prices for private line telephone service to meet the needs of the

press and that any rate increases should not apply" to lines used by the press.

In addition to the rate increase objections, AP and the Bell System objected to the role the commission's Common Carrier Bureau played in the matter. "The participation of the bureau," AP said, "as both advocate and decisionmaker is a violation of administrative due process."

UPI was upset that the bureau did not decide whether a December 1971 AT&T rate increase was legal. UPI said the commission ordered the bureau to decide the issue and "took strong exception" to the failure to do so at this time.

Two states count on radio devices for weather warnings

A National Weather Service experiment to broadcast weather warnings at any time using a VHF-FM channel and specially ped receivers is expected to take effect in Kentucky May 1. The test allows the weather service to control a tone which would activate the channel during flash floods, blizzards, severe thunderstorms, tornadoes and other emergencies.

According to the Kentucky division of disaster and emergency services, the first receivers—costing about \$75 each—will be installed at schools, hospitals, industries and other institutions. The system is also planned to provide regional weather reports at times when there are no disaster warnings.

Senator Walter Huddleston (D-Ky.), is credited with bringing the experiment to his state. The senator said that state officials have sought the service since a band of tornadoes hit the state in April 1974, killing 72 persons.

In Illinois, Bloomington Broadcasting Corp., licensee of WJBC(AM) and WBNQ(FM) Bloomington, claims to have initiated its own private warning system.

Designated the "sentry system the", operation relies on voluntary participation by listeners who are willing to purchase sentry radios manufactured by International Warning System Inc., Rapid City, S.D. The radios, which retail at about \$50 apiece, can be automatically activated by WJBC or WBNQ-FM's over-the-air signal.

Three other stations in Indiana—WWK1(FM) Kokomo, WCOE(FM) LaPorte and WASK-AM-FM Lafayette—also have initiated similar warning systems.

Technical Briefs

E for exports. Harris Corp., equipment manufacturer, was presented with President's E Award by Dr. Charles W. Hostler, deputy assistant secretary of commerce for international commerce, at Cleveland World Trade Conference two weeks ago. Awarded for excellence in exporting, Harris has increased its foreign shipments

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260% during past five years from less than \$25 million annually to \$90 million. Richard B. Tullis, chairman and chief executive of Harris, accepted award.

More TK-76. Six Metromedia stations will get 11 RCA TK-76 color ENG cameras, according to RCA Broadcast Systems. List price for individual cameras is \$35,000.

Ampex contract. Ampex Corp., Redwood City, Calif., has announced \$1 million contract with state of Bahrain, on Persian Gulf, to deliver three BCC-1 color broadcast TV cameras, AVR-2 video-tape recorder and related equipment by late 1976.

In the skies. RCA Satcom II was launched March 26 by National Aeronautics and Space Administration at Cape Canaveral Fla., second of RCA's high capacity communications satellites. New satellite will become operational in June and can be used to relay radio and television programs, closed-circuit pay TV, private-line voice channels and data communications.

Cheaper to Hawaii

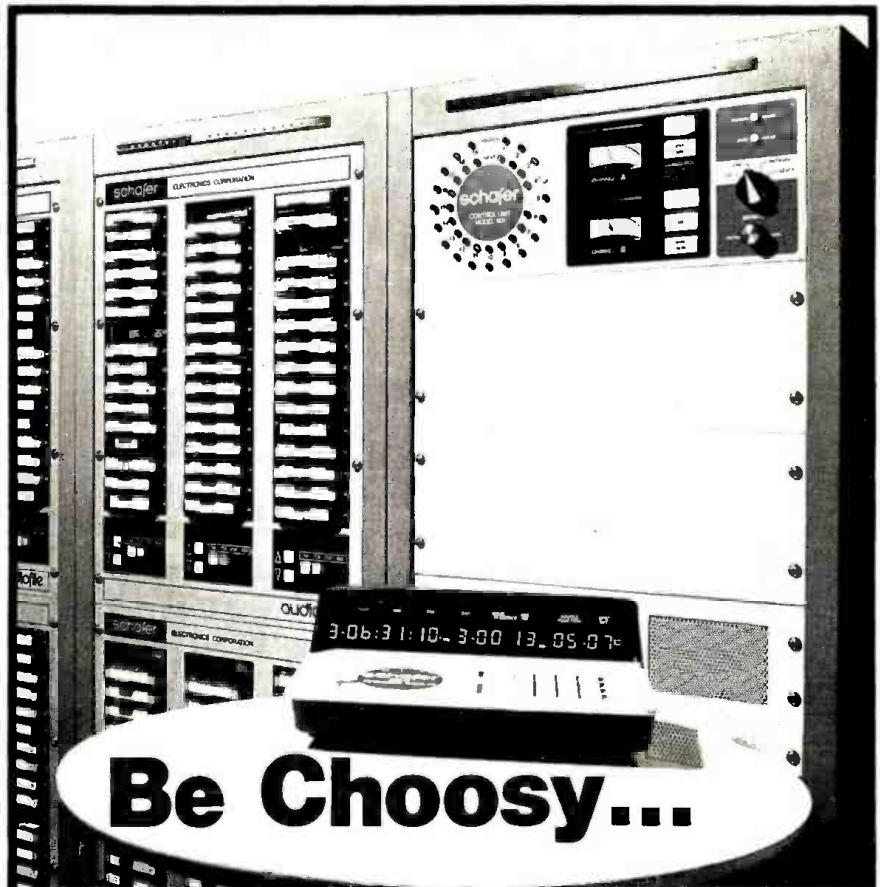
Satellite transmission rates for television channels between the U.S. mainland and Hawaii have been reduced by almost half under a special contract offered by the Joint Committee of International Television Carriers and Communications Satellite Corp. (Comsat).

Comsat's new rate, effective April 1, between a U.S. mainland earth station and a Pacific satellite is \$7,365 for a minimum 600 minutes in a four-week period. The same price is charged for the downlink to the Hawaiian earth station. Additional minutes are \$11.75 for each of the two legs. Comsat's former occasional use tariff was \$13,350 for each leg.

As a "carrier's carrier," Comsat's rate reduction generally flows through to the domestic carriers that deal directly with broadcasters. Comsat is the U.S. entity that deals with the Intelsat international satellite network, but cannot provide direct service for domestic use. Accordingly, the joint committee, which includes AT&T, IT&T World Communications Inc., RCA Global Communications and Western Union International, has proposed a similar 600 minute four-week rate package that represents savings of about 40% to broadcasters. The four companies in the joint committee alternate on a one-week schedule of providing overseas channels for television transmissions.

The current charge for 20 half-hour broadcasts from the mainland to a satellite in a single month is \$18,150. For a customer using the new service, the charge would be \$10,740. The downlink, which is provided by Hawaii Telephone, is higher at \$11,650 for the same volume but is still a significant reduction over the previous rate.

Currently, broadcasts between the mainland and Hawaii are billed under "occasional television rates." The new service is expected to be used primarily for transmitting network



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Paley's \$458,654 largest in CBS Inc.'s top echelon

The proxy statement attached to the notice of the annual meeting of CBS Inc. shows that Board Chairman William S. Paley was the highest paid executive in 1975 with total compensation of \$458,654.

Others listed in the statement were Arthur R. Taylor, president of CBS Inc., who received a total compensation of \$407,692; John A. Schneider, president of CBS/Broadcast Group, \$301,808 (plus \$10,500 in deferred compensation); John D. Backe, president, Publishing Group, \$226,615; Walter R. Yetnikoff, president, CBS/Records Group, \$171,308, and John Phillips, president, CBS/Columbia Group

\$167,115 (plus \$49,500 in deferred compensation).

CBS will hold its annual stockholders meeting April 21 at the network's Studio 1, 630 North McClurg, Chicago. Shareholders will be asked to consider a management proposal to modify the limitations on amendments to the CBS pension plan and the CBS employe investment fund.

million loss (down from \$8.7 million in 1974).

Good year at DDB. Doyle Dane Bernbach, New York, reported that net income in 1975 rose to \$2,901,000 (\$1.60 per share) from net loss of \$3,264,000 (\$1.80 per share) in previous year. Billings dropped to slightly more than \$332 million from \$355 million in 1974.

Financial Briefs

Turnabout. Time-Life Films has record revenues (\$12 million) and turned profit for first time in 1975. "Developmental activities," described by Time Inc. as operation of cable TV and pay TV systems, had \$16.2 million in revenues—more than double 1974's \$7.1 million—and \$8.2

Up and up. Acquisition of four radio stations from LIN Broadcasting last year (BROADCASTING, March 10, 1975) was given as major reason for 120% increase in 1975 over previous year in radio revenues for Multimedia Broadcasting Co. Multimedia television revenues were reported up 5% in 1975, with over-all broadcast operating revenues at \$21.2 million and operating profits at \$6.5 million.

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Revenues	Net Income	Per Share	
A.C. Nielsen.....	6 mo. 2/29	111,375,975	+11.7%	8,042,728	+ 41.8%	76	94,542,719	5,676,543	.54
Cablecom-General.....	3 mo. 2/29	5,815,115	+15.6%	845,093	+ 7.4%	.22	5,028,081	370,622	—
CBS.....	Year 12/31/75	1,938,887,000	+10.7%	122,903,000	+ 13.2	4.30	1,751,341,000	108,557,000	3.80
Comcast.....	Year 12/31/75	8,878,073	+12.9%	621,853	+ 29.4%	.36	7,883,350	480,241	.28
Fairchild.....	Year 12/28/75	291,542,000	-24.3%	13,073,000	- 51.7%	2.41	384,933,000	27,032,000	5.00
Multimedia.....	Year 12/31/75	57,467,125	+ 3.2%	6,926,258	+ 1.5%	1.58	55,654,274	6,822,138	1.55
RCA.....	Year 12/31/75	2,872,800,000	+ 3.4%	110,000,000	- 3%	1.40	2,583,500,000	113,300,000	1.45
Teletronics.....	6 mo. 12/31/75	4,220,000	- .3%	264,000	- 14.9%	.30	4,231,000	310,000	.37
Transamerica.....	Year 12/31/75	2,404,677	+ 9.2%	74,928	+114.6%	1.15	2,201,417	34,905	.53
20th Century-Fox.....	Year 12/27/75	340,589,000	+ 23%	22,680,000	+ 107%	2.73	278,787,000	10,952,000	1.39
Washington Post.....	Year 12/28/75	309,335,000	+ 7.5%	12,042,000	- 16.7%	2.25	287,579,000	14,441,000	3.04
Westinghouse Electric.....	Year 12/31/75	5,862,747,000	+ 1.1%	185,224,000	+ 487%	1.89	5,798,513,000	28,132,000	.31
Zenith.....	Year 12/31/75	900,507,000	- 1.2%	30,763,000	+170.7%	1.84	910,525,000	11,361,000	.60

Fates & Fortunes

Media

Harold L. Green, general manager, WRC(AM)-WKYS(FM) Washington, named operations/engineering manager, Kaiser Broadcasting, Oakland, Calif.

Sheldon Grafman, VP, Century Broadcasting Corp., Chicago, named national operations director, Century owns KSHE(FM) St. Louis, WARB(FM) Detroit and KWST(FM) Los Angeles.

Charles Gerber, general sales manager, WMAQ-TV Chicago, named station manager, WKYC-TV Cleveland. Both are NBC-owned stations.

James Bennett, planning/administration director, WBBM-TV Chicago, named director of broadcasting.

Robert C. McKee Jr., general sales manager, WINS(AM) New York, named executive VP/general manager, WAVA-AM-FM Arlington, Va. (Washington).

Douglas D. Shull, general sales manager, WOWO(AM) Fort Wayne, Ind., named general manager, WJNO-AM-FM West Palm Beach, Fla.

Eric Sass, development director, WJCT(TV) Jacksonville, Fla., named development VP.
Gene Napier, chief engineer, named operations VP.

Phillip J. Giordano, from ABC corporate planning, New York, named controller, ABC-owned WLS(AM)-WDAI(FM) Chicago.

Jack Sander, general sales manager, WTOL-TV Toledo, Ohio, given additional duties as assistant general manager.

Jayne Lind, public relations director, Southeast Mortgage Co., Miami, named promotion/public relations director, WINZ-AM-FM there.

Gordon Hall, sales manager, WHAZ(AM) Troy, N.Y./WGNA(FM) Albany, N.Y., named general manager, succeeding **Buddy Starcher**, retired.

Jay Mullen, account executive, WCBQ-TV Charleston, S.C., named business manager;
Mark C. Tiedje, program manager, WCIV(TV) Charleston, S.C., named creative service director, WCBQ-TV.

Audrey Hall, press information writer,

WTHR(TV) Indianapolis, named press information manager.

Gary Claussen, publicity manager, noncommercial KCET(TV) Los Angeles, named publicity/promotion director.

Christopher Ridley, former director of information services, CBS-owned Stations, and subsequently with CBS-TV, New York, named promotion manager, noncommercial WGBH-TV Boston.

David Dial, operations director, noncommercial WXXI-FM Rochester, N.Y., named director of radio services.

Broadcast Advertising

Joan Leahy, account executive, NBC-TV, New York, named manager, daytime program sales.

Henry K. Yaggi III, general sales manager, WTEN(TV) Albany, N.Y., named to same position, co-owned WPRI-TV Providence, R.I.

Clint W. Pace, account executive, Blair Television, Chicago, named sales manager, ABC sales unit of Blair.

Michael Kakoylannis, account executive, WNEW-FM New York, named general sales manager, replacing **Dom Floravanti**, named VP/general manager co-owned WMMR (FM) Philadelphia (BROADCASTING, March 15).

Paula Kelley, media manager, National BankAmericard, San Francisco, named senior media planner, J. Walter Thompson there. **Brenda Lashbrook** and **Susan Perrone**, public relations account representatives, JWT, Chicago, named account supervisors, public relations unit.

Andy Rainey, media director, Media Trade Co., San Francisco, named director of research/sales promotion, Selcom, New York, radio representatives. **John Nankervis**, manager, Chicago office of Meeker Radio, named to same position at Selcom's office there.

Herbert King, salesman, Katz Television, Atlanta, named sales manager, new Jacksonville, Fla., office.

Chris Bolton, VP/account supervisor, Kenyon & Eckhardt, New York, named VP/management supervisor. **Keith Gould**, **Mel Stabin** and **Don Walley**, K&E associate creative directors, named VP's. **Malcolm Bybee** and **Tom Williams**, account executives, named account supervisors.

Dan R. Schwartz, creative group head, D'Arcy-MacManus & Masius, New York, named VP.

Matt Forbes, creative group head, Needham, Harper & Steers, New York, named VP.

Jim Lamond, media supervisor, and **Steve Kubinski**, associate media director, William Esty Co., New York, named VP's. **Jerry Bonsaing**, buying supervisor, named local broadcast media manager. **Joe Rees**, Esty VP/media supervisor, named associate media director/local programming director. **Mike Leder**, media supervisor, named associate media director/local broadcast media director.

Bernadette Strauss, media planner, Ogilvy & Mather, New York, named media supervisor, Foote, Cone & Belding there.

C. Michael Edgar, account supervisor, Cohen Pasqualina Timberman, New York, named VP.

Jaffra Masad, secretary-treasurer/office manager, Lance-Kashian real estate brokerage, Fresno, Calif., named accounting manager, Hofer, Dieterich & Brown advertising, San Francisco. **Glennie Eisele**, HD&B traffic manager, named to additional duties as assistant account manager.

Diane DeCicco, media department, Harold Cabot advertising, Boston, named radio sales service administrator, Kettell-Carter, station sales representative firm there.

Prue Madia, media buyer, BBDO, New York, named to same position, Ketchum, MacLeod & Grove there.

Earl W. McNulty, VP/broadcast production director, Hume, Smith, Mickelberry Advertising, Miami, named broadcast production director, Tucker Wayne & Co., Atlanta.

Bruce Fried, research department, W.B. Doner, Baltimore, named sales manager, H-R/Stone, Philadelphia.

Courtney Compton, media planning supervisor/broadcast buyer, BBDO, named media

buyer/planner, at Clinton E. Frank, San Francisco. **Liz Nestel**, sales service coordinator, KRON-TV San Francisco, named CEF media assistant.

Helen Caffrey, producer, Benton & Bowles, New York, named to newly created position of executive VP, sales and production, Langley Sann, commercial producer there.

Dick Fabian, news director, WEYI-TV Saginaw, Mich., named account executive, Parker, Willox, Fairchild & Campbell Advertising there and will be involved in agency's television creativity and production.

Bill Fallon, general sales manager, WKOX(AM) Framingham, Mass., named to same post, WORC(AM) Worcester, Mass.

Stephen Brockelman, manager of station services, Gold Key Entertainment, New York, has resigned to form Associates & Stephen Brock, subsidiary of John Simmons Inc., Houston, San Francisco, Philadelphia, Atlanta, Dallas and Memphis. Firm will supervise all media and time buys for Simmons chain of retail outlets. Mr. Brockelman will serve as director of advertising/public relations.

R. Quigg Lawrence, executive VP, Alpha Recording, Richmond, has become president/general manager of subsidiary, Candyapple Productions, musical radio/TV advertising and film animation firm there, which he has acquired.

Programing

Robert Burch, mid-central music director, Century Broadcasting, Chicago, group owner, named national program director.

George Letteris, VP, MBA Music, New York, named to newly created post of sales director, concert programs, National Telefilm Associates, Los Angeles, responsible for TV and cable sales.

Robert B. Morin, executive VP of Heritage

Enterprises, New York, appointed VP of domestic syndicated sales, Metro-Goldwyn-Mayer Television, New York.

Linda Wendell, producer, NBC-TV, New York, named director, daytime program development, East Coast.

Edward Jupert, senior administrator, program merchandise, NBC-TV Burbank, Calif., named program merchandise manager.

Richard V. Brown, producer, Public Broadcasting Service and noncommercial WETA-TV Washington, named programing VP, WJCT(TV) Jacksonville, Fla.

Frank Barton, VP, program development, CBS-TV, West Coast, resigns to form own production company.

Bruce Marson, producer, WCVB-TV Boston, named program manager, replacing **Peter Twaddle**, who has established own production company in Los Angeles.

Terry Planell, administrative secretary to VP in charge of operations and programing, WOR-TV New York, named to new post of assistant to program director. **Larry Casey**, film manager, noncommercial WNET(TV) New York, appointed manager of film and program services, WOR-TV. **Chris Steinbrunner**, producer, named to new post of manager of special projects.

Elizabeth L. (Cil) Frazier, promotion director, WCBP-TV Charleston, S.C., named program director.

Dick Clark, contemporary music program producer, named executive producer, NBC-TV's new *John Davidson Show*, scheduled to be broadcast May 24 and three consecutive Mondays (8-9 p.m. NYT).

Elias Vlisides, sports reporter, WBNS-TV Columbus, Ohio, named sports director.

Paul Christy, program director, WWW(FM) Detroit, named to same position, WNIC-AM-FM Dearborn, Mich.



Chain of command. The newly elected officers and directors of the Broadcast Education Association, who met for the first time during the organization's 20th annual convention in Chicago last month, are (seated l-r): Rod Rightmire, Ohio University, Athens; Robert Snyder, University of Wisconsin-Oshkosh, secretary-treasurer; Wallace Dunlop, Westinghouse Broadcasting, Washington, president; Pat Cranston, University of Washington, Seattle, vice president; Philip Marella, LIN Broadcasting, New York; (standing l-r) Clayton Brace, KGTV(TV) San Diego; Worth McDougald, University of Georgia, Athens; Joanne Cantor, University of Wisconsin-Madison; Wendell Mayes, KNOW(AM) Austin, Tex.; Frank Balch, WJOY(AM) Burlington, Vt., and Harold Niven, National Association of Broadcasters, Washington, executive secretary. Not pictured is Allen Williams, Grambling University, Grambling, La.

At exit. Representative F. Edward Hebert (D-La.), critic of broadcasting, is retiring after 36 years in Congress. The former chairman of the House Armed Services Committee had vehemently criticized CBS for distortion in its 1971 program, *CBS Reports: The Selling of the Pentagon*. "I'm one of those who believe that the most vicious instrument in America today is network television," he once said.

During his four-year chairmanship, he had directed the military to stop paying for broadcast advertising, saying, "I'm sick and tired of our putting out money to people who are trying to degrade the uniform and stir up the people of this country." Broadcasting, being licensed by the government, must carry the government's word, he said.

He entered Congress in 1941 at the age of 39 and will retire at 75 "while I am still of sound mind and body."

Larry Deutch, news/sports director, WAKC(AM) Normal, Ill., named sports director/account executive, KBBQ(AM) Ventura, Calif., succeeded by **John Egly**, sports director, WPOK(AM) Pontiac, Ill.

Broadcast Journalism

Rebecca Bell, NBC News correspondent, Chicago, named chief of NBC News's Paris bureau.

Anne Crosman, anchor, CBS Radio Network, New York, named NBC Radio News correspondent, based in Washington.

Susan Ludel, news producer, WNEW-TV New York, named assignment editor, NBC News, New York.

Rita Sands, anchorwoman, CBS-owned WCBS(AM) New York, named reporter for CBS News, with responsibilities to include anchoring *News-on-the-Hour* on CBS Radio Network.

Christine Herlihy, news producer, WJZ-TV Baltimore, named executive news producer.

Tony Larson, news director, KOSI(AM) Aurora, Colo., named managing news editor, KOA(AM)-KOAQ(FM) Denver.

Joseph A. Casella, reporter/anchor, WFTV(TV) Orlando, Fla., named reporter/writer/anchor, WTCN-TV Minneapolis-St. Paul.

John McLeod, KOJA-AM-FM Houston, named anchor, KEYH(AM) there. **Michael Byrne**, news editor/reporter, WOAI(AM) San Antonio, Tex., named reporter, KEYH.

Robert Jordan, executive news producer, WMAL-TV Washington, named news producer, WCAU-TV Philadelphia.

Bruce Anderson, radio news supervisor/TV show host, WWJ-AM-TV Detroit, named radio news director in addition to TV duties.

Allan Edwards, news department, WCKY(AM) Cincinnati, named news director, WKRC(AM) there.

Mike Tovrea, graduate, Broadcast Center, St. Louis, named news director, KOKL(AM) Okmulgee, Okla.

Jerry Hickey, reporter/cameraman/sports-caster, KAPP(TV) Yakima, Wash., named news photographer/weekend sportscaster, KPTV(TV)

Portland, Ore.

Norman Woodel, with WRBL-TV Columbus, Ga., named reporter, WKRQ-TV Mobile, Ala.

Peter Martin, news VP, WCAX-TV Burlington, Vt., named to Associated Press Broadcasters board of directors. Six others were elected (BROADCASTING, March 22).

Cable

Joseph M. Cohen, VP, Madison Square Garden Productions/development director, Madison Square Garden Center Inc., New York, named president, Madison Square Garden Cablevision, program supplier, and senior VP, Madison Square Garden Center.

Vern Milligan, VP, Daniels and Associates cable television brokerage/management/consulting firm, Denver, named president, Southeast Cablevision, multiple system operator headquartered in St. Augustine, Fla.

Joseph H. Cline, tax manager, Cox Cable Communications, Atlanta, named business manager of pay television operations.

Paul J. Howard, retired group VP, Hunt-Wesson Foods, Fullerton, Calif., named to board of directors of Vikoa, Acton, Mass.

Equipment & Engineering

Steve Orland, video tape post production supervisor, NBC-TV, Burbank, Calif., named manager, electronic journalism operations/technical operations.

Mort Russin, national sales/marketing manager, Hitachi Shibaden, Woodside, N.Y., named to same position, Ikegami Electronics, Long Island City, N.Y.

G. L. (Pete) Bidwell, general manager, Garrard O.E.M. division, Plainview, N.Y., named professional products sales manager, Stanton Magnetics there.

William J. Lynn, engineering supervisor, WFBC-AM-FM-TV Greenville, S.C., named chief engineer.

Allied Fields

John Friedman, executive producer, social studies program of Education Development Center, Cambridge, Mass., named director of television/radio/film, American Heart Association, Dallas.

Nye says good-bye. Stephen A. Nye, a member of the Federal Trade Commission since May 1974, has announced his resignation, effective May 1. He indicated a desire to return to private sector but claims not to have made any specific plans. The resignation of Mr. Nye, a Republican, again leaves the White House with two FTC vacancies to fill. Calvin J. Collier was sworn in as chairman last month (BROADCASTING, March 29) but the seat vacated by Democrat Mayo J. Thompson last September remains unfilled. Mr. Nye's departure will leave the commission without an attorney with experience in private practice.

Joan Lipton, VP, McCann-Erickson, New York, has been chosen to receive Headliner Award, highest honor given by Women in Communications Inc. Awards will be presented at annual WICI national meeting in Milwaukee, Oct. 7-10.

William Whitsett, CBS West Coast attorney, joins law firm of Paul Kennedy Jr., Irvine, Calif.

Deaths



Eid

Leif Eid, 67, NBC News correspondent from 1936 until retirement in 1966, died March 28 in St. Croix, V.I. He began with NBC News in New York, was chief of Washington bureau 1942-55 and served as chief of Paris and Ottawa bureaus before returning to Washington. He is survived by his wife, Jean.

H. Patrick Mahoney, 35, national sales manager, WCAU-TV Philadelphia, was killed March 21 by roof that was blown off barn on his Unionville, Pa. property during storm. He joined WCAU-TV in 1972 as retail sales manager. He is survived by his wife, Deborah, who suffered fractured neck in accident, and four daughters.

Pat McDermott, 53, president, Patrick Enterprises, Hollywood-based producer and packager of programs for TV and films, died March 26 after long illness at her North Hollywood home. Former press agent for CBS, she was promoted to manager of public relations, CBS-TV, in 1968. She is survived by one son.

Robert W. Reider, 59, founder of Ohio Radio Inc., Port Clinton, died of pulmonary embolism there March 4. Ohio Radio operates WAWR-FM Bowling Green, WKTN-FM Kenton, WLKR-AM-FM Norwalk and WRWR-FM Port Clinton. Mr. Reider was also founder and board chairman of Cablevision Corp. of Ohio there. He is survived by his wife, Annette, who succeeds him as ORI president, and his son, Robert Jr., assistant to president/director of programming.

Eric Siday, 71, composer and arranger who became well known in advertising for his radio commercial jingles, died March 25 of heart attack at his home in New York. He was credited with, among others, bubbling coffee-pot sounds in Maxwell House coffee commercial and accompaniment for "You Can be Sure if It's Westinghouse." Survivors include his wife, Edith.

John M. McGeehan, 63, retired air personality, KEYZ(AM) Williston, S.D., and KGCX(AM) Sidney, Mont., died after apparent heart attack at his home in Williston, March 26. He is survived by his wife, Ann, one son and two daughters.

Ben McGlashan, 71, retired pioneer broadcaster, died March 29 in Palm Desert, Calif., of complications following gall bladder operation. He put KGEJ Los Angeles on the air in 1926. He is survived by his wife, Kae.

Eugene Mulligan, 47, staff director, KTVU(TV) Oakland-San Francisco, died of heart failure March 18 at his home in Palo Alto, Calif. Before joining KTVU, he had been writer for various TV and radio shows. He is survived by his wife and one son.

The Broadcasting Playlist Apr 5

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

Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a 10a 3p	3-7p	7-12p	
1	1 December 1963 (3:21) Four Seasons—Warner Bros.	1	1	1	1
2	2 Lonely Night (Angel Face) (3:17) Captain & Tennille—A&M	2	2	2	4
11	3 Dream Weaver (3:15) Gary Wright—Warner Bros.	3	4	3	2
6	4 Disco Lady (3:50) Johnny Taylor—Columbia	4	5	4	3
3	5 All By Myself (4:22) Eric Carmen—Arista	7	6	5	6
8	6 Sweet Thing (3:18) Rufus featuring Chaka Khan—ABC	8	7	6	5
4	7 Dream On (3:25) Aerosmith—Columbia	6	3	10	7
5	8 Theme From "S.W.A.T." (4:07) Rhythm Heritage—ABC	5	9	8	8
9	9 Money Honey (3:17) Bay City Rollers—Arista	13	10	7	9
12	10 Right Back Where We Started From (3:16) Maxine Nightingale—United Artists	9	12	9	10
16	11 Bohemian Rhapsody (5:55) Queen—Elektra	12	8	11	11
10	12 Love Hurts (3:03) Nazareth—A&M	11	11	13	12
15	13 Only 16 (2:44) Dr. Hook—Capitol	10	13	12	13
7	14 50 Ways to Leave Your Lover (3:29) Paul Simon—Columbia	14	14	14	14
21	15 Let Your Love Flow (3:16) Bellamy Bros.—Warner Bros.	15	18	16	15
13	16 Take It to the Limit (3:48) Eagles—Asylum	16	17	19	16
14	17 Love Machine, Part 1 (2:55) Miracles—Tama	17	16	18	18
26	18 Boogie Fever (3:25) Sylvers—Capitol	22	15	15	17
19	19 Sweet Love (3:20) Commodores—Motown	19	21	17	19
22	20 Show Me the Way (3:25) Peter Frampton—A&M	18	19	20	22
23	21 There's a Kind of Hush (All over the World) (2:53) Carpenters—A&M	20	22	22	24
27	22 Foiled around and Fell in Love (2:58) Elvin Bishop—Capricorn	21	23	21	23
30	23 Deep Purple (2:47) Donnie & Marie Osmond—MCA	26	28	23	20
25	24 Slow Ride (3:45) Foghat—Bearsville	33	20	24	21
49	25 Welcome Back Kottler (2:48) John Sebastian—Reprise	23	25	25	26
17	26 Golden Years (3:27) David Bowie—RCA	24	27	27	27
36	27 Trying to Get the Feeling Again (3:45) Barry Manilow—Arista	25	24	28	30
24	28 Fanny (Be Tender with My Love) (3:26) Bee Gees—RSO	29	26	30	28
18	29 Action (3:29) Sweet—Capitol	27	30	29	29
—	30 I Do, I Do, I Do, I Do, I Do (3:15) Abba—Atlantic	28	29	31	33
31	31 Lorelei (3:21) Styx—A&M	37	42	26	25
40	32 Shannon (3:50) Henry Gross—Lifesong	30	31	32	32
34	33 Looking for Space (3:56) John Denver—RCA	31	32	33	35
—	34 Silly Love Songs (5:54) Paul McCartney—Capitol	32	37	34	31
28	35 You Sexy Thing (3:30) Hot Chocolate—Big Tree	36	36	35	34
—	36 Strange Magic (3:22) Electric Light Orchestra—United Artists	38	40	38	37

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a 10a 3p	3-7p	7-12p	
46	37 We Can't Hide It Anymore (3:47) Larry Santos—Casablanca	35	35	41	44
47	38 Living for the Weekend (2:50) O'Jays—Phila. Int'l	40	45	37	40
29	39 Evli Woman (3:15) Electric Light Orchestra—United Artists	34	57	36	54
—	40 Come on Over (3:38) Olivia Newton-John—MCA	41	43	42	43
20	41 I Write the Songs (3:39) Barry Manilow—Arista	49	39	44	42
39	42 Fox on the Run (3:24) Sweet—Capitol	59	33	*	36
42	43 Sara Smile (3:07) Hall & Oates—RCA	46	49	39	46
—	44 Love Fire (2:40) Jigsaw—Chelsea	42	44	45	47
50	45 Tangerine (2:57) Sal Soul Orchestra—Sal Soul	44	47	46	41
35	46 Cupid (3:02) Tony Orlando & Dawn—Elektra	43	41	49	49
—	47 Shout It Out Loud (2:38) Kiss—Casablanca	48	46	43	45
38	48 Junk Food Junkie (3:03) Larry Groce—Warner Bros.	39	*	48	*
44	49 Good Hearted Woman (2:57) Waylon Jennings & Willie Nelson—RCA	45	48	47	*
41	50 Love Roller Coaster (2:52) Ohio Players—Mercury	*	34	*	38

Country

1	1 Till the Rivers All Run Dry (3:27) Don Williams—ABC/Dot	1	1	1	1
5	2 Together Again (3:56) Emmylou Harris—Reprise	5	2	3	2
3	3 You'll Lose a Good Thing (2:50) Freddie Fender—ABC/Dot	2	4	2	3
4	4 If I Had It to Do All over Again (2:33) Roy Clark—ABC/Dot	3	6	5	5
13	5 Till I Can Make It on My Own (3:00) Tammy Wynette—Epic	8	5	4	4
—	6 Come on Over (3:38) Olivia Newton-John—MCA	4	8	7	10
17	7 Drinkin' My Baby (off My Mind) (2:23) Eddie Rabbitt—Elektra	10	7	6	6
7	8 I Couldn't Be Me without You (2:40) Johnny Rodriguez—Mercury	9	3	10	12
8	9 Good Hearted Woman (2:57) Waylon Jennings & Willie Nelson—RCA	7	9	9	15
2	10 Without Your Love (Mr. Jordan) (2:00) Charlie Ross—Big Tree	12	10	8	16
12	11 Don't the Girls All Get Prettier at Closing Time (2:56) Mickey Gilley—Playboy	13	12	11	11
14	12 Angels, Roses and Rain (3:14) Dickey Lee—RCA	11	13	15	14
6	13 Broken Lady (2:37) Larry Gatlin—Monument	15	11	13	7
10	14 Faster Horses (2:51) Tom T. Hall—Mercury	6	16	16	13
—	15 The Call (2:34) Anne Murray—Capitol	16	14	12	8
18	16 Till I Kissed You (2:32) Connie Smith—Columbia	14	15	14	9
23	17 You Are the Song (Inside of Me) (2:50) Freddie Hart & the Heartbeats—Capitol	22	17	18	19
11	18 Paloma Blanca (3:27) George Baker Selection—Warner Bros.	17	24	17	18
15	19 The Roots of My Raising (2:44) Merle Haggard—Capitol	18	23	20	17
—	20 Hey, Lucky Lady (2:20) Dolly Parton—RCA	20	21	22	21
24	21 The Battle (2:44) George Jones—Epic	19	22	19	27
19	22 If I Let Her Come in (3:05) Ray Griff—Capitol	23	19	21	22
25	23 I'm So Lonesome I Could Cry (2:47) Terry Bradshaw—Mercury	21	18	24	20
—	24 The Door I Used to Close (2:26) Roy Head—ABC/Dot	25	20	*	23
—	25 The Good Night Special (3:08) Little David Wilkins—MCA	24	25	23	*

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suits charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court. 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.** Resolution to permit daily live broadcasts of House chamber proceedings failed in crucial vote before House Rules Committee, panel that serves as gatekeeper for legislation ready for consideration of full House (BROADCASTING, March 29). Committee voted 9 to 6 to send H. Res. 875 back to its Ad Hoc Subcommittee on Broadcasting, headed by B.F. Sisk (D-Calif.), for further study. There it is likely to remain for rest of this session, unless Mr. Sisk can persuade one opponent on 16-member Rules Committee to change his vote. There is second broadcast resolution pending in House by Representative Jack Brooks (D-Tex.), chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage sparked recent activity. Mr. Brooks, opposed to Sisk plan because it provides that networks would administer coverage, designed plan that would have Congress run cameras. 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 in-

terparliamentary conference of members of U.S. Congress and Canadian Parliament also produced some hope ("Closed Circuit," Feb. 9). Stations involved have met with Canadian Radio Television Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTC was cool (BROADCASTING, March 22).

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).

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. Senate has approved unanimously its version (S. 22) of copyright revision (BROADCASTING, Feb. 23). It provides for a compulsory license for public broadcasters and cable television. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, after lengthy hearings, has begun markup on its bill, H.R. 2223.

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. Ac-

quisitions of cable systems by TV stations are still banned within grade B contour of station. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). 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 (BROADCASTING, Feb. 23).

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 in Writers Guild case begins this week.

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 today (April 5), replies May 5.

■ **Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Ap-

peals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Oral arguments were held last week (see story, this issue). 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, has begun hearing on license on ground of licensee abdication of responsibility.

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.). Radio-only proposal by National Radio Broadcasters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings, promised this year by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). 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.

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). Four Brunswick Record officials have been found guilty of mail fraud and conspiracy (BROADCASTING, March 1). Several others under

investigation have pleaded guilty (BROADCASTING, Jan. 26).

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 Senate-passed copyright bill. 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).

■ **Prime-time reruns.** FCC's Office of Network Study is considering comments submitted in response to October 1974 notice of inquiry concerning proposal to limit amount of network re-runs shown during prime-time.

■ **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. Ford 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 in February (BROADCASTING, Feb. 16). Last week, Senate Communications Subcommittee held hearing on educational broadcasting facilities funding measure (see story, this issue).

■ **Ratings.** Nielsen prime-time averages season-to-date (29 weeks): CBS 19.5, ABC 18.9, NBC 18.0. Twenty-ninth week alone: ABC 20.0, CBS 17.9, NBC 15.7.

Section 315. FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). Decision is being appealed to U.S. Court of Appeals in Washington and oral arguments have been held (BROAD-

CASTING, 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. FCC has also rejected WGN Continental policy of selling political time only in units of five or more minutes (BROADCASTING, March 1).

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.

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As compiled by BROADCASTING, March 22 through March 26 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz.—kilohertz. kw.—kilowatts. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w.—watts. *—noncommercial.

New stations

TV applications

■ Phoenix—Legend of Cibola Television Co. seeks ch. 33 (584-590 mhz); ERP 589 kw vis., 117 kw aur., HAAT 1800 ft.; ant. height above ground 395 ft. P.O. address: c/o Reynold V. Anselmo, 250 Park Ave., New York 10017. Estimated construction cost \$180,000; first-year operating cost \$175,000; revenue \$200,000. Legal counsel McKenna, Wilkinson & Kittner; consulting engineer Jules Cohen & Associates. Principals: Reynold V. Anselmo (75%); Emilio Nicolas and Daniel D. Villanueva (10% each). Three gentlemen are officers and minority stockholders of UHF stations WXTV Paterson, N.J.-New York, WLTV Miami, KWEX-TV San Antonio, Tex., KMEX-TV Los Angeles and KFTV(TV) Hanford, Calif. and permit for KDTV(TV) San Francisco. Ann. March 22.

■ *Atlanta—Amistad Productions seeks ch. 57 (728-734 mhz); ERP 1420 kw vis. (max.), 71.2 kw aur., HAAT 701 ft.; ant. height above ground 638 ft. P.O. address: 2490 Cascade Rd., SW 30311. Estimated construction cost \$1,183,500; first-year operating cost \$300,000. Legal counsel Clarence Cooper; consulting engineer John W. Hillegas. Principals: Non-commercial corporation created for purposes of owning and operating proposed station. Ann. March 22.

■ Winston-Salem, N.C.—Good News TV Network seeks ch. 45 (656-662 mhz); ERP 1607 kw vis., 161 kw aur., HAAT 526 ft.; ant. height above ground 495 ft. P.O. address: c/o David B. Blanco, 265 Olson St. 27103. Estimated construction cost \$602,200; first-year operating cost \$96,000; revenue \$96,000. Legal counsel Miller & Fields; consulting engineer Serge Bergen. Principals: Wesley Bailey, Mark Corts, David B. Blanco, Sylvia Gilley and Stuart Epperson. Mr. Blanco is lawyer; Mr. Corts is pastor; Ms. Gilley is housewife; Mr. Bailey is lawyer. Mr. Epperson owns WKBX(AM) Winston-Salem and WRBX(AM) Chapel Hill, both N.C. and WKBA(AM) Vinton, Va., and is 50% owner of KBIS(AM) Bakersfield, Calif. and applicant for stations in Mt. Hope, W.Va. and Shafter, Calif. Ann. March 25.

TV actions

■ *Rock Hill, S.C.—South Carolina Educational Television Commission. Broadcast Bureau granted ch. 30 (566-572 mhz); ERP 680 kw vis., 136 kw aur., HAAT 1289 ft.; ant. height above ground 649 ft. P.O. address: 2712 Millwood Ave., Columbia, S.C. 29250. Estimated construction cost \$959,200; first-year operating cost \$269,000. Legal counsel Dow, Lohnes & Albertson; consulting engineer Charlton W. Bowers. Applicant is statewide commission created for purpose of promoting educational television. Ann. March 22.

■ *Martin, S.D.—State Board of Directors for Educational Television. Broadcast Bureau granted ch. 8 (180-186 mhz); ERP 316 kw vis., 320 kw aur., HAAT 1170 ft.; ant. height above ground 872 ft. P.O. address: University of South Dakota, Vermillion, S.D. 57069. Estimated construction cost \$620,000; first-year operating cost \$475,000. Legal counsel Cohn & Marks, Washington; consulting engineer James Prusha. Principal: Martin P. Busch, University of South Dakota (BPET-507). Action March 22.

■ Nacogdoches, Tex.—Texan Broadcasting Co. Broadcast Bureau dismissed application for ch. 19 (500-506 mhz) (BPCT-4833). Ann. March 22.

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: *WGBH-TV Boston, to Sept. 23 (BMPET-864); *WPBT-TV Miami, to Sept. 23 (BMPET-861)

AM actions

■ KNYN Williams, Ariz.—Broadcast Bureau, in accordance with station's request, canceled license and deleted call letters. Action March 18.

■ Lake Isabella, Calif.—John M. and Janet C. Ridenour. Broadcast Bureau granted 1140 khz, 500 w-D. P.O. address: Box 803, Lake Isabella 93240. Estimated construction cost \$32,037; first-year operating cost \$28,272; revenue \$55,354. Format: standard pops. Principals: Mr. Ridenour is sales employee at KERO-TV Bakersfield, Calif. and his wife is employed by United California Bank (BP-19826). Action March 18.

■ Brush, Colo.—Pettit Broadcasting Co. Broadcast Bureau granted 1010 khz, 5 kw-D. P.O. address: 2761 E. 93rd Place, Denver 80229. Estimated construction cost \$29,250; first-year operating cost \$31,020; revenue \$48,000. Principals: Claud M. and Margaret E. Pettit (50% each). Mr. and Mrs. Pettit are part-owners and president and secretary, respectively, of Douglas Broadcasting, which owns KWIV(AM) Douglas, Wyo. Commission rejected petition by Western Sun Broadcasting Co. to deny application. Action March 18.

■ Winters, Tex.—Winters Radio. Broadcast Bureau granted 1060 khz, 1 kw-D. P.O. address: 633 N. Holly, Sherman 75090. Estimated construction cost \$22,400; first-year operating cost \$30,000; revenue \$60,000. Format: C&W/gosp. Principals: Tom E. Spellman (70%), et al. Instructor in radio broadcasting technology department at Grayson County College, Mr. Spellman heads college's *KGCC(FM) Dennison, Tex. (BP-19866). Action March 19.

AM license

Broadcast Bureau granted following license covering new station: WBBL Richmond, Va. (BL-14001).

FM applications

■ Greenville, Ala.—Butler County Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT 226 ft. P.O. address: Box 237, Sparta, Tenn. 38583. Estimated construction cost \$23,800; first-year operating cost \$54,200; revenue \$60,000. Format: easy listening. Principals: Millard V. Oakley (35%), William T. Golden (25%), Robert W. Gallaher (20%), Walter R. Siler and Charles E. Whiteaker (10% each). Mr. Oakley is commissioner of Tennessee insurance department and has interests in WLIV(AM) Livingston and WHAL(AM) Shelbyville, Tenn. Mr. Gallaher has interests in WUCR(AM) Spartanburg, Tenn., WKYR(AM) Burkesville, Ky. and WHAL. Mr. Golden works for WGYV(AM) Greenville, Ala. Mr. Siler is engineer for five Tennessee radio stations. Mr. Whiteaker is part owner of WUCR. Ann. March 26.

■ Montgomery City, Mo.—Montgomery County Broadcasting Co. seeks 103.9 mhz, 3 kw, HAAT 241 ft. P.O. address: 405 E. Norman St. 63361. Estimated construction cost \$73,749; first-year operating cost \$45,000; revenue \$100,000. Format: C&W, pops. Principals: Vincent C. Myles, Robert A. Bowling, Theodore R. Hoffman and Richard L. Arens (each 25%). Mr. Bowling has publishing interests. Mr. Myles is radio engineering consultant. Mr. Hoffman owns grocery stores; Mr. Arens owns fuel companies. Ann. March 26.

■ *Clarion, Pa.—Clarion State College seeks 91.7 mhz, 2.28 kw, HAAT 323 ft. P.O. address: c/o Dr. William McCavitt, Clarion State College, Clarion 16214. Estimated construction cost \$25,463; first-year operating cost \$6,350. Format: variety. Principal: Applicant is educational institution. Ann. March 22.

■ *Millersville, Pa.—Millersville State College seeks 91.7 mhz, 10 w. P.O. address: c/o Gary W. Reighard Millersville, Pa. 17551. Estimated construction cost \$7,975; first-year operating cost \$10,300. Format: variety. Principal: Applicant is state-owned educational institution. Ann. March 23.

FM actions

■ *Tallahassee, Fla.—Florida A&M University. Broadcast Bureau granted 90.5 mhz, 10 w. P.O. address: 209 Collins Bldg., 107 W. Gaines St., Tallahassee 32304. Estimated construction cost \$30,114; first-year operating cost \$5,000. Principal: Dr. B.L. Perry Jr., president (BPED-2102). Action March 19.

■ *Chesterton, Ind.—Duneland School Corp. Broadcast Bureau granted 89.1 mhz, 10 w. P.O. address: 700 W. Porter Ave., Chesterton 46304. Estimated construction cost \$4,716; first-year operating cost \$1,100. Principal: William Crockett, principal of Chesterton High School (BPED-2104). Action March 18.

■ *Cottage Grove, Minn.—Independent School District No. 833. Broadcast Bureau granted 88.1 mhz, 10 w. P.O. address: 8040 S. 80th St., Cottage Grove 55016. Estimated construction cost \$3,500; first-year operating cost \$1,000. Principal: Luther Fjelsstad, superintendent (BPED-2110). Action March 15.

■ *Billings, Mont.—Billings Career Education Center of School District No. 2. Broadcast Bureau granted 88.9 mhz, 10 w. P.O. address: 36th St. and Central Ave. 59102. Estimated construction cost \$9,537; first-year operating cost \$20,000. Principal: Winston E. Weaver, assistant superintendent of schools (BPED-2055). Action March 18.

■ Lampasas, Tex.—Lampasas Broadcasting Co. Broadcast Bureau granted 99.3 mhz, 3 kw., HAAT 178 ft. P.O. address: 900 N. Key Ave., Lampasas 76550. Estimated construction cost \$25,082; first-year operating cost \$24,400, revenue \$28,800. Format: MOR. Principal: Stephen S. Sampson (100%) owns KCYL(AM) Lampasas (BPH-9603). Action March 19.

Start

■ KVAS Amarillo, Tex.—Authorized program operation on 101.9 mhz, ERP 100 kw, HAAT 730 ft. Action March 11.

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FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ KRHS Bullhead City, Ariz. (BLH-6932); *KSFH Mountain View, Calif. (BLED-1481); KTCH-FM Wayne, Neb. (BLH-6895); KRDH-FM Duncan, Okla. (BLH-6912); KROZ Tyler, Tex. (BLH-6882); WBBC Blackstone, Va. (BLH-6866); KCTB-FM Flagstaff, Ariz. (BLH-6958); KVIP-FM Redding, Calif. (BLH-6845); K PUB-FM Pueblo, Colo. (BLH-6881); KLG T Breckenridge, Colo. (BLH-6825); WWRN West Palm Beach, Fla. (BLH-6887); WAYK-FM Lehigh Acres, Fla. (BLH-6927); WGLY Gouls, Fla. (BLH-6933); KTLB-FM Twin Lakes, Iowa (BLH-6949); WHMH-FM Sauk Rapids, Minn. (BLH-6842).

Ownership changes

Applications

■ KSUN(AM) Bisbee, Ariz. (1230 khz, 1 kw-D, 250 w-N)— Seeks assignment of license from Bisbee Broadcasting to Sun Broadcasting for \$80,000. Seller: Howard E. Waterhouse who has no other broadcast interests. Principal in buyer is Jim McCollum who also has interests in KMLA(FM) Ashdown, Ark., and KOKO(AM) Warrensburg, Mo. Ann. March 22.

■ KEZQ(FM) Little Rock, Ark. (94.1 mhz, 60 kw)— Seeks assignment of license from Mann Media to Multimedia Radio for \$850,000. Principals in seller, which also owns KALO(AM) Little Rock, are Bernard Mann (65.2%) and Gilbert Gans (32.9%). Mr. Gans also owns 25% of KIIT(FM) San Diego and 7.4% of KVFM(FM) San Fernando, Calif. Buyer is publicly traded, Greenville, S.C.-based. Its other broadcast interests are WFBC-AM-FM-TV Greenville; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga.; WWNC(AM) Asheville, N.C.; WXII(TV) Winston-Salem, N.C.; KAAY(AM) Little Rock, Ark.; WAKY(AM) Louisville, Ky., and KEEL(AM)-KMBQ(FM) Shreveport, La., and it has bought, subject to FCC approval, WLWT(TV) Cincinnati. Multimedia also publishes newspapers in Greenville; Montgomery, Ala.; Asheville, N.C., and Clarksville, Tenn. Ann. March 26.

■ KDTA(AM) Delta, Colo., (1400 khz, 1 kw-D, 250 w-N)— Seeks assignment of license from Monarch Broadcasting Co. to Jimmie D. Gober and Ruth M. Gober for \$81,900. Seller: Rose Mary Towne is selling for health reasons. Gobers, husband and wife (50% each) own 33% of KWKY(AM) Farmington, N.M. Ann. March 24.

■ WFCB-TV Miami (ch. 45)— Seeks assignment of license from Florida Christian Broadcasting to Lester Sumrall Evangelistic Association for \$900,000. Seller: Assignor selling for financial reasons. Buyers: Assignee is Indiana religious organization and licensee of WHME(FM) South Bend, Indiana and *WHMB-TV Indianapolis. Mr. Sumrall is pastor. Ann. March 25.

■ WFWR(AM)-WCMX(FM) Fort Wayne, Ind. (AM: 1090 khz, 1 kw-D; FM: 101.7 mhz, 3 kw)— Seeks assignment of license from Fort Wayne Broadcasting Co. to Fort Wayne Radio for \$630,000. Seller: Clarence C. Moore who, with his wife, Ruby, owns WCMR(AM)-WXAX(FM) Elkhart, Ind. Buyer, Guy Ewing, is general manager of WFWR(AM)-WCMX(FM) and has no other broadcast interests. Ann. March 26.

■ WEBC(AM) Duluth, Minn. (560 khz, 5 kw-U)— Seeks transfer of control of Roy H. Park Broadcasting of Duluth from Roy H. Park Broadcasting (100% before; none after) to Midwest Radio Co. (none before; 100% after). Consideration: \$537,500 and other considerations. Principals: 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.; WLSL-TV Roanoke and WTVR-AM-FM-TV Richmond, all 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. Ann. March 22.

■ WHEN(AM) Syracuse, N.Y. (620 khz, 5 kw-D, 1 kw-N)— Seeks assignment of license from Meredith Corp. to Roy H. Park Broadcasting of Syracuse for \$1 million. Seller: Iowa-based Meredith publishes *Better Homes & Gardens*, *Successful Farming* and California newspapers, and owns KPHO-TV Phoenix; WGST(AM) Atlanta; WNEM-TV Bay City, Mich.; KCMO-AM-TV and KCEZ(FM) Kansas City, Mo.; WOW(AM)-KEZO(FM) Omaha, and WHEN-TV Syracuse. Meredith recently sold WOW-TV (now WOWT) to Chronicle Broadcasting for \$9,158,000 (BROADCASTING, July 14). Roy H. Park is sole owner of buyer which also owns seven AM's, five FM's and seven TV's (see above listing). He is expected to sell WEBC(AM) Duluth to keep his broadcast portfolio within FCC limits. Ann. March 24.

■ KSIL(AM) Silver City, N.M. (1340 khz, 1 kw-D, 250 w-N)— Seeks assignment of license from KSIL Inc. to Robert F. Meskill for \$290,000. Sellers: Dennis Behan, Harlan Johnson, Marvin Strait and Harry S. McMurray who have interests in KATO(AM) Sanford, Ariz. In addition, Mr. Behan is principal of KLMR(AM) Lamar, Colo. Buyer is general manager of WROY(AM)-WRUL(FM) Carmi, Ill. Ann. March 25.

■ WLBR(AM)-WUFM(FM) Lebanon, Pa. (AM: 1270 khz, 5 kw-D, 1 kw-N; FM: 100.1 mhz, 3 kw)— Seeks transfer of negative control of Lebanon Broadcasting Co. from Rachel L. Stadium, Lester P. Etter, Lebanon County Trust Co., executors (100% before; none after) to same, as common trustees (none before; 100% after). Consideration none. Principals: Ms. Stadium is wife of H. Raymond Stadium, now deceased, who, with Mr. Etter was licensee. Application is for authority to transfer shares from executors to trusts specified in will. Ann. March 22.

■ WGEZ(AM) Beloit, Wis. (1490 khz, 1 kw-D, 250 w-N)— Seeks assignment of license from Telegraph-Herald to Seehafer and Johnson Broadcasting for \$270,000. Seller: F.R. 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 WOMT(AM) Manitowoc and WXC(AM) Wausau, both Wisconsin. Ann. March 24.

■ WWLA(FM) La Crosse, Wis. (93.3 mhz, 100 kw)— Seeks assignment of license from William E. and Louise A. Bruring to Family Radio for \$298,000. Seller: Brurings are selling for health reasons. Principals in buyers are Richard T. Record (22%), William R. Walker, Joseph D. Mackin, Philip Fisher and Charles D. Mefford (15.4% each). Family Radio owns WIZM(AM) La Crosse. Mr. Walker has interest in WYFE-FM Winnebago, Ill., WISM(AM) Madison, Wis., WSJM(AM)-WIRX(FM) St. Joseph, Mich., WYTL(AM)-WOSH(FM) Oshkosh, Wis., WITL-AM-FM Lansing, Mich., and WYFE(AM) Rockford, Ill. Mr. Record has interests in WISM and WIZM. Mr. Mackin has interests in same stations as Mr. Walker as do Mr. Fisher and Mr. Mefford. Ann. March 24.

Actions

■ KOFY(AM) San Mateo, Calif. (1050 khz, 1 kw-D)— Broadcast Bureau granted assignment of license from Spanish Broadcasting System to Radio Espanol for \$800,000. Principals in seller are F.T. Crennan (20%) and H. Scott Killgore. Mr. Killgore also has interests in KUAM-AM-FM-TV Agana, Guam, and ZBV1(AM) Tortola, British Virgin Islands. Buyer: Robert W. Day (32%) is director of advertising-public relations firm. Douglas J. Pledger (32%) owns advertising company. Jess J. Carlos (26%) is station manager of KOFY, and

owns tax and immigration consultant firm (BAL-8567). Action March 18.

■ WBAR(AM) Bartow, Fla. (1460 khz, 1 kw-D)— Broadcast Bureau granted transfer of control of Polk County Broadcasters from Richard Albright and James K. Miles (50% before; none after) to Michael R. Freeland (25% before; 37½% after), Ron Lane (25% before; 37½% after). Consideration \$35,000. Principals: Mr. Freeland owns WFWL(AM) Camden, Tenn., and 50% of WFWA(FM) Sullivan, Ill. Mr. Lane is general manager of WFWA (BTC-7874.) Action March 15.

■ WMLT(AM) Dublin, Ga. (1330 khz, 5 kw-D, 500 w-N)— Broadcast Bureau granted transfer of control of Dublin Broadcasting Co. from W. Newton Morris (65% before; 0 after) and Mrs. George T. Morris (20% before, 0 after) to State Broadcasting Corporation (0% before; 100% after). Consideration: \$300,000. Principals in seller are W. Newton Morris and his mother, Mrs. George T. Morris who have no other broadcast interests. Buyer is principally held by Charles Dowdy and sons Wayne and J. Morgan. Senior Dowdy also owns WROA-AM-FM Gulfport and 70% of WVIM(AM) Vicksburg, both Mississippi. J. Morgan Dowdy owns 10% of WVIM, and Wayne Dowdy owns one-third of WAKK(AM) McComb, Miss. (BTC-7940). Action March 18.

■ KGMD-TV Hilo, Hawaii— Broadcast Bureau granted assignment of license from Hefel Television-Hilo to Hefel Television-Honolulu. Company retains same ownership (BALCT-585, BALTI-166, BALRE-2976). Action March 24.

■ WLPO-AM-FM Lasalle, Ill.— Broadcast Bureau granted assignment of license from Lasalle County Broadcasting Corp. to Miller Broadcasting Corp. Consideration is share for share exchange of stock. Two companies merged (BAL-8615, BALH-2248, BALRE-2978). Action March 24.

■ WPRC-AM-FM Lincoln, Ill. and WCMY(AM) Ottawa, Ill.— Broadcast Bureau granted relinquishment of control of Virginia Broadcasting Corp. by R.K. Holt (62.5% before; 45% after) through sale of stock to T.E. Fister (37.5% before; 45% after) for \$13,425 and T.D. Parker (none before; 10% after) for \$17,900 (BTC-7976). Action March 24.

■ KDEF(AM) Albuquerque, N.M. (1150 khz; 5 kw-D, 500 w-N)— Broadcast Bureau granted assignment of license from Desert Horizons to Radio New Mexico for \$250,000 plus \$100,000 noncompetition covenant. Seller: Assignor is also selling, pending FCC approval, KR0D(AM) and CP for KUOE(FM) both El Paso. Principal in buyer is Charles W. Weaver, who has no other broadcast interests (BAL-8573, BALRE-2950). Action March 18.

■ WEAV(AM)-WGFB(FM) Plattsburgh, N.Y.— Broadcast Bureau granted involuntary transfer of control of Plattsburgh Broadcasting Corp. from George F. Bissell, now deceased, to wife Marie and son George Jr., executors of estate (BTC-7973). Action March 24.

■ WIRY(AM) Plattsburgh, N.Y. (1340 khz, 1 kw-D, 250 w-N)— Broadcast Bureau granted transfer of control of WIRY Inc. from Britt-Pelkey Inc. (85% before; 0 after) to Donald L. Pelkey (35% before; 85% after). Consideration: \$498,289 for stock and covenant not to compete. Sellers: Mr. Pelkey and Charles Britt were owners of Britt-Pelkey, licensee and permittee of WFTR(AM)-WIXV-FM Front Royal, Va. After sale, Mr. Pelkey will no longer have interest in Britt-Pelkey. Three others own 5% each in WIRY (BTC-7951). Action March 24.

■ WCOK(AM) Sparta, N.C. (1060 khz, 250 w-D)—

Summary of broadcasting

FCC tabulations as of Feb. 29, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,435	3	27	4,465	50	4,515
Commercial FM	2,708	0	77	2,785	120	2,905
Educational FM	766	0	50	816	59	875
Total Radio	7,909	3	154	8,066	229	8,295
Commercial TV	701	1	9	711	53	764
VHF	509	1	4	514	9	523
UHF	192	0	5	197	44	241
Educational TV	229	9	14	252	15	267
VHF	90	3	4	97	7	104
UHF	139	6	10	155	8	163
Total TV	930	10	23	963	68	1,031

*Special temporary authorization

**Includes off-air licenses

Broadcast Bureau granted transfer of control of Sparta-Independence Radio Corp. from H. Sid, Vassie and H. Clark Comer (90% before; none after) to Foy C. Heffner, Ellis Greenway (none before; 90% after). Consideration: \$129,586. Sellers, with no other broadcast interests, wish to retire. Brice Miller retains 10% of stock. Buyers: Foy Heffner (89%) owns machinery company, Mr. Greenway (1%) is general manager of WGWG(AM) Boiling Springs, N.C. (BTC-7938). Action March 18.

■ WQIN(AM) Lykens, Pa.—Broadcast Bureau granted positive control of Quinn Broadcasting by James F. Hepler (47.38% before; 58.96% after). Corporation, which owed Mr. Hepler \$10,280, issued additional stock which was given to Mr. Hepler, canceling debt (BTC-7978). Action March 24.

■ WSNW(AM)-WBFM(FM) Seneca, S.C.—Broadcasting Bureau granted acquisition of positive control of Blue Ridge Broadcasting Co. by J.A. Gallimore through transfer of stock from estate of Virginia F. Gallimore, wife, now deceased (BTC-7979). Action March 24.

■ KIUN(AM) Pecos, Tex. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted voluntary acquisition of positive control of KIUN Inc. from Jack W. Hawkins (25% before; 5.21% after) to Bill H. Hubbs (50% before; 69.79% after). Consideration: \$25,078. Buyer: Mr. Hubbs is general manager of KIUN (BTC-7876). Action March 23.

■ KMFM(FM) San Antonio, Tex. (96.1 mhz, 60 kw)—Broadcast Bureau granted assignment of license from Harry Pennington Jr., deceased, to Rosa Lee Pennington for no consideration. Ms. Pennington was wife of licensee (BALH-2230). Action March 15.

■ KRKO(AM) Everett, Wash. (1380 khz, 5 kw)—Broadcast Bureau granted transfer of control of Everett Broadcasting Co. Inc. from William R., William R. Jr. and Norman F. Taft to Radion Broadcasting Inc. Consideration: \$850,000 including covenant not to compete. Buyer: Jon H. Marple (35%), James F. Hadlock (35%), and Trans Universal Investment Co. of Los Angeles (28%), et al. Messrs. Marple and Hadlock own Queen Mary Productions, California cable program producer. Mr. Marple is also Washington communications attorney (BTC-7920). Action March 23.

Facilities changes

TV action

■ WBNB-TV Charlotte Amalie, V. I.—Broadcast Bureau granted CP to change ERP to 2.51 kw vis., 0.5 kw auct.; change type trans. (BPCT-4909). Action March 19.

AM applications

■ WKGX(AM) Lenoir, N.C.—Seeks CP to increase daytime power to 5 kw. Ann. March 25.

■ WJSO(AM) Jonesboro, Tenn.—Seeks CP to add nighttime power of 5 kw with DA. Ann. March 25.

AM actions

■ WHLS Port Huron, Mich.—Broadcast Bureau granted license covering permit for changes: studio location and remote control to 932 Military St., Port Huron, Mich. (BL-14094). Action March 15.

■ WACK Newark, N.Y.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Vienna St. at Silver Hill Rd., Newark and delete remote control (BP-20261). Action March 17.

■ WIZO Franklin, Tenn.—Broadcast Bureau granted CP to increase daytime power to 5 kw, directional antenna with three tower array (BP-20019). Action March 18.

FM actions

■ KAMB Merced, Calif.—Broadcast Bureau granted CP to change studio location and remote control to 90 East 16 th St., Merced; install new tran.; install new ant.; ERP 50 kw (H&V); ant. height 390 ft. (BPH-9799). Action March 17.

■ WCBW Columbia, Ill.—Broadcast Bureau granted CP to install new tran.; install new ant.; ERP 3 kw (H&V); ant. height 235 ft. (BPH-9805). Action March 17.

■ *WEST Barnstable, Mass.—Broadcast Bureau granted modification of CP to change trans. and studio location of FM station to Arts Center, Cape Cod Community College, West Barnstable and operate by remote control from proposed trans. studio location (BMPED-1372). Action March 17.

■ WQXA York, Pa.—Broadcast Bureau granted CP to install new ant.; ERP 46 kw (H), 38 kw (V); ant. height 520 ft. (BPH-9803). Action March 17.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KCAL-FM Redlands, Calif. (BPH-9265), March 11; KWXY-FM Cathedral City, Calif. (Doc. 20242), March 11; WQIK-FM Jacksonville, Fla. (BPH-8889), March 11; *KSJC-FM Stockton, Calif. (BPED-2090), March 11.

In contest

Initial decision

■ WLE(AM) Raleigh, N.C. license proceeding: WLE Inc. (Doc. 19908)—ALJ Ernest Nash ordered licensee to forfeit \$10,000 for violation of fraudulent billing rules. While WLE engaged in conduct in clear violation of rules, Judge Nash said it discontinued these practices, instituted procedures to ensure against any repetition, and made restitution to those who suffered loss as result of its conduct. Judge Nash said based on these circumstances, there was "no clear

Commission policy" requiring revocation of WLE's license, but stated violations were serious enough to warrant imposition of a substantial sanction. Action March 25.

Fines

■ WGSM(AM) Huntington, N.Y.—Broadcast Bureau rescinded notice of apparent liability dated October 17, 1975, since, in light of new information submitted, it appears licensee has not operated in violation of rules. Action March 17.

■ WLIX(AM) Islip, N.Y.—Broadcast Bureau ordered licensee to forfeit \$500 for failing to have operator on duty sign operating logs when starting and going off duty, failing to make required entries in operating logs and failing to accomplish required maintenance procedures. Action March 19.

Other actions

■ *KQEC-TV San Francisco—Commission granted partial reconsideration of action requiring station to

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resume broadcasting by March 29 and extended starting date to January 2, 1977. Station has been dark since September 2, 1972. Action March 19.

■ Florida—Commission denied, with respect to 47 stations, informal objection of Florida State Branch of National Association for the Advancement of Colored People (NAACP) to license renewal of 99 Florida broadcast stations. In petition directed against all 339 Florida stations NAACP had requested that FCC institute full investigatory proceedings or act by other means to prevent "continuing employment discrimination by broadcast licensees in the State of Florida" and designate flagrant cases for hearing. Action March 19.

■ WNOK-AM-FM-TV Columbia, S.C.—Commission granted 1972 renewal applications of Palmetto Radio Corp. Renewal was subject to outcome of cases pending before Equal Employment Opportunity Commission. The 1975 renewal applications for same remain pending. FCC rejected informal objections filed on behalf of ten Columbia citizens organizations. Action March 19.

Rulemaking

Petitions

■ Commission determined that additional locally-oriented television service to New Jersey is required and asked for further comment on several proposals to ensure such additional service. Commission terminated proceeding, however, insofar as it concerned VHF drop-in assignment for state or reallocation of Ch. 7 from New York to central New Jersey (Doc. 20350). Action March 19.

■ Commission proposed amending rules relating to noncommercial educational FM broadcast stations. Action was in part based on rulemaking petition filed by Corporation for Public Broadcasting (CPB). Technical issues to be considered include: standards governing classes of educational stations, facilities available to them and protection to be afforded them; interference by educational FM stations to reception of television ch. 6; establishment of new FM ch. 200, and treatment of 10-watt stations on secondary basis. Nontechnical issues to be considered include requiring noncommercial FM stations to have minimum schedule of operation, and requiring them to serve demonstrated community needs. (On March 11, in Doc. 19816, the Commission dealt in part with the latter point by adopting ascertainment guidelines for noncommercial educational FM stations. (Doc. 20735). Action March 17.

Actions

■ Commission adopted shorter license renewal application form for commercial radio broadcast stations, designed to improve FCC's information base and to expedite renewal process. Form 303-R will take place of FCC Form 303, amended for commercial television renewal applicants only. Action was result of termination of inquiry and rulemaking proceeding initiated last April 1. Action March 19.

■ Commission partially granted petition for clarification or reconsideration filed by Radio Television News Directors Association (RTNDA), of its ruling that language broadcast by WVAI(FM) New York in recorded comedy monologue was "indecent." WVAI(FM) is licensed to the Pacifica Foundation. FCC said "Pacifica" standard would not be applied to live on-the-spot broadcasts of bona fide news events, because licensees lose ability to edit contents of such broadcasts. Commission concluded it would be inequitable to hold broadcaster responsible for indecent language broadcast under these circumstances. Action March 19.

Translators

Action

■ K04J Kenai and Sterling, Alaska—Broadcast Bureau granted CP for VHF translator to rebroadcast KTVA Anchorage via K58AK North Kenai, Alaska; TPO 10 watts (BPTTV-5443). Action March 9.

Cable

Applications

Following operators of cable TV systems requested cer-

Call letters

Applications

Call	Sought by
	New TV
WCPT-TV	Cumberland Television Co., Crossville, Tenn.
	New AM's
KKAP	Progressive Broadcasting Co., Aptos-Capitola, Calif.
KMTX	Capital Investments, Helena, Mont.
	New FM's
WQGL	Butler Broadcasting Corp., Butler, Ala.
*WTJN	Troy State University, Troy, Ala.
KKDJ	Pacific Quadracasting, Fresno, Calif.
KEZJ	Inland Radio, Twin Falls, Idaho
WZOW	Kosciusko Broadcasting Corp., Goshen, Ind.
*WCCH	Holyoke Community College, Holyoke, Mass.
KMRS-FM	Western Minnesota Broadcasting Co., Morris, Minn.
*WKNS	Lenoir Community College, Kinston, N.C.
*WBHR	Bellaire City School District, Bellaire, Ohio
WVYC	York College of Pennsylvania, York, Pa.
*KPGR	Alpine School District, Pleasant Grove, Utah
	Existing FM's
WPDM-FM	WSNN Potsdam, N.Y.
WKTC	WCPS-FM Tarboro, N.C.
WXYX	WVOT-FM Wilson, N.C.
WRRL	WHUN-FM Huntingdon, Pa.
WYOY	WYEP-FM Pittsburgh
KNCN	KMIO Sinton, Tex.
KFTN	KIXX Provo, Utah

Grants

Call	Assigned to
	New AM's
KAKA	Southeast Arkansas Radio, Dermott, Ark.
KGUD	Frederick R. Cole, Banning, Calif.
KVRN	Sonora Broadcasting Co., Sonora, Tex.
	New FM's
WQMT	Cohulia Broadcasting Co., Chatsworth, Ga.
*WDCB	College of DuPage, District 502, Glen Ellyn, Ill.
KMSR	Dairyland Broadcasters, Sauk Center, Minn.
*WRLC	Lycoming College, Williamsport, Pa.
KORM	Morris J. Jones, Orem, Utah
*WWLR	Lyndon State College, Lyndonville, Vt.
KENE-FM	Radio Broadcasters, Toppensish, Wash.
*WIUJ	Virgin Islands Council Inc., of Boy Scouts of America, St. Thomas, VI.
	Existing AM
WKVO	WKWL Knoxville, Tenn.
	Existing FM's
KXXX	KHOW-FM Denver
WYBR	WKWL Belvidere, Ill.
KRKE-FM	KDEF-FM Albuquerque, N.M.
KLLS	KBEV Okmulgee, Okla.
KEOK	KTLO-FM Tahlequah, Okla.

tificates of compliance, FCC announced (Stations listed are TV signals proposed for carriage):

■ Cablevision of Comanche, Box 338, Vici, Okla. 73859 for Comanche, Okla. (CAC-06227): KTVY, KOCO-TV, KWTW, KETA, Oklahoma City, Okla.; KSWO-TV Lawton, Okla.; KXII-TV Ardmore, Okla.; KFDX-TV, KUAZ-TV, KIDZ-TV, Wichita Falls, Texas.

■ Two M Cablevision, for Twin township, and Bainbridge (village of), both Ohio (CAC-06228-9): WPBO-TV Portsmouth, Ohio and delete WOSU-TV Columbus, Ohio (Twin) WXIX-TV Newport, Ky. (Bainbridge).

■ Tri City Cablevision, Box 9532, Raytown, Mo. 64133 for Stanberry, Mo. (CAC-06230): KQTV St. Joseph, Mo.; WDAF-TV, KCMO-TV, KMBC-TV, KBMA-TV KCPT, Kansas City; KETV Omaha.

■ Columbus Television Cable Corp., for Columbus, Lowndes county (surr. arcus), Columbus Air Force Base, all Miss. (CAC-06231-3): Requests certification of existing operations.

■ Temple Cable TV, Box 338, Vici, Okla. 73859 for Temple, Okla. (CAC-06234): KTVY, KOCO-TV, KWTW, KETA, Oklahoma City, Okla.; KSWO-TV Lawton, Okla.; KFDX-TV, KAUZ-TV, KIDZ-TV, Wichita Falls, Texas.

■ Community Tele-Communications, for Worland, Wyo. (CAC-06235): Requests certification of existing operations.

■ Century Cablevision, Box 829, Kalamazoo, Mich. 49005 for Oshtemo township, Mich. (CAC-06225): WKZO-TV Kalamazoo, Mich.; WUHQ-TV Battle Creek, Mich.; WKAR-TV East Lansing, Mich.; WOTV, WZZM-TV, WGVC, Grand Rapids, Mich.; WJIM-TV Lansing, Mich.; WILX-TV Onandaga, Mich.; WKBD-TV, WTVS, Detroit; WGN-TV, WSNS, WTTW, Chicago, WSBT-TV South Bend, Ind.

■ Cable TV Company of Oshtemo, 1031 W. Patterson St., Kalamazoo, Mich. 49007, for Oshtemo township, Mich. (CAC-06226): WKZO-TV Kalamazoo, Mich.; WUHQ-TV Battle Creek, Mich.; WILX-TV, Onandaga, Mich.; WKAR-TV East Lansing, Mich.; WSBT-TV South Bend, Ind.; WOTV, WZZM-TV, WGVC, Grand Rapids, Mich.; WGN-TV, WSNS, WTTW, Chicago; WKBD-TV, WTVS, Detroit; WMVS Milwaukee.

■ Centre Video Corp., for Clarion borough, Belle Vernon borough, and North Belle Vernon, all Pa. (CAC-062368): Requests certification of existing operations.

■ Centre Video, for Ross township, Avalon borough, Ben Avon borough, Emsworth borough, McCandless township, Millvale borough, Reserve township, West View borough, and Bellevue borough, all Pa. (CAC-06249-57): WOR-TV New York and delete WKBF-TV Cleveland.

■ Centre Video Corp., for Carnegie borough, Crafton borough, Ingram borough, Rosslyn Farms borough, Thornburg borough, Collier township, Scott township, Heidelberg borough, Bridgeville borough, and Greentree borough, all Pa. (CAC-06239-48): WOR-TV New York and delete WKBF-TV Cleveland.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance:

■ El Reno Cablevision, for El Reno, Okla. (CAC-05853): Courier Cable Company, for Buffalo, N.Y. (CAC-05913); Big Valley Cablevision, for Stockton and San Joaquin City, Calif. (CAC-05956); Pearson T.V. Antenna Systems, for Kernville, Wofford Heights, Lake Isabella, and Bodfish, all Calif. (CAC-05994); Peninsula Cable Television Corp., for San Mateo county, Calif. (CAC-06054); Belmont Cable Television Co., for Belmont, Calif. (CAC-06055); Liberty Video Corp., for Fallsburg (town of), N.Y. (CAC-06058); Carolina Beach Cable TV, for Kure Beach, N.C. (CAC-05630); Coral Springs Cablevision, for Coral Springs, Fla. (CAC-05675); Warner-CCC, for Grandview Heights, Ohio (CAC-05777); All American Cablevision Co., for Bexley, Ohio (CAC-05789); Loudon County Cable TV, for Lenoir City, Tenn. (CAC-05839); Yukon Cablevision, for Yukon, Okla. (CAC-05852); Centre Video Corp., for Donora borough, Pa. (CAC-52588R); Newton Cable TV, for Newton, Kan. (CAC-05805); STV Cable Television, for Niagara Falls, Lewiston (village of), Lewiston (town of), and Niagara (town of), all N.Y. (CAC-06047); Peninsula Cable Television Corp. of San Carlos, for San Carlos and Redwood City, (CAC-06052-53); Southfork Cable Co., for Onyx, Weldon-Kelso Valley, Belle Vista, South Lake, and Mt. Mesa-Squirrel Valley, all Calif. (CAC-06012); Micro-Cable Communications Corp., for (borough of) Riverdale, N.J. (CAC-06018); Warner Cable of Island Falls/Patten, for (town of) Patten, Me. (CAC-06024); Salem All-Channel Cablevision, for Salem, Ind. (CAC-06033).

■ Clear Television Cable Corp., Ocean township and Cable Haven TV, Lacey township, both N.J.—Cable Television Bureau dismissed applications for certificates of compliance since applicants have not obtained certification from N.J. Public Utilities Commission (CAC-03763, CAC-03821). Action March 23.

■ Televue Systems, Snohomish and surrounding areas and Broadview Television Co., Monroe, both Wash.—Cable Television Bureau granted applications for certificates of compliance for existing operations and to add signal of KPTV Portland, Ore. to six cable systems (CAC-4068, 4070-1, 5591-3). Action March 23.

■ RVS Cablevision Corp., Waukesha, Wis.—Cable Television Bureau granted partial waiver of rules to allow parttime carriage of WCIU-TV Chicago and granted certificate of compliance to begin operating new cable system (CAC-4630). Action March 23.

BOOKS FOR BROADCASTERS

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Partner needed to manage small market Kentucky station, \$5,000. Cash required, Box Q-327, BROADCASTING.

???**Where are you headed** at your present station??? N.E. chain can offer position of general manager with good salary + commission + benefits. Plus ownership without any cash investment to good street salesperson. Must be close enough to New England for quick interview. Box R-8, BROADCASTING.

100,000 watt Rock FM in top 50 market (Southwest) has opening for sales manager to take control of sales and direct aggressive staff. Salary, override, benefits. All inquiries will be kept confidential. EOE. Box R-23, BROADCASTING.

Western Pennsylvania station needs a strong sales manager, an aggressive leader who wants to settle down 40 miles from Pittsburgh. An ideal community that's really growing. Career opportunity. Box R-39, BROADCASTING.

General Manager for highly rated, news oriented, adult station. Must be strong on sales, interested in building and working with outstanding sales force. Medium market. Great place to live. Box R-61 BROADCASTING.

General Sales Manager, WIGO, fastest growing black station in Atlanta, wants dynamic person to take charge of sales, national and local. Great opportunity for growth. Write (don't phone) Emil Mogul, 711 Fifth Avenue, New York City, 10022. Give complete details of background: Experience, education and salary desired.

Station manager and program director: Duties include heading full-time staff of five at NPR affiliate FM-stereo radio station, teaching course in announcing. Ph.D. in communications preferred. Master's degree with strong broadcasting experience required. Salary for 12 months: \$15,000-\$16,000. News and Public Affairs director for FM-stereo radio station. Duties include directing news operation for NPR affiliate, teaching one broadcast news class. Work with some television. Ph.D. in communications preferred. Master's degree with strong broadcast news experience required. Salary for 12 months: \$13,000-\$14,000. Qualifications determine ranks. Positions open July 1. Applications, resumes due April 19. To: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42701.

HELP WANTED SALES

Northwest beautiful music FM seeking imaginative and ambitious sales manager with good track record. Highly rewarding if you can produce. Box Q-311, BROADCASTING.

Persons with sales experience to represent growing Radio/Print Production company. Commission. Box Q-322, BROADCASTING.

Sales Manager. Highly rated progressive rocker in beautiful medium California market seeks highly motivated sales manager on his way up. Commitment to radio and proven track record a must. Real potential here. Please send resume, including references, to Box R-16, BROADCASTING.

HELP WANTED SALES CONTINUED

Sell at a professional radio station. 30 thousand upper midwest community. No beginners. Box R-29, BROADCASTING.

Commission. Guarantee. Car allowance. Iowa. Interview required. Box R-30, BROADCASTING.

Sales Manager Radio important midwest market. Looking for experienced sales manager who can sell, train, motivate and administer local sales staff plus supervise national sales. EOE. Good salary, fringes, incentive override, working environment and community. Send complete resume, confidential. Box R-32, BROADCASTING.

Chicago Suburban AM looking for aggressive, hard working salesperson. Excellent growth opportunities and company benefits. Box R-65, BROADCASTING.

Small market West Texas seeking salesperson, or sales/news combo. Contact Gene Stanley, KLV. Box 1230, Levelland, TX 79336, 806-894-3134.

Wanted: Radio salesperson to work in growing Northern Colorado area selling AM/FM advertising. Base salary plus commission. Room for advancement. Send resume to KUAD AM/FM, PO Box 117, Windsor, CO 80550.

WCSM needs salesperson. Good active account list. Sales growing, we need the right people. Let us hear what you can do. Write: WCSM Radio, PO Box 341, Celina, OH 45822.

WGSO has immediate opportunity for experienced, aggressive salesperson in New Orleans market. Call Sales Manager, 504-581-1280.

Top rated, group owned Buffalo Country music station needs aggressive, experienced, self-starter to assume station's top list, Call Ken Dodd at 716-854-1120.

Strong sales person. Disciplined, with good follow through, some understanding radio programming. An unusually good opportunity. Resumes to: William Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

Experienced dynamic salesperson. Southcentral Ind. AM & FM station, No. 1 & No. 2 in market. Established account list, excellent opportunity & employee benefits. Excellent income. Great community of 30,000 to live in. Send resume to WCSI Radio Station, Attn. Mike Bova Jr., Box 709, Columbus, IN 47201.

Experienced salesperson needed immediately for WINR, Binghamton, NY. Excellent opportunity. Send resume to Command Broadcast Group, PO Box 511, Beacon, NY 12508.

Immediate opening local sales manager at underdeveloped small market Massachusetts simulcast rocker. Great opportunity to grow into management. Base up to 15000 for a take charge selling pro. Northeastern applicant only. Rush resume to Manager, PO Box 11, Brookfield, CT 06804.

HELP WANTED ANNOUNCERS

Excellent opportunity if you're an air talent, who is pretty good, and you can sell, fairly well, if you're mature, with a family, and can handle an MOR format. You will earn major market money. Work for a man who appreciates good people, and enjoy life in an eastern community of 300,000 with excellent hunting, fishing and boating. Send all particulars, including resume, sales track record and a personal letter outlining career objectives. We will be hiring carefully, as the individual we select will be with us for a long time. Box Q-24, BROADCASTING.

Morning person with sports and news experience and 3rd endorsed. Tapes and resumes to KBAB, Indianola, IA 50125.

HELP WANTED ANNOUNCERS CONTINUED

KEZK-Schulke Beautiful Music, St. Louis. We are looking for a pro with beautiful music experience. Good salary and benefits. Send tape and resume to Mike Liston, KEZK, 1780 S. Brentwood Blvd., St. Louis, MO 63144.

Successful station with pleasant working conditions and happy staff, has opening for Mid-day MOR personality plus football PBP experience. Rush tape, resume, salary desired to: Manager, WSER, Box 38, Elkton, MD 21921. EOE.

Western Oregon radio station wants announcer-sales combo. Experienced in both. Sports and engineering ability preferred, but not required. 1-503-367-6381.

HELP WANTED TECHNICAL

Chief Engineer. Top Ten major market AM/FM. Strong on maintenance, have thorough knowledge of FCC rules and regulations. Box Q-33, BROADCASTING.

Wealthy Chief Engineer for smaller California market FMer. References, ability more important than age. No investment. Box Q-123, BROADCASTING.

Experienced AM-FM Automation engineer. Beautiful Intermountain West. Immediate opening. Full resume and references. Box R-4, BROADCASTING.

Creative, aggressive number 2 person, strong on all phases of transmitter and studio maintenance for 5 KW AM and 50 KW automated stereo FM. Opening in near future. New facility, excellent working conditions and benefits. Reply in confidence to Box R-15, BROADCASTING.

Chief to take charge of SMC automation. Class C FM, Class IV AM, heavy on maintenance. Compatible, willing to assist associates. No prima donnas. Pay is good. Warm dry climate. Box R-26, BROADCASTING.

Chief Engineer for AM directional/FM stereo near major midwest market. Experience in transmitter and studio maintenance, complete knowledge of FCC rules. Send resume including salary requirements to Box R-59, BROADCASTING.

Full time maintenance engineer needed immediately. Preferably currently employed as Chief in small or medium market, and should have a good working knowledge of digital R&D, microwave, audio processing, RF transmission systems, as well as an excellent background with studio equipment. Contact Cliff Foote, C.E. KNEW, PO Box 910, Oakland, CA 94604. KNEW is an Equal Opportunity Employer.

Engineer/Announcer for Caribbean Island FM stereo station, with SCA. Full technical responsibility plus short air shift. Good pay; great living conditions. Send resume and tape (air mail) to Bill Shaw, WIVI-FM, PO Box 310, Christiansted, St. Croix, U.S. Virgin Islands 00820.

HELP WANTED NEWS

Wanted, experienced (2 years min) news editor. Must have mature voice, with ability to dig for local news. Work and grow with professional staff. Resume and salary requirements to Box Q-307, BROADCASTING.

Experienced newperson knowledge medicine, science for New York broadcast news operation. Resume to Box R-34, BROADCASTING.

One of the nation's leading adult stations needs a creative news professional. If you can report, write and have a smooth and authoritative delivery, this could be a once-in-a-lifetime opportunity in one of America's most desirable communities. We're looking for an outstanding reporter-newscaster and will pay accordingly. Send tape, resume and other information to Al Perry, KOSI-AM-FM, PO Box 98, Aurora, CO 80010. Equal Opportunity Employer. M/F.

**HELP WANTED NEWS
CONTINUED**

News personality wanted by leading station in market. Experienced only. Send tape and complete resume to Jim Martin, News Director, WDBO Radio, Orlando, FL 32802.

Newscaster. Good voice. Crisp, confident delivery. For top-rated medium-market contemporary. Start immediately. Also second opening, summer only, to start around June 1. Rush news tape, news copy, resume. Durham Caldwell, WHYN, Springfield, MA 01101. Equal Opportunity Employer. Please, no phone applications.

Self-starter for 50KW rural public station. Produce/anchor morning and noon news programs, and supervise students. Immediate opening. Tape and resume to Mark Lange, WVUB, 1002 1st Street, Vincennes, IN 47591. EOE.

Assistant professor teaching broadcast writing, journalism, programming, and introductory course. Ph.D. or A.B.D. College teaching and professional experience required. \$13-14,000. Dennis Harp, Director of Telecommunications, Box 4080, Texas Tech University, Lubbock, 79409. Equal Opportunity Affirmative Action Employer.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Syndicator needs experienced beautiful music programmer for successful, growing music service. Great opportunity for right person. Confidential. Box Q-234, BROADCASTING.

Top 25 market Contemporary station has immediate opening for program director, must have track record. Could lead to group P.D. Midwest, best facilities, pay, and benefits. Replies confidential. Box Q-329, BROADCASTING.

Graduate student teaching assistant, radio-television. Half-time position for M.S. candidate offers \$3000 for 9 months. Experience necessary. Write: Head, Journalism Department, Kansas State University, Manhattan, KS 66506.

SITUATIONS WANTED MANAGEMENT

General Manager available for your small to medium market operation. Nine years experience. Have increased billing at current station over 25% in only one year. Looking for possible ownership opportunity where I could earn my way in by working. Prefer dry climate as my sinus condition is why I'm even considering leaving my present position. Resume available. Box R-1, BROADCASTING.

Manager east, Southeast small-medium. Up forty percent here. New challenge with full responsibility. Box R-13, BROADCASTING.

Mgr./sales mgr. 14 years experience. Sales. Program director, play-by-play, disc jockey, remotes. 703-371-3840 or Box R-18, BROADCASTING.

Experienced broadcaster: Extensive management-sales-programing-PBP. First phone. Mature family man will provide permanent, working management for small to medium market Radio, TV. Minimum \$12,500. Box R-19, BROADCASTING.

Radio veteran in his forties. Strong production, sales. Prefer small market fulltimer. Box R-35, BROADCASTING.

13 years in broadcasting. I've been a GM, PD, announcer, salesman, looking for responsible position as FM. A small market station. Call Bill Sutton at 601-627-5377.

Attention South-Southeast, 16 years experience. 35. GM for small to medium market. AE medium to large market. RAB sales oriented, community minded. Stable, married, excellent play-by-play football, basketball, baseball high school, college. 601-226-8400.

PD/announcer, always top rated; 7 years experience; 3rd phone endorsed; AB; MA; request tape/resume: 707 Locust Ave., Clarksburg, WV 26301; Phone 304-623-2755.

SITUATIONS WANTED SALES

Time sales consultant wishes to apply proven concepts/promotions as sales manager of small-to-medium Midwest or Eastern station. Box Q-292, BROADCASTING.

Attention EOE's, young black professional available. 13 yrs experience in program, sales and station management. No in non-broadcast executive sales. Will consider sales or management position with group or major broadcasting. Box R-41, BROADCASTING.

My background consists of being a local salesman, national rep, salesmanager, and station manager for 18 yrs. I'm 38 yrs old, married with a daughter and one expecting. I would only be interested in any of the above positions that offer initiative backed up by a lucrative commission. If you're looking for a professional in every sense of the word we should get together. Box R-55, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Dynamic, creative, up tempo rock nite-man. Experienced, & employed. Excellent med. or major only. Box Q-171, BROADCASTING.

Dependable announcer with 3rd. and endorsement. Tight board, good news, production and commercials. Pl. time experience in 74 and 75. Go anywhere. Now! Box Q-197, BROADCASTING.

Number one night personality, major Ohio Metro AM, desires Top 50 dayside, MOR, Country, 7 years experience major markets. Complete professional, BA, excellent references. Into 5 figures. Box Q-248, BROADCASTING.

Started jocking in a medium-small market five years ago and had offers to move up; but sports is my first love and had to move down to learn p-b-p. Now accomplished in all phases of on-air work and would like to concentrate on sports. Box R-9, BROADCASTING.

Two years experience at small market MOR Contemporary. Looking to move up now. Northeast preferred. Box R-27, BROADCASTING.

Versatile hard worker air personality looking for advancement in medium market. Box R-43, BROADCASTING.

Presently small market P.D. News, Music Director, afternoon drive jock for separate AM-FM. Some PBP. Looking for contemporary/Top 40 job in any scenic area USA. I love the outdoors. Good voice, 3rd, degree. All offers considered, including news. Box R-44, BROADCASTING.

MOR, first phone, smooth production, mature, presently employed. PM drive or evenings. Box R-54, BROADCASTING.

Hard working college grad. B.A. Communications, 3rd endorsed, seeks first break anywhere. Box R-63, BROADCASTING.

Experienced announcer, 3rd ticket endorsed, looking for a station that wants to grow. 25, married, dependable, good track record. Sales, news, sports, PBP, production. Presently working, but dying slowly every day. Help!!! For resume, or tape on request, write to Box 222, Union City, IN 47390.

Stop! I'm your man. Contemporary, Top 40, MOR. Experienced, third, will relocate anywhere, ready now. Dan 216-395-5393.

Talk show host/investigative reporter. Hosted afternoon talk show on WKAT Miami for last 18 months. Left due to format change. Call G.M. Sid Levin for super recommendation 305-531-8181. Excellent experience and references. Looking for talk in medium to major market. Call Dick Syalt today. 305-661-8174. Thank You.

Personality seeks up tempo MOR morning drive in medium market. Four years experience. Great production. Prefer coast. Call 308-632-7357 after 6 PM MST.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Young D.J. 3rd phone endorsed, tight board. Relocate anywhere. Knows rock and C&W. Tom Kelly, 66 Wilson St., Massapequa Park, NY 11762, 516-798-9021.

I'm currently employed but seek a change. Mature, stable, polished personality seeking full-time position at Contemporary station. Also news, copywriting, production skills. Dedicated station. Also news, copywriting, production skills. Dedicated employee. Available immediately. 3rd endorsed. Aircheck available. Call Bob Alexander 212-799-9190, 9 AM-5 PM. Florida or northeast preferred, but all top 150 markets considered.

Eager to work in radio, DJ, news, tight board. New York City on-air experience. Tony Meeker, 100 West 92, New York 10025.

Young female, 3rd phone, broadcast school trained and low-wattage FM experience, seeking break in announcing, production newscasting, etc. Willing to relocate. Phyllis Olson 218-681-5427.

Nostalgia your bag? Classical to Contemporary, can do it all. First phone, experience, maturity. 1-413-664-4671.

Midwest MOR announcer, PBP, sales experience, first phone. College grad. Family. Call Bob 612-474-9597.

Versatile and professional. Four years experience, all formats. Good voice, news, copywriting, production, programming, tight board. John Hill, 17 New City St., Essex, CT 06426. 203-767-0402 exes.

Hello Southern California stations, fully experienced radio DJ-newscaster looking for part time or fulltime work. 213-874-7236.

Progressive rock announcer looking for break in small market. Experienced in automation. Good production. Tape and resume on request, write John Stober, 3553 Davenport, Omaha, NE 68131. write John Stober, 3553 Davenport, Omaha, NE 68131.

Gunning for a contemporary station: Experienced personality. Solid production. Degree. Guts. Third. 217-787-3295.

Rock jock with 2 years of medium market experience and excellent programing background. Contact: Carl Grossenbacher, 5025 S.E. Market, Portland, OR 97215.

Elect an experienced announcer to your staff. 10 years. Randy Gallihier, 3907 Angoi Place, Jacksonville, FL 32210.

I'm available. Top 40/Rock station. Currently employed at station going automated. 3 yrs. experience. Broadcast school grad. I'm dependable and reliable. Let's talk about me, call Paul Hunner, 504-872-6829.

Experienced communicator seeks rocker, AOR or oldies station Versatile and "humanizer." Third ticket. Available now. For aircheck call collect 714-462-4808. Kevin Barrett.

Assertive woman desires low-key rock/MOR announcing position. Experienced, news, programing, production. B.A. Communications. 3rd endorsed. 412-386-3973.

SITUATIONS WANTED TECHNICAL

AM-FM Chief. Experienced. Construction hi-power remote control, automation. Quality oriented. Will relocate. Box Q-324, BROADCASTING.

Many years experienced building, moving and renovating AM & FM. Would like to keep yours operating for next ten years. Box R-33, BROADCASTING.

Extensive electronics background. limited broadcast experience. 1st phone. CET, college. Willing to perform non-technical duties. Box R-57, BROADCASTING.

Twenty year major market chief wants better climate benefits less traffic and taxes. Box R-67, BROADCASTING.

SITUATIONS WANTED TECHNICAL CONTINUED

Engineer, executive, small market, radio, television, mature, competent, V.O.A. alumnus, reasonably expensive. 206-424-3637.

Experienced chief, degree, 6 years experience in AM, directional, FM, stereo, proofs, preventive maintenance. Will relocate. Call 415-687-4221. FM, stereo, proofs, preventive maintenance. Will relocate. Call 415-687-4221.

Engineer/St., 10 year experience. D.A., FM, TV. Phone nites 301-944-1750.

"**Hands-on**" Chief Engineer of radio & TV. 10 yrs. experience seeks challenging job in western states. 907-789-0764. evenings or write Rt. 4, Box 4453, Juneau, AK 99803.

SITUATIONS WANTED NEWS

Growth opportunity sought. 14 years experience, solid journalism background. Now in New Jersey. Box Q-251, BROADCASTING.

Medium major market news director will trade experience, ability, awards and hard work for earned permanence, and a reasonable salary. Pilot, will upgrade rating if desired. Available June. Box R-21, BROADCASTING.

Moderately-priced newsmen available. Experienced in fast-paced markets. Wants operation where management appreciates good work and shows it. All replies considered. Box R-40, BROADCASTING.

Degree in Radio/TV Journalism, lots of experience. Can also do announcing. Available immediately. Box R-52, BROADCASTING.

Anchorman and news director. 25 years broadcast experience. Seeking position in major market preferably Washington, D.C. area. Box R-56, BROADCASTING.

Hard-working reporter available for major market or group-owned station. Currently successful news director with small staff, making critical news judgement constantly. My experience and ability can be a valuable addition to your organization. Box R-60, BROADCASTING.

Responsible thinking journalist, B.A., M.S., broadcast journalism, third endorsed, one year experience, seeks small to medium market. Rich Peacock, 33 Cogswell Ave., Cambridge, MA 02140. 617-547-2788.

News person: digger, administrative background; excellent references and ambitions. Family, black, female. 4 years experience. Currently employed small-medium. Want 100 up. Tel. 812-322-1725, after 2.

Young aggressive hard-working individual looking to break into broadcasting as a radio newscaster in a small market station. Junior college graduate, A.S. Degree in broadcasting. Available immediately. Will relocate. Richard Chabot, 7 Fiske Road, Lexington, MA 02173. 617-862-0979.

NIS stations and others. Newscaster reporter. 4 years experience. Douglas O'Brien 313-534-0251.

Black female, 1st ticket, intelligent, fast study, eloquent. 213-990-6172 resume.

Young newsmen with some experience producing and delivering news. Am seeking a reporting/writing position with a NY NJ or Conn. sta. but will relocate. Call Al Gregory 212-889-8480 after 7 on weeknights.

Summer reliefer, commercial and college experience, third endorsed, available May 1 to August 18, any location. Jack Messmer, Route 3, Martinsville, IN 46151.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programing, production, promotion. 6 years, presently PD. Many hats, professional attitude. Prefer group within 200 miles Toledo. Contemporary/Top 40. All reasonable offers. Wise investment. Box Q-226, BROADCASTING.

SITUATIONS WANTED PROGRAMING PRODUCTION OTHERS CONTINUED

Combo DJ 5 years, experience seeking to be production manager or production assistant. Super enthused and ready for work. Preler oldies format and NE locale, Calif. or Fla. Box R-3, BROADCASTING.

Southwest. Experienced copy writer. Female. 3rd. Good production. Box R-38, BROADCASTING.

Do you know a dude seeking a copywriting or promotions job? Do you know a poop with two years small station experience, degree and a third, willing to work his first two weeks free? If you don't, call Wayne, 502-459-1481.

TELEVISION

HELP WANTED MANAGEMENT

A Major Western market all religious TV station is looking for a general manager. Experience and dedication are musts. Send resume and salary requirements to Box Q-269, BROADCASTING.

General Manager. New Northern California videotape production facility needs experienced General Manager. Candidates must have record of successful management of all phases of broadcast or tape production/post-production operation. Exceptional ground floor opportunity. Please send resume and compensation requirements in confidence to Box Q-287, BROADCASTING.

Director, Telecommunications Division. The Learning Resources Center. Position effectively serves as general manager, KTSC/TV Ch. 8 (PTV), and Head, Instructional Television. Reports to Dean of Learning Resources and Telecommunications and station's Advisory Board. Usual duties of budget management, staff supervision/development, programing, ascertainment, grant proposals, etc. USC seeks a "corner" who can handle challenges and move a small struggling PTV station from its present status to a position of significance. It is absolutely essential that a candidate have background, experience, and be an aggressive and effective fund raiser. Qualifications: MA or MS, or all course work completed, preferably in Educational Television, but at least in a directly related field. Minimum of five years full-time employment in educational television, three years of which may be in operation/production and/or teaching, but with at least two years in television station administration. Starting date: July 1, 1976. Salary: Minimum salary, 12 months, 20-days paid vacation \$19,000. Maximum \$23,000. Send application and resume to: Office of the Dean, Learning Resources Center, University of Southern Colorado, Pueblo, CO 81001. University of Southern Colorado is an affirmative action/equal opportunity employer.

HELP WANTED SALES

Salesperson Proven producer in television or radio sales. Scenic medium market summer/winter recreation area. Send past billings history with resume. Box Q-272, BROADCASTING.

Group company looking for experienced radio or TV account executive to handle important list. Should produce \$18-\$22,000 or more for right individual. College background desired. Must have good record in sales. Contact Q.W. Myers, WOWK-TV, Huntington, WV, Box 1448. Phone 304-525-7661. 40th TV Market, will need resume.

HELP WANTED TECHNICAL

New England TV transmitter and microwave maintenance technical technician required with 1st and experience preferred. Extensive interstate travel, vehicle furnished, excellent fringe, rural living. Reply full resume Box Q-315, BROADCASTING.

Electronics broadcast technician: Immediate openings on studio and transmitter maintenance staffs. 1st class FCC license required. An Equal Opportunity Employer. Reply to Box Q-328, BROADCASTING.

Experienced videotape editor to join staff of major New York City tape facility. Prefer computerized editing experience. Box R-10, BROADCASTING.

HELP WANTED TECHNICAL CONTINUED

Maintenance Engineer for video cassette duplicating system. Box R-12, BROADCASTING.

Maintenance Engineer. Must have first class license. Maintain everything from cameras to transmitter. Major market; union shop. Reply Box R-64, BROADCASTING.

Graduate engineer, experienced in microwave and CATV systems to work in system planning and installations for largest MDS operator. Approximately 25% travel. Contact Microband Corporation of America, 176 Broadway, New York, NY 10038.

Television Technicians. Excellent career opportunity in public broadcast station operated by West Virginia University located 70 miles south of Pittsburgh, PA in scenic mountainous area. Experience in color studio operations and maintenance. First class FCC license required. Forward resume and salary requirement to: Mr. E.J. Podeszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506, An Equal Opportunity Affirmative Action Employer MF.

HELP WANTED NEWS

We are looking for an experienced anchor who can communicate. Medium market television, strong news staff, excellent company. Equal Opportunity Employer. Please send resume and picture to us. We will ask for tape. Box Q-155, BROADCASTING.

Weatherperson, We'll put personable on-camera communicator through formal training at top meteorology department in medium market. Box Q-271, BROADCASTING.

Sportscaster, with colorful sports commentary. Community-involved man or woman who knows how to report skiing, boating, hunting and motor sports in scenic medium-market recreational area. Box Q-273, BROADCASTING.

News Director for aggressive, news-committed midwest medium market VHF. Total ENG. Box Q-275, BROADCASTING.

Anchorperson, Sharp, human performer who writes like people talk. Medium market opportunity for talent with limited anchor possibilities at present station. Box Q-276, BROADCASTING.

We're No. 1 at 11 p.m. and climbing. We want first class weatherperson. Medium market, Midwest. If you can handle the weather alongside the best news team in town, write Box R-46, BROADCASTING.

Producer for early and late evening newscasts. 'Action News' format needs person with flair for fast-paced, smooth production with concise writing. Experience a must. Reply to Box R-53, BROADCASTING.

Anchor persons needed. Live, work, in San Diego. Anchor person needed for the best of Southern California. KCST-TV, a Storer station, ABC affiliate, expanding news operation, looking for top talents to join staff. Unusual opportunity for bright, talented journalist interested in making a major move into a major market. Station has completely new facilities, including latest ENG equipment. Send resume and video tape of actual anchor performance to Bill Peterson, News Director, KCST-TV, 8330 Engineer Road, San Diego, CA 92111. An Equal Opportunity Employer.

News Director to manage news and public affairs department. Call or write Bud Turner, WDAF-TV, Signal Hill, Kansas City, MO 64108. 816-753-4567.

Meteorologist, immediate opening for second meteorologist. Nation's 17th ADI TV market. NBC affiliate. Florida's West Coast. Send tape and resume to Paul Catoe, Chief Meteorologist, WFLA-TV, Box 1410, Tampa, FL 33601.

Anchor-producer needed now for expanding news operation. Must have demonstrated air ability solid news judgement, experience producing half-hour newscast. Must have solid background in all aspects of television news. Application deadline: April 20th. Send complete resume, video tape and salary requirements to: Kirk Winkler, News Manager, WOI-AM/FM/TV, Ames, IA 50011.

HELP WANTED NEWS CONTINUED

Top ten market affiliate looking for outstanding, experienced News and Public Affairs Producer. Also looking for experienced reporter. Send resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road Chicago, IL 60631. 312-693-6171. Minorities encouraged. No tapes, please.

Immediate opening. News director, co-anchor. If you are really good and can help hold an established 44% share write: E.D. Madden, PO Box 395, Evansville, IN 47703. Send complete resume and tape.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Creative production manager who can get results for retail accounts. Medium market opportunity for talented director to run own shop. Box Q-274, BROADCASTING.

Major market Spanish U needs operations manager. Must be bilingual, know production, technical, scheduling and be able to work with unions. Opening immediate. Reply Box Q-320, BROADCASTING.

Program director. Wanted for pay TV firm located in New York. Experience must include feature film purchasing & scheduling. Please forward resume. Box R-31, BROADCASTING.

Major market TV looking for experienced producer/director in areas of news, commercials and program development. Send resume. Box R-42, BROADCASTING.

Producer-Special Projects. Film studio, and heavy writing background. Minimum three years professional experience. Top ten major market net affiliate. An Equal Opportunity Employer. Box R-48, BROADCASTING.

Commercial writer, for heavy retail clients. Maintain current trade and develop ideas for potential clients. You get to work closely with the production along with good creative services team. Applications from women and minority groups are encouraged. Contact Bob Hammer, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. 813-936-0195.

Faculty position in Radio-TV: master's degree, professional experience required. Teach courses in broadcast news writing, visual communications mixed media. Film experience desirable. MSU is an Equal Opportunity and Affirmative Action Employer. For application form, write Roger Hamilton, Chmn, Mass Communications Dept. Moorhead State University, Moorhead, MN 56560.

SITUATIONS WANTED MANAGEMENT

Program Director/operations manager, if you need out I'm your man! Have background in TV, radio, advertising, heavy TV experience in film and VTR. Both production and sales. Send for resume. Box Q-277, BROADCASTING.

General Manager, sales manager, programing for medium to large market. Thoroughly experienced all phases: station-ownership, management, sales management, sales (local and national), programing, film-buying, promotion and network announcing, news reporting. Leader in industry and community affairs. Outstanding credentials! 21 years in television; 8 prior years in radio. Total broadcasting experience: 29 years. Age 46. A professional, quality aggressive competitor. Accustomed to formidable challenges and much responsibility. Can increase substantially your profits and prestige. Box R-14, BROADCASTING.

Station Manager, Operations-Program Director, etc. Highly qualified all phases. Special expertise in new station preparation (5 V-UHF), organization, troubleshooting, promotion, community involvement, cost control. Accustomed to formidable challenges, responsibility. Aggressive quality competitor. Presently employed. Box R-28, BROADCASTING.

Bottom line oriented manager with experience in sales planning seeking new challenge as GM. Box R-49, BROADCASTING.

No ketchy words or fancy phrases. Just a hard working, bottom line oriented, business manager who wants a new challenge on a corporate level. Box R-50, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Young, experienced chief lab technician will handle all facets of your photo operation, including 16mm film processing and B&W, color still work. Write now Box Q-295, BROADCASTING.

Technical Engineer. First class license major market video television radio experience. Desires maintenance/operations position. Will relocate. Preferably Midwest. Box R-66, BROADCASTING.

SITUATIONS WANTED NEWS

Energetic newsmen seeking reporter's position. Writer-Producer for two years in major market, BA in broadcast news, minor in political science. Excellent references, aircheck available. Call 504-394-3589 or Box Q-76, BROADCASTING.

No. 1 rated anchor for past five years straight. Attractive young professional. Box Q-129, BROADCASTING.

Hard-nosed reporter seeks straight talking news director. Female. 3 yrs. experience news, producing. Box Q-249, BROADCASTING.

Technical engineer. First class license major market video television radio experience desires maintenance/operations position. Will relocate. Preferably Midwest. Box Q-268, BROADCASTING.

Former broadcaster now with USIA seeks position as TV news director or radio manager. Write Box Q-278, BROADCASTING.

Minicam, now that I have your attention. Number one SOF cameraman wants position with station actively using ENG. My resume will convince you. Box Q-281, BROADCASTING.

Sharp, aggressive, black reporter ready to move up to Top 10 market. 5 years experience news, sports, talk show. Presently employed Top 15. Write Box Q-297, BROADCASTING.

Help! Dynamic young newsmen wasting in unemployment. Broadcasting degree/1 yr news experience. Will go anywhere. Do anything. Call mornings 904-438-0705 or Box Q-302, BROADCASTING.

Weatherman trained in advanced television production technical, and in talent as a weatherman only. Will work anywhere in the United States. Have audition tape if requested. Box Q-305, BROADCASTING.

Street Reporter. I want to spend only the required time in your station. I like the streets where the news is made. Top 75 market. 3 yrs. experience, radio & TV. Looking for full time TV or combo radio, TV position. Box R-2, BROADCASTING.

Tired of auditioning people who can't deliver on the air? Try 13 years as a professional announcer, anchorman, reporter. Last five years as No. 1 weatherman/commercial announcer in 30th market. Box R-5, BROADCASTING.

Young, experienced, warmth, personality. This anchor/reporter looking for a team with enthusiasm and commitment. Box R-17, BROADCASTING.

Aggressive journalist seeks TV news/public affairs position. MA in RTV, major market O&O experience including reporter, anchor, variety/interview shows, documentaries. Published film/media critic, extensive travel. Box R-24, BROADCASTING.

Network reporter desires anchor. Personable, professional. Daily editorials. Good-looking and intelligent. Box R-45, BROADCASTING.

Anchor/reporter position desired by staff announcer with successful large market track record as anchorman, weatherman. Reporting experience. Box R-51, BROADCASTING.

Reporter/weekend anchor. Experienced news gatherer and deliverer. Available immediately. College degree, 26, married. 813-939-0291

Weathercaster with unique on-camera cartooning format seeking position. AFRTS background. Bron Smith, 213-796-7441.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Television artist/art director. Experience in major market, seeks network station. Box R-47, BROADCASTING.

PA, interested in 50 hrs/wk. Responsibility, future. Have skills, enthusiasm, imagination, experience. BFA Graphics RISD 2 1/2 yrs. ffl top NE TV/Prod House, ENG, 1st. Will travel for opportunity, work hard & excel. Resume and port. KR Paulson, 120 Lovell, Worcester, MA 01603.

College grad BFA film No. 2 D.J. Jacksonville Fla. WCAU TV wake up! Commercial production, copywriting, creative, funny & zany. Looks like Ernie Kovacs. Get me out of N.J.! 201-747-4677.

BUY-SELL-TRADE

WANTED TO BUY EQUIPMENT

We need used 250, 50 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

1 KW Collins FM Stereo transmitter, will tune and test your frequency, perfect: 4,500. 601-362-2790 after 5 PM.

For Sale: Channel 60 antenna and 400' guyed tower. Exc. cond. Will trade for? 312-357-1211.

GE PE-250 color camera, GE TY-106B helical antenna, ch. 22, Collins stereo console 2125-1, more items on list. S.R. Cathrail, WEZF-TV, Box 22, Burlington, VT 05401. 802-655-3663.

Complete small working IGM automation system. Working when removed from service. \$2750. Call or write Bob Esty, KRKT Radio, 1207 East Ninth, Albany, OR 97321 503-926-8628.

Schafer 800 Stereo automation, excellent condition, with two random access stereo carousels, net join, digital clock, six stereo play amps for AG-350, all manuals, diagrams, and cables, in four racks, will sell separately. Also available: Mono Instacart, RCA BTR-30 remote control with interface panel new 7 foot rack with small dent. Contact Noel Moss, KEZK FM, 1780 S. Brentwood Blvd., St. Louis, MO 63144. Phone 314-968-5550.

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

16MM Lenses, excellent. 2 wideangle 1 telephoto 1-25MM. 16mm Sil/Revere projector, good price, Murray Westgate, 1437 Hialeah Dr, Las Vegas, NV 89109. 702-733-7558.

IVC 800 Video heads \$75.00. RCA MI40790BZ Low Band Air bearing video head assembly \$150.00. Trompeter video jacks type J-2 \$2.00. WE 233 looping plugs \$4.00. Ampex VR 1200 Capstan Motor \$150.00. Ampex VR 1100 solid state signal system \$125.00. Norman Gillaspie, Box 2124, Monterey, CA 93940 1-408-375-7424.

1 KW FM Transmitters: Collins 20-V, RCA BTA-1-R1, Gates BC-1G, Raytheon RA-1000, CCA AM-1000-D. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Tektronix 149 NTSC signal generator. Perfect condition \$2650.00. Mike Lincoln, KIOI, 700 Montgomery St., San Francisco, CA 94111 415-956-5101.

Five Whistler gold-plated video patch panels with cords, like new. For listing contact Barry Ornitz, Route 5, Seneca, SC 29678.

Used FM 20 KW transmitter 52 hours actual time. Call 913-888-0127.

5 KW AM Transmitters: Collins 820-D2, Collins 21-E, RCA BTA-5H, Gates BC-5-P2, RCA BTA-5R-1, ITA AM-5000-D. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Join Oldtime Announcers' Club. Announcing experience dating back 25 years or more. No dues. PO Box 1174, North Little Rock, AR 72115.

Teach your salesmen to collect easily, smoothly, quickly! Send \$10 for guaranteed cassette. Tiger Tapes, Box 4713, Nashville, TN 37216.

Free-lance! Your own company! Profitable; all media; no investment! Details: Box 713-AB, Summit, NJ 07901.

PROGRAMING

Earn big sales dollars with our Nostalgia special: starring Will Rogers, Winston Churchill, FDR, Tommy Dorsey, Glenn Miller, and a cast of thousands. For free demo write: Lon Ritzo Productions, No. 1013-6311 North Barcelona Court, Tucson, AZ 85704.

Nationally known management consultant is now available to pump up ratings and billings for under developed radio stations. Protect your investment. Bill Elliott & Associates, 305-967-8838.

INSTRUCTION

No: tuition, rent! Memorize, study—Command's "Test-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. Class begin May 10, June 21 and August 2.

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, 235 East Grand Avenue, Chicago, IL 60611.

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.

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.

Effective commercials give more sales, better income. Learn how. Complete course. Sample \$5, refundable. Fuller, Box 692, Cincinnati, OH 45201.

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

Job opportunities and announcer-dj.-1st class FCC license training at Announcer Training studios, 152 W. 42nd St., 3rd floor, NYC. Licensed and V.A. benefits.

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.

INSTRUCTION CONTINUED

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

FCC License study guide, 377 pages. Covers third, second, first radiotelephone examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Detroit, Philadelphia, Chicago, Seattle, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

RADIO

Help Wanted Management

BROADCAST EXECUTIVE

Group Broadcaster seeking operations executive to serve as administrative assistant to the President. Duties include coordination of station day-to-day operations with home office, including the supervision of engineering projects with each station's chief. Individual with good technical background preferred. Salary commensurate with experience and capability. Write in complete confidence detailing experience and general background to

Box R-7, BROADCASTING.
An Equal Opportunity Employer

DIRECTOR OF MARKETING.

Well established firm wants super salesperson with radio background, must have solid track record. Please send resume today.

William C. Moyes,
FRANK N. MAGID ASSOCIATES
One Research Center
Marion, Iowa 52302

MANAGER

UNIVERSITY RADIO STATION

Northern Illinois University is seeking a Manager for its 50W public radio station. Demonstrated ability to manage personnel, programs and budgets required. Contact: K.L. Beasley, Assistant to President, Northern IL University, DeKalb, Illinois 60115, by April 30. An Equal Opportunity/Affirmative Action Employer.

Help Wanted Sales

SALES POSITION

Rapidly expanding company manufacturing and selling audio tape recording equipment is seeking a high caliber sales engineer.

Send resume stating salary requirements to Bob Tria, Sales Manager.



INTERNATIONAL TAPETRONICS CORPORATION

2425 South Main Street
Bloomington, Illinois 61701
Telephone 309-828-1381

Help Wanted Announcers

We are prepared to pay 12K yr plus company furnished insurance plan for morning air PERSONALITY. Must be able to get involved with audience and ENTERTAIN them. Also versatile and imaginative in production. Solid opportunity for settled pro. Contemporary Country. EOE Male/Female. Reply to

Box Q-316, BROADCASTING

KLZ-FM Denver,

Album oriented Rock

seeks strong, experienced announcer with first ticket.

Send tape and resume to Program Director, KLZ-FM, 2149 S. Holly, Denver, CO 80222.

Miscellaneous

RADIO AUDIENCE SURVEYS from \$389

- INCREASE SALES REVENUE
- ACHIEVE GREATER RESPECT AT THE AGENCY LEVEL
- INCREASE STATION PRESTIGE AMONG EMPLOYEES

Professional Research Services



"Another
Data Research
Enterprise"

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★ 200 YEARS OF LIBERTY ★
★ BICENTENNIAL CELEBRATION ★
★ AMERICA CELEBRATES ★
★ CAMPAIGN '76 \$6^{ea} ★
★ TV SLIDES ★
SEND FOR COMPLETE LIST
BOB LEBAR FILMS 240 E 55 ST NEW YORK 10022

RADIO—SAMS

(Radio-Survey And Market Study)

Now... a survey designed specifically for radio. Not weighted by TV. Created by fellow Broadcaster. 1,000 diaries... complete breakdown. We give you copy of diaries for photo cost only. Listener comments invaluable. Note weak areas. Woo competition, listeners by mail or phone. Soon Washington. Meanwhile Box 1454... Augusta, Ga. Dick Warner... (404) 738-4581 Sample survey on request.

CATV SYSTEMS WANTED

\$10,000,000 available for purchase of existing CATV systems and/or Franchise development. Inquiries treated in confidence. Reply to: President, National Cable Communications Corp., 19 West Elm Street, Greenwich, Connecticut 06830.

PUBLISH YOUR OWN NEWSPAPER—\$250 mo.

Mail us ads and news. We do layout and print. 1,000 copies monthly. Will instruct staff & help sell for small consideration. Sample on request. **RADIO-TV RECORD, 3407 Stonybrae Drive, Falls Church, VA 22044.**

For Fast Action Use BROADCASTING's Classified Advertising

Radio Field Service Engineers Domestic/International

We're a leading producer of TV and radio broadcast equipment with challenging opportunities in our customer service organization.

We're seeking Transmitter Engineers with a strong background in AM and FM radio broadcasting. You should have a minimum of a 2 year Associate's Degree in Electronics plus 3-5 years related broadcast experience. Technical strength and the ability to work with a minimum of supervision is essential.

The positions require both domestic and international travel with exceptional financial opportunity when extended periods of field service activities abroad are called for.

You'll enjoy a salary fully commensurate with your experience and appropriate bonus plus *per diem* for international field service assignments. We also offer excellent benefits including profit sharing and hospitalization; stable employment; opportunities for advancement; and relocation expenses.

Send resume with salary history and requirement in confidence to: Lawrence B. Carlstone, Professional Employment Supervisor.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Harris Corporation,
Broadcast Products Division
Quincy, Illinois 62301
an equal opportunity employer M/F

Help Wanted News

WTOP
All News Anchor
WE'RE GOING TO HIRE A GREAT ONE E-O-E
Send tape and resume to:
News Director
WTOP Newsradio-15
Broadcast House N.W.
Washington, D.C. 20016

Help Wanted Programing, Production, Others

Career Opportunities Radio, Television, Publishing

If you have 2 or more years experience in any phase of commercial broadcasting and are ready to move on to greater responsibility send your resume to:

New National Skills Bank
NATIONAL URBAN LEAGUE
500 East 62nd Street
New York, New York 10021

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

Situations Wanted Management

Aggressive general manager looking for major market problem station. Present station just sold. Leader in sales, programing, accounting, with engineering skills both AM/FM major markets. Specialize converting problem operations to winners. Complete knowledge FCC rules, expert at collections. Excellent credentials. Known nationally. Can attract and work with best programing & sales staff available. Last station increased yearly billing from \$200,000 to \$1,500,000 in four years. Complete broadcast background including ownership AM/FM major market. First Class License. 20 years broadcasting. Ready for new challenge. Let's discuss management position major market. Box Q-118, BROADCASTING.

GM or SM for medium to large market. Aggressive competitor. 16 yrs. exp. AM-FM all formats. Seasoned pro- top notch reputation. Proven ability to motivate, educate staff. Read my resume, check my references. You'll want to talk to me. Replies

Box Q-270, BROADCASTING

Situations Wanted Announcers

Last Chance to hire the greatest comic duo since Lewis & Clark (wowed Montana in 1810). Assets to any creative entertaining enterprise. A reservoir of untapped talent. Call now or regret tomorrow. Otter Bros. 1009 Hart Rd. Balto. Md. 21204 (301) 823-7848. Life time opportunity. Fly-by-nite outfits need not apply.

Situations Wanted Announcers Continued

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 and major markets only. Race to your phone. Call for Ray Tings. 314-727-8721.

Situations Wanted Technical

ENERGETIC YOUNG ENGINEERING TEAM in search of an ambitious, young expanding chain operation. Package includes Director of Engineering with over 11 years in all phases broadcasting, Sharp Assistant Director/Engineering, and options on some sharp "players." Comes complete with test equipment and expertise. Box R-6, BROADCASTING.

Situations Wanted Programing, Production, Others

8 YR PRO extremely eager to return to radio after an absence of nearly a year. First time out in my career. A year older & wiser, too, at 30. Married, 8 years fulltime experience as air personality & PD at successful top-50 mkt. stations. First Phone. A/C or Contemp. MOR, Air or PD. Call or write John Kramer, 1557 Beechcliff Dr., N.E., Atlanta, Ga., 30329 ... 404/634-1449.

TELEVISION

Help Wanted Technical

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

Placement Service

RADIO-TELEVISION CATV
Looking For A Job?
Mail Us Your Resume Now!
William J. Elliott, Jr.
& Company, Inc.
6198 Forest Hill Blvd.
Suite 104
West Palm Beach, Florida 33408
305-967-8638

Tower Service

SWAGER TOWER CORPORATION
CABLES PRESTRESSED FOR TALL
TOWERS SOCKETS ATTACHED

All work supervised by Certified Engineer
Box 656, Fremont, Indiana 46736
219-495-5165.

Broadcasting

The newsweekly of broadcasting and allied arts

Wanted To Buy Stations

FM Small to Medium
Market with Potential
No Brokers Please
Quote Billings C.F. etc

Box R-62, BROADCASTING.

For Sale Stations

**TWO MAJOR MARKETS
TWO MAJOR FACILITIES**

Excellent growth potential. Current cash flow \$1,000,000.

Asking \$8,000,000.
Real assets \$5,000,000.
Cash buyers only please.

Box Q-306, BROADCASTING.

FOR SALE

Cable TV Company in North Arkansas town.
Population 2000
With approximately 600 hookups.
System built in 1968.

For additional information, please write
Box R-20, BROADCASTING.

HELP

ACTIVE OR INACTIVE INVESTORS WITH AT LEAST \$15,000 TO ACQUIRE FULLTIME AM IN CALIFORNIA. SINGLE STATION MARKET. IF ACTIVE PLEASE SEND RESUME.

Box R-36, BROADCASTING.

**Midwest Class A FM
Stereo, Automation.**

Established 6 years. Grossing \$7,500 mo. \$110,000 cash. \$135,000 terms.

Box R-58, BROADCASTING.

East	Major	FM	1.750KK	35%
S.E.	Metro	Daytime	380K	29%
Fla.	Major	AM/FM	4KK	25%
West	Small	Daytime	135K	Cash
M.W.	Metro	AM/FM	2KK	Nego

Atlanta - Boston - Chicago - Dallas
New York - San Francisco



5 Dunwoody Park Atlanta, Georgia 30341

BROADCASTING

will reach virtually 100% of the industry's decision makers.

**BROADCASTING'S
CLASSIFIED . . .**

If you need help, the right job . . . or for any needs related to Broadcasting:

**YOU BELONG IN
BROADCASTING!**

1735 DeSales Street, N.W.
Washington, D.C. 20036

**For Sales Stations
Continued**

PACIFIC NORTHWEST

FULLTIME AM-CLASS "C" FM. MEDIUM MARKET. PARTNERS OKAY. (ACTIVE PREFERRED) \$25,000 MIN. REQUIRED PER PERSON. GROWING AREA. QUALIFICATIONS WITH FIRST LETTER, PLEASE.

Box R-37, BROADCASTING.

W.R. IKE TWINING

Communications Investments

68 Post Street

San Francisco 94104

(415) 981-5510 - (408) 624-7710

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 308, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1933

**For Sale Stations
Continued**



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

HAWAII

10,000 watts, Full Time
AM radio station, Island of Oahu
Price reduced for Fast Sale
\$195,000. - Cash or \$225,000. - Terms
Tremendous Future Potential
Continental Growth Pattern

FRED B. LIVINGSTON, RADIO K-LEI
P.O. BOX 15397, HONOLULU, HI. 96815
(808) 922-2045

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN • CHICAGO 80611
312-467-0040



**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. Check or money order only

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

BROADCASTING does not forward tapes of any kind. PLEASE do not send them to us . . . they will be returned to you.

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 - \$6.00 weekly minimum.
- All other classifications, 60c per word - \$10.00 weekly minimum.

Rates, classified display ads:
- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, P.D., GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

Stock symbol	Exch.	Closing		Net change in week	% change in week	1975-76 High	1975-76 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
		Wed. March 31	Wed. March 24								
Broadcasting											
ABC	N	27 1/4	28 3/8	- 1 1/8	- 3.96	29 5/8	13 1/8	28	17,187	468,345	
CAPITAL CITIES	CC8	48 1/2	49	- 1/2	- 1.02	52 1/4	22	15	7,208	349,588	
CBS	N	52 3/4	53 5/8	- 7/8	- 1.63	57 5/8	20 1/2	12	28,313	1,493,510	
COX	N	34	36 3/8	- 2 3/8	- 6.52	36 3/8	10 1/4	14	5,852	198,968	
GROSS TELECASTING	GGG	10 7/8	11 3/8	- 1/2	- 4.39	12	6 7/8	8	800	8,700	
LIN	O	14 1/2	15 5/8	- 1 1/8	- 7.20	16 3/4	2 5/8	9	2,382	34,539	
MOONEY	O	3 1/4	3 1/2	- 1/4	- 7.14	3 7/8	1 1/4	6	425	1,381	
RAHALL	O	4 1/2	4 3/4	- 1/4	- 5.26	6 1/4	2 1/4	12	1,297	5,836	
SCRIPPS-HOWARD	O	25 1/2	25	+ 1/2	+ 2.00	25 1/2	14 1/4	8	2,589	66,019	
STARR**	M	3 5/8	3 5/8		.00	7	2 3/4		1,091	3,954	
STORER	N	22 1/2	21 7/8	+ 5/8	+ 2.85	22 5/8	12 1/8	8	4,548	102,330	
TAFT	N	25 1/2	25 7/8	- 3/8	- 1.44	28 1/2	11 5/8	10	4,042	103,071	
TOTAL									75,734	2,836,241	
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	5	4 1/2	+ 1/2	+ 11.11	5	3/4	14	1,250	6,250
AVCO	AV	N	10 1/2	10 5/8	- 1/8	- 1.17	10 7/8	2 3/8	3	11,481	120,550
BARTELL MEDIA**	BMC	A	1	1 1/8	- 1/8	- 11.11	1 5/8	1/2		2,257	2,257
JOHN BLAIR	BJ	N	11	10	+ 1	+ 10.00	11	3 7/8	11	2,403	26,433
CHRIS-CRAFT**	CCN	N	8 3/4	8 1/4	+ 1/2	+ 6.06	8 3/4	2 1/8		4,167	36,461
COMBINED COMM.	CCA	N	15 7/8	15 5/8	+ 1/4	+ 1.60	17 1/4	5	10	4,899	77,771
COLLES	CWL	N	8 3/4	9 1/4	- 1/2	- 5.40	9 5/8	4 1/8	13	3,969	34,728
DUN & BRADSTREET	DN8	N	28 1/4	28 1/2	- 1/4	- .87	33 1/2	18 3/4	18	26,527	749,387
FAIRCHILD IND.	FEN	N	8 7/8	9 1/4	- 3/8	- 4.05	9 7/8	3 3/4	13	5,708	50,658
FUQUA	FOA	N	8 1/4	8 5/8	- 3/8	- 4.34	9	3 1/4	206	8,689	71,684
GANNETT CO.	GCI	N	36	38 3/4	- 2 3/4	- 7.09	39 5/8	23	20	21,108	759,888
GENERAL TIRE	GY	N	22 1/8	20 5/8	+ 1 1/2	+ 7.27	22 1/2	10 5/8	8	21,954	485,732
GLOBETROTTER**	GLBTA	O	2 5/8	2 1/2	+ 1/8	+ 5.00	3 5/8	7/8		2,783	7,305
GRAY COMMUN.	G	O	6	6 1/4	- 1/4	- 4.00	7	6	5	475	2,850
HARTE-HANKS	HNN	N	24	24 3/8	- 3/8	- 1.53	24 3/8	6 1/4	13	4,369	104,856
JEFFERSON-PILOT	JP	N	27 1/4	28 1/4	- 1	- 3.53	38 3/4	26 1/4	11	24,068	655,853
KAISER INDUSTRIES	KI	A	12	12 3/4	- 3/4	- 5.88	12 3/4	4 5/8	4	27,575	330,900
KANSAS STATE NET.	KSN	D	3 3/4	3 3/4		.00	4 3/4	2 7/8	5	1,815	6,806
KINGSTIP	KTP	A	6 7/8	7 1/2	- 5/8	- 8.33	8 3/8	1 7/8	5	1,154	7,933
KNIGHT-RIDDER	KRN	N	37 1/8	37	+ 1/8	+ .33	37 1/8	14 1/4	18	8,305	308,323
LEE ENTERPRISES	LNT	A	15 5/8	15 3/4	- 1/8	- .79	24 5/8	12	7	3,352	52,375
LIBERTY	LC	N	15 1/2	15 1/2		.00	16 1/2	7 1/8	7	6,762	104,811
MCGRAW-HILL	MHP	N	15 1/8	14	+ 1 1/8	+ 8.03	16 5/8	6	11	24,601	372,090
MEDIA GENERAL	MEG	A	17 7/8	17 3/4	+ 1/8	+ .70	19 1/8	9 3/8	9	7,221	129,075
MEREDITH	MOP	N	17 1/8	17	+ 1/8	+ .73	17 1/8	8 3/8	8	3,041	52,077
METROMEDIA	MET	N	21 5/8	21 3/8	+ 1/4	+ 1.16	21 7/8	5 1/4	10	6,553	141,708
MULTIMEDIA	MMED	D	19 3/4	19 3/4		.00	19 3/4	8 3/4	13	4,390	86,702
NEW YORK TIMES CO.	NYKA	A	15	16	- 1	- 6.25	16 1/4	7 1/2	13	10,938	164,070
OUTLET CO.	OTU	N	17 7/8	17 1/2	+ 3/8	+ 2.14	19	8	6	1,387	24,792
PDST CORP.**	POST	O	9 3/4	10	- 1/4	- 2.50	11	3 1/4		871	8,492
PSA**	PSA	N	7 5/8	7 3/8	+ 1/4	+ 3.38	9	3 3/4		3,181	24,255
REEVES TELECOM**	RBT	A	1 3/4	1 7/8	- 1/8	- 6.66	2 1/4	3/4		2,376	4,158
ROLLINS	ROL	N	24	25 1/2	- 1 1/2	- 5.88	26 7/8	11 1/4	16	13,404	321,696
RUST CRAFT	RUS	A	9	8 5/8	+ 3/8	+ 4.34	9 3/4	4 3/4	7	2,328	20,952
SAN JUAN RACING	SJR	N	8 1/8	8 3/8	- 1/4	- 2.98	14 1/4	5 3/4	7	2,509	20,385
SCHERING-PLOUGH	SCP	N	57	56 5/8	+ 3/8	+ .66	67 1/4	44 1/2	22	53,956	3,075,492
SONDERLING	SDB	A	11 1/8	11 3/4	- 5/8	- 5.31	12 3/8	4	5	727	8,087
TECH OPERATIONS**	TO	A	4 3/8	4 1/4	+ 1/8	+ 2.94	6 1/4	2 3/8		1,344	5,880
TIMES MIRROR CO.	TMC	N	20	20 1/4	- 1/4	- 1.23	22 5/8	10 1/4	14	33,823	676,460
WASHINGTON POST CO.	WPO	A	31 3/4	32 1/4	- 1/2	- 1.55	32 1/4	16 7/8	12	4,725	150,018
WOMETCO	WOM	N	16 7/8	16 1/2	+ 3/8	+ 2.27	18 3/8	6 5/8	8	6,332	106,852
TOTAL									378,777	9,397,052	
Cablecasting											
AMECO	ACO	O	3/8	1/2	- 1/8	- 25.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS**	AELBA	O	1 7/8	1 7/8		.00	2 3/8	1/2		1,672	3,135
AMERICAN TV & COMM.	AMTV	O	20	21 1/4	- 1 1/4	- 5.88	21 3/4	6	25	3,322	66,440
ATHENA COMM.	A	O	3/8	3/8		.00	2 1/4	1/8		796	796
BURNUP & SIMS**	BSIM	O	4 7/8	5 1/4	- 3/8	- 7.14	7 3/4	3		8,351	40,711
CABLECOM-GENERAL	CCG	A	7 3/4	8 1/8	- 3/8	- 4.61	8 1/2	1 5/8	8	2,560	19,840
CABLE INFO.	O		1/2	1/2		.00	1 1/4	1/4	3	663	331
CDMCAST	O		3 1/8	3	+ 1/8	+ 4.16	3 1/8	3/4	9	1,708	5,337
COMMUN. PROPERTIES**	COMU	O	3 3/4	3 5/8	+ 1/8	+ 3.44	3 3/4	1 1/4		4,761	17,853
COX CABLE	CXC	A	15 5/8	17	- 1 3/8	- 8.08	18 1/8	4 3/8	20	3,560	55,625
ENTRON	ENT	O	1 3/4	1 3/4		.00	1 3/4	5/8	2	1,358	2,376
GENERAL INSTRUMENT	GR1	N	11 5/8	11 7/8	- 1/4	- 2.10	31 1/2	7 1/2	29	7,201	83,711
GENEVE CORP.	CFUN	O	6 3/4	7	- 1/4	- 3.57	7 3/4	4 1/4	45	1,121	7,566
SCIENTIFIC-ATLANTA	SFA	A	15	15 1/4	- 1/4	- 1.63	18	11 1/8	13	1,374	20,610
TELE-COMMUNICATION**	TCOM	O	4 1/8	4 7/8	- 3/4	- 15.38	5	1		5,181	21,371
TELEPROMPTER**	TP	N	9 3/4	9 3/8	+ 3/8	+ 4.00	10	1 1/2		16,604	161,889
TIME INC.	TL	N	64	64		.00	67 1/2	24 3/4	14	9,975	638,400
TOCOM	TOCM	O	3	3		.00	3 1/4	1 5/8	11	617	1,851

Stock symbol	Exch.	Closing Wed. March 31	Closing Wed. March 24	Net change in week	% change in week	High	Low	1975-76	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
UA-COLUMBIA CABLE	UACC	O 12 1/2	12 1/4 +	1/4 +	2.04	13	4 5/8	13		1,714	21,425
UNITED CABLE TV**	UCTV	O 2 1/8	2 1/8		.00	4 1/8	1 1/4			1,879	3,992
VIACOM	VIA	N 10 1/8	10 1/8		.00	11 5/8	2 3/4	12		3,654	36,996
VIKOA**	VIK	A 2 1/8	2 1/4 -	1/8 -	5.55	2 3/4	5/8			2,529	5,374
TOTAL										83,129	1,216,079
Programing											
COLUMBIA PICTURES	CPS	N 6 1/2	6 5/8 -	1/8 -	1.88	9 5/8	2 3/8	7		6,748	43,862
DISNEY	DIS	N 60 3/4	60 1/2 +	1/4 +	.41	62 1/4	21 1/4	29		30,977	1,881,852
FILMWAYS	FWY	A 9 7/8	8 5/8 +	1 1/4 +	14.49	10 1/8	2 3/4	9		1,792	17,696
FOUR STAR			5/8		.00	5/8	1/4			666	416
GULF + WESTERN	GW	N 24 5/8	25 -	3/8 -	1.50	26 5/8	18 1/4	6		30,058	740,178
MCA	MCA	N 70 1/4	73 5/8 -	3 3/8 -	4.58	89 1/8	27 3/4	7		8,672	609,208
4GM	MGM	N 14 1/2	14 1/4 +	1/4 +	1.75	18 3/4	12 1/4	7		13,118	190,211
TELETRONICS INTL.	O	7 1/2	7 1/2		.00	9 1/4	1 3/8	12		887	6,652
TRANSAMERICA	TA	N 12	11 3/4 +	1/4 +	2.12	12	6	10		64,947	779,364
20TH CENTURY-FOX	TF	N 11 5/8	12 3/8 -	3/4 -	6.06	15 1/2	5 1/8	5		7,562	87,908
WALTER READE	WALT	O 3/8	3/8		.00	3/8	1/4			4,296	1,611
WARNER	WCI	N 24 1/2	24 +	1/2 +	2.08	24 1/2	8 1/4	46		16,718	409,591
WRATHER**	WCO	A 5 1/4	5 1/8 +	1/8 +	2.43	5 7/8	1 1/2			2,229	11,702
TOTAL										188,670	4,780,251
Service											
8800 INC.	8800	O 19 3/4	19 1/4 +	1/2 +	2.59	20 3/4	11 1/8	8		2,513	49,631
COMSAT	CO	N 29 1/4	28 1/8 +	1 1/8 +	4.00	46 1/2	24 1/2	6		10,000	292,500
DOYLE DANE BERNBCH**	DOYL	O 11 5/8	11 3/8 +	1/4 +	2.19	13	6 1/4			1,816	21,111
FOOTE CONE & BELDING	FCB	N 13	12 7/8 +	1/8 +	.97	13 1/8	5 1/2	8		2,130	27,690
GREY ADVERTISING	GREY	O 8 5/8	8 5/8		.00	9 3/4	5 1/2	5		1,213	10,462
INTERPUBLIC GROUP	IPG	N 26	25 7/8 +	1/8 +	.48	26	8 5/8	8		2,290	59,540
MARVIN JOSEPHSON	MRVN	O 9 3/4	9 3/4		.00	10 3/8	2	17		1,962	19,129
MCI COMMUNICATIONS**	MCIC	O 2 7/8	2 5/8 +	1/4 +	9.52	3 7/8	1 3/8			15,826	45,499
MOVIELAB	MOV	A 1 7/8	1 7/8		.00	2 3/8	5/8	7		1,407	2,638
MPO VIDEOTECHNICS**	MPO	A 3	3 1/8 -	1/8 -	4.00	4 1/8	1			537	1,611
NEEDHAM, HARPER	NHMA	O 5 7/8	5 7/8		.00	6 3/4	3 7/8	7		853	5,011
A. C. NIELSEN	NIELB	O 21 7/8	22 3/8 -	1/2 -	2.23	24 5/8	10 5/8	18		10,598	231,831
OGILVY & MATHER	OGIL	O 23 3/4	24 -	1/4 -	1.04	24 3/4	11 1/2	9		1,805	42,868
J. WALTER THOMPSON	JWT	N 12	11 3/4 +	1/4 +	2.12	12 1/2	4 1/8	11		2,649	31,788
TOTAL										55,599	841,309
Electronics/Manufacturing											
AMPEX	APX	N 7 5/8	8 1/4 -	5/8 -	7.57	8 1/4	2 5/8	76		10,885	82,998
CETEC	CEC	A 2 1/4	2 +	1/4 +	12.50	2 1/2	1	19		2,319	5,217
COHU, INC.	COH	A 3	3 1/8 -	1/8 -	4.00	3 5/8	1 1/4	27		1,617	4,851
CONRAC	CAX	N 23 7/8	22 5/8 +	1 1/4 +	5.52	30 1/4	3 1/2	9		1,282	30,607
EASTMAN KODAK	EASKD	N 118 3/4	117 +	1 3/4 +	1.49	118 3/4	63	31		161,347	19,159,956
FARINON ELECTRIC	FARN	O 10 3/4	10 1/2 +	1/4 +	2.38	14 3/4	6 1/4	19		3,937	42,322
GENERAL ELECTRIC	GE	N 52 5/8	54 1/8 -	1 1/2 -	2.77	54 3/4	32 3/8	17		183,258	9,643,952
HARRIS CORP.	HRS	N 45 3/4	46 1/8 -	3/8 -	.81	46 5/8	14 1/2	13		6,066	277,519
HARVEL INDUSTRIES *	HARV	O 6	6		.00	9	3	16		480	2,880
INTL. VIDEO CORP.**	IVCP	O 2 5/8	3 1/8 -	1/2 -	16.00	3 3/4	3/4			2,711	7,116
MICROWAVE ASSOC. INC	MAI	N 16	16 1/8 -	1/8 -	.77	26 7/8	9 3/4	10		1,320	21,120
3M	MMM	N 64 1/8	63 1/8 +	1 +	1.58	66 7/8	46 1/8	28		114,240	7,325,640
MOTOROLA	MOT	N 43 3/4	45 3/8 -	1 5/8 -	3.58	57 7/8	33 3/4	30		28,198	1,233,662
N. AMERICAN PHILIPS	NPH	N 28	29 3/8 -	1 3/8 -	4.68	32 1/4	12 3/8	10		12,033	336,924
OAK INDUSTRIES	OEN	N 9 1/2	9 7/8 -	3/8 -	3.79	11 1/2	5 1/2	13		1,639	15,570
RCA	RCA	N 27 3/4	28 1/8 -	3/8 -	1.33	28 1/4	10 3/8	20		74,547	2,068,679
ROCKWELL INTL.	ROK	N 29 1/2	29 1/8 +	3/8 +	1.28	29 1/2	18 7/8	10		31,200	920,400
RSC INDUSTRIES	RSC	A 2 1/8	2 1/8		.00	2 1/2	1 1/4	11		3,440	7,310
SONY CORP.	SNE	N 9 1/4	9 7/8 -	5/8 -	6.32	13 1/4	5	37		172,500	1,595,625
TEKTRONIX	TEK	N 60 1/4	59 1/2 +	3/4 +	1.26	60 1/4	18 1/8	19		8,671	522,427
TELEMATIION**	TIMT	O 3/4	1 -	1/4 -	25.00	1 1/2	3/4	1		1,050	787
VARIAN ASSOCIATES	VAR	N 15 1/2	16 1/4 -	3/4 -	4.61	18 1/2	6 1/2	14		6,838	105,989
WESTINGHOUSE	WX	N 16	16 1/8 -	1/8 -	.77	20	9 3/4	8		87,091	1,393,456
ZENITH	ZE	N 36 1/8	37 1/2 -	1 3/8 -	3.66	39 3/8	10	26		18,797	679,041
TOTAL										935,466	45,484,048
GRAND TOTAL										1,717,375	64,554,980

Standard & Poor's Industrial Average 115.6 116.5 --.9

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

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

Over-the-counter bid prices supplied by Homblower & 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:

Camplown Industries	1/8	10/27/4
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	2 7/8	3/8/76
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

Rex Bradley: 10 years to the top in cable

Rex Bradley was introduced to cable television by Frank Batten of Landmark Communications in 1966. At that time, Mr. Bradley now confides, he "didn't know what it was." Mr. Bradley recalls thinking it sounded like something he would like, however. A month after he came upon cable cold, Mr. Bradley went to work for Telecable Corp., the cable television arm of newspaper and broadcast group owner Landmark Communications.

When Mr. Bradley became involved with CATV, Telecable had three systems under construction and a few hundred subscribers. Today it has 140,000 subscribers on 15 systems.

Mr. Bradley feels his contribution to that growth has been the building of a strong management team. His background had been in management, including a graduate degree in business administration from Harvard and a 22-year Navy career.

Mr. Bradley's management skills have also served him well at the National Cable Television Association, where he has served on the board of directors since 1971. He was elected to the executive committee in 1973 and for the past year has served as NCTA's chairman. Mr. Bradley's colleagues at NCTA characterize him as a "strong chairman" who has no difficulty making decisions and who has always worked for consensus.

In his own words Mr. Bradley is a "hard driver and a perfectionist." He is supportive and complimentary to those doing their best, he says, but he won't hesitate to criticize those not working at their best.

Mr. Bradley won't take complete credit for any of the many gains the cable industry has attained under his chairmanship. Among them: The FCC eliminated its leapfrogging rules, dropped requirements for same-day nonduplication in the Rocky Mountain area, helped produce a temporary agreement between AT&T and NCTA over pole attachments, exempted small CATV systems from syndicated exclusivity protection, modified its signal carriage rules regarding late-night programming, opened up carriage of specialty stations to cable, dropped the pay cable series rule, voided the 1977 rebuild deadline and altered its formula for determining the significantly viewed status of broadcast stations. NCTA also managed to stay the collection of 1975 FCC cable fees and scored a victory in having the Hatha-way amendment tacked onto the Senate version of the copyright bill (BROADCAST-ING, Feb. 26).

Mr. Bradley attributes some of those successes to a change in times, but is quick



Rex Arthur Bradley—chairman, National Cable Television Association; president, Telecable Corp., Norfolk, Va.; b. April 15, 1917, Morgantown, W. Va.; BA, Fairmont (W. Va.) State College, 1938; high school teacher in physical sciences, Cumberland, Md., 1938-1941; U.S. Navy, retired as captain, 1941-1963; MBA, Harvard Graduate School of Business Administration, 1951; treasurer, Lone Star Industries (building material company), Norfolk, 1963-1966; joined Telecable as general manager and vice president, 1966; elected president, 1967; NCTA director since 1971; executive committee member since 1973; NCTA vice chairman, 1974-75; chairman, 1975-76; m. Eloise Wigg, Nov. 6, 1943; children—Margaret, 26; Rex Jr., 23.

to point out the NCTA has been active all along in pressing for those changes. "An effective presentation with good supporting facts," said Mr. Bradley, is the NCTA's key to success on the regulatory front.

Mr. Bradley's management skills were also put to the test from last May to August, when the association was without a president. Mr. Bradley had to fill two positions at once. During that time he was in Washington almost as often as in Norfolk, the headquarters of Telecable. Since Robert Schmidt came on board in late summer, Mr. Bradley averages one or two days a week in Washington, working closely with Mr. Schmidt in regrouping the staff. A wave of resignations and firings has reduced the NCTA staff to its smallest size that Mr. Bradley can remember. Mr. Bradley's dedication to NCTA has not gone unnoticed. One staffer feels Mr. Bradley has been the "absolute hardest working member of the board from the beginning."

The beginning for Mr. Bradley came in 1971 when he was named as chairman of NCTA's education committee. It was an

area in which he had had plenty of exposure. Mr. Bradley taught physical science in the public high schools in Cumberland, Md., for three years following graduation from nearby Fairmont (W. Va.) State College. Later, while in the Navy, Mr. Bradley was on the faculty of the University of Kansas.

The teacher's side of Mr. Bradley's personality surfaces when he discusses Telecable's experiment with two-way interactive cable to serve brain-damaged children in Overland Park, Kan., and Spartanburg, S.C. Mr. Bradley is concerned both personally and on an industry level that cable operators not overlook new ideas for cable even while the industry downplays the blue-sky predictions for cable services.

The industry's job, says Mr. Bradley, is to sort out the things it can do now from those that are not immediately attainable. Toward this goal, Mr. Bradley feels the industry needs a "united front" and opposes any suggestion that community antenna television operators sever ties with broadband communications entrepreneurs.

The Dallas convention this week will be the 10th NCTA convention Mr. Bradley has attended. In the early days, CATV was considered only for very remote areas, says Mr. Bradley. But now, he notes, cable has become desirable in markets which are served by over-the-air television because cable improves signal quality and provides additional signals. Mr. Bradley does not foresee the major markets being "wired" for "many years to come," but believes immediate growth will come in construction and expansion of existing systems.

Pay television has become an important part of cable operations, says Mr. Bradley, but pay cable doesn't have the program selection now—and won't in the near future—to have an adverse impact on broadcast television. Over-all, Mr. Bradley sees the cable-broadcast schism decreasing in the future as emotions die down.

Mr. Bradley would like to see more changes on the regulatory front, especially regarding the present limitations on signal carriage and the remaining restrictions on pay cable.

Mr. Bradley will work for such changes in the role of past chairman of NCTA, a post he will step into at this week's convention. He hints that he will serve on several committees.

If Mr. Bradley's Navy career is any kind of clue to his future, he will be active in NCTA for some time to come. He joined the Navy looking for a reserve commission, volunteering for two months. He ended up staying 22 years.

Healthy action

We'll understand if CBS and NBC and their affiliates find it hard to agree, but there are certain benefits to be perceived in ABC's unaccustomed ascendancy in the television ratings.

There is first the excitement that new competition always generates. Some say this is the only real excitement of the current season. Certainly it is far-reaching excitement, because, as was shown in a detailed report here last week, ABC's new muscle is being felt in major markets throughout the country, and in smaller ones as well.

Viewing patterns are undergoing fundamental changes in many cases. NBC and CBS will hear more about that from their affiliates—and ABC affiliates will hear more about it from their network—at their respective general meetings later this spring.

The net result, of course, is that all three networks will be trying harder—NBC to recoup substantial losses, CBS to repair lesser damage, ABC to hold onto and enlarge what it's won.

No network ever sets out to do poorly, of course, but the new prime-time schedules that are now beginning to emerge—and their implementation later on—must assuredly represent the best efforts of all three. Not in recent memory have all three had so much at stake. Whoever comes out ahead, the viewer will be the winner.

Hidden meanings

A brief exchange in a panel session at the National Association of Broadcasters convention two weeks ago provided unusual insight into the dispute between broadcasters and cable operators over copyright legislation that has been adopted by the Senate and is awaiting action in the House. It will be interesting to note whether the subject will be as candidly discussed when it comes up this week at the convention of the National Cable Television Association.

The exchange featured Russell H. Karp, president of Teleprompter, which has been advocating legislation to impose a modest fee on the importation of distant broadcast signals, and Everett H. Erlick, senior vice president and general counsel of ABC, which wants total copyright liability for cable, with the marketplace deciding what cable will pay for broadcast signals, near and far.

Mr. Karp volunteered the reason that he and other major cable operators are eager to accept a limited liability in a new copyright bill. It would deprive broadcasters of their basic argument for cable regulation: that cable, having free access to broadcast programming now, is at an unfair advantage in building a plant that will eventually compete with broadcasting. If cable pays copyright, said Mr. Karp, "the rules should come off pay cable."

Mr. Erlick saw things differently. The cable operators are working a "snow job" on copyright legislation, he said. The bill passed by the Senate would set fees that were below the value of the product, and Teleprompter's proposal, lower yet, would be a "rip-off."

"Snow job" may not be the discreet description, but there is no doubt that cable interests have outmaneuvered broadcasters in copyright deliberations on the Hill. The bill adopted by the Senate (BROADCASTING, Feb. 23) sets a sliding scale of cable payments to a royalty pool, ranging from something under half of one percent of quarterly receipts for systems billing up to \$40,000 per quarter to two and a half percent of quarterly receipts for those billing more than \$160,000. Those would be bargain prices for cable to pay for Mr. Karp's stated objective of zero regulation

for pay cable and the implied de-regulation of other cable operations. Mr. Karp, of course, is after even lower prices.

Nobody gives any chance to the adoption of the total liability that ABC thinks would be desirable for cable. There may not be a much better chance for the more moderate proposal that the NAB has recently advanced (BROADCASTING, March 8), but at least it deserves support for the principle it advocates. The NAB would let cables use local broadcast signals at no cost. It would expose them to normal copyright liability for distant signals and thus let the marketplace decide what it should have been deciding all along, in place of the FCC.

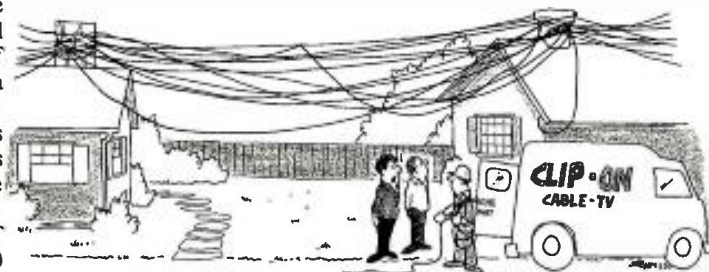
The longer this congressional session goes on in this election year and the longer the House copyright subcommittee defers its consideration of pending legislation, the less prospect there is for completed legislation by this Congress. Perhaps it would be to the broadcasters' tactical advantage to wait and regroup for a renewed legislative effort in the next Congress. As for the cable operators, they have nothing to lose but the chance of escaping regulation by the passage of a copyright bill with token liability. The courts have said they owe nothing for broadcast signals unless Congress acts.

Room for a view

For reasons that are understandable, two sessions of the National Association of Broadcasters convention in Chicago were turned into unplanned forums for protests by black activists who felt left out of the formal program. As reported here last week, Pluria Marshall of the National Black Media Coalition and the Rev. Jesse Jackson of Operation PUSH made impassioned criticisms of, respectively, the NAB itself and the television networks. They accused both institutions of inadequate efforts to enlist and elevate blacks.

Broadcasters who objected to those speeches ought to have realized that the Messrs. Marshall and Jackson were all but compelled by the nature of their work to agitate at the broadcasters' annual gathering. As experienced black spokesmen, they surely knew that their calls for more black hiring would be dramatized if issued from the middle of white audiences that were talking about other things.

NAB officials were of course correct in pointing out that NAB conventions are not designed as public forums and that individual broadcasters meet continually on their own ground with their local constituents. Still, the NAB may want to consider the inclusion of at least some outside comment in future convention agendas. A well programmed panel, for example, might incline more toward the dialogues that some wish for than the monologues that were heard from the floor.



Drawn for BROADCASTING by Jack Schmidt

"When do you fellas think you'll be able to hook onto the utility poles?"



Putting hope into action.

Citizens of Fremont, Nebraska, suffered from a natural gas explosion that devastated the downtown Pathfinder Hotel and claimed 18 lives. Some of the publicity immediately following left the impression that Fremont was faltering under the strain.

In February, the Fetzer television station in Lincoln, KOLN-TV, followed up with an affirmative broadcast describing plans, not only to clean up after the explosion, but to convert the entire block into one reminiscent of a Main Street of the 1800's. Also foretold was the continuing renovation of the 88-year-old Love Opera House which will become Fremont's music and art center.

Recognizing hope and showing it in action is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island		
WWTW Cadillac	WWUP-TV Sault Ste Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

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It's called "Feeling Fine." And it's "far and away the most successful promotion campaign that any of our stations has ever undertaken," says a sales director who should know.

KNBC-TV, Los Angeles, ran it last spring during its early and late newscasts. Over 125,000 viewers wrote in for instruction kits. The station estimates Southern California lost more than 700,000 pounds. Ten of them came off the anchorman.

And the ratings got fat. Up 4½% during the four-week series. Share? Up 11%.

When New York ran "Feeling Fine" in the fall, the ratings jumped 21%. Cleveland shows the same kind of gains—just by making losers out of its audience.

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